Network Public Opinion Management and Control Strategy of College Emergencies under the Background of New Media

Xiaoqiu Peng

College Of Humanities,Hunan City University, Yiyang Hunan 413000, China

ABSTRACT. With the rapid development of Internet technology and the rapid change of new media forms, new media such as forum, microblog, wechat, blog, e-mail, QQ and so on have emerged at the historic moment, which makes the traditional coping style of college public opinion in emergencies prominent. In order to maintain the harmony and stability of colleges and universities and create a healthy and orderly campus living environment for college students, colleges and universities should actively explore and deal with high This is an important topic that needs to be paid close attention to and implemented seriously. This paper discusses the concept, characteristics and changing rules of College emergency network public opinion from a static point of view, analyzes its current situation through questionnaire survey, summarizes the crisis judgment methods of College emergency network public opinion according to the analysis results, and points out the early warning vacancy, imperfect communication mechanism and management guarantee in dealing with various kinds of network public opinion in Colleges and universities There are many outstanding problems, such as the imperfect mechanism, systematically and comprehensively summed up the network public opinion response strategies for emergencies in Colleges and universities, that is, to establish and improve the early warning mechanism, network public opinion guidance mechanism, network public opinion exchange mechanism and network public opinion management and guarantee mechanism, to continuously improve the media literacy education and training system for college students, and to solidly promote the investigation after the network public opinion events in Colleges and universities And evaluation work.

KEYWORDS: Universities, Emergencies, Network public opinion, Response strategies

1. Introduction

In the era of new media, the dominant position of traditional media, such as newspapers, magazines, TV, etc., is declining day by day. However, new media, whose main communication forms are wechat, microblog, e-mail, news client, etc., are bringing about instant public opinion, open source of public opinion, pluralistic

content of public opinion, and wide influence of public opinion, which have an impact on the students of network public opinion in University emergencies The formation, change and development have had a significant impact, but also brought serious challenges to the emergency management of network crisis events in Colleges and universities. Conforming to the development trend of the new media era, exploring the response mechanism of network public opinion of University emergencies plays a very important role in improving the management ability and level of University, ensuring the normal development of various education and teaching matters, and maintaining the harmony and stability of the University and society. In the new media environment, the network public opinion of University emergencies shows new characteristics. It is characterized by freedom and controllability, timeliness and interaction, concealment and Emotionalization, and group polarization. The network public opinion of emergencies has a very complex law of change, which is reflected in the occurrence, evolution, extinction and appeasement of each development stage, and the law of change is not the same in each development stage. The new characteristics and the complexity of the changing rules of the network public opinion of University Emergency bring great challenges to its monitoring and management. Most colleges and universities in China do not have a complete response strategy, and there are outstanding problems in the early warning mechanism, communication mechanism, college students' psychological construction, guidance mechanism, security mechanism and post investigation and evaluation. In order to achieve the smooth progress of the teaching work in Colleges and universities, and to maintain the harmony and stability of the school and society, we need to effectively solve such problems. Therefore, it is an important task for university administrators to strengthen the research of network public opinion response strategy in the era of new media.

2. Basic Concept Definition

2.1 Public Sentiment

"Public opinion" is a general term for a certain number of people's ideas, wishes and emotions of different contradictions and events in social life [1].

2.2 Emergencies

Emergency refers to the events that people are unpredictable, which will cause or have caused certain harm to the society, and need the government or various social organizations to take necessary measures to deal with in time [2].

2.3 Internet Public Opinion

Network refers to the Internet, that is, the Internet. Network public opinion is one of the forms of social public opinion, which refers to the rise of different opinions and opinions on social events in the network environment. Generally speaking, it is the spread of people's ideas and attitudes in cyberspace about disputes and disputes in life or problems and contradictions they are concerned about. These ideas and attitudes generally appear in the form of online speech, with strong emotional color and force. Emergencies and network public opinion are closely related, and they blend and influence each other. Both of them are dynamic change processes. Whether it is an emergency or online public opinion, there will be several stages: initial, rising, peak, falling and disappearing. On the one hand, emergencies may lead to the occurrence of Internet public opinion. When people know the emergency through various ways, they will express their emotions, opinions or opinions on the emergency through the network. Various opinions will communicate with each other and influence each other. One or several mainstream opinions will be magnified infinitely like snowballs, which will eventually lead to network public opinions, such as the stampede on the Bund in 2014, the fire accident in Harbin warehouse in 2015 And the giant salamander incident in Shenzhen. On the other hand, Internet public opinion will also cause emergencies. If the intense discussion of Internet public opinion arouses the high attention of the stakeholders, the stakeholders may take specific actions, which will evolve into emergencies. For example, the Carrefour boycott in 2008, the large-scale Japanese goods boycott demonstration in Guangzhou in 2012 and the naked jumping suicide of a college student in Jinan in 2016 are all typical cases of the development of Internet public opinion into emergencies [3].

3. The Current Situation of Network Public Opinion of College Emergency in the Era of New Media

3.1 A Brief Introduction to the Use of Network Media by College Students

At present, the basic characteristics of the use of network media by college students in China, that is, the replacement of network media, can be seen from Figure 2. With the continuous progress of society and the rapid development of network technology, the most important way for college students to exchange information has changed from traditional media to network media such as computer and mobile phone, and the proportion of browsing information through mobile phone network is more than 90%. On average, college students grow up more than two hours a day when they surf the Internet. More than a quarter of college students spend more than four hours online. Online activities are mainly forum shopping, blog, wechat, chat and friends making, etc. College students have a high level of knowledge and active thinking. They are a group with great potential and creativity. They have a strong ability to accept new things, especially the curiosity of new things. They have become the main body of network participation [4].

3.2 Analysis on the Current Situation of Network Public Opinion in College

Emergencies

Firstly, most college students pay more attention to network hot spots and social focus issues, focusing on the events that happen around or related to their own interests. College students are more concerned about campus network hot spots and social focus issues. The proportion of students who are very concerned about campus network hot spots and often forward them accounts for half of the total. Nearly 40% of the students are very concerned about social focus issues, and the proportion of students who choose not to care is less than 10%. Among the contents concerned, the events around or related to their own interests account for the largest proportion, followed by hot events in a certain period of society, domestic and foreign news and others. Second, college students lack of thinking about the authenticity of online reports, and their motivation and attitude to respond to online public opinion are not correct. College students pay more attention to the hot issues of network and society, but their thinking about the authenticity of network reports is far from enough. Some students can understand and think about network reports in depth, but nearly 10% of them still believe in network reports. In addition, 71.4% of the students' responses to online public opinion are to feel equal participation and freedom of speech, 31.3% to vent their personal emotions, 25.5% to sense of justice and morality, 23.9% to voyeurism and curiosity, 21.1% to conformity. In order to take the opportunity to vent personal emotions, more than 30% of the students participated in the online public opinion. Third, most college students think that the school needs to monitor and manage the network environment to a certain extent, and the network monitoring and management work in Colleges and universities does not meet the expectations of students[5].

4. Countermeasures and Suggestions to Deal with the Network Public Opinion of University Emergencies

4.1 Establishing the Guiding Mechanism of Network Public Opinion in Colleges and Universities

We should establish the network public opinion guiding mechanism and the network public opinion guiding system. Public opinion guidance system can be generally divided into two forms, one is to use persuasion, that is, to transmit some information to the receiver, and purposefully let the receiver reflect on their own ideas or words and deeds. The other is to set the agenda. To limit the scope of information and topic content, and arrange the order of discussion content, to achieve the guiding role by influencing what people think. By selecting relevant topics, colleges and universities guide students to participate, form the focus of network public opinion, and let the development of public opinion in Colleges and universities develop in the expected direction [6].

4.2 Implement the Media Literacy Education and Training System for College Students' Internet Users

The purpose of media literacy education is to enhance the ability of Internet users to deal with media information, improve their ability to interpret, identify and apply the complex and chaotic network information, and make network resources better serve human life and social development. The aim is to cultivate high-quality citizens who have the consciousness of distinguishing right from wrong, being true and false, and being able to keep independent thinking in front of media information. College students have a high level of knowledge, active thinking, walking in the forefront of the times, and strong ability to accept new things, which has become the main group of Internet users. However, college students are not mature enough in thinking, emotional, critical ability of the media is weak, and the lack of the media literacy training system for college students makes the media literacy of college students worried. At present, only in Colleges and universities to implement the media literacy education and training system for college students, improve the ability of college students to deal with network public opinion, can we reduce or even avoid the occurrence of network public opinion emergencies in Colleges and universities[7].

4.3 Properly Handle the Responsibility Investigation and Evaluation Work after the Network Public Opinion Cases in Colleges and Universities

A complete network public opinion response mechanism should include not only monitoring, early warning and handling, but also investigation and evaluation. When every network public opinion emergency subsides, relevant organizations need to carefully analyze and summarize the causes, development characteristics and handling of public opinion. Through combing the development process of public opinion, objectively evaluate the actual effect of response measures, and constantly accumulate from it Experience and learn from the experience, enhance the ability to deal with public opinion network emergencies. We need to strengthen the accountability mechanism for online public opinion, and correct the situation of unreported information, false report, and ineffective response. Although many local governments set up measures for the management and disposal of Internet public opinion, which stipulate the accountability system for the relevant departments of Internet public opinion, they lack the specific criteria for the classification of punishment levels and specific measures for punishment, and the content is relatively broad. And most of the disposal methods only involve the punishment measures, ignoring the importance of reward measures for the management of online public opinion. Therefore, when implementing the accountability mechanism, colleges and universities should pay attention to the network public opinion response as one of the indicators of quality assessment, and make clear rewards and penalties. Institutions and individuals that have made outstanding contributions to the handling of online public opinion crisis shall be commended and rewarded. If the best response time of online public opinion is delayed due to personal reasons or the online public opinion crisis is directly caused by work errors, the relevant principals and parties shall be investigated for responsibility in accordance with laws and various regulations [8].

5. Conclusion

College students are special groups representing the development level of new knowledge, new ideas and new science and technology in our country, and they are the key force to promote social development. The healthy growth of college students is related to the socialist modernization and the great rejuvenation of the Chinese nation. In the new media environment, the network environment is closely related to college life, and has become an important field that affects college students' cognitive ability, emotional attitude and ideological level. The occurrence of network public opinion of University emergencies will not only affect the normal teaching work of universities, but also bring troubles to the campus life of university students, and also affect the harmony and stability of the whole society. In the network public opinion management of University emergencies, it is inevitable that there are deficiencies and dilemmas. Colleges and universities must constantly actively explore the network public opinion response mechanism, as well as the innovation system construction of network public opinion management, especially from the key points such as early warning, communication, guidance, security, post investigation and evaluation, as well as the media literacy training of college students, to give full play to the network The advantages of network resources, actively spread positive energy, timely avoid and eliminate the adverse impact of network public opinion on Colleges and universities, and lay the foundation for the healthy growth of students and the harmonious development of society. However, we should also realize that due to the limitation of China's technical level and the complexity of Internet public opinion, it is a long-term and arduous task for colleges and universities to continuously improve the response mechanism of Internet public opinion for emergencies, which requires the cooperation and efforts of governments at all levels, social organizations, schools, families and students.

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