

Research on Public Opinion Governance and Modernization of Governance System in the Era of All Media

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Abstract: To improve the standardization of public opinion governance and mitigate the impact of negative information, this study conducts research on the modernization of public opinion governance systems in the era of all-media. By analyzing the current state of public opinion governance, it identifies existing deficiencies, including insufficient monitoring capabilities and slow crisis response times. To address these challenges, this paper proposes the establishment of a government-led, multi-party collaborative mechanism for guiding and controlling public opinion, along with the implementation of proactive guidance strategies. Furthermore, it advocates for the creation of a closed-loop governance process that covers the entire lifecycle of public opinion, structured around three key dimensions: preparedness, responsiveness, and resilience. By building a multi departmental and cross domain resource sharing and integration network, establishing an intelligent public opinion monitoring and analysis system, modernization of public opinion governance can be achieved to improve the active dissemination of public opinion.

Keywords: modernization; Governance system; Public opinion governance; The era of all media

1. Introduction

In the era of all media, people's information dissemination methods are undergoing tremendous changes, and online media has become the central field for the generation and dissemination of public opinion.

With the popularization of new media technology, people's lives have become more convenient, but it has also prompted people to actively engage in social management. With the support of social platforms, streaming media and mobile clients, the composition of Internet users covers people of all ages and in different regions. The free, real-time and open dissemination of information has greatly improved the influence of Internet public opinion [1]. However, due to the virtual nature of the Internet, the dissemination of public opinion on the Internet has many problems, such as the difficulty in implementing laws and regulations and the lack of supervision and restraint. Although the channels for the public to express emotions, attitudes, and opinions have been expanded, the difficulty for local governments to control online public opinion is constantly increasing.

For this reason, it is urgent to establish a new governance mechanism that is both open and effective, improve the governance level under the Internet environment in China, and promote the modernization of China's national governance system.

2. The current situation of public opinion governance in the era of all media

2.1 Insufficient monitoring capability

At present, the lack of public opinion monitoring capability is mainly manifested in problems such as outdated technical means, incomplete data collection, and broken monitoring cycles. At present, most Internet platforms still rely on basic means such as keyword search and sentiment analysis, which makes it difficult to effectively deal with the implicit and unstructured public opinion information contained in emerging media such as short videos, live broadcasts, communities, anonymous social software, etc. This type of information often exists in the form of images, emojis, bullet comments, voiceovers, and interactive comments. Traditional keyword matching and simple sentiment scoring are

difficult to capture its true semantics and emotional tendencies, resulting in a large amount of potential risk information being missed.

At the same time, there are obvious shortcomings in the timeliness and coverage of the monitoring system. Many places still use manual inspections or regular reports, lacking a 24/7 automated monitoring mechanism, which makes it difficult to detect public opinion outbreaks in a timely manner during nighttime or holiday periods. In addition, regarding the entire life cycle of public opinion from conception to outbreak, spread to suppression, current monitoring work mostly focuses on data statistics and accountability after the outbreak of emergencies, ignoring early warning signals in the budding stage of public opinion and the possible risk of secondary rebound after suppression.

The insufficient monitoring capability directly results in the inability of governance entities to accurately grasp the overall situation of public opinion, making it difficult to scientifically predict its development trends, dissemination paths, and potential risks. The lack of multidimensional data analysis and trend analysis tools has resulted in public opinion management being in a state of "post response" rather than "pre warning" for a long time, seriously affecting the forward-looking and scientific nature of governance. Therefore, it is urgent to comprehensively improve the intelligence and systematization level of public opinion monitoring from multiple aspects such as technology, mechanism, and talent.

2.2 Low crisis response time

In the all media environment, the slow response time to online public opinion has become a bottleneck affecting the effectiveness of network governance. The key lies in the rigid decision-making process of the government and the lagging emergency mechanism. Under all media conditions, the speed of information dissemination increases exponentially, and a negative message can spread on the internet within a few hours [2]. However, some management units still adopt a bureaucratic system, which requires multi-level approval and cross departmental coordination to formulate countermeasures when dealing with emergencies, which can easily miss the best processing opportunity. For example, in a grassroots governance accident in a certain place, a video was uploaded to the online hot search list that night, but due to the official response being delayed for 48 hours, the public opinion heat continued to rise and the negative effects continued to spread.

In addition, the current trend of prioritizing treatment over prevention in emergency management is still prominent, and there is a lack of regular emergency plans and professional emergency teams. Most response chains still remain at the linear stage of discovery reporting instruction execution, lacking parallel linkage and dynamic control functions.

3. Public opinion governance strategy in the era of all media

In response to the characteristics of fast dissemination speed, wide influence range, and complex evolution path of public opinion in the era of all media, the traditional passive and fragmented governance model is no longer suitable for practical needs. Therefore, this study proposes a systematic public opinion governance strategy from two dimensions: "positive guidance control" and "full cycle closed-loop governance". Firstly, the key is to establish a government led and multi-party collaborative public opinion guidance mechanism, which can form a positive shaping ability for public opinion through rapid and authoritative information release, proactive agenda setting by mainstream media, and online and offline legal control. Secondly, focusing on the entire process of public opinion evolution, a closed-loop governance process covering three stages of preparation, response, and recovery is established, and a graded and classified emergency plan and dynamic optimization mechanism are designed to achieve a modern transformation from post disposal to pre warning, mid intervention, and post improvement.

3.1 Construction of a Positive Guidance and Control Mechanism for Public Opinion Diffusers in the Era of All Media

Under the condition of all media, Internet public opinion shows the fission characteristics of small events, large-scale diffusion and strong influence. If a piece of public information does not receive timely and positive guidance, it can easily evolve into a public crisis. Therefore, establishing a government led and multi-party collaborative mechanism for public opinion guidance and control is an important part of improving the ability to govern public opinion in a multimedia environment.

In this process, a fast, transparent, and authoritative public opinion information disclosure system should be established. After a public opinion event occurs, the truth of the event should be disclosed in a timely manner to avoid concealing or distorting the facts. For example, in a certain food safety incident, the local government department released preliminary investigation results through official websites and official new media within 3 hours after the incident, thereby controlling the spread of false information. Within 24 hours, the popularity of public opinion decreased by about 42%. Practice has proven that openness and transparency are prerequisites for gaining public trust, and once this trust is formed, it will greatly reduce the continuous fermentation of public opinion.

At the same time, it is necessary to encourage mainstream media to fully intervene in the public opinion brewing stage and track and communicate public opinion [3]. Intervention before an event occurs is more convincing than explanation after it occurs. By actively setting topics and releasing authoritative information through mainstream media, it can effectively squeeze the space for rumor generation and dissemination, and guide people's rational understanding.

In addition, for some criminals who take advantage of the opportunity to spread rumors, online control is difficult to achieve the expected effect and offline intervention is required in accordance with legal regulations. Table 1 below lists the three core dimensions and corresponding key points of the positive guidance mechanism of public opinion.

Table 1 Core Dimensions of Public Opinion Guidance

serial number	core dimension	Key points of implementation
1	quick release	Revealing the truth within the golden window to avoid information vacuum
2	whole process tracking	Mainstream media intervenes in advance and proactively sets the agenda
3	Control in accordance with the law	Collaborative online and offline disposal to combat malicious dissemination

During this process, it should be noted that positive public opinion orientation is not a one-way control, but rather an effective shaping and positive supply of public opinion through timely, transparent, and authoritative information provision. Only with sufficient information can public opinion governance truly move from negative reactions to positive initiatives.

3.2 Establish and improve the full cycle public opinion governance process

In the all media environment, the evolution of public opinion presents non-linear and multi-stage characteristics, making the management approach of emphasizing disposal over prevention unable to cope with the complex network environment [4]. To address this issue, a closed-loop governance process covering the entire lifecycle of public opinion should be established from three aspects: preparedness, responsiveness, and resilience. This process is shown in Figure 1.

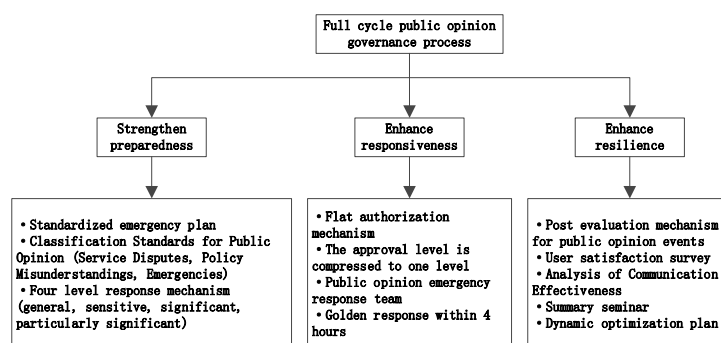


Figure 1 Full cycle public opinion governance process

Strengthening the ability to prepare for public opinion is a fundamental step, and standardized public opinion emergency plans should be formulated based on public opinion and classified accordingly. To achieve accurate classification of public opinion categories, grading standards should be designed in accordance with Table 2.

Table 2 Grading Standards for Public Opinion

Public opinion level	criteria for judgment	Response time requirements	Disposal of resource allocation
general	Local discussion, without forming a hot search or widespread dissemination	Response within 48 hours	Routine monitoring and disposal of grassroots units
sensitive	Appearing on a certain scale of dissemination, causing local controversy	Response within 24 hours	The competent department intervenes and designates a dedicated person to follow up
major	Appearing on the hot search or hot list, mainstream media begins to pay attention	Response within 12 hours	Multi departmental joint assessment and activation of emergency plans
extremely significant	Whole network fermentation, triggering strong public emotions or social actions	Response within 4 hours	Direct command from senior management, cross regional and cross departmental linkage

Improving response capability is the key to public opinion governance. In this process, it is necessary to simplify the decision-making process, adopt a flat authorization mechanism, lower the approval level, shorten the response time to the shortest 4 hours, and establish a cross departmental network public opinion emergency response team that can directly communicate with the decision-making level.

On this basis, improving recovery capability is the key guarantee for achieving closed-loop management of public opinion. A comprehensive public opinion evaluation system should be designed, combined with the actual situation of social public opinion, to evaluate it and dynamically govern and optimize public opinion events based on the evaluation results. Taking a certain city as an example, multiple rounds of satisfaction surveys were conducted on the transparency of sudden public health emergencies. The results showed that the public's evaluation of information transparency was only 2.8 points, out of 5 points. Based on this, the frequency of subsequent public opinion disclosure information was adjusted accordingly. In similar incidents, public satisfaction increased to 4.1 points, proving the real effect of post evaluation and dynamic optimization.

4. Strategy for modernizing the public opinion governance system

4.1 Building a multi departmental and cross domain resource sharing and integration network

In the all media environment, the complexity of public opinion governance has exceeded the capacity of a single entity, and there is an urgent need to establish cross departmental and cross domain information resource sharing and integration to form a collaborative governance force. The core elements of cross domain integration are shown in Table 3.

Table 3 Core Elements of Cross disciplinary Integration

Integration dimension	participating entities	core functionality
government-enterprise collaboration	Cyberspace departments, platform enterprises, and data providers	Data sharing, traceability analysis, authoritative release
Cross domain linkage	Provincial, municipal, and county level governance entities	Information exchange, joint analysis, and unified scheduling
industry-academia-research-application	Government departments, universities, and technology enterprises	Model development, technical iteration, and achievement transformation

During this process, a normal collaboration mechanism should be established between the government, enterprises, and social organizations. The Government Public Opinion Department, Internet platform enterprises and third-party big data companies should establish a tripartite joint mechanism to regularly exchange public opinion information and data governance experience. Once an emergency occurs, platform companies can quickly provide basic information such as transmission channels and key nodes. The cyberspace administration can use big data analysis methods to make retrospective judgments and provide scientific support for the government's authoritative release [5].

For example, in a natural disaster that occurred in 2024, the cybersecurity authorities collaborated with telecom operators and social media platforms to locate the first rumor account within 3 hours and track it, which was about 60% faster than traditional methods and effectively controlled the spread of rumors.

At the same time, it is necessary to establish a cross level and cross regional information resource sharing platform. Based on government cloud computing and big data, a national public opinion platform should be established to enable real-time interaction of cross-regional and cross-departmental public opinion information. Currently, some provinces and cities have carried out pilot projects of creating a map of public opinion, integrating information from multiple sources such as public security, online communication, and letters and visits, achieving an accuracy rate of 85% in identifying public opinion.

In addition, it is necessary to promote collaborative innovation among industry, academia, and research. The technological advantages of universities and research institutes should be harnessed to jointly develop intelligent public opinion analysis models, and the conversion of relevant research outcomes into practical management applications should be promoted. A modern information sharing network should pay attention to both information interconnection and mechanism coupling in order to achieve the effect of $1+1>2$.

4.2 Establish an intelligent public opinion monitoring and analysis system

In the all media environment, traditional public opinion monitoring methods have been difficult to deal with massive and unstructured Internet information. It is urgent to combine artificial intelligence and big data technology to establish a full chain intelligent monitoring and analysis system covering data collection, intelligent analysis and dynamic early warning, so that it can move from manual sampling to global awareness, from passive response to active early warning.

During this process, it is necessary to properly capture the entire chain of multi-source data. Through the capture of mainstream social media and short video platforms, we can achieve full coverage of microblog, WeChat, Tiktok, Kwai, Today's Headlines, forums and blogs. By adopting a distributed data collection framework, it is possible to achieve time-based data updates, greatly improving the coverage of monitoring. According to relevant calculations, after achieving full channel coverage, the original information acquisition rate of less than 40% can be increased to over 90%.

At the same time, sentiment analysis and semantic recognition should be conducted on users. By deeply mining multi-source data such as bullet comments, emoticons, and image text, natural language processing technology is used to identify potential public opinion risks and provide data support for government decision-making.

In addition, establish a hierarchical dynamic warning mechanism. Online public opinion should be classified on the basis of the crisis lifecycle theory, with multiple dimensions such as public opinion heat, sentiment polarity, dissemination speed, and impact range taken into account; corresponding response programs should then be automatically triggered based on this classification. The classification criteria for the dynamic grading warning mechanism are shown in Table 4.

Table 4 Classification Standards for Dynamic Grading Early Warning Mechanism

warning level	Heat index	sentiment polarity	response mechanism
Level III (Attention)	Partial discussion, views<100000	Neutral or slightly negative	System tagging, routine monitoring
Level II (Warning)	Regional hot topic, with views ranging from 100000 to 1 million	Clearly negative, with rising emotions	Manual review, analysis and judgment within 24 hours
Level I (Alarm)	Spread across the entire network, with views exceeding 1 million	Strongly negative, emotionally polarized	Automatically trigger emergency procedures and respond within 4 hours

Through the construction of the above intelligent public opinion management system, the modernization of China's online public opinion governance from post event to pre event is aimed at improving the effectiveness and foresight of online public opinion governance.

5. Conclusion

How to effectively manage online public opinion in a multimedia environment is a major issue facing the current social development in China. This article focuses on the problems of insufficient monitoring capabilities and poor response time in current public opinion management, and conducts research from multiple aspects such as positive guidance control, whole process optimization, cross domain resource integration, and intelligent monitoring system construction. Practice has proved that only by establishing a new network public opinion environment dominated by the government, diversified collaboration and technology empowerment, can we effectively manage the complex and changing "Internet public opinion". In the future, we should further promote the in-depth application of new technologies such as artificial intelligence and big data in the field of public opinion management, improve China's legal system, enhance governance efficiency, and promote the modernization of China's governance system and capacity.

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