

Public Opinion Analysis and Strategy Research in the Epidemic Situation of “Covid-19 Pneumonia” in the Presence of the Whole People

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ABSTRACT. *Using data analysis and case anatomy, this paper interprets the public opinion under the outbreak of “COVID-19 pneumonia” from the perspective of “presence”, and deconstructs the generation mechanism of public opinion under the current media ecology. At the initial stage of the “COVID-19 pneumonia” epidemic, the “media time and space” based on cyberspace was built under the active “presence” of some people. In the following month, people were “present” one after another through active information acquisition, and the energy in the field continued to increase. On January 20, the statement of “human to human” was announced, and the amount of epidemic coverage was “blowout”, which immediately activated the public opinion ecology in “media space-time”. The generation of public opinion under the epidemic situation has exposed the weakness of the current media social early warning and the public's negative resistance to the traditional “agenda setting”. Under the new public opinion ecology, the way people get information and participate in discussion has changed, and a new double public opinion field ecology has been constructed. In the new ecological environment, mainstream media and social media, which are in the “one light and one dark” mode, should make good use of their own advantages and shoulder their social responsibilities. They should not only do a good job in guiding public opinion, but also pay attention to the emotional satisfaction of the people, so as to guide the people to complete the “presence” ceremony.*

KEYWORDS: *Presence, Novel coronavirus pneumonia, Public opinion, Media time and space*

1. Introduction

In December, 2019, the surveillance of influenza and related diseases continued in Wuhan, Hubei Province, and many cases of viral pneumonia were found, all of which were diagnosed as pneumonia cases infected by novel coronavirus. The “new pneumonia” epidemic began to affect the whole public opinion field. Due to the new media ecology, people's participation in events, expression of views and expression

of emotions show new characteristics. In the public opinion field where the whole people are “present”, people take the initiative to obtain information, share information and express their opinions at high frequency and high speed. In this case, how to use the public opinion guidance advantages of mainstream media and social media to timely meet the public's demand for information acquisition and provide a healthy fermentation site for public opinion has become an important support force for the “on-site” behavior of the whole people to complete the victory “ceremony” of fighting the epidemic.

2. “Media Space Time” in Epidemic Situation

(1) The epidemic gave birth to the group “presence”

“presence” is put forward on the basis of many years' field research on rural TV and mobile movies in Southwest China. The concept of media anthropology based on Chinese experience mainly involves three theoretical directions, one is time and space, the other is “structuring”, and the third is ritual analysis. The first is time and space, which shows that the premise of “presence” is specific “Media space time”. In this epidemic, all the audiences who have learned the epidemic information through the media, whether they are front-line personnel, government officials, ordinary people, etc., stand in the United front to fight against the epidemic because of the contact caused by this incident, and are all “presence” in the special “Media space time” constructed by the epidemic. The individual in “media space time” does not exist in disorder, but in the form of “structure” in accordance with the order of social practice. State organs carry out overall deployment, media publicity and supervision, medical personnel carry out first-line treatment, ordinary people self isolation and so on. Individuals perform their own duties in “media space time” according to social practice, so as to win the final victory in the fight against the epidemic. When everyone has done something to fight the epidemic, this “presence” has a symbolic meaning. The practice made by each individual is not only the practice itself, and it is not necessarily correct and effective, but the purpose of practice is to make us further away from the victory in the fight against the epidemic. Therefore, the individual completes his practice, not only obtains the result, but also achieves the goal, then completes the task in this “ceremony”.

In a sense, the concept of “presence” can become a theoretical perspective to observe the social transformation in contemporary China. With the social transformation, new technologies are widely used, which brings opportunities and challenges to the media. Under the blessing of new media, the media industry has been decomposed, reorganized and merged, and the media environment has entered a new ecology. At the same time, the new media also diverted the credibility and public opinion guidance of traditional mainstream media, which led to a new situation in the construction of public opinion field under public emergencies. In this epidemic ecology, “presence” is a group ceremony based on cyberspace, and the whole people become individuals under the ceremony in “Media space time” and practice for common purpose. Different from the “media landscape” built by the media in the past, this time's “Media space time”, due to its cyberspace foundation,

has a greater time and space scope and influence. In the past, the “media landscape” relied on the strong propaganda of the mainstream media to build a temporary “media ceremony” for the audience of these media. The audience is in a passive state of acceptance, and it is easier to guide the mainstream in the participation of social public opinion expression. In this epidemic situation, users growing in the Internet environment have become the mainstream of public opinion expression. The construction of “media space time” based on cyberspace does not rely on the narrative construction of mainstream media, but the result of the common narration of various media forms. The “media space time” constructed by this result is an organic space-time for people's active participation. It can realize high-speed information sharing in time and space, which not only conforms to the public intention but also reflects the public opinion context of the event. And this time and space construction with a strong sense of ceremony will become the common memory of every people, and will bring far-reaching influence.

(2) Building “media space time” in Cyberspace

According to the survey report “Social Mentality under novel coronavirus Epidemic” released by the Social Psychology Research Center of Institute of Sociology, Chinese Academy of Social Sciences (hereinafter referred to as “Social Mentality Survey Report”), 82.36% of the people will know the epidemic through WeChat, 75.77% of the people will know the epidemic through Weibo, followed by TV, website and news client. In this epidemic situation, the market-oriented institutional media and social media spread the news at the beginning of the outbreak, and the people obtained information through various channels, especially social media. Due to the interactive communication mode of the platform and the popularity and activity of the audience, the crowd in cyberspace quickly organized “media space time” and formed a field of public opinion. According to Baidu Index “pneumonia” keyword search results can also be learned, in December 31, a small number of people began to pay attention to the epidemic. From the discovery of the first unexplained pneumonia on December 8th to the confirmation of Wuhan official notification on December 31st, due to the people's “presence” in cyberspace and the convenience of information diffusion, the publicity speed of this epidemic has been greatly improved compared with that of SARS epidemic (49 days). After the epidemic was officially announced, “Media space time” was initially set up.

In the same “Media space time”, all “presence” people are primarily concerned about the latest progress and real situation of the epidemic. Within one month after December 31, the official announcement about “human-to-human transmission” of new pneumonia changed several times, from “no obvious human-to-human transmission phenomenon was found” to “limited human-to-human transmission was not excluded”. Until January 20th, Zhong Nanshan's statement of “affirming human-to-human transmission” was announced, linking the epidemic with everyone, and “Media space time” became active. According to the data collected by Haina, taking 13 media reporting on the scene in Wuhan as an example, before January 20, there were only a few sporadic reports about the epidemic situation. By the end of January, it entered the blowout period, reaching thousands of articles, and the peak appeared in 2000 articles on January 28. According to the trend chart of event heat

provided by Zhiwei data, it can be seen that the event heat began to increase sharply before and after January 20. Therefore, January 20 became the turning point of public opinion ecological activation in the “media space time” of the epidemic.

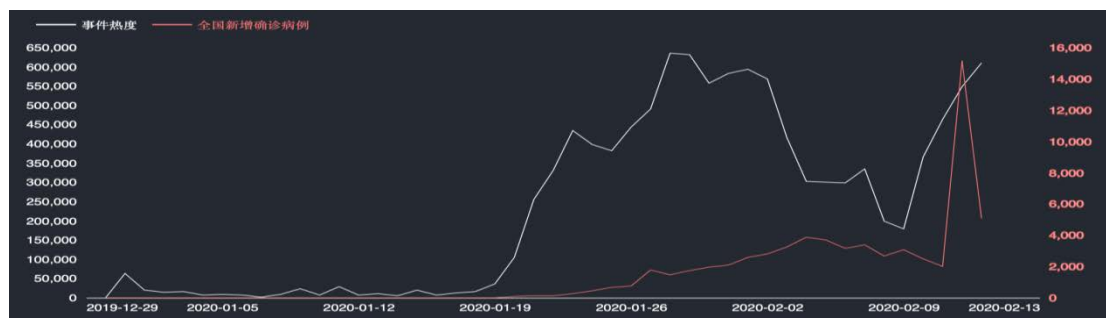


Fig.1 Heat Trend Chart of Epidemic Events (Data Source: Zhiwei Data Platform) [3]

Not only that, but people in the field also began to actively acquire and exchange the latest information. According to the search of keyword “pneumonia” in Baidu index and WeChat index data, the data searched on Baidu, the data searched and forwarded on WeChat and the data of friends circle surged after 20th, reaching the peak on January 25th and January 26th respectively, and maintained a high index level continuously in the follow-up. According to the social psychology research report, from January 25 to 29, people's concern about the epidemic increased from 79.1% to 81.6%. In the active “media space time”, due to people's extreme concern about the epidemic situation, information has broken through the real boundaries of distance, class and cognitive level in reality, becoming more open and fast, and realizing exponential transmission. According to the statistics of Zhiwei data, on February 11th, “novel coronavirus-infected pneumonia occurred in Wuhan and other places”, the total amount of relevant information accounted for 82% of the overall public opinion field in the 43 days after the outbreak, the peak value of content dissemination reached 5238 articles/hour, and the impact index was as high as 99, which was higher than 99% of the event impact.

In this epidemic of “presence” of the whole people, because the common goal is in the same “ceremonial” field, based on the real identity, the public not only makes a statement in the virtual space, but also makes corresponding actions in the real space. In the “media space time”, the whole nation becomes a node that actively absorbs information, continuously obtains the latest information, and continuously interacts with other nodes. These frequent information exchange and opinion interaction will also cause realistic reflection. Therefore, in the “presence” environment of the whole people, a special “media space time” with cyberspace as the infrastructure and the participation of the whole people has been formed, which has triggered public opinion.

3. Public Opinion Aroused by “Media Space Time”

Time and space are the mapping of real environment through media, and special events give birth to special “media space time”. Under the new “media space time”, time and space are infinitely compressed, which changes people's information acquisition and public opinion expression. The progress of social media has enhanced people's hunger for information acquisition, and people want to get the most information in the fastest time. The new media has brought a new mode of public opinion participation to the people. In the media space and time of this “COVID-19 epidemic”, individual and individual have eliminated the space barrier in the virtual “media space time”, so the amount and ability of information acquisition between each individual become visible. In order to seek the “sense of existence” in the “media space time”, it increases the people's motivation to obtain information and express their opinions, and promotes frequent actions in a short period of time. In this epidemic situation, these actions are manifested in the active acquisition of information in the public opinion field and the emotional expression of the public.

(1) The satisfaction lag of news information

On Baidu index platform, the search index and media index data with pneumonia as the key word are retrieved, and the trend chart of search index is obtained. Data show that the growth trend of search index is obviously greater than that of media index in the first few days after January 20th. It shows that in the era of “presence” of the whole people, the audience in the same “media space time” has great requirements for information acquisition. However, the media reports in the early stage of the epidemic did not meet this demand. According to the data of the first round of survey report of Social Mentality (January 24-25), 37.6% of the people thought that the information disclosure in the early stage of the epidemic was lagging behind, and 40% of the people said that the transparency of information disclosure was relatively low. At the same time, from January 28th, the trend of search index and media index is consistent, and the highest point appears on January 30th. This shows that the live reports sent by 13 media entering Wuhan better meet the information needs of the audience in the field. In addition, front-line government officials and medical experts in epidemic areas hold regular press conferences, which also play a good role in appeasing the people. The second round of survey data of Social Psychology (January 25th -29) shows the attitude of the people at this time: the proportion of information disclosure in time and transparency of epidemic information has increased, and the reliability of government departments, local news media, WeChat official account and central media has also increased. From the end of January to the beginning of February, the timely supplement of media information created an open and transparent information environment for the public, effectively alleviating the anxiety at the moment. Therefore, it is more conducive to the construction of positive social mentality, and to guide the development of social mentality in favor of epidemic prevention and control.

In the media ecology of insufficient credibility of the media society, the lack of social early warning further diverts the public's attention on the mainstream media,

thus turning to the social media with more rapid information release and more open and transparent information acquisition. This kind of access to information accelerates the construction of “media space time” in cyberspace, which leads to the upsurge of all people present.

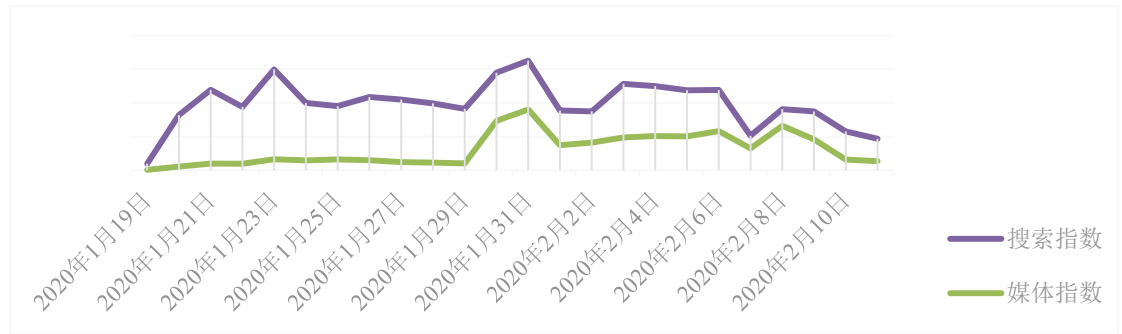


Fig.2 Data Trend Chart of “Pneumonia” Keyword Index (Data Source: Baidu Index) [4]

(2) Event tendency reflects emotional expression

① Positive tendency of event type

According to the “Zhiwei” data platform, from December 31, 2019 to February 11, 2020, a total of 2,766 tagged epidemic information were publicly released on Weibo, WeChat and online media platforms. These events are counted according to the tag type and release time, and the days from January 31, 2019 to January 19, 2020 when the information is almost zero are removed, and the following figure is obtained.

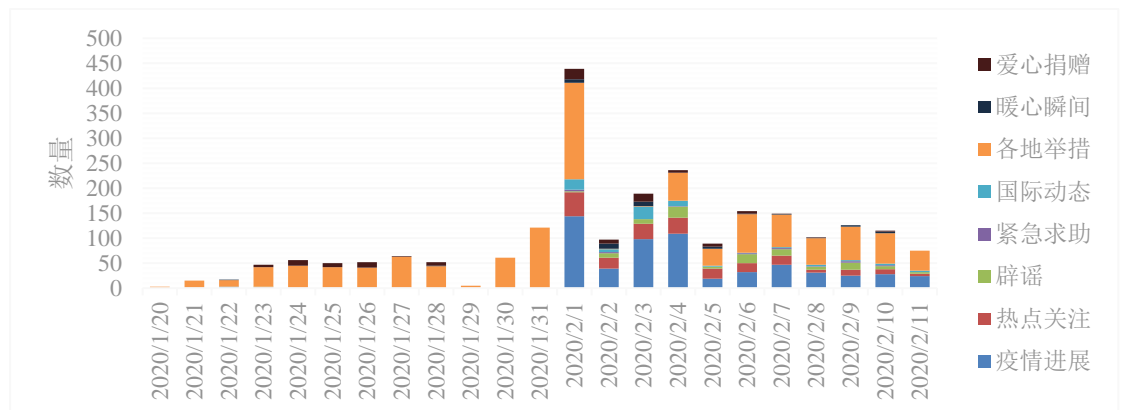


Fig.3 Distribution Map of Epidemic Event Types (Data Source: Zhiwei Data Platform) [5]

As can be seen from the figure, the information about measures (46%) and epidemic progress (28%) accounted for the majority of the epidemic information types in this period. It is worth noting that before February, the information of measures in various regions accounted for the vast majority, and the other seven categories of information, including the information on the progress of the epidemic situation, began to appear in February. However, in the information types in February, the proportion of information about measures and epidemic progress was similar. This shows that the information release in the early stage of the epidemic has been unitary. Before February, apart from “local initiatives”, there were only “love donation” and a few “warm heart moments”. This full-length positive message did not receive a good response from the audience. Combined with the gap between the search index and the media index in the previous chart, which was also before February, it shows that the lack of disclosure of other information about the epidemic situation contributed to the people's behavior of searching for information on their own.

② Emotional tendency of hot events

According to the event impact index published by Zhiwei Data Platform, there were 34 hot events during the epidemic period from December 31, 2019 to February 11, 2020. These 34 events with high public opinion belong to four labels: international, government affairs, rumors and society. Since there is only one hot event on December 31, 2019 before January 20, only the data from January 20 to February 11 are displayed, and the following figure is made. According to the information in the figure, most of the hot events during the epidemic period were social events, and social events accounted for seven of the top eight influence index. In the “media space time” of the nationwide fight against the epidemic, what people are more willing to receive and spread is the social events which are more closely related to themselves.

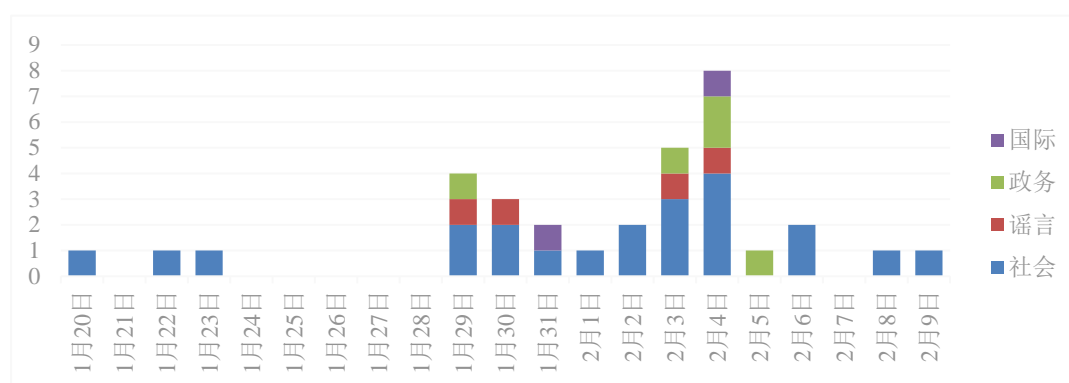


Fig.4 Distribution Map of Epidemic Hot Event Types (Data Source: Zhiwei Data Platform) [6]

Using Tencent Cloud AI platform to analyze the text emotional tendency of 34 hot events, it is found that there are 22 positive emotional tendencies and 12 negative emotional tendencies. At the same time, there are 7 positive emotional tendencies and 3 negative emotional tendencies in the top ten hot events in the impact index. In quantity, hot events show positive emotional tendency. However, these 34 hot events were extracted to get the top ten keywords, and then the text emotion analysis of these keywords showed negative emotion tendency. In total, the overall emotional tendency of the epidemic was negative. Positive emotional tendency events become hot events, which is closely related to the people's desire for good news. In the epidemic situation, although the overall situation is not optimistic, but the positive emotional tendency events more cater to the people's psychology and are widely spread, they are more likely to become hot events. This is determined by the selective psychology of the audience, and it is also an expression of the "presence" completion ceremony of the whole people.

The difference between the tendency of events and hot events highlights the lag of traditional information supply mode. In the traditional sense, it is difficult to obtain information in public emergencies, which leads to narrow communication channels. The positive reports of mainstream media once played a huge role in the guidance of media public opinion. Cyberspace contributed to the establishment of the media space-time of the "presence" of the whole people. At this time, the information sources were extensive, and the contradiction between sending media information and obtaining audience information emerged. Mainstream reporting of public emergencies can become a tendency, which is conducive to building a positive force of consensus. At the same time, as a propaganda strategy, it is also necessary to maintain certain non-uniformity, which often achieves greater publicity effect than insisting on public opinion, which is a law of spreading psychology [7]. The existence of "media space time" provides a living space for all kinds of words. At this time, the non-uniformity of public opinion actually exists and keeps close contact with the people. In the end, to achieve uniformity of public opinion, and to achieve the set purpose with the help of public opinion, we must go through non-uniformity, and only through non-uniformity can we maintain a uniform temporary stability [8]. In the "presence" environment of the whole people, due to the high-speed sharing of information in the field, the public can smoothly find the group that is consistent with their own views, and how to adhere to and defend their own emotional expression. However, the deliberate concealment of information that may lead to public opinion inequality after the event can not cut off the uneven tendency of public opinion. On the contrary, it will lead to people's suspicion and the behavior of obtaining information through unofficial channels, which has a negative effect on the achievement of the ultimate goal. On the contrary, due to the "presence" ceremony of the whole people, the common goal will make the uneven public opinion self dispel, and the temporary discussion brought by negative news will be submerged by the information tide after the public's independent selection.

4. Coping Strategies of Double Public Opinion Fields under the "Presence" of the Whole People

The epidemic caused 1.4 billion people in China to live in isolation at home, and the real world entered a state of temporary stillness, and online became the main place for people's activities. The epidemic situation stimulates the "presence" of a large number of netizens, while the "media space time" based on cyberspace is very active. With the increase of Internet penetration rate and the sinking of Internet services in China, the "digital divide" is gradually being filled. The mass mood caused by the "presence" of the whole people caused by the epidemic has further crossed the "digital divide", and the previous framework of public opinion field has also shown a new ecology in this leap. In this epidemic situation, the media has made a contribution to the construction of health public opinion field ecology. However, the absence in some aspects is also worthy of reflection. In order to do a good job in response, both traditional media and emerging media should make strategic adjustments and continue to play a good role in guiding public opinion.

(1) New ecology of double public opinion field

Since the development of new media technology, great changes have taken place in China's media structure. The media ecology shown by the outbreak is a microcosm of the change of media pattern over the years. When SARS, Wenchuan earthquake, h7n9 and other major public events broke out, the dual public opinion field at that time was composed of the official public opinion field created by the mainstream media with the party newspapers and periodicals as the core and the private public opinion field created by the market-oriented media. With the development and expansion of online media and the great thrust of media convergence in recent years, in the face of major emergencies, the boundary between mainstream media and market-oriented media is getting shallower and shallower, and market-oriented media has become a part of mainstream media. In this epidemic, "media space time" has brought about new changes in the field of public opinion. The official public opinion field in the epidemic is constructed by the mainstream media groups including official media and market-oriented media. The public opinion field is filled by the emerging social media represented by Weibo, WeChat and mobile clients.

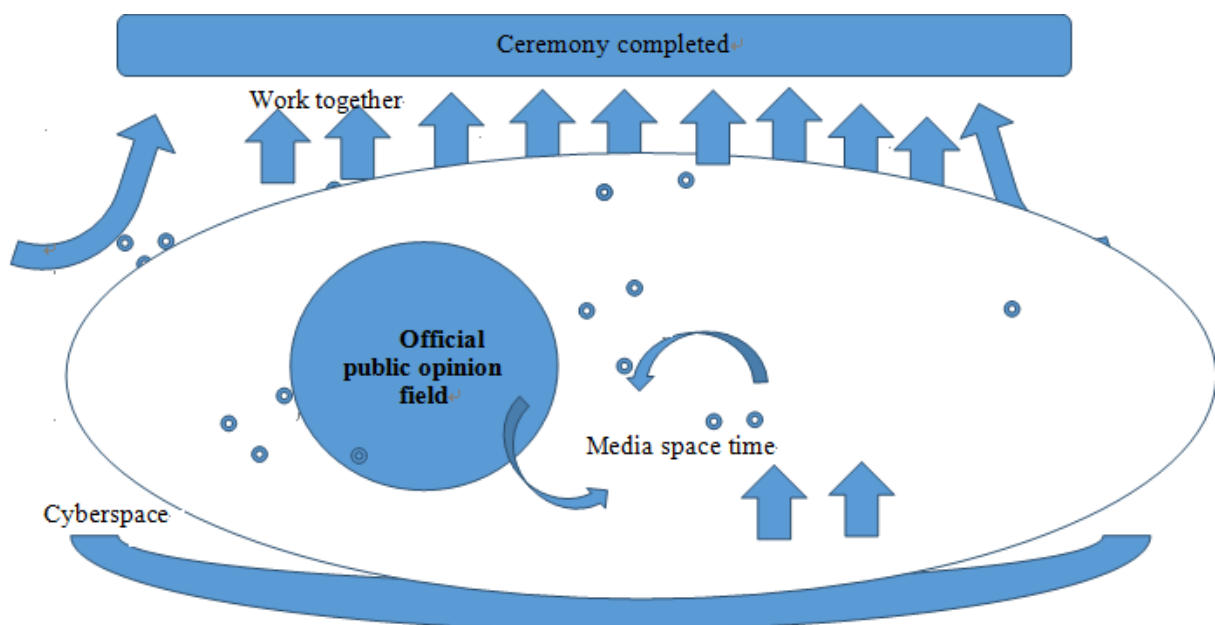


Fig.5 Double Public Opinion Fields in “Media Space Time”

In “media space time”, the official public opinion field and the folk public opinion field, as powerful information sources, on the one hand attract the public to enter actively, on the other hand, they also affect each individual in the field, and reflect to the real society. In terms of tendentiousness, the official public opinion field still holds the mainstream direction of public opinion in the epidemic situation by leading the public opinion, the mainstream media and using their own all media channels as well as discourse authority. The folk public opinion field exists with the main function of satisfying people's information needs and relieving social anxiety. All kinds of new media, led by social media, give full play to the advantages of platforms, sink information dissemination among people, and meet the information needs of different types of people through various channels. At this time, the official public opinion field and the folk public opinion field are in the “media space time” with the full name of “presence”. It is particularly important for the society to work together to complete the ceremony of fighting the epidemic.

(2) Mainstream media-“presence” at any time, control the official public opinion field

① Do a good job of social early warning with multiple information sources

From December 31, 2019 to January 20, 2020, the collective “absence” of mainstream media made the early warning of the epidemic lag behind, and the

corresponding response of most people was not timely. In the era of online media, if the media want to give full play to the social early warning function, they should discover all kinds of dangerous factors in the brewing state through their own information tentacles, and send early warning information to the public and relevant departments in time. The dissemination of such early warning information should be forward-looking [9]. Therefore, the media should be diversified when selecting the source type. Multiple sources include two meanings: one is the diversity of source types, the other is the diversity of source attributes.

According to the statistics of 13 media sources made by RUC News Workshop in WeChat official account, among 5 central party media, 6 market-oriented media organizations and 2 self-media, the party media and market-oriented media cite all kinds of information sources less frequently than self-media. Among them, the party media cited “front-line medical workers” and “reporter observation” higher, the market-oriented media quoted all kinds of information sources more evenly, and the self-media platform quoted institutions, enterprises and experts higher. The limitations of mainstream media in the selection of source types, on the one hand, can ensure their own professional level, on the other hand, it also leads to the lack of crisis early warning ability.

With the spread of the epidemic, the news of the mainstream media began to keep pace with the pace, and there was a trend of humanization of source attributes. Compared with the previous public events, the mainstream media's positive publicity of government notice, event progress and assistance action. The attributes of news information sources in this epidemic are more diversified, and more attention is paid to the “human” factor. From the perspective of reporting genre, a large number of personal stories about the epidemic appeared in the newspaper pages, such as Financial News “Wuhan Community under the Heavy Pressure of the Epidemic: After the Old Man Burned to Death at Home”, China Youth Daily “Thought Wuhan Mother's New Year's Eve Log: This New Year's Eve smells like disinfectant again” and so on. In this epidemic, every individual in the “media space time” is making efforts to fight the final victory of the epidemic, and more humanistic care in the news propaganda is more suitable for the realistic context.

② Describe the truth with “organic movement”

For news communication, the contradiction between timeliness and authenticity of news report is dialectical unity. It is very difficult to report an event completely and truly in limited events. Therefore, starting from the characteristics of news communication, Marx explained what is the authenticity of News reported by newspapers: it shows that all journalists report from different angles and in accordance with the sequence of events. Each report may be one-sided or even have errors, but the later reports will naturally correct the previous errors [10]. In the era of newspapers, this was called “organic newspaper movement” by Marx. When the epidemic broke out, the contradiction between timeliness and authenticity of news was also inevitable, and even more intense. In “media space time”, the epidemic information is spreading in a high-speed network. On the one hand, it is the increasing audience's demand for information; on the other hand, it is the reporting

difficulty brought by the complicated social status quo. Therefore, it is particularly important to outline the truth with “organic movement”.

During the epidemic, a large number of mainstream media reported the epidemic related information. These reports are not all propaganda activities carried out in a unified way, but media interpretations by various media from their own perspectives. For example, financial news, interface and other media, when other media quoted the government's statement that “it will not be passed on from person to person”, still tracked the progress of the epidemic by themselves, making different voices, forcing the official to disclose information. After that, it became the official media to guide the public opinion in Wuhan. However, ice point, Sanlian, figures and other media, which are good at investigative reports, choose to go to the front line of Wuhan to transmit the information not disclosed by the front-line official of epidemic prevention and control to the public, so as to further enhance the information transparency during the epidemic period.

In the face of emergencies, mainstream media inevitably report negative news. From the perspective of “organic movement”, just as it takes time to prevent and control the epidemic situation, the reporting of the epidemic situation is also a gradual process. The negative news in the epidemic situation, like the positive news, is an indispensable component of the facts. News reports in the epidemic focus on restoring the truth, rather than comforting the people by singing “hymns”. This is likely to lead to lax spirit of the whole society, which is not conducive to disaster prevention and control. Just like the 34 hot events in this epidemic, the trend of emotional tendency in chronological order is in the form of twists and turns. However, the exposure of this positive and negative emotional alternation did not affect the public's information on the final victory of prevention and control, but encouraged each individual to do a good job in prevention and control of epidemic situation. Before February, only the positive information of local initiatives was released, and the negative information of epidemic progress was lacking, which led people to capture information on their own in the network, causing anxiety to a certain extent.

③ Break through emotional barriers with empathy

Under the influence of fusion and communication, public opinion becomes a mixture of facts, opinions, emotions and actions, among which empathy plays an important role [11]. Media and people are the natural relationship between disseminators and disseminators. If mainstream media want to guide public opinion better, it is necessary to deal with empathy in people's emotions. This kind of empathy makes information exchange return to people, and will awaken the individual's natural identity and social identity in the “media space”.

As a ceremony, the “presence” of the whole people has strong symbolic significance. All individual behaviors in the field are carried out in order to achieve a certain goal. In the epidemic situation, in order to achieve the goal of fighting the epidemic more quickly, we need to arouse the awakening of people's identity through the empathy propaganda of mainstream media. For example, the reports on the front-line medical staff in the epidemic situation described them as the images of

wife, husband, mother and child, which awakened the natural family identity of the people and made them resonate. When the individual's hard work is transformed into the group's happiness and suffering, empathy transforms the individual into the collective. Therefore, each individual's behavior has a collective color, and each individual's behavioral bias also gathers to promote the victory against the epidemic. Since the outbreak of the epidemic, Wuhan, as a high incidence area, has become the center of information exchange. The focus of public opinion is often concentrated in the information exchange center. At this time, the mainstream media's continuous release and response to Wuhan information is conducive to awakening the public's social identity. The people at this time become citizens under social supervision. This sense of social responsibility will bring strong social confidence and become a soft boost to overcome difficulties in the epidemic.

(3) Social media-dredge the pain points and revitalize the folk public opinion field

① Be a “gatekeeper” in “media space time”

The “wanton growth” of social media in recent years has better sunk the media among the people. Compared with mainstream media's sense of distance, social media has won the audience's high-frequency contact in the form of being close to the people. In order to seek “existence” and gain recognition among the “weak” groups, people will continue to use social media to receive and publish information. In this case, some unconfirmed information appears unimpeded on social media, and this information often has a strong emotional tendency, which is very detrimental to the improvement of the event. For example, of the 34 hot events that occurred in this epidemic, 3 were rumors, and without exception, the emotional tendencies were above 0.8. The high emotional inclination of the event can easily cause the people's emotional bias, which can lead to negative public opinion.

In 1947, American social psychologist Allport et al. believed that the circulation of rumors was proportional to the product of the importance of the issue and the ambiguity of the evidence involved in the issue. The formula can be expressed as: $R=i \times a$. Among them, R stands for rumor, i stands for importance, and a stands for ambiguity [12]. However, according to Li Wang and Xie Yungeng's empirical research on online rumor information from 2010 to 2012, it is found that the fuzziness of sources is no longer the absolute factor that determines whether rumors are spread, and rumors with clear source evidence information in the spread text are also easy to gain the trust of netizens [13]. As social media, whether it is a professional information client, a social platform, or other information distribution platforms, the platform itself has a certain information filtering mechanism [14]. Therefore, as the core of the folk public opinion field, social media should correct the “gatekeeper” attitude and do a good job of screening information with the sense of ownership. In addition to verifying the authenticity of information release, we should also take the initiative to dispel rumors. For example, the summary of important rumors published by Weibo every day from February 7th to 7th will greatly promote the establishment of a stable folk public opinion field ecology.

② Guide the people to actively participate in the “ceremony”

In the collective decision-making, if the opinion climate becomes mainstream, those who hold minority opinions are afraid of being isolated, and they will choose to suppress their expression, which will form a “silent spiral” over time, which will lead to the extreme quality of group decision-making. At this point, if the main decision-makers are smart, the collective decision-making will be more intelligent, if the main decision-makers are stupid, the collective decision-making will be extremely stupid. In most cases, the low quality of public decision-making is mostly caused by the spiral of silence caused by mainstream opinions, and then the polarization of group thinking.

As Lenin brilliantly summed it up, “The phenomenon of social life is extremely complex, and any number of examples or individual materials can be found at any time to prove any argument. If we don't grasp the facts from the whole or from the connection, and if the facts are piecemeal and randomly selected, then they can only be a kind of child's play, or the child's play is not as good as [15]. The epidemic has brought people into a special “media space time”. The activity of media space time determines the integrity of public opinion in the field. This kind of integrity will ultimately affect whether the information potential energy triggered by the event public opinion is enough to truly reflect the social phenomenon and affect the actual decision-making. In the case of “presence”, the hierarchical attributes among individual members are weakened, which makes it easier for the public to enter the decision-making space and express their opinions. In the field, members have diverse backgrounds, but they have the right to express themselves freely. Only when they actively participate in the “ceremony” and offer suggestions for the victory of the fight against the epidemic, “media space time” can survive. One manifestation of accelerating the filling of the “digital divide” is the general improvement of audience quality, which also makes the network public opinion gradually show its self-purification function. Self-purification of public opinion makes many viewpoints confront each other in the field of public opinion, and then scientific collective decision-making is produced under the impetus of truth and facts. In the end, the collective decision-making in this “media space time” is scientific and rational in the expression of opinions again and again.

Another advantage of letting people take the initiative to participate in discussions is the resistance to rumors. According to communication scholar Chorus, the audience's personal ability has an important influence on rumors: the stronger the audience's critical ability, the smaller the possibility of rumors, and vice versa [16]. When people participate in collective decision-making in the “media” space, it is inevitable to criticize some people who are different from themselves. On the other hand, it improves the ability of the people to resist the influence of rumors, and plays a certain role in curbing the spread of rumors.

5. Conclusion

The change of media ecology has changed the public's contact with media and the form of public participation in public events. Using data analysis and case anatomy, analyzing the public opinion under the epidemic situation of "COVID-19 pneumonia" from the perspective of "presence" is beneficial to deconstruct the generation mechanism of public opinion under the current media ecology. In the era of Internet, the media provides the public with a platform of "presence", and the public's demand for information and media in the special "media space time" has changed accordingly. In the context of the "presence" of the whole people, when all the people are working together for a symbolic goal, the specific emotions aroused can not be ignored. At this moment, both the official media, the market-oriented media and the social media should shoulder the corresponding social responsibility, use their own communication advantages to correctly sort out and dredge collective emotions, stabilize public opinion, and make contributions to the response to public emergencies.

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