

# Thoughts on the Derivation of “Circle-Level Public Opinion” in Sports Events and Its Governance Mechanism

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**Abstract:** The generation of public opinion in sports events has a two-way impact on society. In order to promote the positive development of public opinion and bring good conditions for the development of the sports field, it is necessary to study the formation and governance of public opinion. Through the explanation of the meaning of the public opinion of the sports event, the influence of the media on the development of sports is analyzed, and the governance measures are proposed in combination with the “circle public opinion” in the sports event to promote the comprehensive development of sports culture.

## 1. Introduction

Sports events are currently an important resource for people to understand news events in the sports field. As sports events involve the relationship between countries and athletes, the spread of sports events generally has a certain role in guiding public opinion. With the development of the Internet and new media, sports events Corresponding public opinion circles have also been produced, including positive and negative influences. By analyzing the formation of public opinion in the circle, we can better understand the characteristics of the development of public opinion in sports competitions, and take effective governance measures to guide public opinion so that it can play an active role and promote the healthy development of sports.

## 2. The Meaning of Public Opinion in Sports Events

Circles refer to groups with cultural commonalities and the same value pursuits. They are formed on the basis of social relationships. Individuals in the circle have common sports interests or have the same affection for sports stars, which enhances the cohesion of the group. With the development of the Internet, the scope of media influence has gradually expanded, which has gradually expanded the sports event circle, not just confined to organizations such as stadiums and clubs, and the exchange of virtual networks has gradually expanded the scale of the sports circle. The emotions of groups in the circle can generate public opinion risks. Public opinion refers to the common opinions that people have on social issues. It is the general term for most members of society to hold similar opinions and emotions on the same event. Public opinion can produce positive and negative influences. Circle public opinion is a type of public opinion with greater influence, so it should be paid attention to.

## 3. The Influence of the Media on Sports Development

### 3.1 Impact on the Sports Consumer Market

With the development of the times, sports media has produced more media. People can not only learn about sports news from TV and newspapers, but also use the Internet to obtain corresponding information. This provides people with richer sports entertainment products that can satisfy People's spiritual needs have also enabled the comprehensive development of the sports event market. For example, some global sports events were only carried out in certain regions at first. Under the

influence of marketization, such sports events have been promoted to the world with the support of cultural media. People are paying more and more attention to sports event information, which also leads to the emergence of sports product services, which provides better conditions for the development of the sports market. Among them, sports programs have become the objects of attention. Various local media have set up special sports TV programs, which have brought development platforms for the dissemination of sports events and the operation of the sports market, and promoted the development of sports consumption.

### **3.2 Impact on Sports Culture**

Under the trend of market economy globalization, the sports market has obtained better conditions for development under the media communication. The media can help the scale expansion of the event, product communication and cultural exchanges, showing a greater advantage. With the support of media platforms, sports have created a larger market. At the same time, television broadcasting can obtain economic benefits, and major sports events can also obtain corresponding benefits, which has improved the development level of the sports market. In the context of the development of media communication, the dissemination of sports culture can also promote the civilized development of society, make the public pay more attention to sports events, and form sports operation cultural literacy through the attention of sports events, so it can be seen that sports media is not only for the beneficial development of the sports market. It has brought help and has a positive impact on the development of society.

## **4. Derivation of “Circle Public Opinion” in Sports Events**

### **4.1 The Emotional Link of Value Recognition Forms the Circle of Public Opinion**

Because people are dependent on groups, when people have the same sports hobbies and opinions, they can form a corresponding circle, carry out cultural and emotional exchanges in the circle, and be expressed in sports events. At present, more and more types of sports events are produced in the lives of the public. Under the influence of different sports preferences and emotional identification, the circle culture has also produced uniqueness, which has an impact on the trend of public opinion of sports events. The process of maintaining the circle culture is a process of perceptual and rational games. The individuals in the circle first believe in internal information more. This characteristic conforms to the content of human social interaction theory. In the dissemination of sports events, people will subjectively evaluate events. When this kind of evaluation has a tendency to one-sided, it will have an emotional influence within the circle group, and realize rapid dissemination on the Internet platform, resulting in the huge public opinion of sports events has formed a circle of public opinion mechanism.

### **4.2 Network Virtual Space Provides Conditions for the Formation of Circle-Level Public Opinion**

The development of technology has improved the development level of the sports event media industry, and the use of modern technology has increased the speed of information dissemination, which has made it easier to form public opinion in the sports event circle. People can use mobile terminals to obtain sports event information at any time. In the virtual space of the network, there are also more convenient channels for communication among circle members, which makes the composition of circle members more complicated. Since the composition of circles interested in the same sports event is not limited to a certain fixed area, it is easier for sports enthusiasts from all over to establish a sports circle under the network environment. The current development of mobile communication technology provides better conditions for information dissemination. People can not only receive information on the Internet, but also publish sports event information. Such an environment creates a larger space for people to express. Members of the circle can also express

their opinions on sports events simultaneously. Individuals with the same opinions can establish emotional connections and realize the expansion of the sports circle in the virtual space. To have greater influence. However, due to the fragmentation of the fragmented content of sports events, it will lead to the phenomenon of divergence of opinions in the circle, and then develop into a kind of public opinion, which has a negative influence in the process of dissemination. Therefore, it is necessary to correctly guide the circle of public opinion to make the circle of emotion link Has positive and rational characteristics.

## **5. “Circle-Level Public Opinion” Governance Mechanism for Sports Events**

### **5.1 Give Full Play to the Active Guiding Role of the Media**

In the management of public opinion in sports events, the authority of the media should be ensured first, and the content should be true and objective. Media workers should correctly understand the role of news and play the role of public opinion guidance. Due to the characteristics of the network environment, the text will be cut. In order to avoid a public opinion crisis in the dissemination of sports events, the media should exert a positive influence to objectively disseminate the content of the events and increase credibility. Secondly, the main body of sports event management should also play a role of credibility. In order to gain the trust of the public, the main body's self-discipline ability should be strengthened to avoid corruption and other problems, carry out strict supervision, and improve the management level according to corresponding regulations. Supervision channels make sports events have the characteristics of transparency and fairness, can positively spread the spirit of sports, and actively guide the competition circle. At present, the emergence of new technology products has changed the role of participants. In the open space, the composition of the main body of sports events has become more diversified, such as various short video APPs, which has created a current situation of user resource competition. If the main body wants to gain stronger user stickiness, it should change sides of the self-recognition service role, provide the information content that users need, spread active sportsmanship, so that the development of the sports field can gain more momentum and realize the public Harmonious development of the sports circle and the establishment of a good public opinion environment in the sports circle.

### **5.2 Guarantee the Fairness of Sports Events**

First of all, a positive atmosphere for sports events should be created. At present, most event organizations have commercial characteristics, and gaining benefits through hosting events can bring effective support to the development of the sports industry. The organizer should maintain the fairness of the event, guide positive public opinion, establish a corresponding crisis public relations early warning mechanism, and strengthen the awareness of rules to make the event fairer and just. In the context of the development of the sports event market, athletes are not only participants in sports competitions, but also as sports stars and worshipped by the public. Therefore, the behavior of sports athletes has attracted people's attention. Under the influence of the media, any anomie behavior of athletes may be magnified and cause certain public opinion influence. Athletes should have a good sportsmanship, compete in accordance with the rules of competition, be able to play an exemplary role for spectators, establish a positive image for the development of the field of sports, and have a positive influence on the sports event circle, which can guide public opinion Towards a positive direction.

## **6. Conclusion**

The derivation of public opinion in sports events will lead to a crisis of public opinion and have a negative impact on the harmonious development of society and the progress of sports events. In-depth analysis should be carried out on the formation of public opinion in the circle, and related

influencing factors should be combined to formulate governance mechanisms. The active guiding role of the media should be brought into play to ensure the fairness and fairness of sports events, so that the media can correctly guide public opinion in it, and at the same time, the circle of public opinion can develop in a positive direction.

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