Countermeasures for the Influence of Internet Public Opinion from the Perspective of Public Management

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Abstract: With the deepening of China's democratic political construction and the awakening of civic awareness, the expectation and appeal of participating in public management affairs have reached an unprecedented level. Under the background of new media, some information has the characteristics of timeliness and interactivity in the process of dissemination and generation, which plays a good guiding role for the mainstream ideology in society. Nowadays, the use of the Internet has entered every household. People can not only know all kinds of new things happening every day from the Internet, but also express their opinions on the Internet. However, many bad netizens often launch some bad public opinions under the social news, which causes other people's sensation and leads to social instability. This paper starts with the analysis of the significance and corresponding characteristics of the current network news public opinion, and then analyzes the problems existing in the current network public opinion management in public management, and puts forward some practical solutions.

1. Introduction

In today's information age, any information that people need can be found on the Internet, but there are not only some positive news, but also some negative energy information on the Internet. How to judge the truth of speech is particularly important [1]. More and more Internet users expect to use large-scale network public opinion to influence the formulation of public policy and the implementation of modern public management [2]. In addition, compared with the traditional way of public management such as newspapers and radios, this way of participation with the help of the Internet makes it easier for the public to express their views, and is willing to influence the society through their own strength, which greatly improves the enthusiasm of the people to participate in political life [3]. With the development of new media represented by network media, due to its equality and openness of communication, only government officials and intellectual elites had the right to speak in the past, and it has rapidly become a discourse tool for the general public, including vulnerable groups and marginalized groups [4].

In the context of new media, some information has the characteristics of timeliness and interactivity in the process of dissemination and production, which plays a good guiding role in the mainstream ideology of society [5]. Although the network participation provides a new channel for citizens, but in terms of the current actual situation, the network public opinion participation also has a negative impact on government governance. It is precisely because the virtual nature of the network weakens the social responsibility and obligation of the online speech publishers. Many false information and negative public opinion spread wantonly. This has brought a lot of adverse effects on our economic construction, social development and peace and stability [6]. Some negative comments on the Internet not only failed to solve the problem, but also interfered with the correct value judgment of the public to a certain extent. New media embodies the characteristics of immediacy, interactivity and anonymity in the focus of social topics, which not only tests the self-reliance and discrimination of the public, but also increases the difficulty of mainstream ideological guidance and public management [7]. With the advent of the network information age, the way of citizen participation based on the network has received more and more attention, and the citizen's network participation has gradually become an important channel in diversified Governance [8]. Therefore, only from the positive and negative aspects to analyze the influence of the participation

of network allusion on modern public management, can the positive role of network in democratic governance be more effectively played [9]. This paper first analyzes the significance of the current network news public opinion and its corresponding characteristics, then analyzes the problems existing in the current network public opinion management in public management, and puts forward some practical solutions.

2. The negative influence of Internet public opinion on post modern public administration

The openness of the network makes the transmission of information increase geometrically, and it is easier for the public to enter the field of policy dialogue than before. Specific issues can form public opinion in a short time, and timely receive feedback from different regions and fields. Many incidents of online public opinion have attracted the attention of the government and relevant departments. From different viewpoints of different groups, the government's attitude towards online public opinion fully takes into account the interests of the broad masses of the people. Network events have the characteristics of fast transmission and wide influence. The diversity of channels will give birth to more emotional and extreme remarks, and even false information. In recent years, the transmission of some hot events will also cause secondary infringement on the rights of the parties and related persons. Since most of users' speeches on the Internet are anonymous, netizens may do whatever they want with their virtual identities and will not be responsible for their own speeches. Therefore, all their comments on the Internet are not necessarily true, but they may just show off for a while, and the network public opinion formed in this way may disturb the judgment of public management decision makers, and even lead to the disorder of modern public management order. Most media are too pursuing economic benefits, thus ignoring the demand of social benefits, which brings great troubles to the management of online news and public opinion [10]. Especially in the current open network environment, commercial websites can make news spread quickly by injecting a large amount of money. The development behind this news is often for the purpose of economic benefits, which will bring negative influence to society in serious cases. It is through repeated dialogues, debates and even confrontations on government issues that the public can highlight the public problems behind them, make the demands of public interests enter the public policy agenda, and finally form a harmonious public policy. Although the government can extract effective information from online public opinion and put forward practical public policies, there are still many problems in online public opinion formed by public speaking.

From the point of view of information acquisition, the information release in the network often skips the review, which can not only ensure the timeliness of participants' information acquisition, but also ensure that the acquired information is "original". As far as opinion expression is concerned, the public expresses opinions and participates in discussions through the Internet, thus influencing the process of public management. The "face-to-face" communication brought by network participation makes citizens feel more practical and secure in the process of participation, which also ensures that the public opinions collected by management subjects are more authentic. Figure 1 shows the metrics and functional structure of the new media information management system.

A large number of online public opinion information is false, and once the online public opinion is formed, it is an absolutely overwhelming phenomenon. If there are people who oppose it, the public with absolute advantage will rise up and attack. Compared with the traditional media, the development of speech in online media is more free, and every netizen can make speech according to his own ideas. This greatly reduces the examination and screening of network information, and the rights of network administrators are greatly weakened. As a result, the network news public opinion spreads wantonly, and some lawless elements use other technologies to crack network restrictions and publish bad information in other ways. Due to the wide influence and rapid spread of online public opinion, many people think that the government can pay attention to and solve all kinds of problems only after putting them on the Internet and causing an uproar. Therefore, more and more people fall into this misunderstanding, thinking that the problem can be solved by putting demands on the Internet to attract attention. Once the public first thinks of using the Internet or media to expose problems, it will inevitably hinder the development of modern public management.
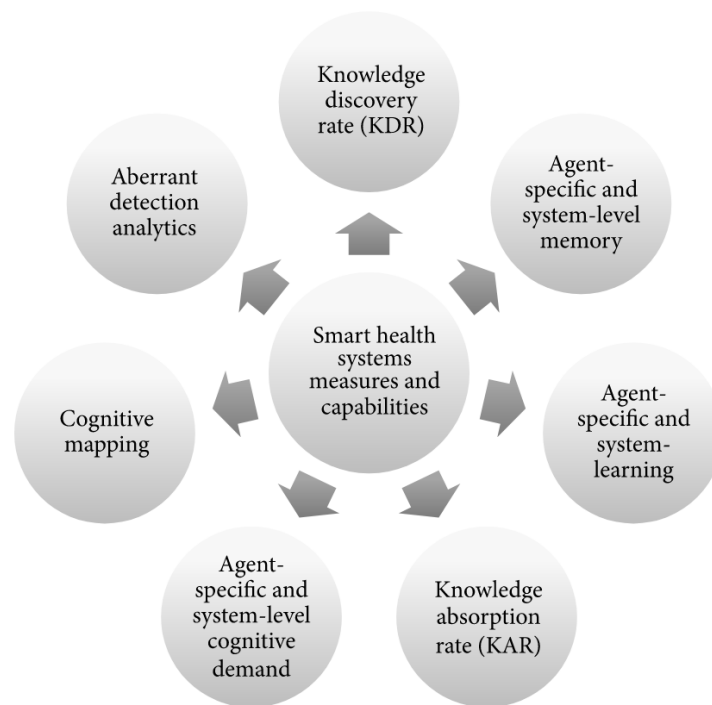
Figure 1 Measures and capability structure of the new media information management system

3. Analysis of Public Management Countermeasures of network news and public opinion

3.1. Increase the control ability of network management department for network news public opinion

In the process of public management of online news and public opinion, government support plays a vital role. The key to control network news public opinion is the management of major network information platforms and the government. Relevant government departments should establish a complete network information management system to ensure the security of network information and make the network environment more pure and healthy. Relevant departments need to educate the audience on the network news public opinion, let people pay due attention to the importance of the network news public opinion from the ideological level, and establish a rational attitude towards news information, so as to curb the phenomenon of blindly following the trend. Once an emergency occurs in the network public opinion, the relevant departments should take effective measures to solve it immediately to ensure the standardization of the network public opinion [11]. Public administrators can give special rights to some important websites according to the actual situation, so as to spread positive energy in a special period and make people realize the warmth of society. For example, during the COVID-19 outbreak, the major network platforms spread the relevant information of the medical staff's struggle, which made people feel a little warm in the tense moment, enhanced people's national self-confidence and pride, and made people feel the power of "one party is in trouble, and all parties support", which is the embodiment of the guiding role of the network news platform. In the process of controlling network news public opinion, the management department can use information dissemination to carry forward the green grid management system, and make clear the reward and punishment system of network information, so as to strictly control the dissemination of network news public opinion.

3.2. Optimize the internal management system of news media

Audience is an important part of public management of online news. Relevant departments should raise the awareness of netizens in public management of online public opinion, and let them actively cooperate with public management. Therefore, relevant departments can increase publicity efforts to make netizens treat network information correctly. When encountering false information,

they should not be credulous or disseminated, and educate netizens to observe discipline, strictly regulate words and deeds, avoid blindly following the trend, and jointly create a positive, civilized and healthy network environment for the society. The previous network platform has a strong openness, and anyone can freely publish his speech in an anonymous way, which is very unfavorable to the control of online news and public opinion. Therefore, a strict network prevention system should be constructed, so that every netizen can register in real-name registration system and effectively reduce the spread of bad comments on the Internet. Internet media should pay more attention to its self-discipline, and provide corresponding guarantee for the authenticity of news information through the implementation of internal system and rewards and punishments. Under the current situation, the guiding operation mode that only pays attention to economic effect is extremely unfavorable to the development of public management. Relevant departments should start from the current situation of online news public opinion, and innovate the guidance mode of online news public opinion on the basis of combining economic and social influences. In order to control the development of online news public opinion, it is necessary to optimize the internal management system of news media. Relevant departments should strengthen the management of news media workers, improve their professional ethics and self-discipline, let them respect the facts and report news, reduce the spread of false public opinion, and build a healthy and upward news media platform.

4. Conclusions

Undoubtedly, online public opinion participation is not only an inevitable product of the Internet era, but also an inevitable requirement of democratic political construction. With the development of informationization, online media, as the "fourth media", plays an increasingly important role in modern social management, and has surpassed traditional media in news reporting and participation in politics. Under the background of network public opinion participating in modern public management, people can participate in the formulation of modern public policies by expressing their views. Although the existence of online public opinion reflects the improvement of people's political participation consciousness and democratic consciousness to a certain extent, it also has some limitations. The advent of the Internet age has greatly changed people's lifestyles and completely changed the traditional mode of public opinion dissemination. In the virtual cyberspace, the netizens' desire for expression has been met as never before, and they also show their strong desire to change the social reality through their own strength. Relevant departments should strengthen the management of news media workers, improve their professional ethics and self-discipline, let them respect the facts and report news, reduce the spread of false public opinion, and build a healthy and upward news media platform.

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