

Research on the Mental Adjustment and Guidance of the Network Society

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Abstract: Internet public opinion has become a “barometer” reflecting the real social mentality. The social mentality it reflects has the following characteristics: Fairness and justice have become a universal demand, social trust has been declining, negative social mentality has spread, and social mentality has shown class antagonism. Therefore, there is an urgent need to pay attention to and adjust the public's social mentality. We should “make the cake bigger” and “divide the cake” to maintain social fairness; insist on effective dialogue with the public and get rid of the crisis of trust; insist on the correct public opinion orientation and guide the Internet public opinion to become rational; strengthen ideological and political education to improve society. The cognitive level of members is of great significance for measuring, adjusting and improving related policies and laws, and for further promoting the process of reform, opening up, and modernization.

1. Introduction

The research focuses on social risk assessment research with the network social mentality, and explores the adjustment mechanism of the social mentality of netizens, which is an important part of the comprehensive network governance system. Based on the era of integrated media, this research discusses theoretically effective tools for assessing the social mentality of netizens, operating scientific methods and means, which can comprehensively evaluate the social mentality of netizens in a variety of crisis states, and theoretically explain citizens in the virtual public domain. Participate in behavior. In addition, this topic will comprehensively explore the early warning mechanism of netizens' social mentality of online public opinion in emergencies, and provide theoretical support for governments, enterprises, and organizations to respond to online public opinions and adjust netizens' psychology. The first is to conduct a risk assessment of the social mentality of netizens in the period of high public opinion, and propose an early warning and blocking mechanism. The second is to explore tools for evaluating the social mentality of netizens, and use scientific methods and means to evaluate various social mentalities of netizens, and to provide effective decision-making references for governments, enterprises and organizations. The third is to explore the early warning mechanism and adjustment mechanism for the transformation of netizens' social mentality risks in the state of emergencies, and provide theoretical guidance and practical solutions for comprehensive network governance.

2. The Generation Logic and Type Division of the Network Society Mentality

Disseminators and audiences of Internet buzzwords. Cyberspace is interactive, and ordinary netizens have gradually changed from an audience of online buzzwords to a dual role of both a communicator and an audience. Because early Internet technology has not yet been popularized, information related to grand issues such as the “17th National Congress of the Communist Party of China”, “Beijing Olympics”, and “60th Anniversary of the Founding of New China” are mainly disseminated and reported by authoritative departments and mainstream media. The vast majority of netizens are still online. The audience of the information. In recent years, with the expansion of netizens, people not only actively receive online information, but also actively spread and express their opinions and attitudes, such as “what do you think of Yuanfang”, “people who eat melons” and “koi”. This change in the identity of the main body of network communication can be clearly seen from the increasing number of online buzzwords and richer content over the past ten years.

From this we can find that the disseminators and audiences of Internet buzzwords include government propaganda departments and mainstream media, as well as Internet opinion leaders, self-media, and ordinary netizens. They all play roles in the production and dissemination of Internet buzzwords. Different roles.

To some extent, buzzwords are a mirror for observing social development. On the one hand, it succinctly summarizes important annual events and discourses, faithfully records social changes, and condenses the epitome of the times; on the other hand, it records Ordinary people's observations of current events and their thinking about life reflect the people's psychological state and interest demands. With the development of communication technology and social media, the emotional and discourse expression of the people in society extends from the physical space to the network field, and both the form of expression and the content of expression are more rational, peaceful and colorful. As a result, buzzwords originating from hot events and social phenomena emerge in endlessly, and are widely disseminated and heatedly discussed, thus entering people's daily social life, forming a unique language and cultural landscape. With the increasing development of new media today, the communication methods and forms of public events and social information have undergone tremendous changes, and the formation mechanism of buzzwords developed by network culture is also more complicated. Through observation and analysis of the actual situation, the author believes that the production of online buzzwords involves the three levels of "information-behavior-emotion", thus forming a complete logic mechanism for the formation of buzzwords. At the same time, the social mentality of netizens also penetrates the Internet. The whole process of buzzword formation.

3. Risk Sources and Governance Dilemmas of the Network Society Mentality

There are different types of social mentality in cyberspace, including positive social mentality, neutral social mentality and negative social mentality. If they cannot be guided and constructed, negative social mentality such as emotional catharsis will eventually evolve into society. The mentality is risky. This is not only not conducive to the resolution of public contradictions and social problems, but also hinders the construction of a harmonious society. From the perspective of economic and social development, the author attempts to analyze the source of contradictions that trigger the risk of the network society mentality in combination with relevant literature, so as to make recommendations for improvement. This article believes that these network social mentality risk sources mainly include the contradiction between supply and demand, the contradiction between individuals and the group, the contradiction between local and global, and the contradiction between certainty and non-determinism. These risk sources are also indicators for the evaluation of the social mentality of the network, because the risk level of the social mentality of the network needs to be analyzed and evaluated based on the risk sources triggered by related events and phenomena. For example, the establishment of a risk assessment mechanism in the countermeasure part of this study is to comprehensively consider triggering the society. The risk sources of mentality risk, the sensitive points of public opinion and the characteristics of communication, the levels of mentality risk in the network society are divided into grades IV, III, II, and I. By doing a good job in the risk identification of the network society mentality, we can better grasp the assessment criteria and risk situation, and only then can we solve the problem with the right remedy.

Due to historical and institutional reasons, a huge number of disadvantaged groups have emerged in the course of my country's reform and opening up. They have encountered difficulties in education, employment, and medical care, and even lacked basic life guarantees, leading to a sense of relative deprivation. Relative deprivation is a subjective feeling of deprivation caused by the gap between people's expectations and the ability of society to meet their expectations. According to the direct or indirect information reflected on the Internet, a considerable number of netizens have low incomes. Therefore, the feeling of relative deprivation is easy to spread among netizens. The generation of relative deprivation and the prevalence of subjective and objective reasons are

intertwined: First, power corruption and unfair social distribution have led to a widening gap between the rich and the poor. Many people have doubts about the legitimacy and legitimacy of the means by which the rich get rich. The second is to compare with successful people, resulting in dissatisfaction, which reduces and weakens the sense of happiness. Therefore, although the material living standards of the whole people have been greatly improved, many members of society have shown strong dissatisfaction with social life and paranoia towards mainstream society, and have derived inferiority, indifference and hostility. These negative emotions are superimposed on each other to produce an “additive effect”, coupled with the promotion of some Internet veterans (opinion leaders) who deliberately create and spread rumors, and accelerate the spread of negative public opinion. Netizens exchange information through the Internet, and their emotions are contagious. The negative mentality spreads rapidly in mutual resonance, forming a common social cognition, which intensifies the unbalanced mentality, strengthens the underlying consciousness and the sense of damage to interests, and leads to the generation of group resentment. A series of chain reactions are formed: once the normal channels of appeal are not smooth, cyberspace will become a platform for the realization of the right to speak at the bottom, and the accumulated depression and dissatisfaction in reality will erupt like a volcano. These negative emotions strongly affect ordinary people’s objective and rational evaluation of the reform results, hinder them from actively participating in social development practices, and evolve into “populism” confronting the government, authority, and social elites, and exacerbate the psychological gap of social integration. , Which weakens social cohesion, not only easily leads to the outbreak of a crisis of online public opinion, but also some social members with extreme emotions are prone to excessive behavior in reality, which becomes a factor of social instability.

4. The Adjustment Countermeasures of the Mentality of the Network Society

First of all, we must make the “cake bigger”. The root cause of the bad social mentality is that the material and cultural needs of some members of society cannot be met. Therefore, insisting on focusing on economic construction and constantly emancipating and developing productive forces is the fundamental way to solve the main contradictions in the initial stage of socialism and also to adjust the society. The basic condition of mentality. While “making the cake bigger,” it is also necessary to establish a fair and reasonable benefit-sharing mechanism, that is, “divide the cake.” The generation of negative social mentality is largely due to various conflicts of interest arising from unfairness. To eliminate negative emotions, it is necessary to gradually establish a social system with fair rights, fair opportunities, and fair rules as the main content, continuously promote the equalization of public services, and achieve a balanced allocation of public resources. In the initial stage of socialism, due to the restriction of the level of productivity and market-oriented reforms, there will inevitably be differences in interests between different classes and groups, and different members of society. The key is to handle and coordinate the interests of all parties. For this reason , We must adhere to the basic value principle of fairness and justice, and make it institutionalized and legalized, so as to effectively curb the generation of unfair phenomena such as power rent-seeking and “hidden rules”, and cultivate a rational, peaceful, confident and upward social mentality.

Effective ideological and political education can guide the public to look at problems objectively and rationally to form a correct ideological understanding; correct social cognitive deviations, guide the public to proceed from the overall situation, and recognize the consistency of common interests; help to eliminate various negative mentalities Transform into a rational, peaceful, and tolerant mentality; inform the public of the party and government's governance concepts in a way that the masses love and see, and communicate with the public through dialogue. Ideological and political education should provide psychological assistance to help relieve public tension in a timely manner , Panic and other emotions and various negative social mentalities [4]. Ideological and political education should be used to continuously improve the public’s level of awareness, guide them to rationally understand the causes and nature of some social problems, distinguish objective and subjective causes, and understand the common problems faced by all countries in the world in the

process of economic and social development and China's unique national conditions. Personality issues caused by. At the same time, we must help them to start from their own actual conditions, reasonably adjust their life expectations, establish a comparable frame of reference, and not blindly compare. They must be content with constant happiness, but at the same time they must be happy. This will help cultivate optimism and self-confidence. Sunny mentality.

It is not difficult to find that in the online public opinion, there were a few activists who often took the initiative to provide information to other netizens. They had many "fans" and had a greater impact on the trend of public opinion. Such activists are the so-called "opinion leaders." Some of them cooperated with network promoters and naval forces, and even colluded with anti-communist forces at home and abroad to create and spread online rumors, which caused extremely bad effects. Therefore, the guidance of online public opinion should be strengthened, and some experts and scholars with good legal literacy, high ideological and moral quality, and strong communication skills can be invited to guide netizens to explore deep-seated contradictions, grasp the core of the problem, get rid of emotional interference, and influence the transformation. Research and discuss the root causes and laws of various social problems in the period to create a tolerant and harmonious atmosphere of public opinion. At the same time, it guides netizens to grow and mature, and take the maintenance of the healthy and harmonious development of the network society as their responsibility with a rational, sunny, and constructive attitude.

5. Conclusion

The generation and dissemination process of the network social mentality is not limited to the cyberspace field, nor is it limited to the network public events or social phenomena itself, but is mutually infiltrated and projected by social reality. In essence, the network social mentality is not only the macro-social psychological situation of netizens for a period of time, but also the direct consequence of social construction and national governance. At the same time, it can in turn affect the national governance system and social stability and order. Social development plays a major role in advancing. Especially in the process of prevention and control of the new coronavirus epidemic, it is urgent to manage the positive social sentiment of the subject and the risks and social conflicts that it may bring, and to adjust and intervene in the governance of different groups and different types of social mentalities, so as to better promote Progress in epidemic prevention and control and innovation in social governance.

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