

## Disenchantment and Visualization: Countermeasures to Govern Internet Public Opinion in News

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**Abstract:** With the rapid development of the Internet and new media, online public opinion crises caused by news reversal phenomena frequently occur. The reason is that the "emotional justice" of the news media drives subjective assumptions, the "quick thinkers" re-processed and decoded multiple times, and technology empowers the media to create a "mime environment" based on topics, etc. All parties have formed a closed loop and set the public agenda by mistake. Stimulate higher-level emotional expression, trigger a higher degree of emotional prejudice, and social public opinion appears irrational and emotional. With the in-depth investigation of the facts and facts gradually revealed, the trend of public opinion reversed sharply, forming a new storm of public opinion landscape. If things go on like this, there will be social problems such as the decline of media credibility, the destruction of social trust mechanisms, and the ecological imbalance of public opinion. For this, rectifying the news media's untrustworthiness, innovating the agenda setting, exploring the establishment of a professional community of online public opinion leaders, improving public media literacy, is a response to reversing news. Effective strategies for online public opinion in China.

Contemporary social public opinion reverses frequently, and the post-truth paradigm of "let the bullets fly for a while" is being staged. In the Internet age, netizens' facial recognition and micro-reading atmosphere constitute two indispensable external factors for public opinion reversal. In this context, the media deliberately authorizes hot events to cater to the public's habits and emotions. The parties amplify the state of affairs to attract social attention. The more public a hot topic is created, the closer or consistent the individual's individual demands and group demands are. , The more it can arouse widespread empathy in the social field, the stronger its ability to attract attention on the Internet, especially when negative and sensitive events are repeatedly spread or even deduced in the fragmented information flood, and the negativeness of the event has also been infinitely intensified. Under the habit of indiscriminated information acceptance by netizens, they focused their criticism on the negative factors of the incident, which quickly aroused public opinion before the incident. As the event fermented, the plot suddenly reversed, from the evolution of public opinion to the reversal and fermentation to the calming of public opinion. The attitude of public opinion also immediately changed with the changes in the "plot". As the event continued to deepen and restore, Victims who were originally sympathized for losing their status as "perfect victims" instantly became "fraudsters" that everyone spurned, and online public opinion experienced a 180-degree emotional reversal at the moment when public opinion reversed. The reversal of public opinion into the social norm is a pathological and distorted information transmission process, which will cause many adverse effects in the long run, such as the decline of media credibility, the destruction of social trust mechanisms, and the ecological imbalance of public opinion. It is worthy of attention and reflection.

## 1. Introduction

In the Internet age, a vast array of information has changed the audience's reading habits. The past meticulous and in-depth reading has been partially abandoned, replaced by fast-food and fragmented reading. The audience's first demand for information is often not "in-depth understanding" but rather "Knowing on the surface" means that the audiences are looking for speed and breadth of information, not depth. The "slow news" of mainstream media in the past is no longer admired, and coupled with the strong intervention of the self-media, the "discourse power" of the news media is gradually eroded. Therefore, in emergencies, "grabbing headlines and seizing hot spots" has become the subconscious concept of news media. Even without personal interviews, snatches of words on the Internet must be rushed to send news. In such an environment, there are fewer and fewer news in one shot. "First, rush to publish online, and follow up with the paper media the next day" has become the media's usual practice. This has more or less affected the reporter's judgment of facts. Under the guidance of the "heroic narrative framework, tragic narrative framework, and confrontational narrative framework", it has become the norm for the media to realize "tragic and robust reporting". Reporting with sympathy rather than "empathy," concealing facts, disregarding the truth or even reconstructing the facts has become the biggest criticism. In this process, the audience receives many fragments of facts. Their knowledge of the event is only a mere taste. Sometimes they are misled by one-sided information. The preemptive coverage of some mainstream media also makes the public form a kind of "The understanding that what the media reports must be the truth" makes it easy for the public opinion of such hot events to become strongly critical from the very beginning, and it is easy to trigger public sentiments such as sadness, anger, sympathy, and despair, and extreme sentiment towards the public opinion field. The negative effect of adding fuel to the fire.

Bourdieu mentioned the concept of "quick thinkers" in "About TV", and pointed out that some people who lack professionalism embraced the media and gave some "quick thinkers" access through the media, and those who should have "entered" People are "played out", which means that the public's cognitive level is in danger of being pulled down. Public events often become the discourse carrier of opposition between groups and factions, and the discourse politics of opinion leaders in the new era is constantly tearing society apart. As the intermediate filtering link of media information, opinion leaders play the role of "creative thinkers" in the new era to a certain extent, speeding up the process of information dissemination and expanding the influence of dissemination of information, and has an important impact on the effect of mass communication. Specifically, these "quick thinkers" consciously assumed the important role of "decoding" the event. However, due to various reasons of position, attitude and values, these "quick thinkers" are either pursuing "fairness and justice" or It is to create tweets that capture the emotions of netizens in order to strengthen the reputation, and to cleverly set the audience's agenda. It is easy to be mixed with too much emotional, labelled, and emotional information in the process of expression. In the end, hot events deviate from the normal track. Although the incident has deviated from the main line after "quick thinking" processing, the audience is more likely to trust these "leaders" who have long performed information filtering and guiding functions, because such leaders have traces to follow and have credibility formed in the past And reputation, there are also visible professional qualifications. Coupled with the mentality of "people conforming to the crowd", the trend of the top ten opinions of the internet thinkers often leads the trend of the opinions of thousands of netizens. In the past, the emotions of the "mass flow" will gradually become the "water storage" of extreme emotions. Pools" stimulate public sentiment to fluctuate and heat up, and new risks may erupt at any time.

From the perspective of self-media empowerment, the communication power of each subject has shaped the field of public opinion before and after the incident. The audience disseminates information through self-media platforms such as Weibo and WeChat, and also participates in the construction of a "mime environment". The mimicry environment in the self-media era is more interactive and diverse, and in the past, the rational environment has also shifted to the perceptual

environment. News is deconstructed by multiple parties in a mimicry environment from the perspective of empowerment. Follow-up information denies the “facts” in the early stage. The sense of deception and deprivation will take public opinion to the other extreme. Reversal news is found in both facts and emotions. 了 export. At the same time, in this mimicry environment, due to the existence of audience knowledge gaps, netizens have huge differences in the ability of Internet information filtering. It is easier for people to find groups with the same opinions on the Internet, and therefore it is easier to be in the homogenization circle. Layer information is "collaborative filtering". The voices in the homogenization circle converge to form a force of public opinion, which is like a "snowball" that is getting bigger and bigger, big enough to drown out the real voice, and public opinion is turned into a dangerous situation of "re-tribalization". In addition, there are more complaints and catharsis points in reversal news than ordinary news. The strong irritating information unique to the media can reach the most basic emotional bottom line that netizens can bear, hitting the emotional "pain points" of netizens, and triggering intense The emotional rebound can also trigger a surge of public opinion, pushing public opinion to an irrational level step by step. Netizens with a strong sense of substitution will use cyber violence and even condemn the original victim in reality, and even enter the "onion peeling" data , From fact acquisition, logical verification to emotional support and other multi-dimensional "human flesh search", forming a crisis of public opinion or even a real crisis.

## **2. Reverse the governance strategy of online public opinion in news**

### **2.1 Adhere to procedural justice and lead the trend with mainstream media**

As an important part of the supervision of public opinion, the news media enjoys the "fourth power" and must also be restricted. The media must use Marxist positions, viewpoints, and methods to grasp the authenticity of news, embody viewpoints, express attitudes, and lead and gather strength by "speaking with facts." Follow basic norms in the use, supply, and dissemination of information, and adhere to "procedural justice." When using information sources, one should not listen to one-sided words. Two or more independent sources must cross-corroborate the news. On the basis of verifying the authenticity of the news, we should dig out news facts, comprehensively analyze the information, guide the audience to think deeply, and assume the responsibility of the media to guide fairness and justice. , Has gradually become "a forum for rational criticism and debate", using professionalism to clarify the chain of clues, reveal the truth, and truly serve the public. In the event of a public opinion reversal, it is necessary to communicate and communicate with netizens in a timely manner, make good use of the online discourse system to arouse empathy and empathy among netizens, and guide the development of public opinion. In the era of new media, mainstream media do not survive in the cracks of "entertainment to death". They must bear in mind their role as a "gatekeeper", show authority in the era of information fragmentation, explosion, and hybridization, and occupy the commanding heights of public opinion.

### **2.2 Diversified collaboration, exploring the establishment of a professional community of "quick thinkers"**

In the communication chain between the media and the public, the great power of public opinion leaders cannot be ignored, and the establishment of a community of "quick thinkers" professionals by recruiting a group of opinion leaders is the best proof of the importance of the "intermediary role" and also the promotion of "public opinion leaders" individuals. Effective measures for the deep integration of value and social responsibility. Professional community generally refers to a social group with common professional beliefs, common professional thinking and common professional ethics. The “quick thinker” professional community needs to think quickly on issues that are difficult for the public to judge, especially in the hotspots of repeated public opinions, to contribute more influential professional information to the audience, and to enhance the professionalism provided by authoritative sources The weight of the information. The professional community needs certain cross-border capabilities, including the grasp of communication skills,

netizens' psychology, and the characteristics of new media. At the same time, it needs to solve the "voice volume" problem through the construction and integration of various communication channel resources, so that the public can "heard clearly", Can spread, come back." Officials should be good at discovering and identifying public opinion leaders in the field of non-governmental public opinion, building a normalized contact mechanism, and regularly establishing direct and close contacts with online opinion leaders through common work forms such as seminars, forums, symposiums, and networking activities, and strengthening regularity Online interaction and offline communication. Through centralized training and regular lectures, we will educate and train network propagandists and network civilization volunteers, cultivate their own network opinion leaders, and form a professional community of "quick thinkers".

### **2.3 Leading risk control, strengthening agenda setting ability and guiding ability with new thinking**

Changes in the media ecological environment have posed serious challenges to the effectiveness of agenda setting. Officials need to use new thinking and new perspectives to strengthen the ability to set agendas and improve the "network distortion". It is necessary to enhance the homogeneity of Internet public opinion and social public opinion. The concept of "co-occurrence" brings the true side of society to the Internet. In recent years, hot online public opinions have gradually shifted from grand issues involving social systems to issues of people's livelihood, with the reduction of explicit public opinions, and the increase of implicit public opinions, reverse public opinions and micro public opinions. The former's response is fast and accurate, while the latter's handling focuses on preventing micro-faults. In such an environment, it provides a comprehensive agenda framework, which integrates the analysis of objects and attributes, and emphasizes "degree centrality" as the core. When a certain topic spreads to a wider range and arouses the highest degree of emotional resonance, pay attention to the expression of public emotions before and after the incident, establish a rational public communication and discussion space, and highlight the significant effect of the agenda. At the same time, in the agenda setting, the government's positive publicity efforts and precision will be increased, so that netizens will gradually have a more rational and objective understanding and judgment, and the development of potential unstable factors during the reversal of online public opinion will be compressed to the extreme, and the development of cyberspace will be promoted. The wind is clean and upright.

### **2.4 Hearing at the same time is clear, strengthening empowered media literacy education**

To prevent the occurrence of news reversal and public opinion reversal, it is also important to improve the public's media literacy. Establish a new concept of media literacy centered on "empowerment", pay attention to the media literacy of disadvantaged groups, and implement empowered media literacy education based on questioning, construction-oriented, and the goal of improving public life. On the one hand, it is necessary to improve the audience's information analysis ability, to judge whether the media information conforms to the facts on the basis of in-depth analysis of the causal relationship and relevance of the event. At the same time, it is necessary to pay attention to the position, intention and viewpoint of the information publisher to prevent the so-called title party and Rhythmic Internet opinion leaders mislead their own information judgments. On the other hand, to enhance the audience's media evaluation ability, you can't see things with your own eyes, and you can't pretend whether they are there or not. The public need not be so eager to speak before the facts are clarified, let alone launch various crazy personal attacks on the moral high ground, unconsciously The land has become a cyber perpetrator and blind follower, and the thinking of pre-positioning is not desirable. Adhering to a heart of justice, take off the colored glasses, develop a pair of eyes that can penetrate the "information haze", give more time and patience to the all-round presentation of facts, and be a rational judge and cultivate in the process Be a qualified netizen in the new era with his own speculative and critical thinking.

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