

Defects and Reform of Public Management under Network Public Opinion

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Abstract: The emerging media represented by the network has increasingly become an important position of public opinion in today's society. The resulting network public opinion is gradually replacing the traditional way of public opinion. It is novel, open and full of vitality, and plays an increasingly important role in the formation and dissemination of public opinion. In view of the establishment of a good security system, so that everyone can authenticate their names when they express their opinions, so as to ensure the effective supervision of network information. Through the data surveyed by the frequent use of the network, it can be found that the population used by the network is developing younger. Research shows that from the perspective of public management, studying the characteristics of the Internet's public opinion helps us to more fully understand and grasp the laws of online public opinion and better serve government decision-making. Governments and network regulators are required to carry out reforms to avoid the inducement of public opinion and cause social instability.

1. Introduction

At the beginning of the 21st century, the Internet has gradually entered people's vision. At the beginning of 2003, the Internet entered a prosperous period of its development. With the rapid development of network technology, Internet access has become more convenient and fast. More and more people begin to gather in the virtual space of network to discuss public topics and exchange their inner thoughts [1]. As a result, network public opinion emerged as the times require. Internet public opinion refers to people using the Internet to express their views on certain social phenomena. It is a large collection of public opinions. The government can truly understand the social status quo and grasp the psychological law of the people through the network public opinion [2]. The generation mechanism and dissemination rules of network public opinion, such as the development law of network public opinion, the transmission law of network public opinion and the behavior of netizens. Through analysis and investigation of the hotspot factors involved in the lawsuit, the relevant agencies and departments of the judicial system such as the public security, courts, and procuratorates should provide constructive opinions on the litigation-like public opinion incidents [3]. Public opinion is constantly evolving and changing. Public opinion has a process of formation, development, and decay, and it can flow from one region and country to another. Public opinion is a huge social spiritual force, and the Malaysian Airlines incident at the beginning of the year can reflect the enormous social spiritual power of public opinion [4].

In 2013, the impact of media on people's lives was studied by relevant scholars [5]. In the same year, relevant news analysis and public opinion used communication methods as "tools" to help explain the results of the survey proposed by relevant scholars [6]. Since 2015, the dynamics of network news communication and the formation of public opinion have been put forward by relevant scholars [7]. The emergence of new media, on the one hand, has brought great enrichment of information and provided convenience for people's work and life, on the other hand, it has also provided communication channels and living space for some wrong views and irrational statements [8]. The angle of entry is mainly from the angle of law. From the perspective of discipline integration, there is almost no empirical analysis from a comprehensive perspective. The reasons are as follows: firstly, the empirical study of litigation generally belongs to the scope of law, and the

depth of the analysis of public opinion involved in litigation is not enough from the perspective of news communication. Secondly, the integration of disciplines still needs time to be promoted. There are new social strata struggling tirelessly to realize their own values, among which there are inevitably the social underclass people who are still struggling for basic life problems [9]. When the problems encountered by the bottom-level people in these communities are not solved in time, and the interests are not smoothly expressed, the network becomes their best way to vent. And online public opinion expands the scope of the participants, and each member of society has the right to express their views. Therefore, the public opinion is more comprehensively reflected, and the government departments have to rely on pressure to make comprehensive considerations when setting goals. Moreover, the government can also collect the required policy information through the network, use the topic discussion, do online polls and other means to brainstorm and listen to different opinions in various aspects to better design the policy plan. When the policy is completed, the public can express their opinions on it. The government will take its essence and take it to the best of its policies. Gradually penetrated into various fields of social life such as culture, politics, and economy, and encouraged and guaranteed the people to effectively supervise the government's administrative and management activities [10].

2. Materials and Methods

The rapid speed of network public opinion is comparable to that of non-traditional media. An article about hot events, or a few short posts, can often lead to a prairie fire. The energy of Internet public opinion dissemination can be released instantaneously. Relevant information and comments form rapidly in the Internet space, and have a huge dissemination impact. Before the emergence of new media represented by the network, traditional media was the main channel of public opinion expression. On behalf of the official opinion, it is often able to spread from top to bottom. However, the bottom-up folk expression encounters many bottlenecks, and it is also possible to “go away”. The generation of opinions and opinions is usually lagging and sometimes Choose. The causes of these problems are both technical and current. In this sense, the expression of open, convenient and cheap Internet lyrics is refreshing. The principles followed by the network public opinion guidance in China are shown in Table 1.

Table 1 The Principles of Guiding Internet Public Opinion in China

	Spread	Dynamic
Adhere to the principle of openness	15.90	25.63
Highlighting the principle of time	19.27	24.85
Maintaining the Principle of Dialogue	16.15	25.68
Emphasizing the Principle of Legitimacy	17.20	23.75

The openness of the network makes the transmission of information increase geometrically. It is easier for the public to enter the field of policy dialogue than in the past. Specific issues can form public opinion in a short time and receive feedback from different regions and fields in time. The information contains the differences and differences among different stakeholders. The government integrates and analyses the information in the process of management, extracts the content that is conducive to the management behavior, and corrects the management behavior in time according to the content. The openness and freedom of online news public opinion has promoted the participation of citizens in politics and supervision of illegal phenomena, but also brought a series of social harms. Because some individuals or groups have ulterior motives, they often deliberately spread false news on the Internet for political or economic purposes, affecting public opinion, and inciting netizens who do not know the truth, want to achieve their despicable intended purpose. This phenomenon will have a very negative impact on the public's perception of social events, and even cause irreparable serious consequences.

At present, the power of the network is becoming stronger and stronger. People can freely express their opinions on the Internet by means of the network platform. The speed of network

transmission is also very fast. At the same time, the number of people using the network is gradually increasing. This enables the more and more extensive use of the network groups to access all kinds of dynamic information at any time, and the speed of information dissemination is also very fast. The news on the Internet is true or false. People who receive these messages are overwhelmed every day. They just look for the headlines they are interested in and browse through them. It is impossible to distinguish the authenticity of these network news information. The concept of Internet public opinion communication is shown in Figure 1. The collection of information in the public sector often encounters difficulties such as high cost, complicated technology, and government intervention, which makes it more difficult to collect information. And because of its own characteristics, network public opinion can make up for the above deficiencies and provide more effective information. Moreover, the subject of the assessment should not only be a government department, but should also include the public. The public can fully express their opinions and opinions by means of the Internet lyrics. In addition, in the process of reform management, public opinion can evaluate the deficiencies in performance management work by its own characteristics, and promote the improvement of government departments as soon as possible.

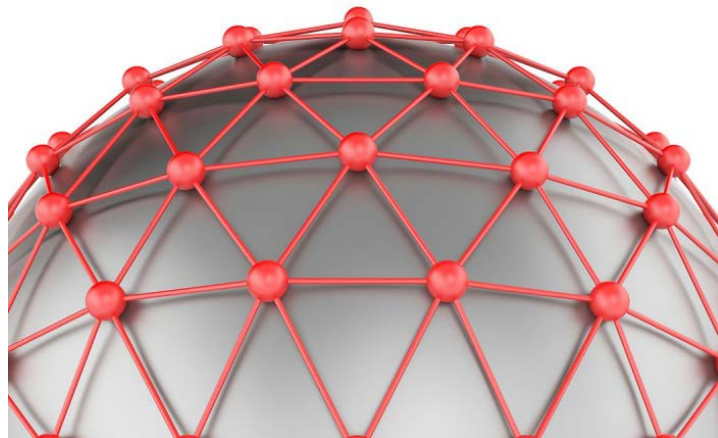


Fig.1.The Idea of Network Public Opinion Communication

3. Result Analysis and Discussion

In order to keep the advantages of open, free, instant and fast, network news and network media should also prevent the appearance of false and vulgar opinions that confuse the viewing and hearing of netizens. The government should establish and improve the examination and approval system of network news as soon as possible, but it should adopt the “immediate examination and distribution” system, which is different from the examination and approval procedure of traditional media. That is, once the netizen submits the information, the website staff should review the information in time. On the one hand, there is a large amount of information bubbles in the network, and the public needs time to identify information when acquiring information. On the other hand, with the increasing number of Internet users and the continuous enhancement of media functions, the dissemination of false information, the manufacture or dissemination of rumors in the Internet has increased, and the disorderly and disorderly information has dispelled the voice of mainstream values to some extent.

Because of the difficulty of public management of network news, it is difficult to supervise the network. In this regard, we need to think about the current situation and solve the dilemma faced at this stage. The main reason is that the spread of network information is relatively rapid, which makes the control of network public opinion more difficult. In this regard, we need to consider some good measures to control the dissemination of network news public opinion. We should strengthen the positive linkage between network media and traditional media. The main purpose of strengthening the positive linkage is to give full play to the complementary role of the advantages of network media and traditional media. Specifically, the first is that online media has the advantages of speed, richness, and interactivity that traditional media can't, and can effectively provide news

clues to traditional media. We should actively use the brand advantages of online media such as People's Daily and Xinhua.com to guide public opinion, or put the insightful and horizontal posts posted by netizens on the front page of the news homepage. According to the news event setting topic, professionals are invited to interact with netizens to provide valuable information to the public. The impact of the online public opinion environment on the government's public management work is shown in Figure 2.

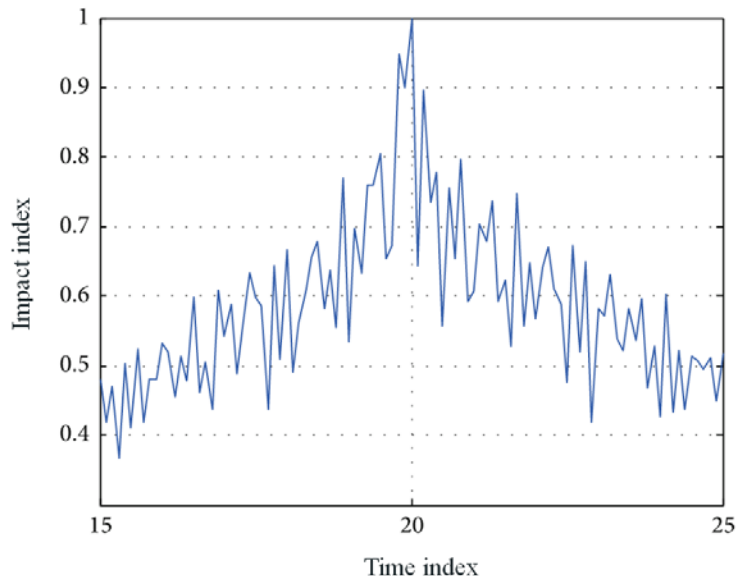


Fig.2. The Impact of Network Public Opinion Environment on Government Public Management

The openness and pluralism of network expression not only bring unprecedented prosperity of network public opinion, but also expose more and more obvious negative effects. Behind the diversification of network public opinion is a serious impact on the formation of traditional public opinion guidance mechanism. In the information age, the influence of traditional mainstream media on public opinion has been greatly weakened. The “gatekeeper” in the era of traditional media has been constantly dispelled in the era of network media. The research finds that the network public opinion involved in litigation often involves complex and pluralistic subjects of social interests, which can not be dealt with only by the judicial department, but must be brought into the field of public administration. Actively exploring and reforming various coping mechanisms of public opinion on the network involved in litigation can only to some extent guide public opinion, but can not fundamentally resolve social contradictions. We believe that the network public opinion management of the lawsuit should rise to the height of public management, and take the hot spot incidents involved in the network as a breakthrough point. This phenomenon of “group polarization” is particularly evident in the virtual network world. Practice has proved that the “group polarization” tendency of netizens is more prominent. There is evidence that the proportion of group polarization tendencies on the Internet is more than twice that of face-to-face in real life, which makes the government's public opinion supervision face enormous challenges.

4. Conclusion

With the rapid development of network information, we can receive all kinds of news information every day. At the same time, due to the intensive nature of network information, it is difficult for us to distinguish the authenticity of all kinds of information from many kinds of information. This will lead to the spread of some false information on the network, and even have some unsTable impact on society. This is the inducement force of network public opinion. Network news reform has made breakthrough development in today's society, and people's values and world outlook will be greatly influenced and guided by network news public opinion. Therefore, we have to analyze the reasons that cause some online news public opinion to deviate from the correct values

and worldview. Internet public opinion has its own characteristics and will have a certain degree of influence on public management. This effect runs through the entire public management process. Internet public opinion is different from other public opinions. It cannot be treated in the same way. The government needs to make use of the powerful side of public opinion to do public management work. Online media should strictly abide by professional ethics, strengthen ideals and beliefs, enhance professional skills, and truly assume the media responsibility to promote the healthy development of online public opinion. Only through the joint efforts of all forces, China's network public opinion communication environment will be continuously optimized, and the people's right to know, participate and supervise can be effectively guaranteed.

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