

Analysis on Social Network of Chinese Government Microblog

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Keywords: Government Microblog; Social Network; Sina

Abstract: SINA Weibo was born in August 2009; three months later, China's first government Weibo account, "Weibo Yunnan" registered. After nearly ten years of development, the development of China's government microblog has reached a relatively mature and stable level. However, it is undeniable that government micro-blogging still has some defects in management and operation to a certain extent, which urgently needs our further standardization and improvement. In view of the fact that microblog network is also an important part of social network, this paper studies the social network characteristics of government microblog, and studies its overall characteristics, classification and individual network influence. The author hopes to provide valuable suggestions for the healthy and sustainable development of government microblog.

1. Introduction

With the continuous development and progress of Internet technology, the network has already been applied to all aspects of people's daily life. As an open Internet social service platform based on Web3.0 platform, China's microblog, represented by SINA Weibo, has become an important way of information dissemination. For the vast network user group, it is the medium to obtain information, exchange ideas and communicate feelings; for the government, companies and other organizations, it is an effective tool to release information, commodity marketing, and strengthen propaganda. The Chinese government recognized its value at the beginning of the birth of micro-blog, a new media, but the development of government micro-blog in China is not smooth sailing. Since the birth of the first government micro-blog account, government micro-blog has been launched all over the country for two years. 2011 is known as the first year of Chinese government microblogging. In 2018, the number of government microblogs became stable. The development of government microblogging in China has gone through three stages: the initial stage of spontaneity, the stage of large-scale growth and the stage of stable development. Now it has reached a relatively mature and stable level. However, it is undeniable that government micro-blogging still has some defects in management and operation to a certain extent, which needs further standardization and improvement. In view of the fact that microblog network is also an important part of social network, this paper studies the characteristics of social network of government microblog, and explores the relationship between the various nodes of social network in the perspective of government microblog. The author hopes to provide valuable suggestions for the healthy and sustainable development of government microblog.

2. Overview of Government Microblog

The 42nd Statistical Report on the Development of Internet in China issued by China Internet Information Center (CNNIC) shows that as of June 30, 2018, the number of Internet users in China had reached 802 million, with a penetration rate of 57.7%; as of June 2018, the number of users of online government services in China had reached 407 million, accounting for 58.6% of the total number of Internet users; Party and government organs at all levels and mass organizations actively used micro-scale. New media such as Blog, WeChat and Client, publish government information, respond to social concerns, promote collaborative governance, and constantly improve the level of local government information publicity and online service. As a leading province in the development of new government media in China, Guangdong Province has a total of 99.84 million

users of WeChat City Service, ranking first in the country, 9936 government agencies and the second in the country.

In April 2018, General Secretary Xi Jinping gave a systematic explanation of the important ideas of the network power at the National Conference on network security and information technology. On December 27, 2018, the General Office of the State Council issued Opinions on Promoting the Healthy and Orderly Development of New Media for Government Affairs, pointing out that: implementing the strategy of strengthening the country through the Internet, implementing the responsibility system of network ideology, vigorously promoting the healthy and orderly development of new media for government affairs in the government system, continuously improving the government's ability to perform functions on the Internet, and striving to build "fingertips" that are beneficial to enterprises, convenient to the people, bright spots and satisfactory to the people. Online Government. By 2022, a new pattern of standardized, innovative and integrated development of new media for government affairs will be formed.

2.1 Definition of government microblog

Government microblog refers to the official accounts registered and authenticated by government agencies on the microblog platforms represented by SINA Weibo and Tencent Weibo. It is the first important tool for government and public interaction in the new media era. Nowadays, microblog is a medium that people connect with people all over the country. To a certain extent, microblog is also a place where people express their views and opinions on a hot social event and form public opinion. As an important part of the emerging media micro-blog, it also benefits from the special position of the government in society. Government micro-blog naturally has the function of guiding public opinion, providing political participation, discussion and political service for the vast number of network users from all walks of life, and in information disclosure, public opinion guidance, listening to public opinion, news propaganda, shaping the image of the government and public participation in political affairs. Social management innovation has played an irreplaceable important role. In addition to the micro-blog accounts registered and authenticated by governments at all levels, government micro-blog also includes micro-blog accounts registered and authenticated by government staff as the main body, which attracts the attention of a large number of netizens and triggers a "micro-blog politics" upsurge.

There are two types of government micro-blogs. Firstly, the same organization has different policies in different regions. Correspondingly, local government microblog should pay attention to the policies issued by other cities in other regions, and then make analogy to find the corresponding policies needed to adapt to the development of their own regions, so as to better serve the people in cities, so that they can better carry out their own work and promote urban development. For strong security [2]. Second, the government micro-blog is more influential people, so that more people get information, and through all the influence of government micro-blog celebrities to let more people know the corresponding policies of their city, and for this purpose, continue to strive to make the published policies can be effectively developed.

2.2 The management method of government microblog

No matter what kind of self-media, people need to carry out the corresponding management and operation. Although there are some differences in each self-media, the way of self-Media management is always the same rather than the same. Management means always consist of certain persons, rules and systems. Therefore, the management means of government microblog are also composed of government, laws and regulations, and public opinion. First of all, we need the active participation of government departments. As the protagonist of government micro-blog, we must have a certain right to speak, so that people can see the protagonist consciousness of government micro-blog [3]. Then we need to ensure that there are sound laws and regulations, so that people can have a certain sense of responsibility in social networks, responsible for their own speech and behavior. It also prevents people from stealing government microblog accounts and issuing false information or even committing illegal acts, so that people misunderstand the policies of government agencies and lose trust in the government. Finally, it is the right time to guide people's

public opinion, so that people believe that their city has the potential for development, and the potential is unlimited. To do these three things well can also further develop government microblogging to a certain extent.

2.3 The value of the existence of government microblog

There are three values of micro-blog in government affairs. One is that people can quickly and easily accept the requests and suggestions put forward by people. Micro-blog is a kind of social software nowadays, and people can get information they want to see from it. They can also publish some photos, utterances on micro-blog. Therefore, when people have doubts about some policies issued by the government, they can send messages. Publish information and @relevant government micro-blog account, so that the operators of government micro-blog can know people's awareness of it. Let people have a sense of protagonist, and let people pay more attention to the development of their own city, contribute their own strength to the progress of the city [4]. The second is to provide the government with new channels for issuing policies. With the development of the information age and the constant change of science and technology, new media communication means have been created constantly. To a great extent, it provides people with more convenient ways to obtain information, provides a new channel for the government to issue policies, so that more people can pay attention to the policies issued by the government and the relevant situation of urban construction through new channels. Thirdly, to a certain extent, it can stop the dissemination of some widely circulated false information, and also allow some people who listen to false statements to correct their mistakes in time. Therefore, to a certain extent, government micro-blog has also become the representative of the government, and the reputation of government micro-blog is also the reputation of the government. To continuously improve the government's attention to government micro-blog, promote the formation of professional management and operation team, correct use of government micro-blog to carry out convenient services and publicity activities, is conducive to safeguarding and improving the credibility of the government, and enhance social cohesion [5].

3. The Concept of Social Networks

Social network was put forward in the last century, and after nearly 50 years of development, it has become a system, and after more than 20 years, it has become a well-known scientific theory. Social network was first proposed by Brown, but not further explored, so it took 70 years for Wellman to give the final definition: "Social network is a relatively stable system composed of some individual social relations" [6].

4. Problems Faced by Government Microblogging in China

In the process of human civilization and progress, science and technology continue to develop, we have also launched a series of social software, so that people can better communicate. Now, micro-blog is facing many problems and challenges. Correspondingly, our government micro-blog is also facing many problems. Firstly, there is no high-scale centralization of government microblogs in developed and underdeveloped areas. Regional cities also have certain gaps, which make it difficult for people to communicate with government micro-blog. People do not have a certain sense of belonging to their own city, and they do not have the sense of protagonist. Secondly, information transmission in underdeveloped areas is more difficult than that in developed areas. In some underdeveloped areas, some people simply do not use micro-blog, and some people are accustomed to not use micro-blog, resulting in the relevant governments do not attach importance to the operation of government micro-blog. Therefore, people need to use microblog and pay attention to the development trend of their cities.

5. Social Network Analysis of Government Microblog

5.1 Basic status of government microblogging in China

According to one source, in 2015, 14 government microblog accounts entered the top 100 list of microblog operations. These government microblogs, which have entered the top 100 lists, have received unanimous praise from the vast number of netizens. The criteria they implement are to win steadily, develop evenly, and work efficiently, etc. They will use micro-blog as an information media to assist their work. They will carry out their work according to the advantages of micro-blog. They will keep up with the current news happening in the society on micro-blog, and report them in the first time so that people can read this information at the first time. Then they can express their ideas on micro-blog. Strangers can also exchange ideas with each other, which play a leading role in the area of government micro-blogging, and also promote the development of government micro-blogging [7]. When sprays and rumors appear on micro-blogs, public security government micro-blogs will solve the network problems efficiently at the first time, and they will also pay attention to the hot events that everyone is concerned about; judicial government micro-blogs will use video and micro-blog text to solve the things you want to know. Government micro-blog social events should have positive energy to transmit to society, less spray and rumor phenomenon, so as to slowly change the social atmosphere.

5.2 Selection of typical provinces

According to one data, from 2015 to 2018, Guangdong Province has been ranked among the top government micro-blogs in China. Therefore, Guangdong Province is the most suitable choice for high-development government micro-blogs. However, many areas are not in line with the conditions of high-developed areas, but also have local characteristics. Guizhou Province ranked behind belongs to underdeveloped areas, which meets the conditions and becomes the best choice for underdeveloped government micro-blogging. The development of Guangdong and Guizhou provinces is influenced by many factors. They will guarantee the objective and authentic principle of information through their own situation in the study. That is to say, they will take Guangdong and Guizhou as examples to analyze a series of data of high-developed and underdeveloped areas.

5.3 Social network and government microblog

The network refers to the interconnection of points and points, and the social network refers to the combination of many social workers and their connections, and changes in the transmission of information between them. With the progress of the times and the development of science and technology, microblog has become a well-known social software in the information age. Its mode of information dissemination is the geometric growth of nuclear fission, and its operation mode and content are changed and managed in real time. Government micro-blog takes advantage of the social advantages of micro-blog, thus occupying a place in the new information age [7]. Government micro-blog is closely related to social network. The essence of government micro-blog may be a form of social network.

6. Ways to Improve Government Weibo on the Basis of Social Network

6.1 Implementing ecosystem interoperability of government microblog

In the old-fashioned government affairs, the governments of various regions use a series of methods to form their own ecological circles. There will be many aspects of information transmission between these ecological circles, thus forming their own unique information transmission network. But these methods are very old-fashioned, only suitable for the past, cannot adapt to the development of the present era, such information transmission speed is also slow, so we need to change. We should change the past methods according to the development of the times and the progress of science and technology, and have new ways to adapt to the new era. It requires that we should not develop independently in our own ecological circle. We should help each other and

unite with each other. Each circle should link with each other to achieve their common development. This has formed the situation of information transmission in the national region, thus playing a good role in promoting.

6.2 Constructing a network with multiple nodes as its core

In the information content transmission of government micro-blog, the power of information sharing function between different points will be limited and restricted by some reasons or other factors. In this complex network, the coordination between points is the most important. Every opinion leader's network circle is the fastest dissemination speed, and the method is simple and simple. In the transmission of point-to-point information, there will be some bad changes, that is to say, there will be rumors on micro-blog, because the length between points is too long and the information before and after is not exactly the same. To reduce the occurrence of these bad phenomena, this is the network to solve the problem of a more important one. Only by linking the circles of opinion leaders together and avoiding fighting alone can we help the development of information transmission management at multiple points and promote its progress.

6.3 Actively construct good microblog network groups

With the progress of the times, the development of science and technology, new and new technologies are also flourishing, social circles are growing, people's needs are becoming more and more diverse, more people want to understand the content of the government circle, will take into account the government micro-blog, and government micro-blog is also slowly progressing, understand the opinion leaders of the micro-blog circle, they know that they have the responsibility and obligation to complete. Some work to promote development, and after learning about the fresh government microblogs, we know that we can help them read under these new government microblogs, and put forward suggestions and ideas, so that their content is broader, deeper, and more people can understand them. To encourage and manage oneself so as to make one's development better and better, we should be realistic, do not make superficial articles, do not make rumors, do not make fancy articles, do not make up random articles, and strive to establish an excellent image of the government, maintain and safeguard the credibility of the government.

7. Conclusion

With the development of the times, the progress of science and technology, the improvement of technology, the innovation of social ways, the network has been integrated into all aspects of society. Government microblogging is a common way of interaction between government and society. Social networks and government microblogs are also inextricably linked. Even ordinary people can express their ideas through the Internet, so government micro-blog is becoming more and more important in this society. In this context, the government will adopt a variety of methods to manage government micro-blogging, find a new direction of development, so that his development is better and better. Nowadays, more and more people use micro-blog, and government micro-blog will develop further according to itself to adapt to this progressive era.

Acknowledgement

This study was supported by the Key Platforms and Research Projects of Guangdong Universities in 2017(Category of Young Innovative Talents):"Information Release and Public Communication of Government Weibo and WeChat in Guangdong Province"(Number: 2017WQNCX177).

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