

Research on the Time, Degree and Effect of Public Opinion Guidance

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Abstract: As a social phenomenon, public opinion is produced along with the emergence of human society. Public opinion has always been characterized by multi-directionality and interaction. In the current multimedia and all-media era, each of us inevitably participates in it. It is influenced by public opinion and interacts with public opinion and becomes a part of public opinion. The study of the time, degree and effect of public opinion guidance should be an updated topic in communication studies in the multimedia era in recent years.

1. Introduction

At present, once news events occur, in the Internet age and the all-media era, the significance of public opinion guidance is particularly important. How does public opinion lead to positive front, and how do every citizen in society, as a force in society, try to become a leader of public opinion? Taking the initiative to assume the responsibility of public opinion, not being influenced by public opinion, and contributing to the stability and harmony of society is a practical problem that every one of us should pay attention to. Therefore, the study of time, degree and effectiveness guided by public opinion not only promotes social development and ideological propaganda. The theoretical significance of disseminating innovation also has the practical significance of creating a good public opinion environment for the attention of the society.

2. Analysis of the current situation of China's public opinion guidance, especially in our province

As the popularity of computers in China has increased year after year, the network seems to have become one of the indispensable living conditions in people's lives. The expansion of Internet users has become more and more obvious, and the level of education is becoming more and more obvious. In this case, once there are unexpected situations and unexpected events, the public opinion formed on the network will show an overwhelming spread and it is not easy to get control.

Emergencies generally have two main characteristics: first, the event is difficult to predict, and the time is sudden; second, the event itself is significant, sensitive and involves the public's general interests in emotional and moral judgments, which are likely to cause greater impact or concern. Incidents are usually single and accidental events. However, because they involve people's general concerns such as safety and fairness, they are easy to stimulate emotions and have a huge impact on people's thoughts and psychology.

The so-called "facts" on the Internet that do not know the truth often show an uncontrolled rapid spread under the guidance of the initiators, and this situation is extremely destructive to the stability and harmony of society. At present, more people on the Internet are slowly returning to rationality and calmness. More people realize that for such incidents, the humanized treatment on the Internet can truly protect the weak, and the reasonable and legal language environment can give the parties. And the way they think their younger children grow up and calmly deal with events.

Internet public opinion is often unpredictable while spreading. These public emergencies are exploding on the Internet and are also gradually spreading through the influence of other media in snowballing. Then such positive and negative factors are implied in these events. How to deal with it to receive the best report effect and public opinion guidance effect on the society? Behind these emergencies, how can we use the advantages of the Internet to play the role of the network to guide

public opinion and reflect the will?

Shanghai Maritime University graduate student Yang Yuanyuan's suicide in the middle of the night, Dr. Lin Senhao of Fudan University poisoned the case of Dr. Huang Yang, who lives in the dormitory room, and Li Sida, a graduate of the Communication University of China, killed a female graduate student in the same school. How do children under the age of 14 commit crimes? The problem of sentencing, the yin and yang contract exposure incident of the artist, the exposure and spread of personal family affairs by Li Xiaowei and Jia Nailiang, the dissatisfaction and patriotism of the university student "Jie Jieliang" on the Internet, the disgrace of the speech was dismissed, the Taiwan 2018 Golden Horse Awards At the ceremony, the Taiwanese director's brain-speaking monologue caused the mainland participants to unanimously boycott the incident... These events spread widely on the Internet, and they also examined the public's conscience and social judging power while serving as a talker. .

Today, modern public media, especially online media, is extremely developed. The occurrence, development and demise of these emergencies have always been closely related to the occurrence, development and change of public opinion. The emotional resonance caused by the suddenness of emergencies has caused the spread and spread of public opinion. At the same time, the formation of public opinion is the result of three interactions: mass communication, interpersonal communication and cognitive psychology. The tendency to spread, the spread of public opinion can also have an impact on the development and resolution of emergencies. Out-of-control factors such as the spread of rumors and the spread of panic often lead to the expansion of the negative impact of public opinion events, and the domino-type chain effect.

We must take good care of the Internet, and we must make good use of the Internet to transform the Internet from the biggest "variable" to the largest "positive energy"; to "implement the people-centered development thinking" and "actively adapt to the people's expectations and needs" .

The government network public opinion crisis is a new form of crisis that the network social government often encounters. Its essence is the public relations crisis, which challenges the government's credibility and ruling status. In a network society where information spreads at the speed of light, any inappropriate administrative action of a member of a government or an organization may trigger a number of negative public opinion with a clear tendency to place the government the cusp of public opinion has seriously damaged the image of the government and weakened the credibility of the government.

First, the "unlimited filtering" of online social information cuts off the dialogue between different experiences. In the process of confrontation between positive public opinion and negative public opinion, negative public opinion often overwhelm positive public opinion, and thus it is easy to happen.

Second, the phenomenon of "group gathering" in online public opinion has made the negative public opinion extreme, which has aggravated the tendency of negative public opinion. For the public, the herd mentality makes it easier for them to accept these inflammatory one-sided remarks, negative public opinion continues to accumulate, and the public opinion about the event is thus fixed.

Third, the "virtual collusion" of network information dissemination makes it possible for negative public opinion to appear one-sided in a wide range at any time. The network's time-space information link makes any information, whether it is true or false, as long as it reaches the tipping point, it may spread rapidly in the network with the wildfire.

Fourth, the "decentralization" of network social power makes it difficult for the government to control the direction of public opinion. In the network society, political parties and governments are no longer the sole owners of information power, and information dominance is dispersed so that no one can become a fixed opinion leader.

3. The current situation of public opinion guidance on college campus emergencies

Colleges and universities gather a large number of young students, which makes the lyrical characteristics of college emergencies more unique: First, students' thoughts are simple, active, and

impulsive, making college students more responsive to emergencies. Once a lyric event is formed, it will continue to be certain. The cycle, and the associated follow-up impact; Second, due to the general concern of the community to the colleges and universities, once the incident-related public opinion is spread to the social media in an irrational or distorted state, its influence will often expand; On-campus emergencies often involve topics such as the interests of teachers and students, school management, etc. Event resolution, information release, public opinion guidance, and elimination of influence usually require the synchronization and coordination of the various management departments of the university. Therefore, a mature and complete guidance model is needed. system.

Looking at the research and practice of official public opinion research and college crisis management, management departments and scholars have already had a comprehensive understanding of public opinion management and crisis management in terms of public opinion guidance and college crisis management. However, at present, domestic public opinion treatment and intervention in emergencies have not yet formed a stable and mature model. There are many reasons for this situation: the current research results have not been completely transformed into institutionalized real-life policies, and some public opinion interventions are still simple and extensive; in different subdivisions, few people have proposed more complete and specialized public opinion. Intervention mechanism.

From the perspective of the network public opinion guidance work of colleges and universities, the current level of scientific publicity and refinement of the network public opinion guidance work needs to be improved.

Second, how to innovate ideas and methods in response to the above situation, effectively and effectively guide the network public opinion and public opinion

In the face of the timing and art of the public sentiment dealing with emergencies, we need to have a certain consensus on how to deal with it in a timely and effective manner:

First, respect the pluralistic space and broaden the channels of expression.

Once again, keep a smooth interaction and maintain social justice.

Finally, standardize network management and clarify law enforcement standards.

First of all, any information that is transmitted to the Internet, whether it is true or not, is always believed by some people who “go into the benchmark”, and then those who “enter the benchmark” are also subject to the herd effect and follow it.

Second, the government's network public opinion crisis has damaged the government's credibility and undermined the government's ability to govern as a whole.

Third, the government network public opinion crisis can bring new opportunities for the development of government-public relations and provide opportunities for development in the formation of a good public domain.

First, the principle of responsibility. The courage to take responsibility is the first principle of the government in the face of the crisis of online public opinion, especially when the public opinion crisis just broke out.

Second, the principle of information disclosure. The dissemination of information in the network society is convenient in many ways. It is difficult to suppress information dissemination in technology. The practice of blocking information is not only stupid, but the result is often counterproductive and will only make things more complicated.

Third, the principle of sincere dialogue. Faced with the pressure of one-sided negative public opinion, the more sensible choice is to reconstruct the new mechanism of dialogue between the government and the public and the media, to achieve consensus through sincere dialogue, and to rebuild the understanding and recognition of the media and the public.

Fourth, actively compete for the right to speak and re-set the principle of public opinion. When the public opinion crisis broke out, the negative public opinion was mostly irrational, and the media reports only amplified the incident one-sidedly in order to attract the reader's attention. The whole public opinion was set in the direction and quickly developed in a dangerous direction. If you just respond to it and you can't reset the agenda, all the work to resolve the crisis will be passive. The

only way to turn passive into initiative is to actively compete for the right to speak in public opinion and reset the issue.

Fifth, the principle of daily warning. The essence of the government public opinion crisis is the crisis of the government image. The outbreak of the crisis has a close relationship with the government's credibility and the image of the government. The lower the government's credibility, the worse the image in the public, and the greater the likelihood that a special event will trigger a public opinion crisis. For the government, speed up the pace of e-government construction, make full use of the platform of the government website, timely understand the public sentiment, grasp the dynamics of public values, timely discover problems in the daily work of the government, and timely adjust the service methods according to public requirements to meet The public's request is extremely necessary to improve the government's credibility and shape the image of the government.

The process of publicity of public opinion in the colleges and universities is the main object of public opinion intervention. The impact of public opinion on the public opinion caused by emergencies is based on the principle of "rational treatment, comprehensive analysis, differential treatment, and reasonable guidance". In the process of occurrence, expansion and transformation of public opinion, the management department has formed a pattern for the development of different stages. The complete process and system of "three interventions":

The network public opinion event has a process of development from scratch, from small to large. Based on the network manager's grasp of social current affairs and student dynamics, anticipate possible campus public opinion incidents before the event occurs, and be good at discovering potential public opinion hotspots at work, focusing on hot events and active IDs. Make reasonable basic judgments on the development direction of lyrics. If the hotspots of public opinion develop within the scope of respecting facts and rationality, there is no need for managers to intervene; on the contrary, if any deviation from the orbit of network public opinion is found, it must be dealt with in a timely manner.

At the beginning of the network public opinion, students' attention and heated discussion are often limited to the campus network, and there is no trend of spreading to other universities or social media. If the laissez-faire development deviates from the facts, or if the sensational discussion shows irrational trends, public opinion may spread to the outside world, and it will be more difficult to intervene in speculation, rumors and various rumors. The focus of the "second intervention" work is to ensure the truthfulness and accuracy of factual information, timely and accurately disclose and update the truth information about the facts during the development of public opinion events, and make full use of the three-dimensional formed between various departments of the school. The information exchange mechanism not only responds quickly to public opinion incidents in the first time, but also promptly breaks the influence of unfounded rumors, grasps the development trend of public opinion, wins time for the publication of the true information of the event, and conducts information exchanges between various departments of the school. The truth is revealed, and the official position is established to guide the paradox back to normal through real, credible and authoritative information.

In some more complicated cases, the guidance and control have not completely eliminated the negative situation. The public opinion may be widely spread on the internal and external networks due to media intervention or other factors, causing concern within the society and has already formed adverse effects. After the "one intervention" and "second intervention" of the campus network, the possibility of developing to this stage is very low. The similar situation often stems from the fact that the emergency response plan of the school or the publicity department of the school failed to achieve the desired effect in time. The media unilaterally quotes or maliciously fabricates a description and analysis of an emergency. Since the cause and development of sensation at this stage has gradually separated from the direct intervention of the school, the school usually publishes official information and engages with relevant media to eliminate the subsequent adverse effects of the emergency and maintain the image of the school; The state of affairs also requires the intervention of legal means.

All in all, according to the different causes and types of college emergencies, the handling of emergencies has different characteristics. The basic tasks and basic characteristics of colleges and universities determine that the basic goal of network public opinion guidance is to ensure the harmonious and stable campus environment and the healthy growth of youth groups by building and maintaining a healthy and orderly network public opinion environment. The network public opinion guidance work has the content of guidance and education on the one hand, and the mandatory factors of control and management on the other hand, and profoundly affects the specific intervention direction and operational scale of public opinion guidance work.

Article 41 of the Constitution of the People's Republic of China clearly stipulates: "Citizens of the People's Republic of China have the right to criticize and suggest any state organs and state employees; for any state organs and staff members who violate the law and dereliction of duty, there are relevant countries. The organ has the right to lodge a complaint, accusation or report, but it must not fabricate or distort the facts to make false accusations. At the same time, the corresponding provisions in Article 27 of the Constitution stipulate: "All state organs and state workers must rely on people. Support, always maintain close ties with the people, listen to the opinions and suggestions of the people, accept the supervision of the people, and strive to serve the people."

From this we can see that the people, as the masters of state power, must maintain the necessary control over the operation of state power, and the realization of their freedom of speech is very necessary. The people can only supervise the government by expressing freedom, and the news media as a thought disseminator has Spreading the message and expressing the advantages of the claim, it will inevitably become a forum for the people to participate in politics and discuss politics, and play an effective role in procuratorial and supervising the state and social affairs. The implementation of supervision through the news media is one of the people's means of supervision over state power. Free expression of opinions and criticism through the news media is an important means for the people to exercise their democratic rights and effectively manage state and social affairs. Therefore, the news media is the formal subject of the supervision and guidance of news media, and the public is the substantive subject of the supervision of news media. The supervision and guidance of the news public opinion reflects the fundamental principle that all power belongs to the people. Since the people are not a concept that is definitely referred to, in the legal relationship, the news media is responsible for the resulting responsibility in the process of exercising the right to supervise and guide. Only when the news media properly exercise the supervision and guidance of public opinion can we produce better social effects.

In modern rule of law society, rights refer to the rights and enjoyment benefits enjoyed by citizens or legal persons in accordance with the law. The right enjoyed by public opinion supervisory bodies is the legitimacy and legitimacy of citizens and legal persons (including news media) supported by law to implement public opinion supervision. In our country, the news media is the formal subject of the supervision of news public opinion authorized by the people. The substantive subject is the masses of the people. This also determines the right of the news media to realize the supervision of news media in its own name through news reporting activities. The right to supervise the media must be guaranteed by the law to the media to enjoy some rights, including interview rights, right to know, public reporting rights, supervision and criticism, and personality rights.

Rights and obligations are corresponding. To have more rights, we must assume more obligations. This is the embodiment of social justice. On the other hand, it is the responsibility to regulate the supervision and guidance of news media. In practice, the supervision of news media and the responsibility of the news media are often the focus of debate. News organizations are not state organs. The increasing pressure of news competition and the diversification of news reporting methods will lead to various irregular behaviors. Therefore, it is necessary to emphasize the responsibility of public opinion supervision. This responsibility can be roughly summarized as follows:

- 1) Social responsibility awareness
- 2) Professional responsibility awareness - true and objective reporting

- 3) Legal Responsibility - Preventing Obstruction of Judicial Justice
- 4) Responsibility for keeping state secrets - maintaining social stability and national security
- 5) Responsibility for the protection of the public interest - protecting the reputation and privacy of citizens

The balance between supervision and guidance and responsibility of news and public opinion

Under the current circumstances, to ensure the effective implementation of public opinion supervision, for the news media, we must balance the rights and obligations, and when there is no clear legal protection for this balance, there should be a guarantee mechanism to complete .

With the advancement of China's social legalization and the continuous improvement of the public opinion supervision system, many laws and regulations on news dissemination have been enacted and enacted, which have involved the relevant issues of public opinion supervision and guidance, and to a certain extent promoted the journalism and The healthy development of public opinion supervision. However, at present, there is still no framework for supervision and guidance of news and public opinion based on laws and systems, and more depends on individual will, which increases the difficulty of supervision and guidance by public opinion. The news media does not know "what can and cannot do" Therefore, in the normal exercise of public opinion supervision and guidance, it is often caught in any situation that government departments can intervene.

In our country, public opinion supervision and guidance, despite the constitution as the legal basis, but the constitution is not a procedural law, so there is no specific legal provisions to guarantee the realization or exercise of rights. In other words, it is not enough to strengthen the supervision and guidance of public opinion. It is only necessary to have a constitution as a basis. It is also necessary to have a special law to provide necessary rules, methods and order for the realization and implementation of public opinion supervision and guidance in a timely and appropriate manner, so that public opinion supervision and guidance The implementation and implementation is operational.

All in all, in the modern rule of law society, public opinion supervision and guidance is becoming a means for the public to safeguard their rights and supervise social life. The news media is also an important subject of public opinion supervision and guidance. It is undeniable that the power of supervision and guidance by the media media cannot be ignored. Of course, the news media should be supervised by public opinion supervision and guidance. Only under the supervision of the people of the society can news reports play their due role in the building of socialist spiritual civilization. Only by establishing a complete supervision system for the news media can public opinion supervision and guidance be truly and continuously carried out, and the news media can become a true social watcher. Therefore, a clear understanding of the obligations and rights of the news media in the supervision and guidance of the news media, so that the balance of rights and obligations, can make the supervision of public opinion legal, our society will be more prosperous and stable.

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