Preliminary Study on the Internet Sensation Analysis of New Energy Vehicles Policy

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Abstract. With the strong support of the government, new energy vehicles are developing rapidly. However, in the information age of networked and comprehensive application of the internet, the internet sensation have a positive or negative impact on the development of the new energy vehicle industry. Quantitative analysis of the internet sensation will help to propose suggestions and the countermeasures to adapt to the development of this industry. This paper applies the LDA topic model, machine learning and volume analysis of SVM classification algorithm to analyse the information obtained from the network information source of the new energy vehicle policy. The results show that government, enterprises and consumers are the main actors in the cultivation of new energy vehicles industry. While the government continues to stimulate the enthusiasm of enterprises for the construction of new energy vehicle infrastructure, it should reduce public concerns about financial subsidies and stimulate consumers. The enthusiasm of buying drives the sustainable development of the market. In order to reduce the deviation of government policy implementation, it is necessary to timely and directly use the internet as an information exchange platform for immediate and convenient communication advantages, to pay attention to and monitor the network public opinion of the new energy vehicle industry, and to reflect on lyric topics such as infrastructure and application promotion, as well as real-time tracking and understanding of the problems reflected in lyric topics such as infrastructure and application promotion, and actively adjusting the policy methods that are adapted to them, so that as a policy maker, it can fully stimulate the enthusiasm of enterprises and consumers and maximize the public interest.

1. Introduction
With the development of the "Internet", the government has formed diversified channels covering hearings, letters and visits, new media, and public organizations in understanding the political attitudes and opinions of netizens on certain focus issues. The public domain, which was developed through the use of the internet as an information exchange platform, has played an immediate and convenient communication advantage. The cultivation of the new energy vehicle industry involves multi-level interests of the government, consumers and enterprises. As a policy maker, the government must fully stimulate the enthusiasm of enterprises and consumers, and maximize the public interest. It must promptly and directly use the Internet as an information exchange platform for immediate and convenient communication advantages, and carry out the network public opinion of the new energy

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The automobile industry. Reasonable analysis, to reduce the deviation of policy implementation by understanding the needs and concerns of all parties.

1.1. Status of domestic new energy vehicle development
Since 2009, China has been the throne of the world's largest car sales nation. While stimulating rapid economic development, it has brought about serious problems in energy supply and environmental degradation. As of 2012, China's dependence on foreign oil was close to 60%, and automobile oil consumption had exceeded one-third of total oil consumption. At the same time, automobile exhaust had become an important source of atmospheric pollutants. In the face of the two major problems of energy supply and environmental degradation, in 2001, the National Development and Reform Commission and the Ministry of Science and Technology, China, in the "high-tech research and development plan" for the first time into the development of new energy vehicle research, officially opened new energy vehicle research. In 2008, with the continued support of government policies, new energy vehicles have developed rapidly in China, and this year was also known as China's "new energy vehicle first year". In 2009, the state launched the “Ten Cities and Thousand Vehicles” project, vigorously promoted new energy vehicles in public areas such as public transportation and rental, and the new energy vehicles achieved leapfrog development. In June 2010, five cities including Shenzhen became the first cities in the country to offer preferential subsidies to consumers who purchase new energy vehicles. From 2011 to 2016, new energy vehicles and their supporting products and facilities have developed in various fields, and the prototype of industrialization has gradually emerged. For more than a decade, new energy vehicles have been developing leaps and bounds with the support of the national government.

1.2. Theoretical analysis
At present, academic methods are different for policy evaluation. According to the policy implementation phase it can be divided into pre-evaluation, in-process evaluation and post-evaluation. This article focuses on the post-evaluation of new energy vehicle policies. Therefore, how to measure the efficiency, benefits and effects of the implementation of new energy vehicle policies in a timely and accurate manner has become the focus of this paper. After defining the conceptual categories of policy evaluation, scholars have established a number of evaluation models. For example, Vedung (2008) summarized 10 policy evaluation models. As the research progresses, the post-event policy evaluation gradually evolves into two evaluation criteria, namely, based on Goal-Based Evaluation and Need-Based Evaluation. The former one continues the thinking of Vedung (2008), using the so-called “goal achievement model” and “free target evaluation model” as the evaluation criteria, while the latter one focuses on whether the policy is satisfied with the demand and uses the “stakeholder model” to measure. However, in the actual policy evaluation process, scholars found that the above methods excessively emphasized the choice of quantitative models, while ignoring the diversification of values in society, which led to the assessment of utility crisis (Li Germany and Cai Jingjing, 2006). In the 1970s, with the rise of the computer industry, the emergence of various internet media and communication platforms. More and more people are using the internet to express their personal opinions. Internet public opinion has become a product of group wisdom, revealing the attitude of society towards policy, and at the same time providing a treasure trove of ideas for further improvement of policy. At this point, policy evaluation technology entered the "fourth generation" and began to incorporate public opinion analysis into policy evaluation. For example, Lin Yuming and Liu Yunan (2016) based on the policy of delayed retirement age, using the comments of the People's Network offline survey as a sample box to analyze the netizens' recognition of pension insurance policy precipitation, employment crowding effect, pension sustainable development and government image. Li Gang et al. (2017) used the sensation data to evaluate the satisfaction of the Beijing Yaohao car purchase policy and proposed corresponding improvement plans. Huang Yang and Li Weiquan (2018) evaluated the network car policy based on the multi-source flow theory and proposed improvements.
At the same time, this paper believes that public opinion analysis based on big data has the following advantages over traditional data in the evaluation of new energy vehicle policies:

First, the traditional new energy vehicle data is researched and analyzed with quarterly and monthly data published regularly. Due to the small sample size, the large error in analyzing the predicted results are created, especially when using the relevant annual data. In addition, the statistical time of new energy vehicles in different regions is uneven, which weakens horizontal comparability. The use of big data first enriched the data collection channel, and used the advantages of the Internet to overcome the limitations of manual data collection. Secondly, it enriches the data source and coverage. It is not limited to the production and sales development data of new energy vehicles in the region. Instead, it is based on a large number of textual information through the network “crawler” technology, and comprehensively collects and correlates through word frequency statistics and sentiment analysis methods. Finally, Big Data extended the timeline to include data on the pre-production of new energy vehicles and enhanced horizontal comparability.

Secondly, the production, storage, and invocation of traditional data are segmented. A lot of data has been processed by the human brain consciously before the collection, such as data generated by market research. In addition, the official data statistics release cycle is longer. The focus is on paying attention to and analyzing the historical information of the objects examined. So, offline post hoc analysis has a lag in time. These affect the accuracy of the analysis. In addition, compared with the traditional expert scoring system, the policy evaluation system constructed with big data requires almost no manual judgment in the calculation process and has strong objectivity. In addition, the public opinion data is more real-time, and online and real-time interactive data can be obtained. Combine historical data with real-time data to obtain real-time, analytically accurate data. It is embodied in two aspects: first, the network “crawler” system obtains the latest public opinion information in real time, and discovers the hot topic in time and pushes it; second, the calculation process of the new energy vehicle policy assessment is mostly done by computer, and the calculation and publication of relevant data can be realized in a short time.

Thirdly, the new energy automobile industry involves five ministries including the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Finance, the Ministry of Environmental Protection and the Ministry of Science and Technology. In such situation, the statistics of various departments are different, and the data lacks vertical comparability. Although some academic research institutions began to focus on the statistical work of new energy vehicles, but the start time is relatively late. The current length of data is seriously insufficient. At the same time, it has not solved the vertical comparability of new energy vehicle policies in different regions of the country. The use of big data to evaluate new energy vehicle policies has increased vertical and comparable indicators, saving manpower, material resources and financial resources with different statistical calibers. Meanwhile, scientific methods are used for compilation and calculation, so that long-term performance comparisons can be made on the implementation effects of new energy vehicle policies. Simultaneously, each region can learn from each other through vertical comparison.

2. Choice of internet sensation analysis methods for new energy vehicle industry

2.1. Views on the development of new energy vehicle industry

The existing research is aimed at the cultivation of the new energy automobile industry, mainly considering the relationship between supply and demand. The policy is divided into the supply side and the demand side, and the theoretical analysis of the main actors of the government, consumers and enterprises is carried out. On the government side, Xiong Yongqing et al (2016) believe that the government as the planning of the industry and the formulation of relevant policies should fully stimulate and understand the relevant subjects' understanding and views on policies. Seeking policy makers (governments) and policy demanders (manufacturers and consumers) to resonate in the "policy will" of the new energy vehicle industry. On the enterprise side, after comparing the implementation of
the EU's carbon emission standards policy, Yao Mingtao and others believe that the number of cars is large, the liquidity is large, the single emissions are small, and the controllability is weak. Therefore, reducing vehicle carbon emissions has become an important choice for the transformation of the automotive industry. On the consumer side, Sun Bing et al (2013) believe that the new energy auto industry is on the eve of marketization, and should further increase financial subsidies for consumers. Xiong Yongqing et al. (2016) believe that it is necessary to attach great importance to and stimulate consumers' purchasing enthusiasm to promote the sustainable development of the market.

2.2. Analysis of the public opinion of the development of new energy automobile industry

From the perspective of the domestic research on the new energy vehicle industry, the government, enterprises and consumers are the main actors in the cultivation of the new energy automobile industry. Government policy reports are online public opinion carriers that express the will of the government. Media public opinion reports are online public opinion carriers that express the mood and policy preferences of enterprises and consumers.

2.2.1. Internet sensation analysis research steps. First of all, with the help of "web crawler" technology, the hotspot information such as national local policy texts, corporate reports, media policy evaluations, etc. related to the new energy vehicle industry released by the government and the media from January 2016 to November 2017 has been collected.

Secondly, according to the collected texts of new energy vehicles and the content of texts reported by the media, they are classified according to policy texts and texts, and are divided into four topics: infrastructure, application promotion, macro-integration, and industry norms. The LDA algorithm is used to generate the text-thematic matrix as the feature of the training set. The SVM algorithm is used to learn and generate the text classifier, and the F1 value is used as the evaluation index to construct the model and evaluate the classification effect.

Finally, 1. Through the SVM classification model, the policy texts and media texts are classified according to the content, and the hot topics of new energy vehicles are found. 2. Using the number of texts as the sound volume evaluation index under different topics, the volume analysis of the media text and policy text. 3. Using TF-IDF as the keyword criticality evaluation index, extract the keywords under the hot topic. 4. From the perspective of text objects, compare the similarities and differences between policy texts and media texts on the same topic at the same time, and analyze the differences between the government and the public in a certain topic at the same time. From the perspective of time, compare the keyword changes of the policy text (or media text) in different periods for the same topic, and analyze the change of the content of the policy text (or media text) over time. The specific process of internet sensation analysis of new energy vehicles is shown in Figure 1:
2.2.2. Internet sensation analysis data source. Government, enterprises and consumers are the main actors in the cultivation of new energy vehicle industry. Government policy reports are online internet sensation carriers that express the will of the government. Media public opinion reports are online internet sensation carriers that express the mood and policy preferences of enterprises and consumers. Therefore, according to the textual attributes of new energy vehicles, this paper divides them into two types of internet sensation sources: policy text and media text.

1. Policy text data source: “China Energy Conservation and New Energy Vehicle Network” is a well-known website for the media report of China's new energy vehicle government policy. This article uses this website as the main channel for the “government” policy intention. Using python crawler technology, a total of 2,794 national and local policy reports were collected from January 2016 to November 2017. After screening and sorting, 2,546 policy media reports with certain research value were obtained.

2. Media text data sources: “Ofweek Veco Network” and “China Energy Conservation and New Energy Vehicle Network” are the main gathering places for news reports of new energy vehicles. Using python crawler technology, a total of 13,430 media reports under the news channel from January 2016 to November 2017 were collected.

2.2.3. Analysis of internet sensation analysis methods

(1) Text content classification method

1. Text content classification standard - Considering the content traits of the text, the media texts and policy texts are divided into four methods: the infrastructure, the application promotion, the macro-integration, and the industry norms, according to the policy of the new energy vehicle policy support system. The specific division is shown in Figure 2.
2. Text content classification process - In this paper, the text is sparsely characterized by LDA algorithm, and then the text is classified by SVM algorithm. The specific steps are as follows:

- **Training sample acquisition:** Through the manual labeling of the collected text, 50 samples of infrastructure, application promotion, macro-integration and industry specifications were selected, and a total of 200 samples were used as training sets.

- **Text preprocessing:** The main role is to reduce the noise of the analysis text, including word segmentation, stop words, low frequency words, filter low quality and repeated text, convert letters to lowercase, remove basic text preprocessing operations such as special characters. Among them, in order to improve the accuracy of word segmentation and improve the classification effect, the related vocabulary such as the automobile industry, new energy related, laws and national policy related regulations are searched from the Sogou vocabulary as a priori knowledge into the word segmentation system.

- **Text feature extraction:** The high latitude of feature space is an important issue in text analysis, and feature extraction is the key way of feature dimension high and sparsity. LDA algorithm can effectively reduce the feature space of text [8].

The process of identifying the subject information implied in the document set in the LDA algorithm is as follows:

1. Obtain the topic distribution parameter $\theta \sim \text{Dir}(\alpha)$ in the document, where $\alpha$ is the Dirichlet distribution parameter; 2. Generate all feature words $w$ for each document; 3. Select an implicit topic $z$, from the topic distribution vector probability vector $e$ Polynomial distribution $\textit{Multinomial}(\theta)$; select a feature word $w$, polynomial distribution $\textit{Multinomial}(\varphi^w((z)))$ from the implicit subject $z$.

Through the above steps, the calculation formula of the generation probability $P(w_i)$ of the $i$th feature word $w_i$ in the document $d$ can be derived as follows:
The formula for the probability \( P(w \mid d) \) of the feature word \( w \) in document \( d \) is:

\[
P(w \mid d) = \sum_{z=1}^{T} P(w \mid z = j) P(z = j)
\]

(1)

Then the maximum likelihood estimation is performed, and the LDA model is established according to the parameters \( \alpha \) and \( \beta \):

\[
\mathcal{L}(\alpha, \beta) = \sum_{i=1}^{M} log p(d_i \mid \alpha, \beta)
\]

(3)

Where \( p(d_i \mid \alpha, \beta) \) represents the conditional probability distribution generated by document

Classification model learning: Support Vector Machine can process high-dimensional data and reduce the impact of sparsity. This paper uses the document-subject matrix obtained by LDA algorithm as the feature, and uses SVM to learn the text classification model.

Evaluation indicators of the training model: The precision \( P \) (Precision), the recall rate \( R \) (Recall), and the F1 value (F-measure) are commonly used text classification evaluation indicators. The recall rate is the ratio of the correct classification document to the total number of C-type test documents in category C. The precision is the ratio of the number of correctly classified documents to the number of documents that the classifier and classifier recognize as Class C. The F1 value is used to measure the combination of recall and precision and the degree of bias towards them.

2) Volume analysis of text content

Network volume is an important measure of the public's attention to a topic. This study uses the number of media reports as a quantitative statistical volume indicator for hot energy topics in new energy vehicle networks. In the analysis process, first consider the object characteristics of the text, and divide the network text obtained by the crawler technology into: policy text and media text. Under the premise of considering the content characteristics of the text, the texts of the new energy vehicle policy support system are divided into four topics: infrastructure, application promotion, macro-integration and industry norms.

After the classification, the number of media texts and policy texts is related to the release time by statistically counting the texts of the policy texts and media texts. Analyze the changes in the attention of the two types of texts under the new energy vehicles over time, and compare the period of media text and policy texts. Through the statistics on the number of texts on the four topics of infrastructure, application promotion, macro-integration and industry norms, the main reasons for the period of media text and policy texts outbreaks are compared and analyzed, and hot topics are drawn.

3) Comparative analysis of hot topics in text content

To further compare and analyze the focus of the content of media texts and policy texts under different topics. First, compare the media text and policy text of the hot topic at the same time. From the degree of attention, the number of texts in the topic accounts for the proportion of all texts in the period as an evaluation index of attention. From the content of the text, the keywords of the two parties are refined according to the TF-IDF value, and the content analysis method is used to compare the keywords to understand the views of the two parties on hot topics.

For the extracted hot topic topics, the following analysis angles are selected for analysis and comparison: from the perspective of text objects, comparing the similarities and differences between policy texts and media texts on the same topic, analyze the government and the public in the same period for a topic. Differences; from a time perspective, compare the keyword changes of the policy text (or media text) for the same topic in different periods, and analyze the change of the content of the policy text (or media text) over time.
3. Results

3.1. Analysis of public opinion sound volume
After filtering and text preprocessing of the crawled text, considering the content characteristics of the text, the obtained network text types are divided into: media text and policy text. Among them, the transfer of government policy texts is regarded as one category, and the media’s comments on rewriting reports are considered as one category. After classification, the relationship between the number of media texts and the number of policy texts and the release time is shown in Figure 3:

![Figure 3](image)

**Figure 3.** The variation of the number of media text and policy text with time

3.1.1. Contents of media texts and policy texts. It is evident from Figure 3 that the media text is consistent with the trend change in the policy text. From March 2016 to July 2016, a large number of local and national policies were issued, and the follow-up voice of media text information played a role in fueling policy public opinion. Between April 2017 and August 2017, the number of policy texts was not released in a centralized manner, but it caused media outbreaks of public opinion. The reason for this sensation is worth exploring.

3.1.2. Changes in the number and timing of public opinion on media texts and policy texts. In order to better analyze the specific topics that caused the outbreak of public opinion, refer to the policy division induction method of the new energy vehicle policy support system, and divide the text into four topics: infrastructure, application promotion, macro-integration, and industry norms. Generate a training set and generate a text classification model using the SVM algorithm. The relationship between the number of texts and the time of different topics in the media text and policy text is shown in Figure 4 and Figure 5, respectively.
Figure 4. The relationship between the number of articles and the time under different topics in the media text

Figure 5. The relationship between the number of articles and the time under different topics in the policy text

Looking at the collected textual data on new energy vehicles for the network, from 2016 to 2017, the media text and policy texts focus on infrastructure and application promotion topics. Further decomposition analysis is carried out in conjunction with FIG. 4 and FIG. 5. From March 2016 to July 2016, media text information fluctuations are caused by application promotion topics and infrastructure
topics. In order to understand the main content of related topics, please read the media text and policy text of related topics. On the topic of application promotion, the promulgation and implementation of the 2016 “New Energy Vehicle Application Promotion Recommended Model Catalogue” related to “cheat compensation” is a source of public opinion. On the topic of infrastructure, the charging pile construction plan and enterprise subsidies issued by many places are the hot content of the policy text and media text.

From April 2017 to August 2017, the media text made another round of hot discussion on application promotion topics and infrastructure topics, and the policy texts increased slightly on the topic of application promotion. After reviewing the relevant texts for review, on the topic of application promotion, the promulgation of the double-points policy and the consumer tax incentives were the focus of the media-explosive discussion. As for infrastructure topics, the subsidy program for multi-site charging pile construction enterprises has been heatedly debated by the media.

3.2. New energy vehicle industry topic content comparison internet sensation analysis

In order to further understand the differences in the details of the media text and policy text in the two more fluctuating time periods, this study designed two steps to further analyze:

First, extract the keywords of the hotspot public opinion infrastructure and application promotion topics, and sort the collected keywords according to the TF-IDF values. The results are shown in Table 1.

Secondly, the lyrical keywords are visualized in different angles for easy analysis. The angles of the differences between the policy and the media text in the same time period and the keyword focus policy and media text of the same topic occur over time. The perspective of the proportion of migration.

| Table 1. Keyword to text ratios for different texts at different time periods |
|--------------------------|--------------------------|--------------------------|
| March – July 2016        |                          |                          |
| **Objects**               | **Content**              | **Key words**            | **Text percentage** |
| Policy text              | Infrastructure           | Charging > Charging Piles > Subsidies > Construction > Charging and Replacing Power Stations > Market | 1341(76.7%) |
| Media text               |                         | Charging>Technology>Innovation>Lifetime>High Speed>Service Area | 2972(52.3%) |
| Policy text              | Application Promotion    | Subsidies>Technology>Standards>Enterprises>Planning>Object s | 186(10.6%) |
| Media text               |                         | Purchase Tax>Subsidy>After Sale>Cheats>Service | 1144(20.1%) |
| April – August 2017      |                          |                          |
| **Objects**               | **Content**              | **Key words**            | **Text percentage** |
| Policy text              | Infrastructure           | Charging>Building>Enterprise>Charging Pile>Development>Subsidy | 205(54.5%) |
| Media text               |                         | Charging Pile>Building>Battery>Corporate>Public>Operation | 1404(62.0%) |
| Policy text              | Application Promotion    | Funds>Subsidy>Promotion>Demonstration City>Purchasing>Bus | 66(17.5%) |
| Media text               |                         | Subsidy > Demonstration > Tax > Price > Vehicle and Vessel Tax > Car Tax | 545(24.0%) |

Through the above two steps, this paper summarizes the changes in the texts of new energy vehicles related to the new energy vehicles in the past two years:
3.2.1. Comparative analysis of infrastructure keywords

| POLICY TEXT | MEDIA TEXT |
|-------------|------------|
| Infrastructure -- March – July 2016 | Infrastructure -- April – August 2017 |
| **Charging** | **Charging** |
| Charging Pile | Innovation |
| Subsidy | Technology |
| Building | Continuation |
| Charging station | High speed |
| marketing | Serving area |
| **Buildings** | **Building** |
| **Enterprise** | **Battery** |
| **Charging Pile** | **Enterprise** |
| Developing | Public |
| Subsidy | Operation |

Figure 6. Policy text and media text infrastructure topic keyword comparison

(1) A comparative analysis of 2016 policy texts and media text infrastructure topics.

In 2016, the policy text infrastructure text accounted for 76.7%, and the media text infrastructure text accounted for 52.3%. Explain that infrastructure is a major hot topic in 2016. "Charging" is the first keyword of media text and policy text, indicating that the difficulty of charging is the main problem of new energy vehicles in the period. For the charging problem, at the government level, relevant keywords from the construction of infrastructure such as “facilities construction”, “charging piles”, “charge and replacement stations”, and infrastructure subsidies such as “construction” and “subsidy” support related keywords. It can be seen that the construction of the charging pile and subsidy support are the main means of implementation of the current major government. In the media, from the related keywords of "continuation", "technology", "innovation" and other charging technologies, it can be seen that on the charging issue, the public pays more attention to the battery life and technological innovation. It suggested this is also the main reason for the current policy to promote, but the actual action to restrict consumer purchases.

(2) A comparative analysis of 2017 policy texts and media text infrastructure topics.

The 2017 policy text infrastructure text accounted for 54.5%, and the media text infrastructure text accounted for 62.0%, indicating that the basic implementation is still a hot topic in the new energy auto industry. From the perspective of time, the policy texts of the basic implementation keywords in 2016 and 2017 found that the keywords did not change much, indicating that the “charging” problem is still the main problem that the government is solving. Comparing the media texts of the 2016 and 2017 infrastructure topics, it was found that in 2017, compared with the 2016 technological innovation, the public is more concerned about “charging piles”, “construction”, “and enterprise”, “public” and “operation”. "Key words for infrastructure construction companies." It can be seen that from the implementation of the basic implementation construction process from 2016 to 2017, the charging technology has improved, and the focus of public attention has been relatively reduced. However, the selection of infrastructure public construction outlets and the operation of enterprise charging piles have made the public worried.

(3) Infrastructure topics enlightenment.

Government, enterprises and consumers are the main actors in the cultivation of new energy automobile industry. While the government continues to stimulate enterprises' enthusiasm for the construction of new energy vehicle infrastructure, it should reduce public concerns about financial subsidies, as reflected in 2016. Concerns about the technical capabilities of enterprises, concerns about
the operational capabilities of enterprises in 2017, etc., thus stimulating consumers' purchasing enthusiasm to drive the sustainable development of the market.

| POLICY TEXT | MEDIA TEXT |
|-------------|------------|
| Application Promotion -- March – July 2016 | Application Promotion -- April – August 2017 |
| **Subsidy** | **Purchase tax** |
| Technology | Subsidy |
| Standard | After-sales |
| Enterprise | Cheat |
| Program | Serving area |
| object | Decreasing |
| **Funding** | **Subsidy** |
| Demonstration city | Tax |
| Purchasing | Price |
| Bus | Vehicle and boat tax |
| | Purchasing tax |

Figure 7. Policy text and media text application promotion topic keyword comparison

3.2.2. Application promotion keyword comparison analysis

(1) A comparative analysis of the 2016 policy text and media text application promotion topics.

In 2016, the policy text application promotion text accounted for 10.1%, and the media text infrastructure text accounted for 20.1%, which was the second hot topic of the government and the media in 2016. From the financial support related keywords such as “subsidy”, “standard”, “enterprise”, “plan” and “object” in the policy text, it can be seen that the fiscal support is perfected in 2016. The new energy vehicle is the government in the new energy vehicle. The main direction of application promotion. From the media texts, in addition to the “purchase tax” adjustment directly concerned by the public, “cheat” and “after-sales” appeared in the keywords of application promotion in 2016, indicating that the “fraudulent” incident of the enterprise has produced a larger negative impact and caused public concern about the company's after-sales problems.

(2) 2016-2017 policy text application promotion topic comparison analysis.

In the 2017 policy text, the text of the application promotion topic accounted for 17.5%. Compared with 2016, the proportion of text increased by 7.4%, indicating that the government departments have increased their attention to the promotion of new energy vehicles. From the perspective of time, the policy texts are compared. The keywords of the 2017 policy texts are keywords such as “demonstration” and “demonstration city”, and related keywords such as “funding”, “subsidy”, “procurement” and “bus”. Compared with the improvement of the application and promotion of 2016, it shows that the financial subsidy policy is moving from the 2016 regulations to the implementation of 2017, and it has formed a certain demonstration effect by the procurement of public facilities such as buses.

(3) A comparative analysis of the topic of media text application promotion from 2016 to 2017.

In 2017, the media texts in the application promotion are tax-related keywords such as “subsidy”, “tax”, “car and vessel tax”, “car tax” and “price”, indicating that consumers are more sensitive to tax incentives and have certain The desire to buy, but the price is still a key factor affecting the public's choice. The keyword “cheat” did not appear in 2017, indicating that after the fraudulent incident, the government has achieved certain results in the investigation and investigation of illegal enterprises and the improvement of policies and regulations, thereby reducing the negative public opinion of the media about such incidents. Explain that the media public has no continuing interest in the focus on fraudulent keyword content.
(4) Application promotion topic enlightenment.

The will, opinions and emotions of the government, enterprises and media need to be released through relevant channels. The Internet as an information exchange platform has instant and convenient communication advantages. Through the reasonable control of the Internet information platform, the needs and concerns of all parties are understood. To help reduce policy implementation bias and the negative impact of events. In the “criminal compensation” incident in 2016, the public’s concern for the incident has caused a certain negative impact. During this period, the government’s investigation of illegal enterprises and the improvement of policies and regulations. It can be seen from the keywords in 2017 that it has a certain effect and reduced negative public opinion.

4. Suggestions and Countermeasures

Internet sensation is a statement of different views on the problem. It is a manifestation of public opinion. It is a valuable wisdom. It is based on the event as the core in the social environment, and the expression and dissemination of the emotions, attitudes, opinions and opinions of the general public. A collection of information with interaction and subsequent influence. Although the form of its presentation is diversified, it essentially has the effect of creating added value. For the new energy vehicle industry, positive and positive public opinion can help promote its healthy development, and can influence the implementation of policies at the national level and the long-term production and consumption markets. Therefore, it is recommended that the government, enterprises, and consumer groups must pay attention to public opinion and make good use of public opinion to promote the healthy development of the new energy automobile industry.

Countermeasure 1: Pay attention to the infrastructure construction of new energy vehicles

In the past two years, the government has insisted on the construction of infrastructure such as charging piles, supplemented by subsidies for infrastructure construction, and is focusing on solving the problem of mass charging. The media texts have found that the focus of public attention is from 2016. The infrastructure charging technology problem is gradually turning to the 2017 enterprise infrastructure construction site and charging pile operation. Therefore, attaching importance to infrastructure construction can promote the healthy development of the new energy automobile industry.

Countermeasure 2: Promote the positive role of new energy vehicle application topics

Research policy texts revealed that the government is moving from the 2016 fiscal subsidy perfect regulations to the implementation of the demonstration city construction in 2017; the media texts have found that the focus of public attention has been paid attention to by the 2016 fraudulent incident, and it is closely related to 2017. On the tax incentives. Therefore, this is the case. Promoting the positive role of new energy vehicle application topics and improving the construction of laws and regulations can promote the sales market of new energy vehicles and activate the automobile industry.

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