Analysis of microblog public opinion based on big data technology

Cai Baojing 1*, Li Wensi 2
1Department of Public Administration, Nanfang College of Sun Yat-sen University, Guangzhou, Guangdong, 510000, China
2Department of Public Administration, Nanfang College of Sun Yat-sen University, Guangzhou, Guangdong, 510000, China
*Corresponding author’s e-mail: 35247838@qq.com

Abstract. With the advent of new technology era, big data technology has been widely used in the public communication of mainstream media and become an important strategy. With the continuous progress of the times, big data has entered thousands of households. The arrival of the mainstream media in the new era has changed the traditional public opinion environment, and also brought new challenges to the mainstream media how to deal with the sudden public opinion correctly. Sudden public events are easy to cause public opinion, which is easy to spread, ferment, and even lead to the aggravation of social contradictions. In the field of public communication vision, this paper analyzes the characteristics of public communication of new mainstream media, points out that the new mainstream media face the challenge of news release and public opinion guidance in the current major emergencies, focuses on the analysis of the public opinion guidance effect of people's daily micro blog in the communication process of Changchun long life vaccine event, and expounds the public communication of the current official public opinion field in new media What should be done in broadcasting. Under the influence of public opinion crisis, how the new mainstream media to use the communication strategy to guide the citizens' network participation scientifically and correctly, and then solve the social contradictions efficiently has become an important topic.

1. Preface
In recent years, people carry out various activities through the network, such as browsing the web, e-mail, communication, video and audio browsing, etc. up to now, the data transmitted by the network has grown rapidly, and the concept of big data has emerged. In the era of big data, the wide application of data indicates a new era of a new wave of production and consumption. In this context, the source and bearer of data are very extensive, including the Internet of things, mobile phones, the Internet of vehicles, cloud computing, tablet computers and a variety of sensors around the world. People can get information from many aspects. At present, the mainstream media in our country is mainly led by the official media operated by the government, most of which operate according to the standards set by the government, which leads to the limitations of public communication. One is the lag. Because of its administrative structure, the communication path of public communication shows the characteristics of one-way transmission layer by layer. If the information communication between departments is not smooth, it will lead to the lag of information transmission. The other is the incompleteness. When the government transmits information to the public, it is not completely open, but selectively disseminates information. When the audience understands the information incompletely, it will It will affect the
trust degree of the mainstream media in the public heart if there is speculation and doubt and it develops for a long time. In the first part, this paper discusses the connotation, new characteristics, mechanism and problems of public communication in the new era, and tries to make a more accurate definition for the current stage of public communication. In the second part, by analyzing the specific content of the official microblog of people's daily in public events, this paper attempts to study the audience's attitude in two events in a qualitative way, and this paper gives some consideration criteria. The third part of the article analyzes the new changes in the field of communication brought about by Internet technology, and puts forward that the mainstream media should continue the professional quality of traditional media, maintain the sensitivity of news, tap the value of news, make a rational voice, and make correct guidance.

2. New ideas for the development of public communication in the era of big data

2.1. Public communication in the new era

According to the 42nd statistical report on the development of China's Internet issued by CNNIC, by June 30, 2018, the number of Internet users in China has reached 802 million, with a penetration rate of 57.7%; the number of mobile Internet users has reached 788 million, with 98.3% of the Internet users using mobile phones. According to the Weibo financial report data of sina Weibo data center in 2017, as of September 2017, there were 376 million Weibo monthly active users and 1.65 million daily active users. It can be seen that the network has become an important factor affecting social development, and the use of microblog and other new media to disseminate information has become a new trend of society. Among the numerous official news microblogs, people's daily, CCTV news and Xinhua view point belong to the level of central level media microblogs, among which the number of users who pay attention to people's daily microblogs is the largest. People's daily micro blog was opened in 2009, and the number of fans has been increasing since its opening. So far, it has more than 77.9 million fans. The number of official micro blogs has reached 92576, and the original rate of micro blogs is as high as 95%. The average number of daily micro blogs is more than 40. At the time of major social and public events, people's daily micro blog has become a distribution center for netizens to express their opinions, suggestions and find official information.

The new media technology creates and designs a network platform for the public to discuss and exchange views, which to some extent dispels the discourse dominance of traditional media. In the past, TV, newspaper and radio were mostly used as the media to report events related to public interests. The public, as the receiver of information, could only passively understand the development process of events, and knew little or even no results of major events. The scope of news information received by the public could only be set according to the openness of traditional media. Nowadays, new Internet thinking influences and changes people's life style in different dimensions, and affects people's cognition and practice of the world in all aspects. In the field of public communication, new media has broken the previous one-way communication mode, giving power and opportunity to appeal to users of new media platform, especially some vulnerable groups in society.

The new media environment, in the process of information dissemination from the audience to users, the release of information gradually presents the trend of decentralization. The rise of social media ushers in new opportunities for public communication in the new era, which also leads to some unstable factors and risks in the process of information transmission. When Hu Baijing and Yang Yi talked about the basic issues of public communication research, they analyzed the characteristics of public communication from six aspects: the main body of communication, value norms and practice criteria, content, field, means, objectives and effects. This theoretical paradigm provides a new development idea for the research of public communication in the new era.

2.2. Subject, channel and content of public communication

With the rapid development of Web2.0, 4G and 5g mobile communication, the network has profoundly changed the communication and communication between individuals, between individuals and
organizations, between organizations and organizations. New media has opened up new channels for citizens' network participation, activated citizens' enthusiasm for network participation, and improved citizens' network media literacy and cultural level. With its high speed and convenience, the Internet breaks the space-time limit of interpersonal communication, making people more convenient to communicate anytime and anywhere. When a large number of user resources are accumulated and gathered in social networking, social media emerges. Unlike the mass media, which are subject to certain systems, disciplines, norms and constraints of political, economic and cultural factors within the social system, such as television, newspapers and radio, social media is more accessible to individuals, more convenient to use, and more efficient. Therefore, social media has made rapid development in the Internet era.

In the new era, the main body, channel, content and form of public communication are more diversified. The diversity of communication subjects and channels benefits from the empowerment of the Internet, so that everyone can make a voice through the network platform and express their views and attitudes towards social events. As long as the masses of all social strata have certain ability to use text symbols and the funds to purchase mobile Internet equipment, they can express their opinions or suggestions through various network platforms; The content of public communication is diversified. First, it is based on the Internet's huge capacity of information storage space. Second, because the Internet has broken the "vision restriction effect" of traditional media, the public can understand all aspects of the world more closely and from multiple angles. People's visual latitude and value dimension are no longer single, and their understanding and thinking of things are more With personalized color, the objective world is more abundant and three-dimensional in the public's vision, which provides a practical basis for people to absorb and output diversified information content in the process of public communication; the form of public communication is diversified, because the progress of network technology makes more and more applications pregnant, they enter the public's vision through various ways, and with innovation is constantly needed by the public. In the new era, the public communication has replaced the rigid, plane and one-way communication mode with its new paradigm of diversity, three-dimensional and interaction. The public participation in public events and social life has been greatly improved.

3. Case introduction and analysis

3.1. Changchun long life vaccine event

In the Changchun Changsheng vaccine case, the homepage of people's Daily's microblog was opened through microblog search, and the keyword "Changchun Changsheng" was entered into all the microblogs published to retrieve 29 microblogs related to the 2018 Changchun Changsheng vaccine case. Through the screening of 29 microblogs published by people's daily in Changchun Changsheng vaccine incident, the initial microblog selected was "black heart" published on July 15, 2018! A pharmaceutical company in Jilin Province made rabies vaccine production records and falsified the State Food and Drug Administration: the involved vaccine has not been delivered, the medium-term microblog was released on August 16, 2018, about the "accountability list of Jilin Changchun Changsheng company's problem vaccine cases", and the final micro blog was released on October 16, 2018 by the official micro blog of the people's daily, "Changchun Changsheng problem vaccine compensation program announcement: leading to death See.

| Table1.below for the specific parameter value of one-time compensation of 650000 yuan / person |
|-----------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| Number of points                              | Forwarding quantity | Comment quantity | Overall attitude |
| Initial micro-blog                            | 1414             | 1708             | 1861             | Support         |
| Medium term micro-blog                        | 181252           | 77886            | 52816            | Support         |
| Late micro-blog                               | 7490             | 2516             | 6637             | Neutral         |

It can be seen from the above table that most of the netizens have a positive attitude towards the
contents of the people's daily microblog published in Changchun Changsheng vaccine event. Although there are some voices of doubt among the netizens in different periods, most of them express their hope to increase the punishment to the relevant personnel of the enterprises involved, but they do not show strong anti reaction to the event handling results. In the process of public transmission of this incident, people's Daily has published relevant micro blog contents in a rigorous and detailed manner, answered all kinds of problems related to vaccine safety to the masses in time, and promptly published remedial and compensation measures, which shows the people's Daily's humanistic concern. Among them, the most praised microblog was a combination of text and text entitled "Jilin Provincial Commission for Discipline Inspection and Supervision Commission launched investigation and accountability on corruption of Changchun Changsheng biological vaccine case" released on August 16, 2018. In the follow-up report of the incident, the title of people's daily is more prudent and objective. From the disclosure of the incident to the follow-up report of the relevant review results of the State Food and drug administration, public security organs, Jilin Provincial Commission for Discipline Inspection, and the investigation team of the State Council, the people's daily timely and correctly released the handling and compensation measures for the illegal production of Changchun Changsheng company to the public, as well as the relevant leaders The accountability list of the staff, and answered the public's questions about vaccine replacement and renewal in the follow-up Weibo content. It can be seen that in this incident, people's Daily's Micro blog publishing content closely linked with the most concerned issues of the masses, did not evade and hide the accountability of leaders, spread the authoritative voice of relevant institutions at the first time, effectively conducted public opinion guidance, and effectively solved social conflicts. At the same time, we can see that it is necessary for the mainstream media to correctly play the role of public opinion guidance in the process of public communication, timely establish communication between the government and the masses, closely contact the masses, understand the voice of the masses, answer the questions of the masses, and safeguard the interests of the masses.

3.2. Comprehensive analysis
The purpose of public communication is to safeguard social public interests. The main channel of public communication is new media platform. In this paper, Sina Weibo is taken as an example to explore the mechanism of new media platform in public communication. At present, the main contradiction of our society has been transformed into the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development. Under the impact of today's globalization, the world is changing rapidly and rapidly. China is also experiencing the agitation and ups and downs of social conflicts from all over the world. Public communication has a new mission in the new era of social development. Wu Fei mentioned in the analysis of the social value and academic significance of public communication research that in the rapid development of social changes and globalization, Chinese communication research is faced with such contradictions as the contradiction between the public's free appeal and authoritative government governance and management, and the conflict between the government and society The problem of diversity in the form of outburst and confrontation. New media has built an equal and open public space for human society with the help of technological advantages. Sina Weibo is the representative product of this new media technology. A large number of Internet users are concentrated on the same open platform, and express their personal views, opinions and emotions directly or indirectly through microblog publishing, praising, forwarding, commenting and sharing When social events involve public interests, these concerns, forwarding and comments have strong power of public opinion supervision and agenda setting. Their onlooking and debate on events can often make an event enter the vision of public opinion.

On the microblog platform, there are three mechanisms of public communication. First, through the information released by netizens, the public can know the information that has not been reported by the government in advance or supplement the details that have not been reported by the government. In recent years, many public events are the first to enter the public's field of vision through microblog. For example, after the 812 Tianjin explosion, the first way for the outside world to know the event is
through the live video released by netizens on microblog at the first time. A large number of subsequent microblogs on the scene supplement the reports of the government and the media. Second, netizens or opinion leaders first released an event and expressed a demand, which attracted the attention of the government and the media. For example, child abuse in Ctrip kindergarten, red, yellow and blue kindergarten, Changchun Changsheng vaccine, Hongmiao liquor, etc. Third, netizens directly express their approval or query on social events and government decisions involving public interests. For example, the discussion on the "limited time dog walking" provision in Wenshan, Yunnan Province, the support for strengthening the supervision of didi drivers, and the initiative to set up a safe isolation area for bus drivers, etc. Generally speaking, netizens participate in the discussion of public events democratically through microblog and the government and media in the process of active communication and interactive consultation, which enhances the dialogue between the masses and the government and media, and can effectively alleviate and solve various contradictions, so as to make the development of public broadcasting peaceful and stable.

4. conclusion
With the rise of new technologies, big data has brought great changes to people's lives. Its development has broken the traditional one-way mass communication form. The interactivity and openness of cyberspace make many information become a "public resource" of network users. In this new media era of "everyone has a microphone", the release of information is no longer the "special" of traditional media Every network participant can make their own voice, participate in topic discussion, promote the power of event tracking process, and make public communication more open, inclusive and equal. The public discourse space it built provides a new platform for people to communicate with the government, and constantly enables the new mainstream media in China to present new features such as centralization, socialization and diversification in the field of public communication, making interactive discussion and consultation communication a new bridge for the construction of the new mainstream media discourse, which greatly improves the national quality and people's political participation Real meaning. In addition, as the mainstream media of the official public opinion field, we should improve our media quality, strengthen our communication ability, demand ourselves with a high sense of social responsibility, and take the public interest as the common goal, so as to promote the equal interaction of public communication among various groups, so as to better serve the social life of the people and the construction of various socialist undertakings in China.

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