Shaping and Publicization of Personal Information Space of COVID-19 Information Dissemination

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Abstract. With the rapid development and evolution of network information technology and 'we media', individuals have realized that "everyone is a communicator." Individuals expose their lives to the public's vision through the Internet, and realize the publicization of personal space. During the epidemic, Chinese people were enclosed in the private activity space of the family. The epidemic-related information was transmitted to the general public through various media to create a personal information space for the public. The public personal information space presents new characteristics. Into a new research topic.

Keywords: Personal Information Space, Publicization, Epidemic Spread

On January 20, 2020, China has entered the stage of fighting against the epidemic after academician Zhong Nanshan affirmed that the method of COVID-19 propagation is person-to-person. Face with epidemic, most people were enclosed in the small space of their homes instead of visiting friends during the Chinese Spring Festival; In this special information mimic environment, especially under the information dissemination tools, the public was surrounded by the flood of information. With the development of network information technology and we media, individuals have realized that "everyone is a communicator". They exposed their personal life state to the public through social software, MicroBlog, and short video platforms and realized the publicization of personal space. This kind of personalized to publicized transmission has been shown in the normal period. At the moment of crisis, its characteristics are more obvious and concentrated.

1 The Elite's Opinion Guidance
Under the public crisis, mainstream media, social media and other media have reported on the epidemic's work, creating a mimic environment for the audience during the epidemic. In this environment, news reports, public account pushes, gossip and other miscellaneous pushes the audience forms a nationwide group and the members of this super group in different occupations, ages, regions, nationalities, and education levels. Because of the emergence of the COVID-19, a common "epidemic" psychology group has formed. Gustav Le Bon the famous French scholar, put forward the concept of group leader in his "The Crowd: A Study of the Popular Mind", that the concept of
using assertion, repetition and infection for popularize in the group has gained great power from the environment." They will have a magic power, that is the so-called fame "[1]. Under this dissemination, the elite of Zhong Nanshan and other public figures used "personal fame" as an opinion leader.

In the era of media integration, all kinds of information dissemination present a combination of first-style dissemination, and elite-style dissemination leaders, by virtue of their "fame", break the restrictions of the dissemination media and dissemination organization, and perform a leading function in the world of dissemination. The role has established a positive image of public opinion moments and spread positive energy. In today's information age, the guidance of public opinion requires the strong dissemination of the existence of these elites. During the fight against the virus, information spread to the broad masses through the role of these leaders ,triggers the attention and won the trust of the audience. At the same time, it should be noted that the elite leaders of the group should be people with a highly personal reputation in a certain area, who can establish a positive image and have a positive impact, and emphasize them to show the needs of the general public for faith; not those "a small leader or a fan of the flames".It is not a leader who is familiar with clever words and pretexts, and thinks of pursuing privacy and persuading everyone with instinct that pleases shamelessly" [2].

In this epidemic prevention battle, the “Zhong Nanshan” opinion leader phenomenon has emerged with new characteristics. We should focus that when major events occurred many opinion leaders emerge to have an important impact on the general public. In this new crown virus blocking battle, Zhong Nanshan and Bai Yansong geremered. The role of the "leader" became more focused and the characters of"Zhong Nanshan" appeared. Standing the view of the phenomenon of the commanding heights of the leader, his imagination concentratedly represents the attitude of the government, the opinions of experts, and the hope of the masses. The appearance of the "Three Mountains" imoroved the confidence of the Chinese people in fighting against the epidemic and became a spiritual belief preemptively. Unlike Zhong Nanshan and Chai Jing,during the SARS period, they are the images that emerged during the fight; In the fight against the new crown virus, Zhong Nanshan stood on the front line from the beginning, and who was the first publicly affirmed the existence of this virus from person to person. He said that his leadership role promoted the start and progress of the national anti-epidemic directly , and his authoritative speech became the most trusted expert opinion and judgment.

2 Cohesion of Regional Space
In this epidemic response, the public's identification showed a cohesion with the boundaries of the region. The people who took the region as the assembly, poured attention into the push of personal location information and paid attention to the overall situation of the overall epidemic prevention and control. Among them, Hongkong, Henan, and Shandong responded to the epidemic. The information has attracted the attention of the people across the country. "Imitation is remote reproduction" [3]. In this miraculous pond where the COVID-19 spreads, the information of various places has ripples of information transmission centered on the region and was merged with the information transmission imitation in other regions to form together. The propagation in the pond fluctuates. As the earliest province to take measures to prevent and control the epidemic, the way of road closure and interception in Henan Province began to be implemented and the propaganda has been introduced to the villages and communities. "Series of videos. "In order to win the war without smoke, we are ready to go and fight against it." [4]

News communication audiences have selective contact when receiving information. Their attention points to selectively focusing on a specific object while leaving other objects. In this information communication, the masses have formed the acceptance of the development of the national epidemic. At the same time we paid more attention to the epidemic information in the area where you are and more actively receive relevant information in the area and built a personal information space. The transmission and reception of regional information have formed regional cohesion and the information transmission in each region has manifest regional colors, and with the support the label of the region
has generated support and prayer for "Wuhan". At this time, the symbolized Wuhan became the center and intersection of the cohesion of all regions in the country and they merged into "Wuhan, fighting!"

3. Enclosure of Community (Natural Village) Space
In this battle against COVID-19, the communicative role of the community (natural village) is highlighted. As the basis of grid management, the role of the community (natural village) publicity service in this epidemic prevention has a huge impact on the people in the area under its jurisdiction, and it has played a direct role in preventing people from staying at home. Party members, volunteers, and policemen have become flexible “gatekeepers” of residents through flexible, and face-to-face interpretation, persuasion, dissuasion, and coercion. They have fully mobilized the enthusiasm of the public for self-management and self-service "Multimedia"communication-interpersonal communication, has obvious advantages. This type of communication has made directionality strongly, high interaction frequency, and feed back timely. It is the most effective communication mode for communication.

4. The Publicization of Personal Space
With the development of Internet technology, especially the maturity of the media, has made it possible for the publicization to have personal space. More and more people are willing to expose personal information to the network information environment while they receiving and disseminating information related to the epidemic. It concerns everyone.

Firstly, the self-reports of those who experienced the COVID-19 epidemic moved the netizens. The deeds of patients, doctors, and the family members of doctors continue to move everyone and arouse everyone's determination to overcome the epidemic MicroBlog, WeChat, and other clients.

Secondly, there are new characteristics of the public's personal information publicizations. Neil Postman an American scholar, believes in his classic book "Amusing ourselves to death " that all public activities are gradually appearing in the form of entertainment and become a cultural spirit. Our politics, religion, news, sports, and commerce are willing to become a vassal of entertainment without complaintsover silently, and the result is that we have become a species of entertainment to death. [5] In the process of fighting the new coronavirus pneumonia, ordinary people have appeared the characteristics of the publicization of their personal lives with "entertainment".

4.1. Positive Aspects
First of all, in the face of crisis, entertainment is one of the most effective ways to relieve people's psychological pressure. When faced with public health crises, "crisis easily triggers people's anxiety, panic, distrust, and other psychological stress reactions and undermines social stability", "distracting exercises-distraction, entertainment, etc." [6] can ease Treatment psychology. Therefore, to be a certain extent, the public's "entertainment" behaviors can relieve everyone's psychological pressure effectively at the moment of crisis.

4.2. Realization Form
The development of social software, short video platforms, and live broadcast platforms has provided the possibility for the publicization of the personal space of the masses. Social software has become an important work for external contact.

4.3. The Implied Subculture
"Behind the popularity of each subculture, it reflects the psychological problems of youth in the period of social transformation." [7] The closed space of the individual caused by the COVID-19, passively without leaving home, provides a real space for growth and network space for the spread of subcultures. Promoted to the public, the personal information space has achieved a public transformation towards the public.
4.4. Transmission Characteristics
In the process of the publicization of personal information space, individuals spread sub-cultural works with obvious personal color to the public through the Internet and the transmission is entertainment and meaningless. Of course, during the personal communication, most of them also play a vital role in the activities of concentrating on donations, make disseminating positive reports actively and popularizing health knowledge.

5. Disorder and Reconstruction of Transmission
In the early stage of the epidemic, with the untimely spread and widespread rumors, the official communication in China appeared to be disordered and silent, which had a great impact on the shaping of personal information space.

5.1. The Spread of Rumors
"The spread of rumors is the product of information asymmetry under risk perception." [8] The current epidemic situation at the moment of crisis and the time of when rumors are rampant. It has become faster and more powerful. In a crisis environment. The spread of rumors has increased exponentially through the social atmosphere of panic. Due to the formation of rumors, the refusal of rumors must appear lagging and the response to rumors is mainly reflected in the speed of repelling rumors. Regarding the credibility of rumors, the official government media is significantly higher than other media, but its spread of rumors is not fast enough.

5.2. Spreading the Voice
It was we media that attracted widespread public attention in the early stage of the outbreak, such as MicroBlog ,we media took the leading in spreading, the government, and scientific research institutions, etc. It were slightly silent.

5.3. The Crisis of Trust
"The epidemic has brought a serious" crisis "of trust crisis. [9] In terms of news reports and repelling rumors, government departments have the advantage of the public's only trust. Adults who have less exposure to the Internet, especially the old have the most contact and trust in media communication with TV and government agencies. Because TV stations the outbreak of the early stage were not widely reported, many people still hold an optimistic attitude towards home Isolation creates conflicting psychology. After the occurrence of events such as the "Hubei Red Cross Society Incident" and the "Doctor Li Wenliang Incident" that broke out in the later period, government leaders, official agencies and organization leaders were pushed to the publiccon stantly, and ordinary people's doubts on them became non-existent gradually. Trust, everyone's trust began to turn to non-governmental organizations, personal media, unofficial media.

Of course, Chinese government and mainstream media can take measures to adjust and formalize the order of communication quickly, objective reports take timely, and let the mainstream media speak for the people. Convenient clients and small programs related to the epidemic have also come gradually attracting online, It has strengthened the public's sight, strengthened the trust of the masses in the government, and strengthened everyone's confidence in defeating the epidemic. The decisive and effective measures taken by Chinese government throughout the entire epidemic also have been highly praised by the people at home and abroad, proving the superiority of the Chinese socialist system once again, "demonstrating to the world that it is responsible to the people and responsible to the world. China's National Image in the New Era ". [10]

Conclusion
"Resolutely fighting the New Coronary Pneumonia Epidemic Prevention and Control Global Blocking War has caused a far greater impact than expected on a global scale. Fighting the Epidemic Prevention and Control Global Blocking Warfare has become the most urgent and urgent task when facing the
world", [11] in the process of combating the COVID-19 nationally and globally, the media has built an information space for the general public in China under the influence of the fusion of multiple media. Under the guidance of various factors, for example, information dissemination the vast majority. People accept the enclosed space in reality, self-enclose dactively so as not to "add chaos to the country", and publicize their personal living space through various media, showing the public the living conditions when they face the epidemic. In this public crisis, the shaping of the information environment created by the public has produced new characteristics, which are worthy of in-depth study and provide valuable reference and guidance for the future response to public crises.

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