Motivation Structure and Risk Prevention and Control of Youth Participating In Network Mass Disturbances in the Age of "We Media"

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Abstract. This paper investigates and studies the motivation structure and risk prevention and control of contemporary youth in network mass disturbances. This study selected more than 1200 college students from 5 colleges and universities in Hebei province as the research objects through questionnaire survey and interview. Network group event is a special group event which is different from the common group event in the field and the subject and object of the event. The results show that the frequent occurrence of network mass disturbances is driven by internal motives and external causes. Based on this, this paper starts from the balance of government, youth and network operators. To explore the construction of a diversified network of mass incidents prevention and control system rational reference Suggestions.

Keywords: We-Media, Network Mass Disturbance, Young Internet Users

1. Introduction

1.1 Research Background and Significance
Since the 18th National Congress of the CPC, the CPC Central Committee with Comrade Xi Jinping as General Secretary has attached great importance to the integrated development of traditional and new media [1]. The emergence of new media satisfies the environmental conditions for generating network mass disturbances. Improper handling of mass incidents will disturb the network order and even affect social stability. As the main user group of modern "we media", the participation and attitude of young people will play a crucial role in dealing with network mass incidents in the "We media" era. To investigate and analyze their motivation structure of we-media use and their expectation of prevention and control of corresponding risks is of great significance for maintaining the network and social order.

1.2 Research Achievements At Home and Abroad
In recent years, scholars at home and abroad gradually pay attention to the phenomenon of rapid increase in the frequency of network mass incidents. These studies provide some ideas for the relevant government departments to improve the risk prevention and control system. However, in general, most
of these studies have some limitations: first, there are many research achievements in theoretical construction, lack of empirical studies based on large samples, and insufficient attention has been paid to the big data analysis method; Second, most of the case studies only focus on the surface information of the case, ignoring the in-depth exploration of the behavior subject -- the youth group; Third, the existing studies mostly start with the construction and analysis of data indicators, but fail to pay attention to the value of the whole process of case study on the government's response effect. Based on the above analysis, this study intends to extract and analyze key information from a large number of youth survey data in order to provide policy reference for government decision-making [2].

1.3 Research Methods and Ideas Design
This study takes college students and some social youth from 5 universities including Hebei University, North China Electric Power University and Hebei University of Finance as the research objects. A total of 1,290 questionnaires are distributed through the combination of online and offline forms.

Table 1. Sources of questionnaires

| variable    | Sample size | State variable                  |
|-------------|-------------|---------------------------------|
| Educational level | 1221 | University and above (75.68%)  |
|             |            | Junior College (2.70%)          |
|             |            | High School (5.41%)             |
|             |            | Junior secondary and below (16.22%) |
| area        | 1221       | City (35.14%)                   |
|             |            | Town (43.24%)                   |
|             |            | Rural (21.62%)                  |
| age         | 1221       | Under 19 (22.32%)               |
|             |            | Ages 19-35 (71.64%)             |
|             |            | Above 35 (6.04%)                |
| gender      | 1221       | Male (50.67%)                   |
|             |            | Female (49.63%)                 |

2. Data Analysis and Results Display

2.1 Social Hot Spot is the Network Mass Disturbance that Young People Pay Most Attention to
Among the types of network mass incidents concerned by contemporary youth, social hot spots account for the highest proportion (72.97%). Followed by entertainment gossip, accounting for 56.76%. Although from the perspective of active discussion topics and popular searches on "we media" platforms, entertainment gossip is the actual "traffic protagonist". However, hot social events have a strong social influence that other types of network mass disturbances cannot achieve. No matter what personality, occupation or age, it is difficult to be completely immune to hot social events. On the other hand, hot social events often originate from the hot political, economic and cultural fields, which themselves attract attention and attention from the reality. Therefore, it naturally becomes the perfect vehicle for network mass incidents. Young people pay the most attention to social hot spot network mass disturbance, which strengthens its propagation speed and influence after fermentation [3]. It also puts forward higher requirements for government supervision departments.
2.2 Young People are not the Most Involved Participants in Online Mass Disturbances

Table 2. Attention paid to the youth team network mass disturbance

| attitude                                      | frequency | The proportion |
|-----------------------------------------------|-----------|----------------|
| No attention, no participation               | 33        | 2.7%           |
| Just watch the action, but don't participate  | 495       | 40.54%         |
| I will pay close attention to the events I am interested in and express my personal opinions | 660       | 54.05%         |
| Pay close attention and actively participate in the discussion | 33        | 2.7%           |

It can be seen from Table 2 that the attitude of contemporary youth towards network mass incidents is mainly to watch the fun or only participate in events they are interested in, accounting for 40.54% and 54.05% respectively. Only 2.7 percent of respondents said they are very concerned about online mass incidents and can actively participate in them. This is enough to show that under the influence of study, work and other factors, young people are not highly engaged participants in network mass disturbances. Their time and energy are not enough to support the extremely high cost of online mass incidents. Therefore, we believe that in recent years, the tendency of network mass disturbances to malignancy and the sharp increase in frequency of occurrence are not due to the change of the characteristics of the youth group's own network social interaction. But the society itself is in the transition period, which produces many conflicts of interest among groups. Or some people maliciously spread rumors and incite netizens, which eventually leads to the outbreak of vicious incidents.[4] Young people are more passive participants than planners and organizers.

2.3 Most Young People Have Blind Confidence in Their Social Literacy of "We Media"
Table 3. How do young people view malicious network mass incidents

| attitude                                      | frequency | The proportion |
|-----------------------------------------------|-----------|----------------|
| Watch the scene of bustle                     | 418       | 32.43%         |
| Get involved indiscriminately and make things | 33        | 2.70%          |
| as messy as possible                          |           |                |
| Keep your wits about you and don't speak at  | 627       | 51.35%         |
| will                                          |           |                |
| Resist cyber violence and oppose extremist    | 165       | 13.51%         |
| speech                                        |           |                |

Fig 2. Young people think that most netizens' social attitudes

Table 3 and Figure 2 respectively investigate the attitudes of young people towards their participation in online mass incidents and the attitudes they think most netizens have towards online social networking. The results showed that 51.35% of netizens believed that they could be rational, distinguish right from wrong and refrain from speaking freely. However, 78.38% of the respondents believe that most netizens lack independent opinions and are easily influenced by the opinions of most people and go with the flow. Comparing the two data, we find that the majority of netizens evaluated in Figure 2 are actually the respondents in Table 3 who say they are "very sensible". Young people who are confident in their self-evaluation have a low opinion of netizens, which indicates that most young people do not have an objective understanding of their real social characteristics of "we media". Instead, they blindly believe that they are very rational and can distinguish right from wrong, but eventually, like most Internet users, they become the slaves of emotions and the shield of malicious people.[5] However, they are still accusing other netizens of being irrational. The confusion of young people's cognition of their social characteristics of "we media" is bound to aggravate the severity of online mass disturbances.

3. Suggestions on the Construction of the Risk Prevention and Control System for Network Mass Incidents

3.1 Government Level

The government should establish and introduce an early warning system for online public opinion, especially for negative public opinion. The early warning system shall mainly include four links: public opinion monitoring, incident early warning, crisis response and post-assessment.[6] In daily activities, the government should establish a regular communication mechanism, do a good job in daily information disclosure, and gain the trust of the public. The government should build the
mainstream consciousness, cultivate authoritative network opinion leaders, and master the mainstream leadership and discourse power of "we Media".[7]

3.2 We Media and Media Platform
As the centralized position of network public opinion, media platform should assume social responsibility. Media platforms should actively cooperate with relevant administrative departments of the government, strengthen the supervision of the platforms and refuse to hype up undesirable online mass disturbances in various forms. Real-name system or indirect real-name system of network evaluation system can improve the sense of constraint caused by anonymity. Making individuals responsible for every word said on social networks is conducive to greatly reducing the probability of online mass incidents.[8] It can also provide more valuable information for relevant departments to deal with the problem of mass loss in a timely manner.

3.3 Youth Level
The youth should start from the socialist core values when they participate in the network mass disturbance and face the public opinion. Strengthen the establishment of their own right and wrong standards, cultivate a sense of personal social responsibility, dare to speak out to stop untrue speech.[9] Young people must contribute their own strength to maintain a good network order with a high sense of social responsibility and the spirit of ownership.

4. Conclusion
The frequent occurrence of group disturbance has both intrinsic motivation and extrinsic inducement. External reasons include lack of channels for people to express their demands, inadequate supervision of the network management departments, speculation and indulgence by network platform operators. Lack of social knowledge and the spirit of independent thinking are the main internal motivations for young people to participate in mass incidents. The countermeasures are as follows: First, the government should establish an online public opinion early warning system and rebuild the mainstream discourse power of "we media"; Second, network operators should strengthen the supervision of "we media" platform and take the initiative to assume social responsibilities.[10] Thirdly, netizens should set up correct ideological values and improve their ability of discrimination. In short, it is necessary to give full play to the advantages of subjects at all levels and actively establish a diversified network group risk prevention and control system.

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