Research on the Temporal and Spatial Characteristics of Ecological Civilization Attention Based On Baidu Index

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Abstract. Ecological civilization is China's millennium project, is the crucial point to build a beautiful China. With "ecological civilization" as a crucial word, through the analysis of the public attention of 31 provinces (cities and districts) in China from 2011 to 2020, the paper analyzes the changes of the domestic attention to "ecological civilization" from the two dimensions of time and space combined with the coefficient of variation, and studies the influencing factors of the search attention to ecological civilization by means of geographical detectors. Conclusion: 1) Public attention is highly sensitive to policies and relevant punishment measures for ecological civilization with the nature of encouragement and protection and pays high attention to them. The media index shows an inverted "V" type change, which indicates that the media pay less attention to the ecological civilization in the early stage and lack of continuous attention to it in the later stage. 2) On the whole, the spatial characteristics of ecological civilization attention are more in the east and less in the west, and more in the north and less in the south. Since 2015, the spatial difference of search index has become smaller and its geographical distribution is more balanced, but the problem of regional differentiation and alienation still exists for a long time. 3) PC products in the early stage, as the main means for people to understand ecological civilization, played an important role in the popularization of ecological civilization. Mobile terminals in the later stage should be taken as key publicity objects to play a greater role in publicity and education. 4) Economic, infrastructure and other factors have a great impact on the attention paid to ecological civilization construction.

Keywords: Baidu index; Ecological civilization; Geographic detector.

1. The introduction
Ecological progress has a bearing on the well-being of the people. As a major plan in the year before last, it has a bearing on the future of our nation. China listed environmental protection as a basic state policy in the 1980s, and formulated and implemented a sustainable development strategy in the 1990s. The 17th of party, first put forward the strategic goal of "building ecological civilization", the ecological civilization construction in the 18th of party "five one" general layout, the first time the 19th of party will "set up and practice the concept of “Lucid waters and lush mountains are invaluable assets." written into the conference report, and put forward to speed up the reform of ecological civilization system, construction of beautiful China. In 2018, the National Conference on Ecological
Presented by Xi Jinping's thought on ecological civilization, a systematic arrangement and arrangement for comprehensively strengthening ecological and environmental protection, and resolutely fighting a tough battle against pollution. Starting from a new historical starting point, the 18th National Congress of the CPC vigorously promoted ecological progress and drew a grand blueprint for ecological progress. With the convening of the fifth Plenary Session of the 18th Central Committee of the COMMUNIST Party of China (CPC), ecological progress was incorporated into the national five-year plan for the first time, and ecological progress was written into the Constitution at the 13th National People's Congress, under the leadership and management of The State Council. At present, however, the urbanization process is accelerating, the contradiction between human and land is becoming increasingly prominent, and people pay less attention to environmental pollution, ecological degradation, climate change and other issues, which are affecting the progress of ecological civilization construction in China. Therefore, it is urgent to break the constraints and raise people's attention to the basic ecological civilization.

By the end of 2018, China had 829 million Internet users, with an Internet penetration rate of 59.6 percent. The Internet network communication with real-time, interactivity and ease of use [7] aided index for the study of evaluation the public environmental policy concern degree and environmental behavior provides more diversified methods and data [4], to be effective in the service government, to grasp the situation [2], calculates the public attention, analyze the trend towards [3], aided index is applied to the construction of ecological civilization, relying on a big data platform, aided index to explore the public awareness of the ecological civilization, the space-time characteristics through qualitative and quantitative analysis of the influence factors of its search index, summed up the space-time law of public policy on environmental cognition, To provide theoretical support for local governments to adopt common and individual ecological governance measures, and to better practice the theory that clear water and green mountains are gold and silver mountains by using big data on the Internet. We will inject new drivers of growth into the ecological environment, free up space for economic growth, promote green consumption, drive green growth, and build a high-quality ecological society. [5]

2. Data sources and research ideas

2.1. Research ideas

In this paper, ecological civilization construction as a key word in the Baidu index website to obtain the national 31 provinces, autonomous regions and municipalities directly under the central government in 2011-2020 of relevant search index, using the platform to provide search and media index, average calculation between the months and the number of media attention, the total index to establish index selection using 9 months (2011-2020) years from the search index, map search index time line chart, from the Angle of media and citizen network awareness of ecological civilization time variation characteristics were analyzed. Calculate the annual search index and media index of 31 regions in 9 years respectively. The temporal and spatial characteristics of ecological civilization network attention from 2011 to 2020 were studied by using the coefficient of variation. Based on this data, the current administrative zoning map of China is taken as the base map, and the hierarchical function of ArcGIS software is used to distinguish the provincial distribution of ecological civilization search index, and the spatial distribution characteristics of its network attention are analyzed, so as to provide information reference for the government.

The results show that the level of social development, infrastructure, number of Internet users, policy publicity, overall quality, advertising publicity, people's consciousness and other factors have a significant impact on the Internet attention of ecological civilization. The government should take differentiated guidance measures according to the social and economic conditions and the level of ecological civilization development in each region, and the land departments in each region should strengthen the construction of publicity and education platform for ecological civilization construction to effectively guarantee ecological security.
2.2. Data Sources
Based on ecological civilization as keywords in the baidu index on the website for the national 31 provinces, autonomous regions and municipalities directly under the central government in 2011-2020 of relevant search index, the index of the media, the cognitive situation of the province for the construction of ecological civilization. At the same time, through the statistical yearbook to find the data, the construction of the impact factor index research results to explore the main factors that affect people's ecological civilization, to lay a foundation for the later promotion of environmental policies.

2.3. Research Methods
Coefficient of variation is the ratio of standard deviation to the mean value of a set of data, which can reflect the change degree of a set of data. In order to quantitatively measure the temporal and spatial differences of attention of land circulation, the variation coefficient is used to calculate the variation degree of national retrieval in each month and the difference among 31 provinces (municipalities directly under the Central Government and autonomous regions). The formula is as follows:

\[ CV = \frac{1}{X} \sqrt{\frac{\sum_{i=1}^{n} (x_i - \bar{x})^2}{n}} \]  

In Formula (1), CV is the coefficient of variation, \( x_i \) is the search index of the ith month or the annual search index of a province, and X is the monthly average of the search index or the annual average of the 31 provinces (municipalities and autonomous flags) in China. The greater the coefficient of variation, the greater the month and regional difference of ecological civilization.

3. Analysis of temporal and spatial characteristics
3.1. Time difference analysis
From 2011 to 2015, it was in the embryonic stage of policies, and various policies were successively launched. When the policies were launched, the search index of ecological civilization reached the highest value, and then gradually decreased. From 2016 to 2020, the online attention of ecological civilization will be kept in a stable state of fluctuation and change, and the monthly search index will be around 3,000. The end of 2012 and the end of 2013 are the major time points for policy promotion,
so the policy attention changes significantly in this period, and the policy promotion in the later period is comprehensive and generalized, so the change range from 2015 to 2020 is relatively small. As can be seen from Table 1, the variation coefficient of each month in 2012 is 0.94, 0.5 higher than the mean value. At the end of 2012 and the beginning of 2013, the 18th National Congress of the Communist Party of China started from a new historical starting point and made a strategic decision of "vigorously promoting ecological civilization construction", drawing a grand blueprint of ecological civilization construction from 10 aspects. It has established the great achievement, important position and important target of ecological civilization construction, so the attention amount of ecological civilization has reached the peak. In other years, there is a small difference in the search index of each month, and the coefficient of variation is roughly maintained around 0.3. In the early stage, due to low attention, and in the later stage, due to the universal recognition of ecological civilization construction by the whole people, the search level is higher than that in the early stage and tends to be stable.

| Time  | mean  | standard deviation | CV   |
|-------|-------|--------------------|------|
| All   | 560.70| 252.20             | 0.45 |
| 2011  | 272.58| 77.11              | 0.28 |
| 2012  | 412.08| 387.27             | 0.94 |
| 2013  | 849.92| 244.55             | 0.29 |
| 2014  | 566.33| 208.89             | 0.37 |
| 2015  | 641.92| 149.56             | 0.23 |
| 2016  | 528.33| 161.18             | 0.31 |
| 2017  | 619.42| 236.74             | 0.38 |
| 2018  | 574.50| 143.07             | 0.25 |
| 2019  | 599.50| 206.13             | 0.34 |
| 2020  | 540.73| 197.08             | 0.36 |

In 2012, 2015 and 2018, the most searched, as early as the report of the 17th National Congress of the Communist Party of China in 2007 proposed to build an ecological civilization. Advance with time, and in November 2012 to 2013 to search high value, starting from a new historical starting point, the party's 18 to "promote the building of ecological civilization" strategic decisions, from ten aspects draw the grand blueprint of ecological civilization construction, establish the significant achievement in the construction of ecological civilization, the important position, the important goal. Also a small peak in 2015, as "the central committee of the communist party of China, the State Council on accelerating the opinions of the construction of ecological civilization" release, the overall scheme of reform of ecological civilization system of printing, illustrates the guiding ideology of ecological civilization system reform in our country, ideas, principles, goals, implementation of security, at the system level to make the top design, normalized promoting ecological civilization construction. Due to the convening of the fifth Plenary Session of the 18th Central Committee of the COMMUNIST Party of China (CPC), the improvement of ecological civilization has been written into the national five-year plan for the first time, attracting the attention of relevant people. The first session of the 13th National People's Congress amended the Constitution, indicating the need to "lead and manage economic work, urban and rural development and ecological progress", and putting ecological progress on the agenda of building a beautiful China.

On the whole, during the period of January-February before and after the introduction of the policy, the online public's search index for ecological civilization construction reached a peak and then leveled off. In general, it conforms to the law of Internet search behavior, that is, it attracts more attention before and after policy promotion, and then gradually returns to stability.
It can be seen from Figure 1 that the variation coefficients of the search index for each month from 2011 to 2020 are 0.45, 0.28, 0.94, 0.29, 0.37, 0.23, 0.31, 0.38, 0.251, 0.34 and 0.36, respectively. The fluctuation first increased and then gradually decreased, presenting an "inverted V-shaped" time change curve. Among them, the peak value was reached in 2013 and the coefficient of variation was the lowest in 2018, with a small month-to-month difference, and the attention of that year was more balanced.

![Monthly search index changes from 2011 to 2020](image)

**Fig. 2** Changes in the search index from month to month

3.2. **Spatial difference analysis**

In the first 7 years, the main search center gathered in Beijing, and in the last two years, it focused on southern cities such as Guangdong and Yunnan, with relatively high attention. The center of gravity gradually moved from the north region to the south. South China is economically developed, and since the reform and opening up relies on the behavior of paying more ecological costs to increase economic income, it gradually pays attention to the construction of ecological civilization, gets rid of the weak links and unreasonable development model before, and also actively cleans up its own environmental problems and pays attention to the punishment problems to change the status quo. News headlines contain the search value of ecological civilization keywords, which fluctuates from 2011 to 2020, presenting an inverted "V" type, and reached the inflection point in 2015, indicating that the media also paid insufficient attention to "ecological civilization" during the early period of policy introduction, and then improved, and gradually paid less attention to it after the "ecological civilization" gained a high popularity.
Table 2  Media indices by year

| Year | Index of media | Time Day average on year-on-year base | The highest |
|------|----------------|----------------------------------------|-------------|
| All  | 42             | 1541                                   | 149         |
| 2011 | 11             | 17%                                    | 566         |
| 2012 | 33             | 201%                                   | 402         |
| 2013 | 69             | -29%                                   | 624         |
| 2014 | 48             | 71%                                    | 477         |
| 2015 | 83             | 632                                    | 1541        |
| 2016 | 41             | -43%                                   | 421         |
| 2017 | 23             | 142%                                   | 568         |
| 2018 | 56             | -29%                                   | 477         |
| 2019 | 39             | -66%                                   | 286         |

Northern regions such as Beijing, Henan, Tianjin and Shaanxi pay more attention to ecological civilization, but their attention will gradually diminish by 2020. Guangdong, Guizhou, Yunnan, Sichuan, Zhejiang and other southern regions are paying more and more attention to it. In combination with Figure 2, the search index of Beijing and Guangdong in 2014 exceeded 6000, mainly concentrated in North and East China. In the early stage, East China took the lead, and other regions such as southwest China and North China paid equal attention; In the later period, southwest and East China were relatively high, while northwest was still relatively low. As the political center, Beijing is the first place where politics is practiced. It has the characteristics of strong political propaganda and high degree of political cooperation among the people, so it can effectively promote the construction of ecological civilization. The eastern coastal area is economically developed, and the policy, as a weathervane, has an obvious guiding role for it, so its search index for ecological civilization construction increases year by year. The total population of Henan province is large, the contradiction between human and land is prominent, the construction of ecological civilization continues to pay attention to, its search index remains at the previous level.

Guangdong will promote the building of ecological civilization after the eighteenth big independent into paper, put forward the socialist modernization of economic construction, political construction, cultural construction, social construction and ecological civilization construction general layout of "five one" for the critical period is in development, construction of guangdong, guangdong has a beautiful happiness is very important strategic significance.

In yunnan in 2008 after comrade xi jinping visited yunnan focus on "colorful yunnan emit more shine" construction, developed decision and plan for construction, put forward the "colorful yunnan protection act as the carrier, make great efforts to building a supporting system for the industry of ecological civilization, ecological civilization, ecological environment security system civilization and moral culture system and the system of ecological civilization, as the national ecological civilization construction vanguard" deployment. The government has successively issued the Decision on Strengthening ecological Civilization Construction and the Outline of The Colorful Yunnan Ecological Civilization Construction Plan (2009-2020), which will make ecological civilization construction run through the whole process of economic and social development, and the Decision on Striving to be the Leader of the National Ecological Civilization construction.

Sichuan in 2013 launched the solid waste pollution control, then the key in the returning farmland to forest, realize the fog zone spreading system, since the eighteenth congress of the province will build the upper Yangtze river ecological barrier, safeguard national ecological security in the construction of ecological civilization in the first place, promoting the ecological construction, energy conservation and emissions reduction, resource conservation and comprehensive utilization, pollution control, afforestation and achieved positive results.
Henan has made great progress in the fight against pollution and the protection of natural ecology from scratch. With the Green Shield Campaign as the focus, we will carry out law enforcement and supervision over nature reserves and severely punish violations of laws and regulations. After the period of "11th five-year plan", continue to promote the ecological creation work, the implementation of quality, ecological function, economic structure accelerated the afforestation, environmental governance effect four big action, stick to cut pollution emissions and expanding environmental capacity "combine", ecological protection, ecological construction, ecological governance "three-pronged", promote green development, create a new situation of ecological civilization construction.

The degree of distribution equalization is gradually improved, but there is still unbalanced distribution, which presents a state of more in the east and less in the west, more in the south and less in the north. The development of the Internet undoubtedly provides a convenient channel for the public to understand top-level design. At present, we still need to strengthen the network connectivity, improve the infrastructure construction in the underdeveloped northwest region, and promote the construction of ecological civilization to win the hearts of the public.

At the same time in 2011, 2012 PC top search volume and the average search volume is higher than that of mobile terminal, shows that during the period of the computer and other products as the main means of people understand the ecological civilization, understanding of the popularization of ecological civilization plays an important role, in the 2011-2016 PCS are greater than the average mobile terminal, shows as mobile phones and other mobile electronic products popular, some users has begun to change the search preferences, from the fixed computer in electronic products, such as mobile phone, tablet accept message. From 2016 to 2020, the number of searches on mobile terminals will continue to grow, with both the highest value and the average value higher than that on mobile terminals. In this case, mobile terminals should be taken as key objects of publicity and investment in publicity and education.
Table 4 Search index by year

| Time | PC terminal | Mobile terminal |
|------|-------------|-----------------|
|      | The highest average | The highest average |
| All  | 1101        | 267             | 1111             | 281  |
| 2011 | 366         | 182             | 206              | 80   |
| 2012 | 1101        | 252             | 846              | 150  |
| 2013 | 908         | 446             | 1111             | 381  |
| 2014 | 487         | 277             | 667              | 292  |
| 2015 | 855         | 320             | 968              | 295  |
| 2016 | 572         | 248             | 889              | 237  |
| 2017 | 422         | 223             | 927              | 343  |
| 2018 | 943         | 241             | 874              | 364  |
| 2019 | 668         | 251             | 801              | 342  |
| 2020 | 540         | 228             | 853              | 324  |

3.3. Analysis of other Relevant Words:

By collecting relevant hot words, it can be found that in the early stage, people searched for basic and conceptual words such as the connotation of ecological civilization, beauty index, green food, circular production and sustainable development, so as to understand their basic meaning and meaning. Then, I thought about and paid attention to key keywords such as selenium, urban planning, green development and spiritual civilization, green China, environmental protection, the 17th National Congress of the Communist Party of China, ecological industry, natural resources law and other system design aspects. Then, with the understanding of ecological civilization construction gradually becoming comprehensive and systematic, the state puts forward relevant ecological civilization expansion and auxiliary vocabulary, and people pay more attention to it, as shown in Figure 3: National key lay in these areas, economic theory, reform, innovation, two mountain, health for the integration of urban and rural development, administrative supervision resource conservation-oriented society, energy, ecology, environmental science, acid rain, fog, health, civilization system repair, health, environmental control in the Chinese dream, solid waste pollution, public participation, free trade area, the land administration law, clean energy such as deep vocabulary gradually is involved and understanding to its people, is not only a policy propaganda, propaganda and education, guide people sustained and stable this YiQian year plan of ecological civilization. As can be seen from the word frequency in the picture, it is not difficult to find that Chinese people's understanding of ecological civilization has been gradually deepened and their level of understanding has been constantly improved, which is conducive to the promotion of ecological civilization in China and the early realization of the great Chinese dream of a beautiful China.
4. Impact Factor

The level of social development reflects the city's important task of "economic development as the center", which bears the importance of ecological civilization construction. As a bridge between people and ecological civilization, the quality of infrastructure affects the way and method of people's understanding of ecological civilization. The situation of Internet surfing directly affects the success of search and the promotion of publicity and education. Policy intensity as the guide, leading the in-depth study of the region, advertising is the most effective way for people to learn, people's own quality, education directly affects the active study of ecological civilization, the frequency of natural ecological disasters and its inertia also affect the completion of ecological civilization.

Taking Baidu search index into comprehensive consideration, the selected data are All Baidu Index and its search index to test the impact of public demand for the application of network circulation platform on the attention of ecological civilization network. Considering the availability of data, all variables for correlation analysis are data from typical cities in 2018. In this paper, 8 factors are identified as controlling variables, as shown in figure 5. According to the results of model operation, from 2011 to 2020:(1) the determinants of attention of ecological civilization construction (q value) are, in descending order, social development level, green coverage rate of built-up areas and Internet access. For every 10,000 college students, the number of urban workers participating in medical insurance, the excellent and good rate of urban air quality, the greening development in built-up areas coupled with economic means have significant influence on the distribution of ecological civilization search index. PD,U value is the highest, reaching 1. Health insurance had little impact, with the highest geolocation score below 0.4. (2) The selected factors have a two-factor enhancement and nonlinear enhancement relationship with ecological civilization construction, and the benefits generated by their cooperation are much higher than those generated by them alone. Although the eight factors have independent influence on the spatial distribution of ecological civilization construction, they also influence each other and have effects.
Table 5 Results of geographic detectors

| Factors                                      | q          | p          |
|----------------------------------------------|------------|------------|
| The level of social development              | 0.290909091| 0.9610603  |
| The green coverage rate in the built-up area  | 0.607575758| 0.514611   |
| Internet access                              | 0.548484848| 0.8330743  |
| The rate of harmless disposal of household garbage | 0.184545455| 0.9814402  |
| Domestic sewage treatment rate                | 0.736363636| 0.4702945  |
| Per 10,000 students of institutions of higher learning | 0.73030303 | 0.7338403  |
| The number of urban workers participating in medical insurance | 0.750757576| 0.3695437  |
| The good and good rate of urban air quality  | 0.718181818| 0.4134717  |

The highest value of economic behavior plays a leading role in attracting attention to ecological civilization. It is positively correlated with the willingness to understand. Therefore, it is necessary to strengthen the guiding force and strength of the government in ecological civilization construction and carry out effective ecological civilization construction projects. For example, increasing government investment in water conservancy, roads, housing, medical care, afforestation and other aspects and improving infrastructure construction are conducive to improving farmers' living conditions and living environment, and guiding the improvement of understanding of ecological civilization. As the basis of development, if natural disasters are diversified, concentrated and frequent, environmental problems will directly affect the livelihood and living quality of residents. For example, soil erosion will lead to the decline of cultivated land quality and the degradation of grassland in pastoral areas, and increase the maintenance cost of residents. Therefore, they will contribute to the deterioration of ecological civilization. The increase of the quality demand of the main body is the direct driving force of the progress and evolution of ecological civilization.

With the help of the interaction detector in the geographic detector, it is found that there are double factor enhancement and nonlinear enhancement relations among all factors. The relationship between the former indicates that the combination of the two will attract more attention from regions concerned with ecological civilization, while the relationship between the latter indicates that the simultaneous development benefits of the two are higher than the maximum benefits generated by either of them alone. This provides a coordinated development approach for building an ecological civilization society. When relevant departments use policy means to increase their infrastructure investment in northwest and inland areas of China, they also need to be supplemented by other behavioral means such as government subsidies, so as to promote the construction of an ecological civilization society through multi-angle and multi-type means.

5. Conclusion and Discussion

5.1. The Conclusion

Based on Baidu Index, this study analyzed the spatial and temporal characteristics of network attention of ecological civilization in 31 provinces, autonomous regions and municipalities in China from 2011 to 2020, and analyzed its influencing factors through geographic probes, and reached the following conclusions.

1) Chinese netizens' attention to ecological civilization will significantly increase within 1-2 months after relevant national policies and regulations are issued, and the heat will disappear and return to a stable state. The public's attention is highly sensitive to policies of the nature of encouragement and protection and relevant punishment measures, and the public's attention is relatively high. The media index shows an inverted "V" shaped change during the early policy period. The media has not paid much attention to the ecological civilization in the later period.

2) On the whole, the spatial characteristics of ecological civilization attention are more in the east and less in the west, and more in the north and less in the south. Since 2015, the spatial difference of
search index has become smaller and its geographical distribution is more balanced, but the problem of regional differentiation and alienation still exists for a long time.

3) As the main means for people to understand ecological civilization, early computers and other products play an important role in the popularization of ecological civilization. After 2016-2020, the number of searches on mobile terminals will continue to increase. At this time, mobile terminals should be taken as the key object of publicity and investment in publicity and education.

4) The focus on ecological civilization changes steadily from month to month within the year, and the annual total remains stable, with more and more balanced attention from all parts of the country. With the continuous improvement of network infrastructure in various places, the spatial distribution of attention will be more and more balanced, that is, the coverage rate, usage and usage types of the Internet will have a significant impact on the publicity and education of ecological civilization.

Ecological civilization as a millennium project in China, local governments should strengthen the supervision and inspection of network information related to ecological civilization, especially for the continuous development of online lectures on ecological civilization in the era of "Internet +", so as to effectively enhance citizens' awareness of environmental protection.

6. Discuss
In recent years, with the continuous maturity of mobile communication means and the continuous improvement of network coverage, the popularity of mobile phone software WeChat APP can represent the network preference of most people. In future studies, wechat data can be added as supplementary data to make the data volume more accurate. However, WeChat is consistent with part of the body on the PC side, which leads to the failure of data repeatability, so other methods need to be introduced for supplementary calculation. At the same time, the preliminary improvement of WeChat data platform results in a short data period without great regularity, so the introduction of other relevant indicators can effectively solve this problem. The search index is based on the search volume, reflecting the heat of certain content being searched on Baidu, rather than the absolute search volume. Therefore, the heat is also crowded out by other entertainment and capital news. Therefore, relevant models should be added for analysis.

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