Research on the Monitoring and Response Mechanism of Earthquake Public Opinion

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Abstract. Earthquake public opinion along with the development of online media platforms has become an important part of earthquake public opinion monitoring. In order to strengthen the monitoring of public opinion on the seismic network, scientifically respond to the public opinion on the seismic network, and effectively disseminate seismic information, we analyze the content of the public opinion on the seismic network, the characteristics of the public opinion, the monitoring of the public opinion, and the response mechanism of the public opinion on the earthquake.

1. Introduction
As an integral part of social public opinion, online public opinion has moved from the margins of media public opinion to the mainstream, becoming an important channel for the party and government to understand public opinion and pool public wisdom, and has become an important basis for promoting public opinion expression, improving social management, and influencing government decision-making [1]. For the earthquake industry, the sudden, destructive and unpredictable characteristics of earthquakes have brought disasters and losses to human society. Because human research and exploration are not enough to fully analyze the passwords of nature, only in the event of natural disasters, the losses caused by earthquake disasters are minimized as much as possible. Seismic network public opinion is also like an earthquake disaster. Sometimes it suddenly catches people by surprise. You need to do a good job of monitoring the earthquake network public opinion, grasp the dynamics of the earthquake public opinion, and do a good job of monitoring and responding to the earthquake network public opinion at any time.

2. Earthquake public opinion

2.1. Public opinion in the earthquake industry
Public opinion related to major earthquake disasters is an important part of the content of public opinion for earthquakes. At an earthquake occurs, there will be a lot of earthquake-related public opinion, such as earthquake prediction, casualties, aftershocks, resettlement and rescue of disaster victims, and so on. At 8: 2 on April 20, 2013, a magnitude 7.0 earthquake occurred in Lushan County (30.30 ° N, 103: 00 ° E), Ya'an City, Sichuan Province, with a focal depth of 13km and an epicenter of approximately 100km from Chengdu. Chengdu, Chongqing, and Baoji, Hanzhong, Ankang and other places in Shaanxi have strong tremors.

After the “4.20” Lushan earthquake, a large amount of public opinion information was spread on the online platform in a short period of time, and a large number of targets were increased in a short period.
of time on mainstream online platforms such as Sina Weibo, Tencent Weibo, and Baidu Tieba. Public opinion on the earthquake. Public opinion has been hotly debated about relief and resettlement, post-disaster condolences, earthquake warning and other aspects, and a lot of relevant public opinion information has been disseminated. There is misunderstanding and misreading of public opinion events concerning major policies and measures related to earthquake prevention and mitigation. The most obvious is information about national earthquake early warning projects. Often, some people will misunderstand earthquake early warnings as earthquake predictions, thinking that earthquake predictions can be achieved. In fact, earthquake warning and earthquake prediction are completely different concepts. At the same time, there are many public opinion events in the area of earthquake prevention and disaster reduction that involve the public's immediate interests and have a greater impact.

2.2. Earthquake government affairs
In the earthquake prevention and mitigation work, in addition to the public opinion dissemination events caused by the earthquake disaster, there are many public opinion disseminations in earthquake government affairs, and some are public opinion events that seriously impact the bottom line of social morality. The public information of the "three public" budget and final accounts of the earthquake, the significance of the existence of the earthquake department, and what the earthquake workers are doing after the earthquake, etc., all have a small range of public opinion. Typical events, such as: "Zhu Liyu, a representative of the National People's Congress and director of the Guangdong Guoding Law Firm, brought with him the" Recommendations on Withdrawing the National Seismological Bureau. "He believes that the National Seismological Bureau has the responsibility to monitor and predict earthquakes, but repeatedly explained to the public that the earthquake could not be predicted and failed to fulfill its statutory responsibilities. It was suggested to cancel the Seismological Bureau and set up the Earthquake Research Institute in the Chinese Academy of Sciences to conduct pre-earthquake exploration work. "This incident caused public opinion about whether the Seismological Bureau was withdrawn. It shows the shortcomings and shortcomings of the earthquake news propaganda work.

3. New characteristics of earthquake public opinion
The development of Internet technology and the emergence of new types of information dissemination have made many new features of the current earthquake public opinion. These new features have had a profound impact on the implementation of earthquake prevention and disaster reduction work. Doing well in response to public opinion has become an inherent requirement for the seismic department to improve its governance capabilities. The most prominent feature of public opinion is its rapid spread and wide range of influence. The huge number of netizens and the developed network technology platform provide the possibility for the rapid dissemination and fermentation of public opinion information. In a short time, they can become the focus of attention in forums, posts, Weibo and WeChat. Diversity of public opinion information sources. In addition to traditional newspapers, television, and radio, public opinion information sources in the new media era are more abundant, such as various news reviews, website bbs, various chat rooms, Weibo and blogs, online surveys and online interviews, QQ groups, etc. Similar social media [2]. Earthquake rumors spread mostly through these platforms. The interactive nature and high efficiency of network media spread makes the trend of diversification of public opinion information sources even more obvious. In the earthquake public opinion monitoring, the private forecaster "Prediction Center" has repeatedly monitored the use of new media network platforms such as blogs and microblogs to broadcast and forward earthquake information, causing public online public opinion. The lack of public knowledge about earthquakes has become a force that promotes the dissemination of negative information about earthquakes. Talking about earthquake predictions and earthquake predictions on the Internet platform has deceived the public, causing unnecessary panic among netizens. The emergence of Weibo and WeChat has made the public opinion transmission channels more diversified, and public opinion can be disseminated through smart portable terminal mobile Internet.
The suddenness of earthquake public opinion and the deviation of information transmission have become typical characteristics of earthquake public opinion. Due to the unpredictable suddenness of the earthquake, the sudden outbreak of public opinion in the earthquake caused the outbreak of public opinion to occur within 4 hours of the earthquake disaster. At one time a large amount of earthquake public opinion content was spread on the major platforms of the Internet, and public opinion was also reprinted and commented on by various platforms. In the process, deviations in information transmission occurred. Various opinions are spread on the Internet. Most of the content is true, rational, and objective, but some of the content expresses their dissatisfaction with society through events, and even sends out false information rumors, which leads to the bias of public opinion information transmission.

4. Seismic network public opinion monitoring
Seismic network public opinion monitoring is a key link. It is necessary to monitor the content, time and scope of public opinion, and verify the data information. Seismic network public opinion monitoring is an ongoing task. It is necessary to monitor 7 × 24 hours in time. With the help of a powerful public opinion monitoring system platform, keywords are set to match, and the system is automatically monitored through manual intervention. Provide network public opinion monitoring information to realize the earthquake network public opinion early warning mechanism.

4.1. Collect timely and comprehensive public opinion information on the earthquake network
Focus monitoring on mainstream media websites, social platforms, and self-media, especially after major disaster earthquakes, such as those caused by the magnitude 7.0 earthquake in Lushan, Sichuan, magnitude 6.5 in Ludian, Yunnan, and magnitude 8.1 in Nepal Seismic network public opinion needs to be comprehensively collected and analyzed to form results such as briefing papers, reports, or charts, and circulated internally in the form of express reports to provide a comprehensive grasp of seismic network public opinion.

4.2. Realizing the monitoring of earthquake network public opinion through network public opinion monitoring technology
When a major earthquake disaster occurs, especially when emergency plans are launched, emergency rescue and emergency disposal phases are concerned, the public opinion's concerns will change as the situation develops. Keywords involving earthquake public opinion include: "Earthquake disaster, rescue Information, prayer information, donation information, tracing information, reporting peace, asking for help," and so on. Match the public opinion monitoring system with relevant public opinion keywords to improve the efficiency and accuracy of online public opinion monitoring.

4.3. Provide references for important decisions
Earthquake public opinion monitoring can obtain the overall overview and development trend of online public opinion, conduct preliminary research and classification of public opinion events, clearly describe the original events, time, scope of communication platforms, commentary trends, and pre-judgment of public opinion events, and form a public opinion event bulletin. And fill out suggestions for handling public opinion, providing an important reference for public opinion response.
5. Earthquake network public opinion response mechanism

First, it is necessary to release authoritative information in a timely manner and establish the credibility of the government. In the Liushan earthquake in Sichuan, the central government responded as soon as possible. Premier Li Keqiang and Vice Premier Wang Yang rushed to the disaster area four hours after the incident. The ministries and commissions such as the State Council, the Ministry of Civil Affairs, the Ministry of Transport, and China Railway Corporation made timely responses. Instruction and deployment of rescue; the Sichuan Provincial Government held two press conferences on the same day for rescue deployment, and convened the armed police to focus on rescue, reflecting the fact that government departments are using actual actions to guide public opinion and timely release earthquake information of public concern. We must always grasp the release authority, the initiative of information is to be the first informant and the first disseminator of public opinion and build the credibility of the government. In the public opinion response, after monitoring the public opinion that needs to be responded to, the relevant departments should make good use of the golden time of public opinion response and release authoritative information through websites and social media channels. The authoritative information mainly includes the truth of the incident, preliminary treatment, media and public concerns, and plans for the next incident. It is necessary to increase the release frequency of authoritative information, become a source of news reports in the media, and effectively guide public opinion.

Second, multi-platform dissemination of information effectively guides public opinion. During the Wenchuan earthquake, there were still a dozen remote mountainous areas in the quake-hit areas that were not connected to road traffic, and when tens of thousands of people lost their messages, the “Safety Notes” and “Family Search Notes” introduced by the Central Radio got a lot of media. Some media have also participated in the earthquake relief efforts [3]. Various media such as newspapers, radio, television, and the Internet have shown their abilities in earthquake disaster reporting. Although the themes are the same, the forms are different, and the emphasis is different, reflecting the unique charm of different media [4]. The choice of information dissemination platform is very important, which directly affects the effectiveness of information arrival. We must fully tap the respective advantages and characteristics of new and old media and focus on information dissemination in order to achieve the expected results.

To effectively guide public opinion, we must attach importance to the collection and analysis of public opinion, accurately grasp the mentality and social emotions of the affected people and grasp the needs of the public in order to enhance the pertinence and effectiveness of public opinion guidance. At the same time, we must strengthen the quick response and coordination capabilities of the propaganda department and the online information department, strengthen communication with relevant media and websites, and take into account both traditional and emerging media. On the one hand, it is necessary to respond through portals, Weibo, WeChat and other forms as soon as possible; on the other hand, it is necessary to research and judge the situation according to public opinion and determine whether to contact the traditional mainstream media to report the situation. Make full use of the advantages of various media platforms to jointly do a good job in information transmission and public opinion guidance, and further expand the scope of response information dissemination.

Third, focus on media interviews and respond to public concerns. In the event of an earthquake public opinion event, it is necessary to make good use of the favorable opportunities of media interviews. You can actively contact the media to conduct interviews and explain the reasons for the incident. Seismic system government response to public opinion should adapt to the trend of objectization and decentralization of the dissemination, so as to meet the different concerns and needs of the public. Further increase the opening rate of government affairs Weibo, WeChat and clients, make full use of the characteristics of communication and interactive dissemination of emerging media platforms and interactive functions of government websites, and improve the arrival rate of response information. The official website, official Wei, public account and some personal Weibo, WeChat, into a new media matrix with a wide coverage and high transmission efficiency, unified review and release of authoritative information in response to public opinion in order to better guide public opinion.
6. Evaluation of Public Opinion Disposition Effect
The evaluation of the effect of seismic network public opinion handling is an important measure to judge the effectiveness of the network public opinion response method. Through the continuous monitoring of public opinion events by the earthquake network public opinion monitoring platform, the collected data can intuitively show the effect of the disposal. Through the analysis and deep mining of the data, find the advantages and disadvantages of public opinion response methods, and improve the public opinion response mechanism. The scope of the effect assessment can be evaluated from various aspects such as response timeliness, disposal methods, monitoring content, and monitoring technology, so that it can more fully reflect the effect of the monitoring response mechanism of the public opinion on the earthquake network, and also lay a foundation for further improving the monitoring level and response methods.

7. Conclusion
The monitoring and response of the earthquake network public opinion is highly valued by the government not only reflecting the result of the current government's transition to a service-oriented government, but also the strength of today's public opinion. The development of online media technology platforms has strengthened the public's vocal influence and provided references and opinions for the direction of government service transformation. From another level, it also shows the level of public knowledge structure, viewpoints and attitudes. Starting from the actual situation of the public, it can better guide the response to public opinion and open up ideas for the response to earthquake public opinion. The widespread dissemination and popularization of earthquake popularization knowledge and information has improved the level of public opinion, and also has a subtle influence on the development direction of earthquake network public opinion [5]. Continuously obtain valuable data and information from the public opinion of the earthquake network to establish and improve the public opinion monitoring and response mechanism of the earthquake system, form a joint response force of the public opinion, effectively improve the level of public opinion monitoring and response of the seismic system, and achieve a virtuous communication between the earthquake department and the public. The integrated development of disaster reduction has created a good atmosphere of public opinion.

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