Public Opinion Guidance with New Government Media In the Age of Big Data

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Abstract. The Internet has changed the way of people's life, meanwhile, the emergence of new media is changing people’s habit of reading news and getting information. Recently, in order to take use of the new media platform to guide the network public opinion, The government gradually increased the construction of new government media. This paper aim to study the new characteristics of public opinion in new media age, analyzes the problems of the new government media in the public opinion guiding, and also put forward some optimization strategies.

1. Introduction
The development of the Internet has promoted the emergence of new media, which refers to a new type of media based on technology that can greatly expand the dissemination of information, accelerate the transmission speed and enrich the transmission mode. It is quite different from traditional media [1]. The fact that people use new media platform can give access to obtaining information and message much more faster, it increases the frequency of people using it. According to the new media trends report in 2018 from the penguin, among Chinese Internet information consumers, the average time spent on information consumption (all channels) per day reached 76.8 minutes. According to the report, about 73.7% of the users can take out more than 30 minutes a day to browse information, at the same time, there are 47.1% of the users can spend more than 1 hours to read information a day [2]. The new media has become an important part in people daily life. Therefore many local and central governments have seen the space for the development of new media, and have set up official microblog or WeChat to release relevant news information, so as to shorten the distance with the public.

The rapid development of new media not only provides convenience for people to gain information, also changes the spread of public opinion. Such as chengdu school canteen messy problem a while ago, the recent Hong Kong waste young events, and the college sky-high accommodation costs events, these events aroused heated discussion online as soon as they were reported by the new media platform. The new media platform provides environment where everyone can be involved in the spread of public opinion, it prompted the hot public opinion emerge in endlessly. On the other hand, it is also becoming more and more important also has brought certain challenges for the government to control public opinion. Therefore, for the government, how to use the new media tool to correctly guide the public opinions of our society is becoming more and more important.

Public composed of individuals and social groups always comment on the incidents are closely related to their own concerns or interests. These views constitute public opinion. Public opinion is
interlaced sum of various emotions, intentions, attitudes and opinions held by the public in a certain historical stage and social space[3]. New media provides a more free communication platform. It is a new way for government to guide public opinion, and many scholars are researching about it. Li Zongjian etc. [4] think we should change the traditional way of public opinion guidance and take advantage of the Internet technology and the fast spread of new media to create the conditions for public opinion guidance. Xie Jin-lin [5] think public opinion has the characteristics of diversification and intensification in transition network, the public attitude and advice should be considered in public opinion guidance. Zheng Lei etc.[6] research the current Chinese government official Weibo's role, problems and challenges in crisis management through the empirical study. Li Enlin etc.[7] think government official WeChat can play a good role in government public opinion work. They all see the chance of new media in public opinion guidance, and put forward some practical solutions. Therefore, it has certain feasibility that taking advantage of new media to guide public opinion.

2. Characteristics of Public Opinion in The New Media Era

New media has changed the communication mode of traditional public opinion and also endowed public opinion with some new features. Cao Xiaoyang et al. [8] believed that opinions expressed online are anonymous and direct, sometimes even emotional or irrational. Pan Xu et al. [9] believed that the discussion of online public opinion is generally negative and emotional. Wang Yang et al. [10] believed that public opinion on the Internet has the characteristics of polyphyly multiple and multanimity. It is not difficult to see from the summary and analysis that the current network public opinion has the following characteristics:

2.1 The Transmission Speed Is Fast and The Transmission Mode Is Diverse

With the help of the new media’s sensitivity, the rapidity and extensity of information transmission, public opinion was processed soon when it was exposed to public view. Unlike previous event passed through layer upon layer process to reach people, public opinion events can do real-time reports even now. At the same time, people can collect lots of information related to event from the new media's search engine more conveniently, public can understand event deeply and share comment with others.

2.2 One-sided, Emotional and Irrational

For some public opinion information, because the new media workers may focus on different aspect or intentionally processing for some details, one can only understand partial information and do not know the whole story. If some of the new media use emotional color or introductory statement, or touch the netizen on your idea, it's easy to arouse the netizens' emotions. In addition, because the comment published online is anonymous and no constraint, some people through the keyboard's comments may be a radical thought, instead of rational thinking.

2.3 Easy to Participate and Easy to Take Advantage of

The availability of the Internet makes people participate in the discussion of public opinion events easier, as long as there is network, everyone can learn a lot of information and publish their views. For some professional knowledge people don't know or understand, people are likely to be puzzled by some media publishers word and be used.

2.4 Group Is Strong

People tend to seek people with similar views when expressing their own views on an event, and some people will follow the thoughts and opinions of most people to establish their own views, showing a strong group.

3. Use Government Affairs New Media to Guide Public Opinion Problem

The new features of public opinion brought by new media make people see the difference between online public opinion and traditional public opinion, and make the government pay more and more
attention to use the new media to guide the public opinion. However, there are still some problems in
the guidance of public opinion with new government media.

3.1 The Timeliness
Although the speed of information transmission is very fast, it is still a minority that can deal with
public opinion in time. The first one to two hours after the public opinion was reported is the best time
to explain the truth and guide public opinion. However, due to conservative ideas and complex
processes of many governments, the official media accounts are often unable to deal with public
opinion formally and make responses within this period, which is easy to make the public question.
Moreover, after several hours of fermentation, it maybe appear some word with strong incendiary
content, it is easy to arouse the public mood and make the public opinion deviate from the direction.
Then, the effect of public opinion guiding will be poor[7]. Some people will think that the long-term
processing is to discuss countermeasures to hide the public's eyes and ears.

3.2 Authenticity
The official new media account as a representative of the government should send the appropriate
response after confirming the authenticity in the face of the occurrence. But the first information
received may be one-sided, not entirely accurate. However some authorities convey some information
in advance before the fact fully investigate clearly, sometimes it is not real. After fact appears, it
maybe cause that the public's trust in the official news has declined. For example, an official account
published a piece of news with directivity when the incident of "chongqing bus falling off a bridge"
occured, which caused netizens to attack the female driver. After the investigation, the accident had
nothing to do with the female driver, but the official account did not further explain or apologize, so it
casted the public to question the account.

3.3 The Way to Deal with It
Many official media still adopt traditional ways to deal with public opinion, such as cold treatment and
non-response, which will arouse people's opposition and make people think that the government is
evading and weaken their trust in the authority of the government. For recent events on the network,
some media accounts take some way to forbid people to discuss events, such as remove video,
shielding subject. Although using this approach can reduce the massive discussions for a short period
of time to some extent, it's easy to cause the negative feelings of people, then the official notice may
not be believed by public. In addition, some government media will delete the wrong news and deal
with it coldly after making mistakes, which will reduce the popularity of the public.

3.4 Professional
For management of new government media, they need to have some professional knowledge related to
public opinion. But in fact, most of the new government media don’t meet this condition. Daily
operation of many government media accounts lacks the popularization of some professional
knowledge, or they can not solve some basic professional problem from user comments[6]. In addition,
some departments’ media account’s operation is even outsourced to other enterprises, which improves
the efficiency of account operation but may reduce the professionalism of the account. The account
generally adopts shift system, and everyone's professional knowledge is also different. Therefore, the
operation of the account cannot fully meet the needs of the public.

3.5 Workflow
Recently some new government media is still the continuation of the traditional way in the approval
process[6]. It process feedback in a hierarchical manner. Daily operator collect public opinion from
comments or messages and send these to high-level people. Then they handled information
according to instruction and feedback from high-level. This can guarantee the seriousness of the
official account, but this will waste a lot of time and manpower. Some new government media account
not only audit the information that is published every day, but also audit every reply, which is inefficient. The same is true for the process of collecting and reporting public opinion. Complicated procedures will increase workload and reduce work efficiency.

4. Optimization Strategy of Guiding Public Opinion with New Media

4.1 Find and Deal with Public Opinion in Time
When finding public opinion, we should respond positively and deal with them in a timely manner. For public opinion events that can be concluded quickly, we can release information when the result of the event is confirmed. For public opinion events that last for a long time, we should release announcements to appease the public. Don't let the public mistake the government for being perfunctory, it will provide a readily exploitable loophole for people with ulterior motives. It is also possible to build a public opinion early warning system by big data technology and user analysis. This helps to find and deal with public opinion timely. And this makes it possible to block divergent sources.

4.2 Verify Information and Guide Public Opinion Correctly
We should pay attention to the authenticity of information when we pursue the information timeliness. The new government media should pay attention to investigate the real situation of the incident when it reports news. For events that is not final, the description of the news should be objective. Editors do not use ambiguous language or make overly directional assumptions as far as possible when they report news. It is more likely to guide people's thought correctly, and calm their mood. The media should use positive words to reduce the living space of negative words when things caused discussion, so as to achieve the effect of correct guidance.

4.3 Treat Public Opinion with A Rational and Objective Attitude
For the occurrence of public opinion events, we should not react negatively or simply block them. In addition, we should not be afraid of the discussion of the public, but take the right way to face the discussion of the public. The blind blocking may lead to the adverse psychology of the public, which may have a negative impact. When there are some mistakes in the operation of the official account, we should not be afraid to face the mistakes. We should sort things out and learn from experience, and admit mistakes frankly.

4.4 Train Operators to Improve Their Professional Level
Conducting training and testing for operators of new media regularly. It can strengthen their professional knowledge and skills on public opinion, so that they can identify public opinion information. Then the operation team can deal with some small fluctuations of public opinion in the initial stage, so as to reduce the occurrence of common sense errors. If the operation team takes the form of outsourcing, it is necessary to contact with companies which have some professional knowledge and experience.

4.5 Optimize Workflow and Improve Efficiency
The operation team should establish better management mechanism and optimize workflow. For some daily news releasing or simple replying to the public, some complicated process can be omitted, it can reduce the waste of time, manpower and other resources generated by the audit. The government can generate good interaction and establish a more harmonious relationship with the public through replying them timely. In addition, the importance of public opinion events should be distincsted[6]. For low-level events, they are handled by the common operator rather than reported to the high-level manager. When major public opinion appear, they are reviewed through a hierarchical review process. This way can greatly save time and improve efficiency.
5. Conclusion

Network changed people's life in many ways, the new government media has brought more opportunities and conditions for public opinion guiding. Attaching great importance to the construction and maintenance of the new government media can better adjust the relationship between the government and the people. And it is beneficial for setting up the image of the government. This paper simply analyzes the strategy of guiding public opinion with the new government media in theory. In the following study, we will study how to guide public opinion with big data and other technical.

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