Retraction

Retraction: Thinking and Exploration Based on Wechat for Government Affairs in Governance of Public Opinions in the New Media Era (J. Phys.: Conf. Ser. 1744 042190)

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The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Thinking and Exploration Based on Wechat for Government Affairs in Governance of Public Opinions in the New Media Era

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Abstract. With the rapid development of China’s mobile Internet technology and the increasing number of smart phone users, we have embraced the era of new media. WeChat has been part and parcel of people in daily life for information transmission and communication. WeChat is capable of transforming general public topics into public events, which presents a new challenge to the government's response to public opinion crisis. Therefore, how to build a governance mechanism for public opinion is a major test of China's governing capacity and it is a realistic topic to improve the government's credibility. Research on solution to the problem of government public opinion management in the WeChat based new media era has important practical significance for the government to do a good job in public opinion management in the new media era in an efficient manner.

Keywords: Wechat Based New Media, Government Public Opinion Management, Thinking and Exploration

Introduction
The current society has entered the "we media" era with Wechat as the communication media, in which "everyone is a communicator and the producer of public opinion". Against the background of great efforts in exploration of promotion of guidance of public opinion by the professional mass media, we should make it clear that Wechat, as a emerging power, brings new challenges to traditional social governance and the government's ability to control order. Proceeding from the development of new media and government WeChat, this paper points out that the government faces the bad public opinion environment and conflicts arises in change of public opinion environment, democratic participation and different concept of values and other fields based on the challenges of Wechat to the government public opinion management. Traditional models of production of public opinion has been overthrown and it will no longer be effective to solely rely on administrative means for disposal of public opinion. Therefore, it is imperative to comb the trend of local government crisis of public opinion. In addition, the construction level of WeChat for government affairs is urgently to be improved, and problems such as weak capability in information dissemination come into being one after another. Therefore, it
is necessary to improve the credibility of the government and the ability to respond to public opinions, and put forward countermeasures for the government public opinion crisis in WeChat era.

1. The Significance of Development of New Media and Government WeChat Public Opinion Governance

Compared with the early forms of media, the types and forms of information dissemination in new media era have undergone great changes. Besides, the continuous innovation of new media have brought the reconstruction of new transmission methods. The endless emerging of smart new media has changed the ways of people's life style and people are no longer subject to the limitation in time, place and environment, which is developed to the highest extent with the emergence of new new media. The progress of science and technology and people's demand for information have stimulated the vigorous development of new media industry. The intelligence of mobile phones has broken people's previous dependence on the way of information acquisition, and new media can help enable people to acquire information in the first time without limitation in time and space. New media is a truly equal and open Internet platform. New media has experienced more than ten years of development in China, and head-ways have been achieved by technological innovation [1].

Nowadays, WeChat has become an indispensable tool for information transmission and communication in people's life. According to the 2017 WeChat Data Report, the number of active WeChat accounts in 2019 was 1.151 billion, an increase of 6% over the same period last year. These data undoubtedly show that WeChat has gradually become the first social media in China. China has entered the WeChat based new media era where "everyone is a communicator and a builder of public opinion". Against the background of great efforts in exploration of promotion of guidance of public opinion by the professional mass media, we should make it clear that Wechat, as a emerging power, brings new challenges to traditional social governance and the government's ability to control order [2].

2. Challenges Posed By Wechat to the Government Public Opinion Management in the New Media Era

2.1 The Increasing of Difficulty of Government WeChat in Management of Public Opinion

With the arrival of the latest version of WeChat, it provides great technical support for the sharing of text, pictures and videos. WeChat users can obtain and share a lot of information in a short time. It is precisely because of the support of such technology that users can express their opinions more smoothly, and at the same time, it also provides channels for Internet rumors and false image information. The main function of WeChat lies in that users can have social communication in the Moment of Wechat and obtain the convenience brought by information sharing. Self-supervision and self-purification are ignored in the process of improving user experience, however, the existence of long tail effect makes the false information still to be disseminated in Wechat in other ways. The huge number of WeChat users and the technical bottleneck in controlling such problems have added unprecedented difficulty to the government's public opinion crisis management [3].

2.2 Imperative Improvement in the Construction of Wechat for Government Affairs

Normalized information release is not only the basic requirement for the daily operation of government affairs WeChat, but also the basis for enhancing user stickiness, maintaining and expanding influence, and playing the role of online public opinion governance. Most WeChat for government affairs have not yet maintained the normalized release of information, and insufficient and unstable information release in the frequency and quantity still exists. To improve the effectiveness of information release, it is often necessary for government WeChat to play an important role in constant release of information, so as to develop users' reading habits. However, insufficient information disclosure will obviously reduce the attention of government WeChat and weaken its guiding effect in network public opinion governance.
The information source of government WeChat is not various, the information is mostly transferred from the local official media, and the phrasing tends to be made in a more serious style. Moreover, the online contents are mostly about inspection activities of leaders, which obviously lacks appeal to the public [4]. In addition, the government affairs WeChat failed to have more interpretations on the contents about policies with high authority and well-being of the public. What’s worse, the general public will misunderstand the information released due to their education level and capacity difference in analysis and judgement, which bear to be the hidden danger for public opinion.

2.3 Weak Capability in Information Dissemination by Government WeChat Official Accounts
Traditional government management is a kind of pyramid structured top-down management mode with power as the link, government can often strongly preempted the priority in releasing opinions by means of administrative means and shield, blockade the "bad" news, as as result, the government dominated the mainstream opinion and effectively guide the development direction of public opinion. However the development of Internet has brought a profound change in organization system, changed the traditional social structure of hierarchic pyramid, making the organization structure to be flat. Therefore, the original distribution situation of the concentration of power was broken, the power flows to the more individual, which reduced the independence of individuals on group. Besides, the possibility of using power to monopoly information was also reduced.

The rapid development of emerging media is greatly weakening the control right of government in public opinion, which formed the official public opinion field represented by traditional media and folk opinion field represented by internet [5]. In the network based new media environment, the government will gradually lose the advantages in monopolizing information, the ability to control information will also be greatly weakened. Despite there were more than 60000 government affairs public accounts in 2019, but the accounts were regarded as the ones to accomplish political tasks. Some officials showed blind eyes to the opinion put forward by the pubic. It made the Wechat fail to properly guide the public opinion. Consequently, the government failed in the crisis alleviation stage [6].

3. Several Suggestions on Government Public Opinion Governance Based on the Wechat New Media Era
On August 7, 2014, the Cyberspace Administration of China (CAC) promulgated the Interim Provisions on the Development and Management of Public Information Services via Instant Messaging Tools (also known as the "Ten Principles for WeChat"), and the Law on Cybersecurity was issued in 2016, and the Regulations on the Management of Internet Group Information Services was issued in 2017. The blue book of the Annual Report on Development of New Media in China(2011) released by the Institute of Communication and the Chinese Academy of Social Sciences in June 2015 showed that nearly 60% of fake news was published on micro-blog and Wechat, making it difficult to refute rumors. Most of the netizens who publish fake news are free of legal accountability and the corresponding social influence caused fails to be dealt with according to the law. [7] Although the supervision for WeChat and other network information exchange platforms has been strengthened, there is still a lack of targeted and complete WeChat public opinion related laws and regulations as the rapid development of new media. Relevant government departments should set up the correct WeChat public opinion management idea and review the existing law so as to formulate public opinion management laws and regulations from the national level. The functional departments should make concerted efforts from top to down to reduce the legal vacancy in public opinion management based on the existed and potential problems in practice so that there will be law to abide by for management of public opinion. [8] Meanwhile, cities with local legislative power should be strongly encouraged to initially introduce laws and regulations on new media, which will serve an exemplary act of this regard and standardize the development of new media in cities.

3.1 Improvement of Wechat for Government Affairs in Information Dissemination
It is difficult to distinguish the truth from falsehoods of online social information, and negative emotions are easy to spread. If the government fails to timely release information and guide public opinion, it will easily cause the occurrence of online public opinion emergencies. We will vigorously promote the government affairs public. In the management of public opinion, the government should make full use of new media platform first to take the commanding height in morality to display the truth and guide the public opinion. By adopting the "online and offline" modes with the support of computer technology, the online information can be collected, analyzed and sorted, and authentic, accurate and comprehensive information can be released offline by government website, public SMS platform and official micro-blog and other channels. By making government affairs public, the irrational public opinion can be prevented. The government should also take this opportunity to open channels of appeal, understand the demands of the masses, optimize the work process, improve rules and regulations, so as to better build a "heart-to-heart bridge" between the government and the masses. The second is to implement a timely, accurate and comprehensive information release system. On most occasions, the public cannot grasp the progress of the event and the truth of the matter in the first time when public opinion crisis occurs, so many irrational and emotional remarks are made. Moreover, the negative emotions will seriously affect the image of the government and destroy the credibility of the government.

3.2 Enhancing the Interactive System of Wechat for Government Affairs
The government should strengthen the timeliness and accuracy of information release, event explanation and result announcement to prevent unhealthy rumors from spreading everywhere and to avoid social unrest and public panic. When network public opinion crisis occurs, the government should listen to the public voice to understand the public opinion and guide the people, guide the public opinion to develop at a high level, to a high standard and high scientificity in a pragmatic manner. The quality of netizen can be improved to reduce irrational public opinions. At the same time, relevant organizations and departments providing government official account service should change their ideas and regard WeChat as a key platform for timely and active response to netizens' concerns and release public opinion information. The government should also strengthen the public opinion guidance training for government personnel based on WeChat, enhance the sense of responsibility and mission of government personnel, further improve the service contents of government official account. As a result, sincere and convenient services for the public can be provided and response to the public opinion crisis can also be accordingly enhanced.

3.3 Establishing and Improving the Emergency Supporting Mechanism of Wechat for Government Affairs
First of all, public opinion based big data is an important strategic resource of the government. In the ever-changing new media era, the government should cooperate with relevant data information departments and enterprises to establish a perfect WeChat public opinion crisis information management system. The government should take advantage of this system to accurately and reliably collect, summarize, analyze and transmit crisis information, so as to deliver high-quality crisis information to decision-makers dealing with public opinion crisis in the most timely and appropriate period. At the same time, the improvement of WeChat emergency plan for public opinions refers to the government's establishment and improvement of possible WeChat emergency plan for public opinions in order to eliminate, slow down or better respond to major emergencies in the network environment with frequent public opinions crises. At the same time, a scientific and reasonable WeChat emergency plan for public opinion is formulated from the overall perspective of public opinion, and a corresponding rapid response linkage mechanism is formulated according to the actual situation.

3.4 Making Full Use of Social Forces with a Variety of Technical Means
Although real-name authentication was applied in WeChat, the characteristics of anonymous communication still existed. The government should make its users realize that they are also "we..."
media individuals" to strengthen their sense of responsibility in information transmission, and cultivate their rational quality. The government can also publicize the existing public opinion crisis, encourage reporting, refuting rumors and other behaviors to improve users' understanding of public opinion, so as to strengthen the self-governance capacity in public opinion.

In addition, in the whole development process of public opinion, the government should pay attention to the excavation and cultivation of opinion leaders, so as to guide the correct direction of public opinion, disseminate effective government information, and influence the development process of public opinion crisis [10]. In addition, as an important strategic resource of the government, public opinion related big data should be coordinated with various technical means. In the ever-changing new media era, the government should cooperate with relevant data information departments and enterprises to establish a perfect WeChat public opinion crisis information management system. This system is used to collect, summarize, analyze and transmit accurate and reliable crisis information, and deliver high quality and high quantity crisis information to decision-makers dealing with public opinion crisis in the most timely and appropriate time. Within the shortest time of the outbreak of public opinion, the information resources can be used to seize the commanding heights of public opinion and win the initiative of public opinion guidance.

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