

The application of big data mining technology in network public opinion monitoring

Duo LI

Shenyang City University, Shenyang, Liaoning, 110112, China

liduosy@live.com

Keywords: big data mining technology

Abstract: The improvement of network public opinion management ability can effectively monitor the occurrence of crisis events. Therefore, strengthening the research on the monitoring and management of network public opinion is closely related to maintaining social order, social development and network environment. The integration of big data mining technology and network public opinion management will greatly improve the efficiency of management, not only to effectively prevent the occurrence of public opinion crisis, but also in its response and management has a vital role. This paper will study the characteristics of big data mining technology and network public opinion, and put forward some application strategies of data mining technology in network public opinion monitoring.

1. Introduction

With the increasing level of science and technology, big data technology has been rapidly developed, in various fields of application is more and more extensive, more and more important location, the concurring problem is that inaccurate or incorrect information becomes more difficult to control, the risk of the outbreak of network public opinion crisis greatly increased. Therefore, today's society has raised the importance of network public opinion management, public opinion monitoring has a higher requirements, but there is still some room for improvement. Therefore, it is necessary to strengthen the tool research and management research of network public opinion monitoring, data mining technology is one of the effective ways to alleviate such crises, it stands out in a group of management methods with its own characteristics of reliability, efficiency and understandability, and is a necessary means to realize the modernization of network public opinion monitoring.

2. The advantages of big data mining technology

Combined with the social development approach and the relevant national strategies, modern management digitalization has become the trend, in this context, the integration of large data mining technology and network public opinion monitoring is the inevitable result, the advantages of data mining will be constantly intertwined between the two, and constantly improve each other to be more reflected.

2.1 Information retrieval is easier and more accurate

Relevant departments can enter events or keywords, the same nature of the event classified, so that the next time a similar incident occurred or before the timely retrieval of the required information, timely for staff reference review, as soon as possible to avoid or resolve the occurrence of the incident. In the era of information explosion, if the traditional methods of information retrieval and management are still used, it is impossible to effectively support the normal trend of network information, therefore, data mining technology can be applied in retrieval, improve the efficiency of information retrieval, change the way of information retrieval, so that network public

opinion can be effectively controlled and monitored.

2.2 Comprehensive analysis of network public opinion information

Network public opinion contains many types of information, the traditional management methods of public opinion forecasting ability and judgment ability are blind spots, can use big data mining technology to analyze and collect information, comprehensive integration, differentiation, analysis and management of network public opinion resources, the initial prediction of the development trend of network public opinion, for the relevant functional departments to provide effective reference for monitoring work.

3. The characteristics of network public opinion and the importance of monitoring

Network public opinion is through micro-blogs, news, paste bar and other information exchange platform, with the help of network means to disseminate information and speech with strong influence and tendency. Because network public opinion is spread by virtual, hidden and permeable network for media, so its management and monitoring is not an easy thing.

Many netizens generally like to participate in the discussion of internet public opinion, generally explosive public opinion news will be reprinted by major forums in about three hours, in about six hours by the news media mentioned, and gradually developed into a social hot event. Therefore, the monitoring and management of relevant network public opinion is very important, the relevant work units need to get a general understanding of which public opinion news has the potential to become hot news, which news has the potential to threaten the social order, so as to ensure the stability of the people's hearts, public environmental health, maintain the normal operation of social order. In order to achieve these goals, technical personnel must strengthen the research on the means of network public opinion monitoring and improvement, and integrate big data mining technology into their work effectively^[1].

4. The application of big data mining technology in network public opinion monitoring

4.1 Analysis of the types of data on public opinion on the Internet

Data management system can be used to record the crisis events of network public opinion, and the specific content of network public opinion is also classified and managed. At the same time, the use of data mining technology to analyze the frequency and extent of different types of public opinion caused by social impact, relevant researchers can use this as a reference, on this basis to increase the control of crisis-like areas, and the deep use of data mining technology for deeper research, the network public opinion monitoring work continued to be refined.

4.2 Evaluate the overall public opinion management system

The level of network public opinion management to a large extent determines the quality of monitoring results, in order to effectively judge whether the quality of the management system passed, data mining technology can be introduced into it, the network public opinion monitoring capacity and crisis management capacity to predict and evaluate. Using data mining technology to analyze and screen examples of public opinion monitoring, and to strengthen staff's understanding and understanding of monitoring procedures, significance and skills, can not only strengthen the control and monitoring of public opinion on the network, but also improve the ability to respond to public opinion crisis events, in the event of unexpected situations, can more calmly and accurately make reasonable planning and effectively solve the problem.

4.3 Prejudging the workload of public opinion

Reasonable personnel allocation and the application of human, financial and time resources to nodes are important factors to ensure high efficiency and excellent completion. In the network

public opinion monitoring work can use data mining technology to influence the direction of network public opinion and the number of crises for in-depth analysis, at the same time from the past period of time in different areas of the network public opinion required staff number as a starting point, to judge the workload of the work, to provide the relevant departments with a strong scientific reference basis, but also to ensure that different jobs have sufficient reserve strength to complete the monitoring and judgment of public opinion.

4.4 Cluster analysis of network public opinion information

Cluster analysis technology, as one of the important contents of data mining technology, needs to be used effectively in the management of public opinion, which can be based on the characteristics and requirements of the work required by the enterprise, combined with different network public opinion information and crisis events, to establish a suitable and unique model warehouse. Warehouse with time as the logo, through data mining technology for different network public opinion description and reproduction, and through keywords, the nature of events and other signs to dig out the various types of crisis events and differences, find out the law, further complete the network public opinion information depth mining, for monitoring work to provide strong technical support and material support.

4.5 Personalized customization

One of the highest purposes of data mining technology is to create personalized service for users, which is also applicable in the network public opinion monitoring work. On the one hand, users can customize user portraits, dig deep into the user's hobbies and special features, and for them to recommend more of this kind of content, to avoid because users do not understand, unfamiliar and cause bad public opinion to be disseminated, public opinion monitoring work is destroyed, at the same time, users in the familiar field can do a certain amount of "counterfeiting", false news is hit, public opinion is effectively maintained, monitoring work will also be promoted in the full name supervision. On the other hand, data mining technology can be used to further solve the phenomenon of network information asymmetry, enhance the transparency of information, use user data to dig out the more transparent information it needs, to reduce unnecessary public opinion generation, cultivate users' good Internet habits, so that big data mining technology carries enterprises to scientific management network public opinion road^[2].

At the same time, personalized service can also be applied in the enterprise department in-depth analysis of job functions and effectiveness, for different staff to provide different basis for public opinion monitoring and information, improve the rate of employee summary and judgment, so that the monitoring results more accurate.

5. Conclusion

Technology is changing rapidly, and data mining technology is improving in the age of big data. As one of the important work in the information age, network public opinion monitoring must keep pace with the times, introduce new and efficient management methods in time, improve the efficiency and correctness of monitoring and management. Therefore, the application of data mining technology in it is very important. This means can greatly play the advantages of digitalization, more in-depth analysis of the required data content, so that the quality and efficiency of network public opinion monitoring can be effectively guaranteed. There is still a lot of room for improvement in the integration of this work and technology, the relevant technical personnel need to continuously improve their skills, data mining analysis and research more in-depth to the forefront, so that public opinion monitoring work long-term development.

References

[1] Wei Teng, Yanan Gu. The application of data mining technology in the crisis management of

network public opinion Smart Computers and Applications, no05, pp.153-155, 2018.

[2] Wei Li, Li Hui. Based on the application of data mining technology in network public opinion prediction Electronic Technology and Software Engineering, no.16, pp.178, 2016.