

Analysis of Government Departments' Network Public Opinion Response Strategies in the Era of Integrated Media

Rui QIAO

Shenyang City University, Shenyang, Liaoning, China

ryzz_9999@163.com

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Abstract: As one of the most important inventions of the 20th century, the Internet has profoundly affected all aspects of the world from the beginning, especially with the rapid development of the mobile Internet, China has created the world's largest group of netizens. As a government department, how to deal with and handle public opinion on the Internet has become a difficult problem. Especially when the development of media has entered the era of integrated media, it has brought huge challenges to the response of network public opinion.

1. Introduction

As our country's authority, the government is not only the executor of our country's power, but also the symbol, carrier and actual actor of our country's public power. In essence, the government is the government of the people and has the responsibility to safeguard public interests. With the advent of the era of integrated media, the Internet has also ushered in the spring of development. As the main carrier of information dissemination, more and more netizens have become accustomed to using the Internet to convey their opinions, and online public opinion has also emerged^[1].

2. Problems in the Response to the Crisis of Online Public Opinion

With the development of the era of integrated media and the liberalization of the freedom of online speech, more and more netizens have begun to regard the Internet as the main channel for expressing their opinions and radiating emotions, and online public opinion has also emerged as the times require. In recent years, due to the continuous liberalization of Chinese government departments on online public opinion and the lack of correct guidance, the online public opinion has gradually fallen into a crisis. Affected by the directness of the themes of online public opinion, the diversity of subjects, the suddenness of impact, the persistence of focus, the bias of information, and the wide spread of information, it is required to a certain extent that the government should not continue to use inherent thinking patterns to resolve public opinion crises. Instead, on the basis of fully integrating reality and combining with the development characteristics of the Internet in the era of convergence, the problem of online public opinion should be addressed in a targeted manner. Up to now, the main problems in the response to the online public opinion crisis in our country are as follows: ① Nowadays, some local governments generally show a lax and ignorant attitude towards online public opinion. When the online public opinion crisis comes, local government departments at all levels often respond to the strategy They are all directly deleting posts or blocking speeches. However, in the context of the era of integrated media, with the continuous development of the Internet, the speed and coverage of network information has also grown, and the Internet has gradually become the main way for people to spread information and express themselves. Based on this, if local governments at all levels still choose to delete it as the main method to solve the crisis of online public opinion, then it is undoubtedly that it has independently opened the distance between the government and the people, and it has also independently broken the shortcut to understanding public opinion. It is a platform that has self-destructed and guided public opinion; ② With the rapid development of Internet technology, some new application

network platforms have also emerged in an endless stream, and the communication mechanism has also been constantly advancing with the times. In recent years, due to people's lack of Internet The restrained exercise of the right to freedom of speech has further intensified the crisis of online public opinion. However, government departments have not noticed the erratic changes of online public opinion. Research on online public opinion itself is still relatively lagging, and there has not yet been established a “public opinion science” in society. “The specific discipline system, research views are also popular, lack of system and pertinence, research methods are more traditional, lack of timeliness and effectiveness to a certain extent, these factors directly or indirectly limit the academic community, industry and government The understanding and grasp of the laws of online public opinion also make it lack certain theoretical guidance to deal with the crisis of online public opinion; ③The attitude of government departments to the crisis of online public opinion is too “cold”, and the degree of attention is generally not high. The specific manifestations are as follows: A. Government departments have not ensured that their own thinking and understanding keep pace with the times, nor have they actively reached out to netizens and fully understood public opinion. At the same time, government departments generally passively contact the Internet, lack the awareness of Internet use, and have too one-sided understanding of the Internet, and use less in-depth Internet; B. Government departments’ concepts and methods for managing online public opinion crises are generally lagging behind, and lack a certain degree of advancement, which further intensifies the online public opinion crisis; C. Lack of awareness of dealing with new media, actively ignoring and breaking away from the era of integration Development; D. There is no certain job guarantee. Not only does it regard Internet public opinion as a “swamp” and shuns it, it is also reluctant to invest too much in manpower, material resources, and institutional settings, which has led to local governments at all levels The establishment and improvement of long-term mechanisms generally show low enthusiasm.^[2]

3. Strategies for Government Departments' Network Public Opinion in the Era of Integrated Media

The advent of the era of integrated media has promoted the development of the Internet to a certain extent. Nowadays, with the rapid development of Internet technology, people’s dependence on the Internet has generally increased. Based on the deepening of the crisis of online public opinion in the era of integrated media, it is a public interest. The national government department of the defender should strictly insist on coming from the masses to the masses, and while integrating reality, fully understand the laws of online public opinion and establish a sound and perfect long-term mechanism.^[3]

3.1 Enhance the Ideological Understanding of Response to Online Public Opinion

As a product of the new era, the era of integrated media has always played a leading role in the development of society. With the continuous advancement of Internet technology, Chinese government departments should update and improve their response concepts in the crisis of online public opinion in a timely manner in accordance with the relevant response requirements of the network society to public opinion, and also need to address the specifics of online public opinion. Take the correct guidance strategy for the situation and try to create a good and healthy public opinion platform and atmosphere for netizens. On the one hand, government departments need to strive to strengthen their own analysis of specific issues such as the relationship between the network society and organization work and the laws of online public opinion on the basis of enhancing the political theory knowledge of relevant staff and improving their own business knowledge. Have a comprehensive understanding of the constraints and impacts of various organizational work in the network social ecological environment, and then strengthen the sensitivity of government departments to network public opinion, fully grasp the general trend of network public opinion development, and form relative work Concepts and thoughts, and specific

strategies are as follows: ① Government departments must always pay great attention to all news and information on the Internet, strengthen public opinion inspection mechanisms, arrange for network professionals to conduct rigorous investigations without interruption, and also collect, Sort out and summarize relevant public opinion and public opinion, and search for important current news and topics in online news groups on time; ②Government departments should have a clear sense of judgment for online news and information, and be able to dig out harmful information in a timely manner, and quickly and effectively For its handling, accurately track and identify the original source of negative public opinion news, communicate with it as soon as possible, and strictly require the other party to immediately delete negative public opinion news remaining on the Internet.^[4]

3.2 Strengthen the Response Mechanism to Online Public Opinion

First of all, relevant government departments should strengthen the organizational mechanism for internal staff in the online public opinion response work, clarify related work responsibilities, and the leaders and specific responsible personnel of departments at all levels, and ensure that each performs its duties, while also working for each department Provide necessary hardware and equipment. Government departments should also establish communication bridges with propaganda departments, public security departments and mainstream online media in a timely manner, and achieve long-term good cooperative relations. In addition, they should also increase public opinion of government personnel on the Internet. Respond to the assessment of specific knowledge and theory of work, establish a sound accountability system, improve supervision and inspection mechanisms, so as to promote the effective implementation and development of work; secondly, government departments should establish a sound information release mechanism to make the internal organization of the government more transparent , Strictly implement the relevant rights of information, participation, choice, and supervision of the party members, cadres and masses within the government, enhance the credibility of departmental organization work, and fully grasp the initiative of network public opinion organization. At the same time, government departments should also formulate and establish Rules for the release of online information, clear and strictly prohibited regulations on the content of online information, the related responsibilities of Internet users, and the specific procedures for publishing information, etc., and in accordance with the actual evolution of online public opinion, improve and perfect the network in a timely manner Management rules, in addition, government departments should regularly publish online public opinion response organization work progress, important information, etc., and release news information in a timely manner through official channels such as local government websites at all levels and party building websites; Government departments should also establish Improve the online public opinion monitoring mechanism and the emergency response mechanism of the online public opinion, strictly formulate and collect the ways and methods for responding to the online public opinion, and assign special personnel to track relevant news information of mainstream and local websites, interactive online communities, forums, etc. in real time every day , Monitoring, and docking work. At the same time, according to the sensitivity and influence of the public opinion information, the network public opinion should be divided into different levels and categories, and the emergency response mechanism should be formulated according to the specific actual situation of each level and category.

4. Conclusion

To sum up, in the context of the era of converged media, while the Internet is at its peak of development, it also needs to adapt to and courageously face the challenges brought by network and informatization in a timely manner. Government departments should establish correctness in responding to Internet public opinion. The public opinion and public opinion guidance awareness of

the company has continuously strengthened its own ability to respond to network public opinion, thereby creating a good and healthy network public opinion environment for social development.

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