

Research on the Guidance of Public Opinion of Colleges and Universities in the Times of New Media Information Dissemination

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Abstract: Colleges and universities are the educational institutions that aim for the cultivation of the high-quality talents, so they are highly concerned by the public. In the current times of new media information dissemination, great changes have taken place in the content and mode of information dissemination, especially in the pluralism of the subject and form of information dissemination, which makes it necessary for higher education institutions to conduct scientific guidance of public opinion. Only in this way can we guarantee the correct communication image of colleges and universities. But from the current actual situation, the negative news of a large number of colleges and universities make a lot of colleges and universities receive different evaluations of the public image, and the bad evaluations constrain the development of these schools. In this paper, the author carries on the detailed research on the public opinion guidance of the higher education institutions in the times of new media information dissemination.

Public opinion has the characteristics of persistence, intensity and consistency, and it plays an important role in social development and social stability. There are lots of students and staff in colleges and universities, and as the educational institutions for cultivating higher-quality talents; they are highly concerned by the public, even they are the institutions that can easily cause the attention of the public opinion. In the times of new media information dissemination, compared with the traditional elements, the speed, form and subject of the current information dissemination have greatly changed, and the public opinion communication in colleges and universities has these characteristics --- diversification of subject, complexity in content, diversification of influence. In recent years, there have been a lot of negative public opinion events in colleges and universities, which have brought about a bad impression on the positive image and future development of colleges and universities. How to guide public opinion correctly of the higher education institutions has become an important issue in the development of colleges and universities. In this paper, the author sums up a large number of studies and cases, discusses the challenges in the guidance of public opinion in colleges and universities in the times of new media information dissemination, and puts forward some countermeasures.

1. The influence of the times of new media information communication on Information communication

The survey shows that by 2017, the number of Internet users in China has exceeded 800 million, and the holding rate of mobile smart devices has exceeded 90%, which indicates that the information media information dissemination times has come, and which has a profound impact on information communication.

Traditionally, the main carrier of information dissemination is media organizations, such as TV, newspapers, books, etc. But in the new media information dissemination times, the subject of communication has a trend of popularization. In the Internet environment of new media, everyone can become the disseminator of information, no matter it is a website platform, Weibo forum, WeChat friends circle, and so on can become the information dissemination medium, so that people can break through the constraints of time and space to achieve information dissemination. For example, if you have more than 1 million fans, you are a national newspaper; if you have more than

10 million fans, you are a television station. This deeply reflects the trend of popularization of the subject of communication.

As the rapid development of the Internet, the cross-border integration of media and the rapid development of cross-industry convergence, network media has been integrated with traditional media integration in the process of development, and it has shown a pattern of diversification.

In fact, the whole pattern of media form includes the patterns of text, picture, audio, video, animation and other means of expression of all kinds of information, and after the integration with the traditional media, the new media information dissemination, whether the degree of authority or the nature of it, has made qualitative progress. For example, the television media organizations represented by CCTV have created lots of network platform, and WeChat official account; 99% of the newspaper media have open electronic edition to facilitate the reading of the readers, and so on. The whole patterns of media enable the information audiences to obtain information at different times by means of different media.

The new media information dissemination has realized the focus communication and the diffusion communication which the traditional media cannot achieve, and has changed the traditional characteristic of media----“a disseminator spread the information to lots of audiences”. But at this time, the diffusive information dissemination has been fulfilled no matter in the aspects of the content, time and the mode of dissemination. For example, you can read current affairs news and watch all TV programs broadcast on the Internet, and the audience can learn information through computers, mobile phones and so on. The content, methods and time of information dissemination are not restricted any more.

2. The Challenges of public opinion guidance for colleges and universities in the times of new media information dissemination

Under the influence of traditional habitual thinking, most administrators of universities and colleges can not correctly understand the change and influence of the new media information dissemination times, and do not construct the new media consciousness combined with the new media dissemination times. Therefore, the guiding idea in the actual process of public opinion guidance is backward, and the initiative of public opinion guidance is lost.

For example, in 2013, an Internet user posted an article on the Internet about the employment of college students; the main content of the article is that the university and the students signed an employment agreement on the premise of unilateral consent, this article pointed out the false data in the employment of colleges and universities. In the following days, a number of well-known media reported this issue on the time, the school and this case were widely discussed, and there were many negative public opinions which impacted on the school. However, the school did not respond to the negative public opinions on the Internet until 12 days after the rapid spread of the public opinions, and then, the school just explained it on the school's website.

As a result, although the school in the article made a statement, but it was too late, and the public image of the school had been seriously damaged. This is a clear case of the loss of the initiative of public opinion; this is a typical case that shows the backwardness of the guiding idea can lead to the loss of the initiative of public opinion guidance, which will have a serious impact on colleges and universities.

The formation of the diversified patterns of media indicates that everyone can become the disseminator and the audience of information. Therefore, modern information dissemination and public opinion guidance should be carried out in combination with the characteristics of new media information dissemination, but from the practical point of view, there are still some colleges and universities that carry out the old way of guidance, which can not really take the best use of public opinion guidance.

For example, in the eve of Chinese National Day in 2015, students at a university are preparing to buy train tickets for their trips, some students reported on Renren website that a student surnamed X bought 800 tickets at one time and then sold them to other students at a higher price than the market. The incident caused resentful among students in the school, they thought the school was not

well managed, and some of them even went bananas, they abused and threatened the scalper on the Internet. After discovering the matter, the administration section of the school timely investigated the incident, and confirmed that the purchase of 800 tickets was a prank of the students surnamed X, there was no such thing. After the National Day, the school organized a general meeting to explain the incident, but there were still students who believed that the school is “sheltering” and “fabricating story so as to save the reputation of the school”.

In the times of new media communication, the speed of public opinion information dissemination in colleges and universities is very fast, and the forms are various. The behavior of the school in the above case is a typical negative example that the school carries out the old way of guiding the public opinion, and do not guide the public opinion timely and correctly, eventually, the problems are occurred.

3. The reform methods of public opinion guidance for colleges and universities in the times of new media information dissemination

In the times of new media information dissemination, only the active new media communication concept can lay the solid foundation for the correct guidance of public opinion in colleges and universities, and colleges and universities should change the traditional ideas of information communication, realize the new way and the important influence of information dissemination correctly in the new media information dissemination age, carry on the public opinion guidance actively. In practice, colleges and universities can guide the public opinion by the following two ways:

First, set up a working group on public opinion guidance. The public opinion guidance group can play the correct guiding role quickly after the occurrence of the public opinion, so as to lay the foundation for the university public opinion guidance work. After the emergence of public opinion, the public opinion guidance group should timely do a good job of public opinion control; at the sometime, the group should distinguish the true from the false, retain the real information, and public the truth timely to students and the society. Moreover, the group should have a good understanding about the trends of public opinion in time, establish an early warning mechanism, and then, understand and analyze the popular news and dynamics news about campus in society, avoid the negative influence of social news on students, and master the actual psychological trends of students, so as to play a role of early warning of the public opinion in colleges and universities.

Second, strengthen ideological guidance. Ideology is the main psychological premise of public opinion, so colleges and universities should strengthen the guidance to students' ideology. In the daily education, we should attach importance to the ideological and political courses, which help the students to develop correct ideology and thoughts, which let college students have correct outlook on life, values and correct independent judgment behavior, so as to enhance the students' ideological and moral sensitivity and provide guarantee for public opinion guidance.

As can be seen from the cases in the old guidance mode above, the guidance mode is very important to the dissemination and the results of public opinion in colleges and universities. In the times of new media information dissemination, colleges and universities should innovate their own guiding ways by integrating the characteristics of information dissemination in the times of new media information dissemination.

In the times of new media information dissemination, the speed of information dissemination is very fast. No matter it is the internal information of the university, the outside information entering the university or the information coming out of the university, the speed of the information dissemination is very fast, and the subject of information also has the characteristic of diversification. For example, when students publish notes on the schools' inner network, they can spread the articles on the network in a short second. Therefore, in the process of conducting public opinion guidance, colleges and universities should integrate the communication media in a comprehensive, rapid and targeted manner in the works of guiding the public opinion. In the case above, when the school discovered that “800 tickets sold at a high price” was a prank that involved the student whose surname is X; the school should react quickly and not delay the proof until after

the National Day holiday. It should not be explained only by means of the plenary meeting, but should be explained by the original rumormonger after checking, the rumormonger should delete the article online and publish a letter of apology via the network, and the school should make a statement on Renren's website, and at the end, the truth and the result of investigation should be explained by holding a plenary meeting. Such processing result is faster, more comprehensive, and more consistent with the way of guiding public opinion, and it is effective for the disposal of the public opinion.

First of all, the schools should establish internal communication mechanism, such as internal forum, official Weibo account, official WeChat account and so on, which can service the public, and these services have the feature of public welfare, education and so on. At the same time, it is necessary to strengthen the content construction of the media, to create the featured communication content and communication module, and to effectively aim at the characteristics of the new media information dissemination and the pursuit psychology of the contemporary college students and the public to the information, so as to bring about the correct effect of guidance.

Secondly, it is necessary to establish the linkage mechanism of handling affairs and guiding public opinion. After the emergence of public opinion on unexpected events, colleges and universities should not only deal with the incident in a timely and correct manner, but also conduct positive public opinion guidance. After the emergence of public opinion, they should adopt the method of “dredging” and carefully analyze the reasons for the occurrence of the incident. Moreover, it is necessary to correctly handle the events and keep students and the public informed.

4. Summary

In a word, in the current times, the guiding method of the public opinion for higher education institutions plays an important role in the public image and the future development of colleges and universities. Under the influence of traditional information dissemination, most colleges and universities can not correctly understand the role of public opinion guidance; moreover, they can not correctly use the method of public opinion guidance, so we should think deeply about it. In order to promote the public image of colleges and universities and promote the sustainable development of colleges and universities, we should enhance the understanding of the importance of public opinion guidance in the times of new media communication, choose reasonable methods of public opinion guidance, and avoid the bad influence of public opinion on colleges and universities to the greatest extent.

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