

# The Intervention with the “Post-Truth” of Network Public Opinion in New Media Era. Within Guangdong, Hong Kong and Macao Greater Bay Area

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**Keywords:** New media; Public emergency; Public opinion; "Post-truth"; Guangdong, Hong Kong and Macao Greater Bay Area

**Abstract:** In the new media era, social media has become the main source that people access to the news. Under the actual background of media integration and development, how the national media, especially the mainstream media in the Greater Bay Area of Guangdong, Hong Kong and Macao, serve and actively promote the development of this national strategy from the standpoint of public opinion, presents huge opportunities and challenges. Account of new media transition process, locality public emergency amplified a wide range of public crisis events. People accepted the opinions that they are likely to agree with and the news that they want to know. A vague emotional connection of feeling left out and wanting to regain some elusive past greatness outweighs any argument based on verifiable facts. Because of that "post-truth" find the foothold right behind, and the people lose their arbitrary gradually. Looking for the effectively ways to restrain untrue rumors spread need to grasp the hot public opinions accurately. A real impact on crisis information spread of all kinds of new media to intervene, guide people who are using rational outweigh the irrational cognition process. It is very necessary and urgent to restore the genuine media nature, improve the ability of identifying true and false news objective.

## 1. Introduction

For the media, the Guangdong-Hong Kong-Macao Greater Bay Area is a huge news "rich mine". In this broad news main battlefield, the media can give full play to their advantages, report from various angles and fields in an all-round way, and do their best to promote the development of the Greater Bay Area. The development of new media, especially social media, has greatly influenced and changed the work and life of modern people, accelerating the construction of social network virtualization and intelligent media. Social platforms have gradually surpassed traditional media and become carriers for people to communicate, obtain news and information and expand communication [1]. In the new media era, the rapid development of media communication technology has greatly changed the pattern of public opinion field. The interconnection between the real world and all aspects of human society makes the interaction of information flow the most closely connected part of the physical world [2]. With the popularization of the Internet and mobile terminals, and the exponential growth of the number of Internet users, the public's willingness to participate in public events and their awareness of safeguarding their rights have been constantly enhanced. Every user of network social media acts as an information collector and disseminator, even a news producer. The penetration of personal influence on social communication is gradually increasing. Social media allows more people to have the opportunity to directly participate in and examine public emergencies. Various appeals and voices complicate the field of public opinion. With the further deepening of globalization, the flood of Internet public opinion, false information and false rumors are eroding people's original judgment and cognition [3].

## 2. Communication paradigm of public emergencies in the new media era

When we think about and explore the communication paradigm of new media, we will notice the existence of some paradoxes: accurate information push and information narrowing, which are exactly the new problems we must face in the era of new media. New media can select accurate

push of corresponding information based on users' interests and preferences. In the long run, the range of information received by users will be narrowed, that is, only the information they agree with will be received, and those that do not conform to their own judgment and expectations will be directly skipped. Although network communication has brought massive information interaction beyond space, the subsequent narrowing of personal information has weakened the foundation for discovering the truth behind events [4]. The truth behind public emergencies is no longer important. New media focuses on the preferences of the audience and their opinions that are easy to accept and believe. In the current era of the pursuit of clicks and forwarding, it is no longer rare to distort the facts to attract attention.

It is undeniable that the arrival of the new media era has increased the complexity of the handling of public emergencies. As a "new microphone" for the dissemination of public emergencies, it has a direct catalytic effect on the formation, evolution and development of public opinion. Relevant event information is spread by virus fission on social media, and the truth is constantly fermenting and deducing under the user's immediate subjective judgment. On the new media platform, the dissemination of information and public opinion in public emergencies presents a new paradigm of rapid diffusion and high degree of variation, so the public opinion crisis is not to be underestimated. Once the newly acquired information is connected with the existing experience, and then subjective judgment is made and re-spread, some rumors and their effects are thus continuously mutated and deduced, and the unexpected events become the distorted truth through the "hands of new media". The Guangdong-Hong Kong-Macao Greater Bay Area is also facing certain challenges in scientific and technological innovation, the flow of factors, and the linkage of systems and mechanisms. All of these will make higher demands on media coverage.

### **3. The explosion of the "post-truth" phenomenon on social media**

As early as in 2016, as the global political events of all kinds of bizarre booster, the "post truth" was voted "word of the year" in 2016 by the Oxford dictionary. "Post-truth" means that emotion and personal belief can shape public opinion more than objective facts. As a result, "post-truth" has been cited so frequently in related cases that its global usage continues to soar. The expression of "post-truth" is no basis for the facts, only the assertion that "it feels so." It shows one of the core problems of this new era: the truth has not been tampered with, nor has it been questioned, but has become secondary [5]. As the western philosopher once said, people tend to see what they want to see. With the transformation of media, "post-truth" becomes more and more intense. The fragmentation of news information has created an atomized world in which lies, rumors and gossip spread at high speed. Fake information is widely circulated on the Internet and presents the appearance of truth. Netizens are more willing to believe each other than the information from mainstream media.

Nowadays, social media has become the main source of news. In the new media era, one minute explosive articles are published, and the next minute there is a reversal of public opinion. People's trust is getting lower and lower, which is why the word "post-truth" has found its foothold. It is sometimes dangerous to judge and analyze lightly on subjects that are unclear and controversial. New information media copy content from other media for their own use, and provide interfaces and platforms for the audience. This puts forward higher requirements for distinguishing the truth and falseness of such information and controlling the trend of public opinion. To be more specific, Hong Kong and Macao enjoy certain advantages in finance, basic scientific research and so on. When reporting on major topics in relevant professional fields, shallow and overview reports are definitely out of date and must be professional, which is a big challenge for most media reporting teams. How to achieve comprehensive and impartial reporting by new information media requires all-round guidance and intervention.

## **4. Curb the path of "post-truth" on social media**

### **4.1 Strengthen media control over public opinion**

In recent years, social media, with the help of the development of the Internet, has been constantly improved, showing strong vitality and great influence. Social media also shows its unique power in the face of many emergencies. "The new paradigm of social media, which is rich in sources, fast in dissemination and diversified in distribution, determines the difficulty of supervision in the supervision of public opinion and social influence. As the main body of media supervision, the relevant institutions should not neglect to take active measures to strengthen guidance and constraints on new media." [6].

New media has brought the reality of freedom of speech and created the illusion of discourse democracy. People from passive listeners into active voice, with the help of interactive communication technologies, virtual communication to return to daily communication, to purify the media environment needs operators, traditional media and new media workers to strengthen cooperation, and achieve good cooperation at the same time solve redistribution, breakthrough key technology such as the interests of all parties, and a series of problems.

### **4.2 Strengthen the basic professional ethics of media**

The new media itself has the property of "multiple opinions", which makes it possible for healthy and rational views to lead to irrational opinions through online debate. The self-purification ability of new media is based on the diversity of opinions, and the multi-voices are more open. Only one opinion or voice can be heard by the public, but it implies bias. If allowed to develop, people will lose their objective and sober judgment of things, and potential unstable factors will be buried.

In terms of the management of the platform itself, we can learn from the relevant practices of social media in the United States and make the following measures to deal with the chaos of fake news in new media. I. Mark individuals or media suspected of spreading false news information, and remind the audience to read carefully. II. Actively cooperate with third-party verification institutions, and independently supervise the original verification. III. Ban publishers of false messages and other promotional services. IV. Advanced and excellent algorithm is developed to improve the identification rate of automatic detection of false messages. V. Develop the use of peer-to-peer computing and wikis, to improve the accuracy of "relevant stories" recommended to users.

The users' autonomy and participation are enhanced, which provides conditions for the co-creation and communication. Through point-to-point transmission and network sharing, the process of information resource dispersion and reconcentration can complement and correct each other, which helps to realize the self-purification function of new media to some extent [7]. Sticking to the correct guidance of public opinion and respecting the law of news communication should not be regarded as an external thing that can only be realized through administrative supervision, but should be internalized as a basic industry morality and ethics.

### **4.3 New media rejects "post-truth"**

Since the emergence of social media, it has been favored by people for its fast and convenient dissemination and free forwarding. Everyone can use social media to express their views and attitudes. Despite various measures to combat fake news, the industry says dealing with fake news remains a thorny issue in a game of ethics and economic interest. In many cases, moral concerns cannot resist the temptation of huge economic interests. In this context, it is even more necessary to improve the judgment of the public. Users have been deprived of the free choice to independently receive information [8].

Nowadays, in order to improve the survival rate of fake news, the derivative information behind public emergencies is often designed and made very attractively, and it is more difficult to distinguish the fake information with a variety of text and visual elements that hide the subjective attitude of individuals under the professional packaging. Therefore, it is necessary to judge the source, content and form of the message synthetically rather than merely on the surface. In addition,

it should be noted that everyone on the Internet and social media may be the producer and transmitter of news. People should think twice before speaking, sharing, thumb up and forwarding news, so as to avoid becoming the initiator or "accomplice" of false news [9].

#### **4.4 To shape a positive direction of public opinion**

In the new media era, individuals, interest organizations and professional news organizations have become the nodes connecting information. Individuals and organizations on the Internet platform are highly nodal. Nodes become the key "contact points" for information connection and transmission. Together with the traditional media and the new media, they become nodes in the intricate media environment.

In the new era, traditional media should adapt to the role transformation and accept the development trend from producer and controller in the field of communication to co-builder of social communication ecology. This new idea emphasizes that it should be rational for professional media to lower their attitude, evolve from "monopoly environment" to "co-construction ecology", and realize the co-construction of multiple subjects in the field of public opinion. In the new media ecology, the role of the media has emerged in a variety of new ways. The Internet under the construction of artificial intelligence takes itself as a part of the media ecology, rather than a superior, unitary and one-way "dictator". New media is no longer confined to how to challenge and occupy the media system, but to think about how to maintain the orderly and benign operation of the system as one of the myriad media subjects. The new and old media should actively explore and coordinate efforts to build a safe, open and smooth public platform, and encourage multiple parties to participate in and contribute their ideas, so as to balance the views and interests of all parties.

### **5. Guidance and communication strategies for the audience in the process of public opinion regulation**

Emergencies will generally cause potential and lasting psychological panic and psychological pressure. Without proper guidance and intervention, they will easily cause a lot of psychological and social problems, and even lead to extreme, misunderstanding, psychological distortion, escalation of conflicts and other uncertain hazards. It can be seen that how to effectively guide public opinion will greatly influence the audience's cognition and attitude towards public emergencies.

When public emergencies occur, the government, as the manager, the media, as the communicator and the individual as the disseminator, should all play their due positive roles in public crisis events, and the reasonable and appropriate psychological intervention of Internet users is another key move [10]. We should control the "post-truth" development of new media public opinions in public emergencies and maintain the stability of the public opinion environment. In addition, the Greater Bay Area is culturally homogeneous and diverse, and there are many ways of language communication. English and Cantonese are spoken in Hong Kong, Portuguese is increasingly spoken in Macao, and then there are Hakka and Mandarin. Appropriate intervention is made to the psychology of Internet users, and the psychology of the public in public emergencies is studied and the corresponding guidance and communication strategies are proposed. It is helpful to provide theoretical reference for the government to choose the right emergency plan and make the right action response. Moreover, we will make public emergencies more scientific in responding to and making decisions on them, so as to prevent them from turning into crises.

### **6. Conclusion**

In short, in the new media era, social media is a thermometer and weathervane for social views and netizens' opinions, as well as a public opinion field for the expression of appeals, catharsis of emotions and collision of ideas from all walks of life. The spread of public emergencies can easily create hot spots or even rumors, and the chaos of public opinions can also promote the realization of "post-truth". Regardless of opinions, emotions, facts, truth realities and trends, it is the result of the

interaction of multiple factors such as technology empowerment (especially social media), social mentality, and political trust [11]. Therefore, new media should attach great importance to various potential factors that may lead to the occurrence of network public opinion crisis, enhance the sense of responsibility and mission, correctly guide the psychological panic generated by various emergencies, always speak on behalf of reason, and constantly improve the level of crisis transmission and risk communication. New media should establish rules, establish culture, pay attention to morality and tell the facts to safeguard the truth of the event. As the main force of communication in the new era, individuals should maintain a clear, healthy and positive public opinion environment with a "sense of hardship" and a "sense of responsibility", and motivate and urge the "responsible citizens" in the digital era. Due to the high political sensitivity of the environment in which Guangdong, Hong Kong and Macao Greater Bay Area is located, it is undoubtedly the most important requirement to improve the political position and observe the reporting discipline.

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