

Public Opinion Cloud Computing: “New Model” of College Teachers and Students’ Online Commentators Team Construction in We-media Era

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Abstract: Since the 12th Five-Year Plan, with the explosive popularity of new network tools represented by “microblog and WeChat” social public opinion as a whole has entered a self-media era characterized by diversification, popularization and generalization of communication subjects. At present, it has become a reality for everyone to surf the Internet, to surf the Internet from time to time, and to surf the Internet everywhere, providing a hotbed for social hot spots and social emotions to ferment. Facing the new situation and new problems in the era of We media, how to deal with and guide all kinds of public opinions in colleges and universities has become the top priority of the ideological work of online publicity in colleges and universities. Based on the new situation and new problems in the current era of We media, this paper, through a survey of some teachers and students in the faculty of Humanities, Ningbo University of Finance and Economics, focuses on the analysis of the current situation facing the network public opinion work in colleges and universities, and innovatively proposes a new mode of building “cloud computing of public opinion” positions, and comprehensively strengthens the construction of network assessors for teachers and students in colleges and universities.

Since the 12th Five-Year Plan, domestic new media represented by “microblog and Wechat” have accelerated their popularity and have been labeled as “civilian, diversified and widespread”, thus promoting the explosive development of online public opinion and information dissemination. Take WeChat for example. From its birth in 2011 to September 2015, WeChat had 570 million users on its day. By contrast, the earliest and most famous microblog, twitter, has covered the world. According to relevant public data, as of April 2011, the product has 175 million registered users in the world, with 155 million daily news. In general, the popularization and application of WeChat, microblog and other new media in the media age, on the one hand, has changed the way people perceive and experience the world, but on the other hand, it has brought certain impact and influence on the supervision of social public opinion and party building. In particular, colleges and universities, due to their special status in the field of education, once the supervision of public opinion on teachers and students in schools is absent, it will inevitably bring a greater impact on college education, teachers and students' thoughts, and even cause a certain range of college teachers and students' mass incidents. In view of this, at present, more and more colleges and universities comply with the general trend of the self-media era, and gradually use WeChat, microblog and other means to strengthen college publicity, party building and student management. Many colleges and universities have also set up WeChat official public accounts. However, from the root point of view, micro-blog, micro-chat and other new media belong to the private sector. How to strengthen the media literacy of college teachers and students in the micro-blog and wechat era and build a team of college network reviewers to properly cope with the increasingly grim situation of online public opinion has become one of the problems that must be faced by the party building work in colleges and universities during the 13th Five-Year Plan and even in the future.

1. We-Media Era: “13th Five-Year Plan” Connotative Construction of Colleges and Universities Must Face the New Situation

We-Media, also known as “citizen media” or “personal media”, mainly refers to the general name of new media that are personalized, common, generalized and autonomous communicators transmit normative and non-normative information to unspecified majority or specific individuals by modern and electronic means. We Media, also known as "citizen media" or "personal media", mainly refers to the general name of new media that are personalized, common, generalized and autonomous communicators transmit normative and non-normative information to unspecified majority or specific individuals by modern and electronic means. We media platforms include blogs, microblogs, WeChat, Baidu official posts, forums/BBS and other online communities. In the era of We media, various voices come from all directions, and the voice of "mainstream media" gradually weakens. People no longer accept being told right or wrong by a "unified voice". Everyone judges things from independently obtained information. At present, the most representative We media platforms are WeChat and Microblog. Such platforms mainly carry out information sharing, dissemination and evaluation of information and news events based on user relationships. From the content point of view, there is no established core "write what you think" and share what you think is valuable. Sometimes, some users will share some outlandish, false or even contrary comments or opinions from mainstream media in order to gain eyeballs. In general, the use of new media platforms such as microblog and WeChat has three significant characteristics since the media era:

Convenience. Microblogs and WeChat are not as high in language organization as blogs, and they are generally controlled at about 1,000 words, allowing viewers to read smoothly in 10 minutes. At the same time, more attention should be paid to reflecting one's own mood, which is very convenient to update without long talk. In addition, many APIs opened by microblog and WeChat enable a large number of users to update their personal information in real time through mobile phones, networks and other means.

The characteristics of the facing back. Unlike face-to-face performances on blogs, people face to face on new media platforms such as microblogs and WeChat, like playing games in front of a computer, passers-by watch how you play from behind, and do not need to take the initiative to communicate with people behind. Therefore, news evaluation by microblog and WeChat can be point-to-point as well as point-to-point.

Originality. Microblog and WeChat have very powerful instant messaging functions. They are written directly through QQ and MSN. Where there is no network, as long as there is a mobile phone, you can update your content immediately, even at the scene of the incident. Based on this, microblog WeChat, as a new media, has shown more influence, change and productivity than other traditional media. Therefore, it is also loved by teachers and students in colleges and universities.

2. The Construction of New Positions of Internet Public Opinion in Colleges and Universities: a First-Line Survey from faculty of Humanities.

With the rapid and widespread application of Internet technology in the era of We media, mobile new media such as microblog and WeChat have increasingly become an important channel for the dissemination of social mainstream information and the expression of opinions. Due to the particularity of colleges and universities, coupled with education-related topics and events, it is easy to arouse attention and quickly become the focus of public opinion. In case of relevant news and public opinion events, teachers and students in colleges and universities often "bear the brunt" as the recipients of first-hand information, and at the same time, they are also most likely to be spread through WeChat, microblog and other platforms. At the same time, due to the characteristics of platforms such as microblog and Wechat, which decentralize and decentralize information dissemination rights, it also intensifies the centralization of information dissemination rights, resulting in the centralization of microblog dissemination. Microblog information and WeChat "opinion flow" are increasingly becoming the weathervane of online public opinion guidance. Once

public opinion incidents occur, university managers often respond passively. Therefore, strengthening microblog and WeChat public opinion guidance and strengthening the construction of online reviewers for teachers and students in universities are increasingly becoming the new positions for universities to publicize ideological and political work at present.

2.1 Microblog and WeChat have Become New Means to Trigger Public Opinion.

When an emergency occurs, the traditional media have to go through a series of procedures to release the news of the incident. In contrast, micro-blog WeChat users can spread the events around them at any time and dynamically through SMS. Messages released by users of microblog and WeChat will not only be displayed on their own pages, but also be automatically sent to other users' pages that pay attention to the microblog and WeChat. Other users can forward or reply, which can make the messages expand rapidly in the interpersonal network and present virus-like transmission. Compared with the high-efficiency dissemination of WeChat microblog, college students are currently in the "growing period" of their thoughts, and are extremely vulnerable to erosion and influence by various unhealthy thoughts and ideas. In recent years, with the popularization of college students' smart phones and the popularization and use of mobile terminals such as WeChat and microblog, college students have become an important driver of major public opinion events. Taking the faculty of Humanities, Ningbo University of Finance and Economics as an example, in recent years, the popularity rate of students' mobile phones has basically achieved "full coverage". According to a random survey of 50 students in the classroom conducted by the author, 100% of the 50 students who hold smart phones have installed Wechat, 95% of the students have installed microblogs, nearly 80% of the students have installed Tencent news, surging news and other mobile network terminals, and 70% of the students will carry out text evaluation and forwarding of various news events, especially for educational information and news reports. Teachers and students in universities pay the highest attention.

2.2 Microblog and WeChat have Become New Squares for Public Opinion.

As an open information exchange and distribution platform, microblog and WeChat are extremely open. Taking microblog as an example, users do not have any information access threshold in microblog. Users can add attention to microblog without the consent of other microblog owners, and the information released by microblog owners will be automatically displayed on the page of followers. After watching the information, followers can also become publishers at the same time, and release the information or comments obtained by themselves in real time. Thus, a "point" can be easily connected with numerous points on the Internet, eventually forming a variety of communication combinations of "one-to-many", "one-to-many", "many-to-many" and "many-to-one". In general, in the era of We media, especially in the communication environment where WeChat and microblog are widely used, everyone can speak, and everyone can choose what they want to hear and what they don't want to hear. The opinions received by the audience are set by traditional media, but they are more from other microblog and WeChat users. Judging from the information transmitted by WeChat and microblog, the information transmitted by new media such as WeChat, microblog and network is basically healthy, positive and upward. But objectively, some fake information, such as false information, commercial fraud, gossip, vulgar pictures and texts, are rampant, and there are false elements such as exaggeration and deception, which are very easy to mislead college students, thus forming a bad tide of public opinions on the network. Therefore, it brings unprecedented challenges and pressures to the management of college students and teachers, especially the Party building work. According to statistics from WeChat Security Center, during the two-month period from May to June 2015, WeChat Security Center intercepted rumor information 24,353,319 times through system processing and friends circle interception. A considerable part of the information was read and even transmitted by college students.

2.3 Microblog and WeChat have Become New Centers of Public Opinion.

From a technical point of view, microblog and WeChat are very convenient to publish. If you can send short messages on your mobile phone, you can send microblog and WeChat, thus reducing the

technical requirements for users. The content of microblog and WeChat does not necessarily involve grand issues such as social stability and economic growth. It can be the mood or what the publisher saw or heard at that time. Therefore, many blog posts and WeChat articles are only users' personal affairs and feelings, but after some personal events are "aired", they are likely to escalate into social events that are widely concerned or participated in by the society, thus causing a great stir. Take the March 2011 salt robbery in Ningbo as an example. On the evening of March 16, a netizen in Ningbo forwarded a photo of transporting materials on his blog and was issued with the words "I am at the top". At that time, the blog was quickly forwarded and attracted onlookers from all over the country: There is a tide of salt rush in Ningbo, everyone go and buy salt! Thus, to a certain extent, the spread and influence of the salt rush incident were intensified. In the investigation and statistics of the propaganda department in the later period, a considerable part of the information in the public opinion incident of the salt rush in Ningbo was transmitted to college students and teachers in colleges and universities. Based on the above analysis, due to the grass-roots and simplicity of new media such as microblog and WeChat, it has become a collecting and distributing center for netizens' opinions. Ordinary people, including teachers and students in schools, in microblog and WeChat may also become a public opinion center, causing widespread concern. Personal events of microblog and WeChat users may also become social events that have attracted much attention. Therefore, it is particularly necessary to attach importance to the work of online public opinion and increase the team building of high-level online reviewers.

3. Countermeasures for Building the Team of Online Commentators in Colleges and Universities

As early as 2003, Hu Jintao pointed out that "we should attach great importance to and strengthen the internet news propaganda work, and strive to grasp the initiative in guiding public opinion on the internet, so that internet websites can become an important front for spreading advanced culture". On April 19, 2016, General Secretary Xi Jinping also stressed at the symposium on network security and information work that "the network should be built to have a good ecology and play its role in guiding and reflecting public opinion." At present, with the smooth start of the 13th Five-Year Plan, various institutional reforms and innovation plans in institutions of higher learning have also been put on the agenda. However, in the current era of We media, every university, including private colleges and universities, must attach importance to the public opinion response in the era of self-media. It is necessary to strengthen the construction of the network evaluation team of teachers and students in colleges and universities. It can also be said that "whoever has mastered the initiative of network public opinion, he has mastered the initiative of propaganda work in colleges and universities". Based on this, through more than two months of thinking and investigation, the author innovatively proposes to build a "public opinion cloud computing" position in colleges and universities, and to strengthen the construction of the online evaluation team of teachers and students in colleges and universities.

"Cloud computing" originally refers to the delivery and use mode of computer services. It mainly obtains the required services through the network in an on-demand and easy-to-expand manner. This service can be related to IT, software, Internet, or any other service. It has the unique effects of ultra-large-scale, virtualization, reliable security, etc. Its core idea is to manage and schedule a large number of network-connected computing resources in a unified way to form a computing resource pool to serve users on demand.

Based on this, the author thinks that the "cloud computing" model can be used to build the "public opinion cloud computing position" in colleges and universities, and to strengthen the construction of the team of online reviewers in colleges and universities. The initial assumption for the construction of "public opinion cloud computing position" in colleges and universities is: taking individuals in colleges and universities as a unit, obtaining, guiding and managing public opinion through network platform according to public opinion demand and geometric diffusion, and making it a communication guide node of network public opinion through cultivating microblogs and WeChat "opinion leaders" among teachers and students in colleges and universities, so as to realize

the unified management and scheduling of public opinion propaganda and ideological work in colleges and universities, and form a system mechanism framework to guide public opinion resources in colleges and universities to concentrate in the connotative development direction.

3.1 Screening “Network Opinion Leaders” and Grasping “Initiative” of Network Opinion

Mainly through the subordinate party committees, party working committees and general party branches of colleges and universities, teachers and students who are more active in their departments and colleges and universities are screened at the first level, and all-round guidance is conducted through the intervention of party organizations and other forms. First, we should scientifically screen out "opinion leaders" in microblogs and WeChat. Opinion leaders have a “double-edged sword” function. On the one hand, they can bring vitality and vigor to the network public opinion and guide the healthy development of the network public opinion. On the other hand, because college students and young teachers are young and immature, they are easy to be guided by various bad ideas. Therefore, opinion leaders in colleges and universities also add variables to the guidance of the network public opinion. Therefore, through the advance intervention of the Party organization, the opinion leaders in colleges and universities should be scientifically and orderly guided to release propaganda information and become the starting point of public opinion. At the same time, through forwarding and commenting, the incident was quickly pushed to the focus of public opinion to avoid unnecessary spread of public opinion. At the same time, it is also necessary to insist that university department leaders take the lead in demonstration, take the lead in publishing their own micro blog WeChat, and make positive voices in all kinds of school-related news events in the first place, so as to guide the public opinion and attention trend of teachers and students in the school, and resolve the impact and influence of various public opinion events on universities. In addition, it is also necessary to construct a disciplinary management system mechanism for public opinion management in colleges and universities. If opinion leaders among teachers and students in colleges and universities are issued false information, causing public opinion turbulence, abuse of discourse power, causing online violence and inciting students who do not know the truth, it is necessary to distinguish the influence of public opinion events and give corresponding disciplinary measures respectively, thus forcing opinion leaders in colleges and universities to “abide by public opinion rules” with strict supervision mechanism.

3.2 Training the Team of College Online Commentators and Building the “Main Battlefield” of College Online Public Opinion.

Building a team of university network reviewers is one of the effective ways to guide the university network public opinion, especially in the case of the truth is difficult to know, rumors are flying, and public opinion is one-sided, some "opinion leaders" such as professors and student cadres representing the correct direction of public opinion in universities will play a positive role in identifying the truth, curbing social rumors, and grasping the correct direction of public opinion. Therefore, in order to build a "public opinion cloud computing position" in colleges and universities, it is also necessary to create a team of online reviewers belonging to colleges and universities themselves. Relying on the team of online reviewers, we should create official microblogs with college characteristics, WeChat public numbers, WeChat public numbers of secondary colleges, teachers and students, and WeChat, so as to form a set of microblogs and WeChat systems covering colleges and universities, departments, teachers and students, and then build a “top-to-bottom” system of college leaders and ordinary teaching staff from the network. Cross to teachers, side to students "public opinion control positions, through micro blog, wechat positions to build communication channels between schools and teachers, students and schools, showing a good image of paying attention to teachers' ideological trends and getting close to students' daily life. However, it needs to be emphasized that the training of college online reviewers is a long-term process, which can be completed not only by setting up a few WeChat, microblogs and sending a few messages, but also requires colleges and universities to guide and gradually realize it from the institutional mechanism based on the long-term development plan of colleges and universities.

3.3 Stimulating the “Voice Enthusiasm” of College Online Commentators and Enhancing the “Positive Energy” of College Online Public Opinion.

The network assessors in colleges and universities established through screening and screening are not only a group of influential people in the network public opinion in colleges and universities, but also some "grassroots opinion leaders" close to the front line of teachers and students. On the one hand, the network assessors in colleges and universities should do a good job in daily teaching and learning, and at the same time they should shoulder the important task of network guidance. Therefore, in order to build the network assessors in colleges and universities, they should also pay attention to increasing the double incentives to the material and spiritual of the network assessors and positively affirm the system mechanism. If you can give special care to the excellent college online judges students in terms of awards, student cadre recommendation, postgraduate entrance examination, etc., you can give extra points to the excellent online judges teachers in terms of professional title promotion, end-of-year assessment, etc. In addition, in order to build a good team of online reviewers in colleges and universities, we should also pay attention to strengthening the communication between schools and online reviewers, strengthen the two-way communication with online reviewers in the form of symposiums and online network interactions, grasp the ideological trends of online reviewers in time, and try every means to alleviate or eliminate some negative attitudes, so as to grasp the initiative in controlling online public opinion in colleges and universities.

4. Conclusion

Generally speaking, the current network management system and mechanism in colleges and universities are gradually being perfected in the continuous exploration. However, there are still some serious problems such as lack of effective starting points for the new network media management methods such as microblog and WeChat, and the construction of the team of network reviewers in colleges and universities, and even the lack of awareness. With the increasing number of "ports" of cloud computing management in the self-media era, the propaganda work of university network platforms must occupy the main position and master the initiative. It is bound to build a "public opinion cloud computing" position in universities, build a good team of university network assessors, make good use of it, skillfully use it, gather more teachers and students in schools to join the team of network assessors, effectively restrain and guide the negative words and deeds of network assessors through heteronomy and self-discipline, create a harmonious and healthy network operation environment in universities, and truly realize the effective innovation of connotative development and characteristic construction in universities.

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