

Research on Global Communication Governance Based on Multi-subject and Multi-mechanism: Taking Regulation on the Internet Content as an Example

Lingwei Gao

School of Culture and Creativity, Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai, Guangdong, 519087, China

s230235017@alumni.uic.edu.cn

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Abstract: As globalization enters a new era, global communication governance is in a stage of high-quality development. Stick to the idea of a community with a shared future for mankind, and countries need to put forward propositions that better meet the needs of people for freedom of information and security. Based on the dynamic evolution of the Internet, the theoretical analysis framework of multi-subject and multi-mechanism is constructed according to the internal logic of communication governance, which can explain the global communication governance mechanism generated by the normative and negotiation mechanisms of state and non-state participation. In addition, it explores the possibility of moving towards high-quality development goals from the perspective of historical changes and practical deduction of global communication governance. Global communication governance aims to provide people with information content that meets the expected standards and is committed to continuously improving information quality and users' satisfaction. To this end, by strengthening Internet content regulation based on technology and norms, constructing the mechanism of interaction and feedback between content providers and content recipients' perception, and establishing a multi-subject collaborative evaluation system. In this way, we can achieve high-quality development of global communication governance, promote the construction of a community with a shared future for mankind, and meet the needs of people worldwide.

1. Introduction

Global communication governance is one of the primary responsibilities of the international community and one of the phenomena in the era of globalization. It can be divided into basic governance and non-basic governance and linked to governmental and non-governmental governance. For a community with a shared future for mankind, the international community has entrusted multilateral organizations to coordinate global communication governance. Since the invention of the Internet, multiple subjects have become the focus of global communication governance, and related mechanisms have become an evaluation index. In contrast to traditional governance, global communications governance focuses on information freedom, information security, and information quality. Thus, the issue of Internet content regulation is addressed, and the global governance concept provides professional communication governance guidelines.

Global governance originates from the people-centered development concept, which contains excellent values and is also conducive to constructing a community of shared future for mankind. From the development structure perspective, global governance pursues high-quality development and combines innovation and cooperation to achieve globalization and modernization. However, they remain at the theoretical level. Today, China has practiced a unique path of high-quality development. Comprehensive promotion of global governance will not only rewrite China's history and embody Chinese wisdom but also change the pattern of the world. Therefore, any discussion of global communication governance must have a vision and pattern of global governance thought. Therefore, we propose a proposal for global communication governance in the new era of

globalization. In other words, global communication governance based on multiple subjects and multiple mechanisms is a necessary condition and guarantee for realizing a community with a shared future for mankind. From the perspective of regulation of Internet content, global communication governance has made progress, but there are also shortcomings. The international community still needs a practical path for regulating Internet content and is still working on it. Therefore, global communication governance based on multiple subjects and multiple mechanisms needs to be further studied, which is not only conducive to improving information quality and satisfaction but also to promoting the construction of a community with a shared future for mankind. Based on the above background, this paper proposes a global communication governance model based on multiple subjects and multiple mechanisms, which aims to solve the problem that occurs in the regulation of Internet content and get the balance between information freedom and security through communication governance theory and case analysis. The main contents include four aspects: system design and governance model, regulation of the Internet content strategy, multi-subject coordination mechanism, and sustainable development. This study is of great significance to effectively reduce the risks of technological changes and meet social needs.

2. Background of Global Communication Governance: Multiple Subjects and Multiple Mechanisms

2.1 The Evolution and Challenges of Communication Governance: Background Analysis from a Global Perspective

Communication governance is developed by communication technology. It has social value, emphasizes the direction of the common good in communicative activities, and reflects the governing strategies of actors in different eras. However, even with some solid criteria used to construct the definition and essence of communication governance, reaching a consensus remains difficult [1].

2.2 Multi-subject Participation: A New Driving Force in Global Communication Governance

Multi-subject participation is an essential standard of global communication governance and a democratic expression of communication rights. Habermas and Castells discussed the definitions of multi-subject participation from the perspective of communication action and network society. In addition, some scholars believe that the participation of multiple subjects has improved the democratization of communication [2]. Because the participation of multiple subjects is more inclusive to some extent, it belongs to communication science to build a community with a shared future for mankind. The history of multi-subject participation can be traced back to ancient Greece, and its main activities include public debates and rallies. Furthermore, ideas and practices are closely related to political changes in modern society. Internet technology has made non-state actors assume significant responsibility for global communications governance. In the twenty-first century, the main contribution of the theory of multi-subject participation is to explain the importance of the normative mechanism and the negotiation mechanism. Therefore, the multi-subject participation philosophy initially focused on measuring communication governance based on democratic standards [3].

2.3 Multi-mechanism Construction: Reality and Dilemma of Regulation on the Internet Content

Compared with communication governance, multi-mechanism emphasizes the relationship between communication subject and content, which is dynamic and diverse. Although some scholars have questioned that there may be no direct relationship between multi-mechanisms and communication effects, most scholars argue that multi-mechanisms can rationally evaluate the quality of communication. McGuire and others proposed a classical communication process model, including four elements: source, channel, information, and recipient. Since then, this model has become a standard tool of multiple mechanisms and has derived the concept of communication

effect [4]. Some scientists believe that communication effects are measurable and represent "observable behavioral changes." A communication activity can achieve its intended purpose only if the recipient understands, remembers, and accepts the information. Diffusion effects are, therefore, the result of multi-mechanisms. In addition, some scholars have summarized the multi-mechanisms into two models: the norm-based governance model and the negotiation-based governance model. The former focuses on state-led laws and regulations, while the latter focuses on self-discipline and cooperation of non-state entities. The multi-mechanism has experienced some practical failures, but from the perspective of globalization, it can keep the balance between information freedom and security, and the concept of a community with a shared future for mankind has gradually become the consensus of global communication governance research and practice [5].

3. The Research Content and Foundation of Global Communication Governance

3.1 Communication Governance Theory and Framework: Theoretical Cornerstone of Multiple Subjects and Multiple Mechanisms

The essence of communication governance focuses on quality. Communication governance is the application of communication thinking in the era of globalization. To overcome the defects in the traditional communication model, it enters the research field as a new model-multi-subject and multi-mechanism framework. The basic idea of the framework is as follows. First, communication activities should ensure the realization of information freedom and security. Second, set professional standards for information content output. Third, capture the flow of information through technologies such as Internet technology. Fourth, evaluate information quality with dissemination effects. The framework of multiple subjects and mechanisms reconstructs communication governance, focusing on enhancing the sense of responsibility and building communication governance, participation, coordination, and sustainability in line with the community of a shared future for mankind. The theoretical framework of communication governance is shown in Figure 1.

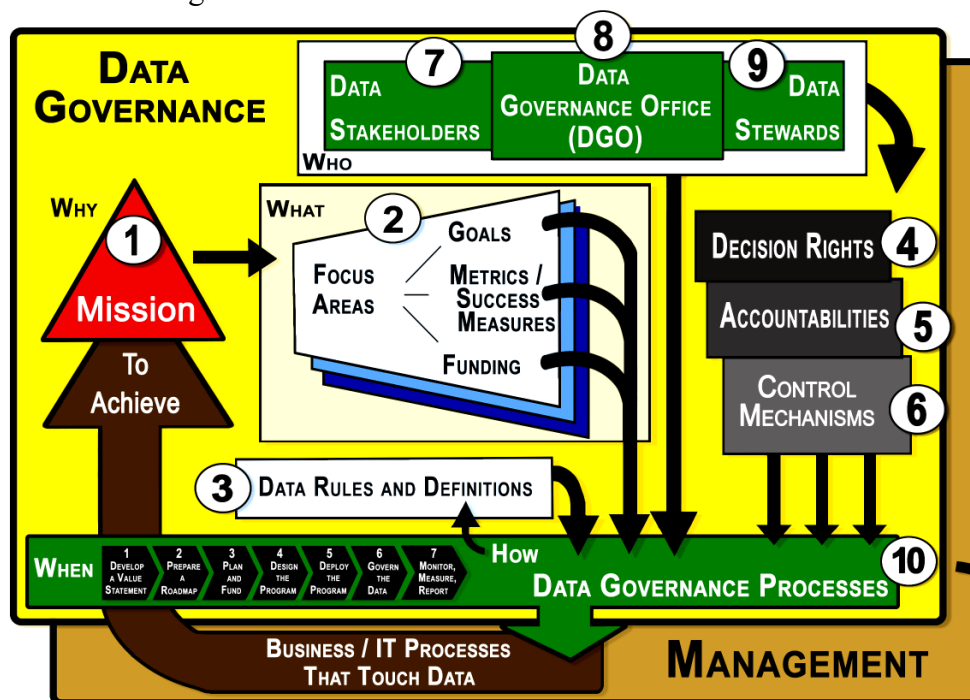


Figure 1 The theoretical framework of communication governance

3.2 Technology and Norms: the Critical Technology and Institutional Basis of Global Communication Governance

Technology and norms are the primary means of global communication governance, focusing on information freedom and security. Regulation on Internet content directly reflects the governance

status of the communication subject and content. Some components of the Internet technology are gradually being shaped, technology and norms, and various evaluation systems are getting attention. However, from the perspective of globalization, the practice in some countries is still at the stage of a single subject and single mechanism, contrary to the logical framework and formation mechanism of multiple subjects and mechanisms. Therefore, it derives some problems such as information asymmetry and information distortion.

3.3 Regulation on the Internet Content Case Study: An Empirical Study of Challenges and Opportunities

From the perspective of information quality, regulation on Internet content is the basic link of communication governance and the core embodiment of information freedom and security. Therefore, regulation of Internet content takes multiple mechanisms as the generation logic. The states are the main participants in the regulation on Internet content and the normative subject of communication governance. At this stage, the country strengthens regulation on Internet content from the perspective of technology and norms. There are three primary forms: The first one is laws and regulations. These ensure the country's information security between information production and information flow. The second point is industry standards. Standard information quality management is achieved through developing content classification standards, validation standards, and public disclosure of content management standards. The third is a redesign of the internal processes of the Internet platform. In recent years, companies such as Tencent and Baidu have leveraged artificial intelligence to improve content review efficiency and user satisfaction [6]. However, the participation needs to be further improved compared with multiple subjects.

4. Modeling and Application of Global Communication Governance Based on Multi-subject and Multi-mechanism

4.1 Institutional Design and Governance Model: A Global Communication Governance Framework with Multi-subject Participation

The fundamental difference between communication governance and communication effect lies in their evaluation methods. The evaluation standards and criteria of communication governance are public interests, and communication effects are mainly reflected in information quality and user satisfaction. In the communication governance framework of multiple subjects and mechanisms, accurate grasp, coordination, balance, and promotion are the core values and criteria for improving the effect. At present, the diversity of communication subjects and the differences in communication content lead to the diversification of results. Although it is conducive to promoting the balance between information freedom and security, the technology and norms could be better, and non-state entities also need effective supervision mechanisms. Thus, shortcomings in communication effects arise, affecting global communication governance.

4.2 Regulation on the Internet Content Strategy: A Practical Case Study Based on Multiple Mechanisms

From the perspective of satisfaction, Internet content regulations cannot provide users with the information they need. Users' evaluation of the information is mainly in the form of satisfaction evaluation, but users need relevant information and feedback mechanisms about content providers. The core of this issue may lie in information asymmetry. When regulating Internet content, content providers are commonly called "black boxes," and their control over information quality directly reflects information security. However, most of the information content providers provide about content classification, content review, etc., and the content quality is low. Content quality is often difficult to measure. Information asymmetries and incomplete metrics directly lead to barriers to information satisfaction [7].

4.3 Multi-subject Collaboration: Cooperation and Coordination Mechanism in Global Communication Governance

From the perspective of cooperation and coordination, policies have long constrained global communication governance. Since the 20th century, the globalization of politics, economy, and culture has reshaped the communication structure through the Internet, but the disadvantages of the traditional communication mode still restrict the effect. In the face of information asymmetry and information distortion, the quality of communication needs to be improved. In short, the participation of multiple subjects is a direct way to enhance the effect of communication. However, the actual impact of state standardization mechanisms on non-state actors has yet to be discussed. In addition, they lack an effective negotiation mechanism due to the conflict of interests. Therefore, participating in multiple subjects does not consistently achieve the public interest goal. Global communication governance is not only a technical problem but also a political one.

Moreover, global communication governance cannot avoid the "least common denominator" of the public interest for information freedom and security. In the mechanism, technology and norms are standard and effective tools and play an essential role in the regulation of Internet content. They give global communications governance not only an evaluative function but also practical value. Therefore, global communication governance based on "multi-subject, multi-mechanism" has become a cooperation and coordination mechanism for realizing a community with a shared future for mankind. Although global communication governance involves trial and error and adjustments, it is generally a democratic, step-by-step development path of high quality. From ancient Greece to modern society, the governance of global communications has always focused on information quality and user satisfaction. Global communications governance must balance information freedom and security to keep pace with globalization. However, when the information flow is amplified, this also brings a dilemma: information overload. To sum up, there is room for improvement in global communication governance in terms of multi-subject participation, and its cooperation and coordination mechanisms need to be further improved, which is also an issue for future research.

4.4 Sustainable Development Perspective: Future Paths and Prospects in Global Communication Governance

The development of global communication governance aims to build mechanisms and optimize the system to provide users with information content that meets the expected standards and is committed to continuously improving information quality and user satisfaction [8]. Although global communication governance is not a new topic, it is connected with political, economic, cultural, and other elements in the development process to outline the high-quality dimension of global communication governance. They expanded the connotation of global communication governance and endowed it with the value of innovation, cooperation, and inclusion [9]. Global communication governance has successfully explored the aspects of multi-subject participation, multi-mechanism construction, and regulation on Internet content, which provides experience for building a community with a shared future for mankind. However, compared with the requirements of the theoretical construction and mechanism design of multiple subjects and multiple mechanisms and the requirements of globalization at the present stage, the development way of global communication governance needs to be further optimized, and it is deeply in line with democracy, freedom and justice for people's expectations.

5. Conclusion

Currently, global communication governance has become an important issue and poses challenges and requirements to the international community. Global communication governance symbolizes the public interest in communication activities and is important to protect information freedom and security. In addition, it is conducive to the realization of a community of shared future for mankind and the maintenance of world peace, which essentially reflects the inherent

requirements of communication studies. Multi-subject, multi-mechanism is a theoretical analysis framework and practical mechanism to build global communication governance under the leadership of a community of shared future for mankind. In recent years, modern information technologies such as Internet technology have promoted global communication. Technology and norms empower the accuracy of media and content, and their value conforms to the internal logic of high-quality development. Therefore, based on multiple subjects and mechanisms, it provides a new approach to global communication governance. In short, the sustainable improvement of global communication governance will help promote the balance between information freedom and security and the construction of a community with a shared future for mankind.

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