

Analysis of information disclosure issues in the cooperation between official media and self-media in the context of integrated media to respond to public crises

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Abstract: At present, the development of media integration has become a new requirement. At the same time, public crisis incidents frequently occur. Studying how official media and self-media to carry out information disclosure collaboration in sudden public crisis incidents is important for shaping government credibility and enhancing the trust relationship between media significance. Based on the case of the new crown pneumonia epidemic, this article analyzes the problems in the official media information disclosure and the advantages and disadvantages of the self-media information disclosure, and discusses how the official media and the self-media use the financial media to carry out division of labor and cooperation on information disclosure. This research hopes to have certain enlightening significance for the government and the media to improve the ability of information disclosure and the level of information communication.

In the context of converged media, the one-way communication stage of traditional media has gradually been replaced by mass communication platforms created by new media. "Two WeChat and One End" have become the main channels for information dissemination. We-media platforms such as Weibo and WeChat are for the public to publish on public events. , Gathering opinions and forming the power of public opinion provides fertile ground. In this context, the occurrence of public crisis events will inevitably arouse widespread public attention, discussion, and dissemination, and will cause adverse social impacts in a very short time and at the speed of fission. Therefore, studying the issue of collaboration between official media and self-media on information disclosure in public crisis events is of great significance for enhancing the trust relationship between the media and enhancing the effectiveness of information transmission.

1. Definition and characteristics of related concepts

1.1 Definition and characteristics of financial media

Professor Ichel Soler Poole of the Massachusetts Institute of Technology in the United States pioneered the concept of "media integration" in the 1980s. According to his point of view, media integration includes at least three meanings. One is that media integration is the inevitable result of technological development, and the other is that the power of media integration comes from the needs of information consumer terminals. In other words, media integration is the development of a consumer society to a certain stage. The inevitable trend of the third is that media integration is a dynamic process, including the integration of content, network, and terminals. Chinese scholar Luan Yimei pointed out that financial media is the product of the development of new and old media to a certain stage, and is an innovation of media forms based on the development of communication technology. Some scholars believe that the era of integrated media has expanded information dissemination channels and enriched the content and form of information dissemination. Traditional media rebuild media communication platforms with the help of new media, which can integrate content and channel resources, and realize the dissemination of multiple media channels. The concept of financial media was officially used for the first time on March 22, 2017. Liu Yunshan went to the "Central Kitchen" of People's Daily and proposed to do a good job in news gathering, editing, and publishing, and launch more influential financial media products. Expand the spread of

party newspapers to the Internet. Since then, the concept of converged media has been widely used. In the era of converged media, high timeliness, fragmentation, socialization, interactivity, transitivity, and subversiveness are the main characteristics of converged media. For the media, the old and new media depend on each other and continue to merge, rather than replacing each other. For communicators, everyone can become a provider and disseminator of information, and the boundary between media people and audiences is gradually disappearing.

1.2 The definition and characteristics of self-media

In 2003, American news media scholars Shein Bowman and Chris Willis defined We Media for the first time. They pointed out: We Media is strengthened by the general public through digital technology and connected to the global knowledge system. A way for the general public to share their own facts and news with each other. Based on this concept, this article agrees that self-media has the following characteristics: First, the diversity of information sources. The emergence of self-media allows "audience" to become a "publisher", and everyone can become a media. Therefore, self-media has a wide range of information sources, rich content, and prominent civilian characteristics. Second, the simplicity of the release method. The revolution of mobile portable terminals has completely updated many previous limiting factors. The public can publish information on platforms such as Weibo and WeChat through devices such as PC and mobile phones. The way of publishing is becoming easier and more convenient with the development of technology. Third, the communication effect is significant. On the self-media platform, the dissemination process of hot information is like a flash flood, rapidly growing from point to surface, and the speed increases exponentially, and it cannot be stopped.

2. Research on collaborative governance of media fusion in public crisis events

"Accelerating the development of media integration and building an all-media communication pattern" is the media development strategy that President Xi emphasized when he presided over the 12th collective study of the People's Daily on the development of the all-media era and media integration. Huang Yanfei et al. proposed to construct the dimension of the collaborative governance relationship between the government and the media in public crises. Starting from the conceptual dimension, it is proposed that the media should shift from "government-centered" to "society-centered" when responding to public crisis events, actively intervene in crisis events, and give full play to its own crisis information disseminators and social early warning. The main body of crisis management and the government's supervisory functions. From a practical perspective, in the potential period of crisis, due to the stability of government bureaucracy, it is easier for the media to obtain crisis information than the government. The media should actively provide information to the government while guiding the public to grasp the true situation; , The government and the media should release authoritative information to the society as soon as possible, which not only respects the public's right to know, but also actively guides the transformation of social sentiment in a positive direction. During the period of contagion and resolution of the crisis, the government and the media should actively set up a diversified agenda, and through follow-up attention, guide the public to reflect on the problems and lessons learned throughout the crisis. Wang Yu pointed out that the rise and activity of the self-media provides a new research space for the collaborative governance of public crisis events, which not only includes the ability of self-media to disclose information and conduct supervision in the process of collaboration with the government or other social entities. It is more prominently reflected in its tremendous ability to greatly mobilize all parties in society and participate in the management of crisis events. By constructing a system dynamics model, Zhang Luni et al. compared and studied the network communication effects of two representative governance strategies of information isolation and information disclosure. The simulation results show that early information disclosure events and increasing the degree of information disclosure can effectively improve the effect of network communication. In summary, the integrated media environment has brought new challenges to the coordinated governance of public crises, but at the same time it has also gained new advantages. Therefore, continuously

improving the information disclosure capabilities of the government and the media in major public crisis events and improving the level of information communication are inevitable requirements for promoting the modernization of the national governance system and governance capabilities.

3. Responding to the problems of the official media information disclosure in public crisis events

3.1 The lack of timeliness of official media information disclosure

Judging from the outbreak of the new crown pneumonia epidemic, the early official announcement of the epidemic has experienced preventable and controllable "no person-to-person transmission" to "confirmed person-to-person transmission" in a state of emergency. The earliest signal of the emergence of the new crown pneumonia epidemic was on December 30, 2019, when a notice was reportedly issued by the Wuhan Municipal Health Commission. This notice shows that some medical institutions in Wuhan have successively appeared patients with unexplained pneumonia, requiring all relevant medical institutions to do a good job in medical treatment. From the first notification issued by the Wuhan Municipal Health Commission on December 31, 2019, to the seventh notification issued by the Wuhan Health Commission on January 14, 2020, the epidemic ranged from "no obvious human-to-human transmission" to "Limited person-to-person transmission is not excluded." Until the evening of January 20, when the experts of the National Health Commission's high-level expert group were interviewed by reporters, the team leader, Academician Zhong Nanshan, confirmed the "human-to-human transmission" of new coronary pneumonia and also confirmed the infection of medical staff. The lag of this information disclosure was later in the resumption of the epidemic, and the problem was attributed to the imperfect early warning system of the epidemic and the unclear right to release the epidemic. In addition, when dealing with public crisis events, the lack of timeliness of information disclosure is also affected by my country's traditional political and cultural concepts, and officials will try to conceal the truth of the incident. Under the guidance of official-standard thinking, some government officials have deliberately delayed the reporting of crisis information in order to avoid being punished by higher-level leaders and assuming corresponding responsibilities.

3.2 Reduced credibility of official media information disclosure

As far as my country's media credibility is concerned, there are two judgment dimensions at the group level: the power dimension and the professional dimension. The power dimension mainly refers to the official status and administrative level of the media. The professional dimension includes the five indicators of fairness, unbiasedness, complete reporting, accuracy and reliability considered by American scholars such as Meyer. These indicators point to the professional performance of the media itself. Previous studies have shown that the trust of my country's official channels is higher than that of private personal social media accounts. This trust is largely based on netizens' trust in the power dimension of official channels, rather than the professional dimension of the media. The latest research on the transmission channels of the new crown pneumonia epidemic found that the credibility of the self-media is trusted by netizens to a certain degree, especially among young people and highly educated groups, the trust is significantly higher than other groups. Young people and highly educated groups, as groups with good education and judgment, gradually increase their trust in We-media when public crisis events occur. In contrast, the official media, as the mouthpiece of the party and the state, has always focused on providing positive information, and purely positive information will reduce the public's political trust.

3.3 Incomplete information disclosure in official media can easily cause public panic

On January 31, 2020, the official Weibo of "People's Daily" published a content titled "Joint Discovery by Shanghai Institute of Drugs and Wuhan Institute of Virology: Shuanghuanglian can inhibit the new coronavirus". As soon as the news came out, the panic and anxiety accumulated by the people during the epidemic had an outlet. The Shuanghuanglian oral liquid in major online and

offline pharmacies was sold out, and many citizens even waited in line at the pharmacy late at night to buy it. In response to this phenomenon, the "People's Daily" official Weibo took emergency measures, and released on February 1, 2020, "Inhibition does not equal prevention and treatment" and other Weibo to further interpret the initial results of clinical research. The official media conducts the latest reports through social platforms, and the remarks made may have a soothing effect, and may also bring negative effects, which will affect the public's online and offline behavior in the first time. Given the lessons learned by sars from rushing to buy Banlangen and table salt, the official media information disclosure content should be as detailed and comprehensive as possible, otherwise it will easily cause panic during the emotionally sensitive stage of the public and be criticized by the public as "Title Party".

In addition, when a public crisis event occurred, although the official media disclosed relevant information, the attitude and position of the relevant government departments did not clearly state, which would cause the public to seriously doubt the government's attitude in handling the incident, which would lead to the problem of non-cooperation with the government's follow-up work. .

4. Analysis of the pros and cons of self-media information disclosure

Whether self-media can bear the responsibility of information disclosure is a topic of constant debate. The essence of self-media is that it is an instant interactive platform for information sharing. When responding to public crisis events, self-media information disclosure shows its advantages while inevitably there are some problems, such as the difficulty of distinguishing the authenticity of information and the influence of online public opinion. Government decision-making and online rumors have caused social panic, a large amount of information makes it difficult for the public to choose, a huge amount of information and users make government supervision difficult, and the control of traditional government official media is challenged. In this new crown pneumonia epidemic, the release of the "Witch Xiaoxi" video also confirmed this. Although the video content of "Witch Xiaoxi" has been rejected by the Central Committee of the Communist Youth League, the follow-up report on the head nurse Guan Xiuli and the treatment of the corpse in the hardest hit area during the outbreak of the foreign epidemic some time ago have been unable to confirm that the information released by "Witch Xiaoxi" at that time was Rumor or not. Regardless of the authenticity of the incident, the video information and help messages released by Witch Xiaoxi on the We-Media platform did spread the news that "the suspected case in Wuhan is undiagnosed and the medical run is serious". It is precisely because of the transmission of this kind of information that the central government attaches great importance to it. After that, the emergency deployment of medical resources, the subsequent clinical diagnosis and the principle of "collect all receivables" are inseparable from the distress messages issued by such self-media platforms.

Self-media information disclosure has increased uncertainty, increased uncontrollability, fragmented information release, and some self-media like to create gimmicks based on commercial interests to earn traffic. At this stage, the quality of Chinese Internet users is uneven, and some Internet users are The lack of recognition of information disclosed by the media may cause the generation and spread of rumors. Once a public opinion crisis is caused, the public will put forward higher requirements on whether the government's official media information is timely, true, and comprehensive. This will easily cause the public to question the government's credibility and affect the government's image.

On the other hand, since we media have more extensive communication channels, information dissemination is more timely, and it is easier to communicate and communicate. In response to sudden public crisis events, we media platform information disclosure can promote small-scale social mobilization. For example, the new crown pneumonia epidemic Weibo received help information through the topic "Pneumonia patients ask for help", and fed it back to relevant government departments, so that patients can receive timely and proper arrangements and treatment. In addition, self-media information disclosure also helps the government to collect public opinion in a timely manner, grasp public opinion nodes, and guide the development direction of public opinion, such as the "Red, Yellow and Blue Kindergarten" incident in 2017.

5. The division of labor and collaboration between official media and self-media under integrated media

In the context of public crisis, in the mutual cooperation of media information disclosure, if the government on the one hand quickly and comprehensively releases crisis information through authoritative channels, it also actively listens to and responds to feedback from other subjects, forming a cycle of all aspects. The communication loop can improve the trust relationship between the subjects. The era of integrated media has enriched the public's access to information, and has also increased the requirements for information disclosure. When the government and official media release information, they are often affected by some traditional ideas. Therefore, it is of great significance to discuss the division of labor and cooperation between the official media and the self-media in information disclosure.

5.1 Fast and slow collaboration of information disclosure

Under normal circumstances, in order to avoid public opinion crisis caused by the influence of self-media, the government-led official media must actively, timely and comprehensively release information to avoid public opinion crisis, satisfy the public's right to know, and create a good public opinion dissemination environment. Self-media uses the characteristics of timeliness, conciseness, and interactivity of information released by new media platforms, which improves users' satisfaction in obtaining information, and makes the people habit of obtaining news and information rely on various new media platforms. At the same time, the public criticized the problem of lagging official media information disclosure can use the media to mediate conflicts. With the popularization of the Internet and the development of 5G technology, with the help of emerging technologies such as big data and cloud computing, a media-integrated information transmission platform that integrates audience interaction has been built. Information disclosure in emergencies of public crises can be conducted by audited self-media to publish pictures and videos first to achieve the timeliness of information release, and then grasp the opportunity to guide public opinion. The old and new media, the official media, and the self-media cooperate with each other to seize the opportunity for information release, but also have authority and credibility. Therefore, media information disclosure in sudden public crisis events can improve the efficiency and accuracy of information disclosure by improving the information release and communication mechanism, so that the audience can obtain more comprehensive, convenient, and authoritative information. In addition, whether it is the self-media that is the first to publish information or the official media that has been verified and deliberated, the media should be allowed to make mistakes that are not moral.

5.2 Division of labor and responsibilities for information disclosure

One is that the official media dominates and the self-media guides the trend. We media is usually entertaining most of the time, but in times of public crisis, it can help. Nowadays, the traditional official monopoly of discourse power has been broken. We-media has shared discourse power and our ability to guide public opinion cannot be underestimated. In the process of dealing with emergencies of public crisis, there are many unpredictable and uncontrollable factors. The official media has an overall situation, and the focus of attention is different from that of the self-media. While paying close attention to the dynamics of online public opinion, clarifying and eliminating false information in a timely manner, it is also necessary to grasp the dominant power of public opinion and promote public opinion in a direction conducive to effective crisis resolution. For the same event or information, it is possible to exert better guidance and mobilization capabilities through coordination among the media, overall vocalization, and misplaced complementary reporting. In addition, the high degree of attention from the media is the basis for social mobilization, and the government will also be under pressure when facing a short period of time to mobilize and assemble large-scale personnel and materials to respond to public crises. The speed and scale of self-media to disclose information on the Internet enables the public to quickly and spontaneously engage in rescue work after learning about the incident.

The second is to improve self-media media literacy and establish an evaluation mechanism. Compared with self-media, my country has always been stricter in the management of official media. Especially in times of public crisis, it is emphasized to improve the media literacy of self-media staff, and to combat malicious hype, spread rumors and other behaviors. At the same time, establish a social responsibility evaluation mechanism of We-Media, including social responsibility evaluation, media quality evaluation, etc., strengthen the assessment of We-Media professionals' qualifications, improve their awareness of social responsibility, encourage and guide We-Media to regulate self-behavior and improve Credibility.

The third is to standardize the access mechanism. In the self-media environment, after a sudden public crisis event, self-media often releases information without screening. Since there is no organization to strictly review and supervise the content of the information, the credibility of the information in the process of dissemination is low, and it is easy to cause hidden dangers of social disorder. Therefore, it is necessary to standardize the media access mechanism, establish a "gatekeeper" system technically, and strictly restrict the self-media that has "experience" without moral quality.

6. Conclusion

Through the content of relevant media information disclosure in the prevention and control of the new crown pneumonia epidemic, there are still many cases and experiences that are worth analyzing, reflecting and summarizing. In general, continuously improving the information disclosure capacity and information communication level of the government and the media in major public crisis events is an inevitable requirement for advancing the modernization of the national governance system and governance capabilities. At present, compared with the requirements of the Party Central Committee and the needs of the people, there is still much room for improvement in the information disclosure of the government and the media. In the face of major public crisis events, open and transparent information is particularly important. This is not only a requirement of the system but also the professional spirit of public servants and media professionals. In the context of the information age of the crisis society, in addition to requiring the government and the media to make a difference in information disclosure, they should also expect the growth of the people, learn to identify the true and false information and bear the corresponding consequences.

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