

Research on Government Guidance Mechanism of Internet Public Opinion under the Background of “Multiple Public Opinion Fields”

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Abstract: The motivation-inducing mechanism of the evolution of online public opinion refers to the motive force and law of the evolution of the variables involved in mutual games. Therefore, government guidance should follow its law and follow its trend. Internet public opinion also has its own kinetic energy and potential energy. The energy accumulated in the process of its generation and evolution moves in the network “public opinion field”; the faster the network public opinion evolves, the greater the energy (qualitative description, because it has not been quantified, the more netizens participate, the greater their energy. The threshold point of online public opinion is the key node of its evolution, and it is also the focus and timing point of government guidance. The government follows the rules and logic of the generation and evolution of online public opinion and unfolds the guidance of online public opinion. The government guidance of online public opinion is carried out in six aspects: government affairs mechanism guided by the government of online public opinion, participation mechanism guided by the government of online public opinion, competition mechanism guided by the government of online public opinion, communication and coordination mechanism guided by the government of online public opinion, and information guided by the government of online public opinion Sharing mechanism, security mechanism guided by the government on the Internet public opinion. Revealing these mechanisms provides assistance for governments at all levels to formulate corresponding guiding policies and achieve good governance.

1. Introduction

The basic meaning of “public opinion” should be people's emotions, wishes, attitudes and opinions. For the connotation of public opinion, domestic researchers have different understandings. Some scholars believe that public opinion can be divided into a narrow sense and a broad sense. In a narrow sense, public opinion refers to the social and political attitudes of the people as the subject to the state administrator as the object. In short, public opinion refers to the social and political attitude of the people. In a broad sense, public opinion refers to social sentiment and public opinion, which refers to the emotions, attitudes, opinions, opinions, and behavioral tendencies of people from all walks of life about the existence and development of society. Internet public opinion is a collection of public sentiments or opinions that occur in cyberspace and are closely related to reality. The public often spread online public opinion information through news reviews, online chats, BBS forums, blogs, Weibo, WeChat, Fetion, dating sites, and video publishing sites. Internet public opinion has become an increasingly important part of our country's public opinion. Numerous online mass incidents show that the government's guidance of online public opinion is extremely important. Through the effective guidance of online public opinion and the correct and timely handling of contradictions, we can reduce mass incidents, which is conducive to building a harmonious socialist society.

2. The Generation, Evolution and Influence Mechanism of Online Public Opinion

Traditional media reporters or individual netizens disseminate an event through the Internet, attracting the attention of netizens and triggering online public opinion. This is the first stage, the latent and generating stage of online public opinion. The characteristics of online public opinion at this stage are sketched based on its influencing variables: the amount of participation by netizens is not high, public opinion events determine the sensitivity of netizens, and the tendencies of netizens are scattered; the stimulus of public opinion event information is strong or weak, The authenticity of public opinion incident information is still unclear, messy information and negative information are flooded with it, and the government's response to public opinion incidents has not appeared; the media rely on its own influence to promote, lack of gatekeepers, the media may have potential positions and public opinion orientation, netizens are Dissemination in small groups and small areas; the timing and timing of the occurrence of online public opinion events can be analyzed, the characteristics of the time period are not obvious, the online public opinion is only carried out in individual fields and individual media; government factors are not obvious. If the government intervenes and guides reasonably and effectively at this stage, online public opinion will be grafted and transferred by new hot spots, and the online public opinion will end.

With the gradual disclosure of information related to public opinion incidents and gradually approaching the "truth" of the incident, with the intervention and guidance of government departments, public opinion incidents have been reasonably resolved, netizens' enthusiasm for public opinion incidents has faded and the number of posts has rapidly decreased, or netizens have been New public opinion hotspots are attracted and "empathize and fall in love", and online public opinion disappears or is "deeply buried." This is the third stage, and the online public opinion in this stage is easy to monitor, analyze and guide. The characteristic performance of online public opinion in the fading stage, based on the sketch of its influencing variables: the amount of participation of netizens is rapidly reduced, the sensitivity of netizens is reduced, opinion leaders are withdrawn, and the tendencies of netizens are unified; public opinion event information is no longer irritating, public opinion event information The authenticity of the Internet has been confirmed, the messy information and negative information have been wiped out; the media's attention has been shifted to seek new issues, the role of monitors has been highlighted, the media's position and the direction of public opinion have been completely clear, and a small number of netizens have made some "lingering voices"; the length of the evolution of online public opinion events The time period is determined and the effect of online public opinion pressure is obvious; government factors are fully revealed, and the information feedback stage is entered; scholars in related fields are stationed to conduct research.

People's livelihood, corruption, national movement, national rights, human rights and other major areas related to people's well-being are potentially present and thinking in the minds of every netizen, discussing and disseminating among social groups, and disseminating in various media As if a powerful undercurrent surging silently. They are brewing and accumulating energy like a volcano, waiting for the stimulation of an inducement and the ignition of a fuse. This state is the pre-latent state generated by the network public opinion. Internet public opinion is directly related to social reality. It is rooted in social real life and affects the judgment, handling and consequences of real events by all parties. Therefore, government guidance should pay more attention to the pre-latent state of online public opinion.

3. Government Guidance Mechanism for Online Public Opinion

The mechanism of government affairs in the pre-network era. The traditional administrative government affairs mechanism relies on the monopoly of power to isolate the government from the public with a hierarchical system, independent of each other, and clear and rigid organizational boundaries. The decision-making and actions of social actors are subject to power and authority. Power comes from hierarchical positions and social status. The public's access to information is single, indirect and distorted, and there is no way to judge whether the information is true or false.

Government Affairs Mechanism in the Internet Age. In the age of network informationization, government affairs paradigms and government affairs mechanisms require and will change. Diversified social actors form a diversified power center, and they form a mutual dependence relationship. The organizational boundaries have been quite fuzzy and have great flexibility and flexibility. The networked and virtualized organizational forms are generally developed; the various actors in the social organism are based on Trust and collaboration to participate in public affairs, the power involved in public affairs comes from the public, knowledge and information, and direct, many-to-many information communication and sharing between people. The future government mechanism. The future government affairs model breaks the boundaries of time and space with the help of network information technology, and instantly extends public services to every corner of the social organism, resulting in a zero-distance service effect, thereby improving the effect of public services. The online public opinion formed by netizens and online groups promotes the decision-making and implementation of government affairs, and evaluates and judges the effects of government affairs. Only by establishing a networked system based on serving netizens (the author believes that the era of all the people are netizens is coming soon), a networked contract based on service reputation, and a networked law based on the supervision of netizens can ensure the effective operation of future government mechanisms. The future government governance model emphasizes the network relationship of organic connections between the social organisms, that is, negotiation, cooperation and partnership, and focuses on the interaction between citizens, NGOs and the government; the focus of future government affairs is the reengineering, reorganization and reorganization of government affairs processes. Optimization.

One of the cores of the traditional government affair mechanism is to control information; the top decision-making level of the social organism assumes the responsibility of “information” gatekeeper and also acts as the “gatekeeper” of information dissemination; gatekeepers' gatekeeping behavior is simply divided into guidance and restraint. For example, the incidents that shocked the world and died of starvation around the country in the 1960s have not been made public to the whole society. In the era of network information, everyone is a “news man” and everyone is a “gatekeeper”; the traditional gatekeeper function is weakened or even vanished. It is no longer possible to completely control information in traditional government affair mechanisms. Therefore, it is necessary to establish and improve a formalized “gatekeeper” system at the government level, official media level, media level, website level, and web page level to prevent false, false, and negative information that the government does not like from flowing into the Internet and to the private sector.

A diversified mechanism led by the government on Internet public opinion. The government's guidance of online public opinion must be guided and led by the core socialist values, but this cannot and does not have to deny the guiding role of non-mainstream values. It is not spring to stand alone. Spring is full of flowers. The leadership of elite public opinion leaders, the guidance of private public opinion leaders, and the guidance of media public opinion leaders coexist. Group dynamics tells us that group attitudes and tendencies are the product of group cohesion. The reason why netizens actively gather around public opinion leaders is because they attract, radiate and influence the knowledge, personality, and ideas of public opinion leaders. In the same way, media or websites attract and guide audiences loyal to them with their unique styles. Therefore, the government should not simply and rudely suppress, suppress or even eradicate these public opinion leaders and leading media when guiding public opinion on the Internet. Instead, they should coexist peacefully with them and be pluralistic, and focus on cultivating public opinion leaders within their own system. The elite group comes up.

Network governance competition mechanism. The concept of government competition (competitive governments) originated from the different responses of European countries to economic integration. Government competition is mainly manifested in vertical and horizontal competition: vertical is the competition between the central government and local governments; horizontal is the competition between local governments. Competition generates pressure, and pressure promotes the innovation of government governance models in the Internet age. The

governance competition mechanism for the guidance of online public opinion is the competition among the government, netizens and groups of netizens, online media, network enterprise associations, NGOs, and public opinion leaders around the planning, implementation, supervision, and evaluation of the guidance of online public opinion. Competition mechanism guided by online public opinion. In the information age, the social actors under the social electronic governance model of citizens (netizens) are facing more severe competition. The government itself has competition, because the public can get rid of the “guidance” of traditional media controlled by the government or interest groups and express opinions on virtual platforms, form online public opinion and public opinion, and urge them to step down; local government's benefit acquisition methods and public management The incentive mechanism in the system will inevitably give rise to competition among local governments; the government faces competition from online companies, NGOs, and opinion leaders in the provision of public products of public opinion on the Internet. The diversified movement of public service providers of public opinion on the Internet has proven itself. In view of this; if traditional media does not change the role of the government's “mouthpiece”, it will inevitably be eliminated by the rapidly developing electronic media.

4. Conclusion

The new media era has put forward new requirements and challenges for the government's network public opinion guidance work. It is necessary to build a network public opinion guidance mechanism that can adapt to the current media environment to ensure the effect of network public opinion guidance and maintain social stability and harmony. Therefore, this research is based on relevant theories, starting from the characteristics of new media, and analyzing the status of online public opinion in my country, summing up the positive and negative effects of online public opinion in the new media environment, laying the foundation for the subsequent targeted construction of a guiding mechanism. Combined with a collection of hot public opinion cases, it will analyze the problems and development trends of the current government network public opinion guidance mechanism in my country. Through the analysis of the knowledge map in the field of “network public opinion guidance”, on the premise of clarifying the essential elements of the network public opinion guidance mechanism, the government's network public opinion guidance mechanism under the new media environment is constructed.

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