

Network Public Opinion and Social Network Information Dissemination Model

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Abstract: Online social networks have become a popular social media platform with their unique communication advantages. According to the formal characteristics of the information dissemination model in online social networks, combined with the infectious disease dynamics model and the influence model, according to the different research objects and research methods, the scholars' online social network dissemination models are classified and summarized, and different Comprehensive description of the research theories, and finally, based on the existing research results and research methods, put forward his own thinking on the future research direction.

1. Introduction

President Xi Jinping pointed out at the 2018 National Propaganda and Ideological Work Conference: We must scientifically understand the laws of Internet communication and improve the level of Internet governance, so that the largest variable of the Internet becomes the largest increase in career development. At present, under the premise of continuous development of information technology, high-end technologies such as big data algorithms and artificial intelligence have quickly entered people's lives and iterated rapidly. There are currently more than 800 million netizens in my country who use the Internet, and the average daily amount of information dissemination is even more alarming. In the virtual world, the forms of interpersonal communication are becoming more and more complex and diversified. In this context, accurately grasping the dynamic law of the network and its propagation and changes is an important prerequisite guarantee for "improving the level of network governance".

2. The Generation of Online Public Opinion

Public opinion in a broad sense is a form of public. It is composed of individuals and various social groups. At a certain stage of history and in the social space, they are concerned about things they care about or are related to their own interests. Social and public offices express opinions and opinions, which usually carry various emotions and attitudes ^[1]. This article will take the two factors of the media and the audience as the basic point, choosing from the broad perspective of public opinion to study how public perception and public attitudes are produced, how they develop, and how they change. For government agencies, collecting public opinion is conducive to judging whether the people are satisfied with the current government. This is one of the most important methods that can promote the rapid reform of our government to a service-oriented government. This is subordinate to the research of the network public opinion information model. Within the scope of the overall exploration.

Internet public opinion must be spread through a certain medium, which includes the process of interpersonal communication. With the emergence and development of the Internet, the traditional media monopoly has been broken, and the Internet has become a new medium used by people¹. Internet public opinion is the continuous integration and strengthening of the new characteristics of public opinion, but it also directly exposes the new problems of public opinion in the online world, but it also reveals the new challenges it faces in the online world.

First of all, the Internet has an obvious effect on the acceleration of the spread of events and the

expansion of the scope of spread, liberating the “one-to-many” form trapped in traditional media, and then adding more extensive information of “many-to-many” Platform. Because the characteristics of online platforms are very inclusive, traditional media communication capabilities exist in cyberspace in another form, often in online magazines, television, or after light processing of their content.

Secondly, public opinion mainly uses the online world as the main dissemination space. Before that, portals, search engines and e-mail were the main tools of Web1.0. However, compared with the Web1.0 era, the Web2.0 model can allow the people to communicate more smoothly and unimpededly, and it can also generate stronger public sentiment, because Web1.0 will be subject to certain restrictions due to technology and other reasons^[2].

Finally, online public opinion has a certain impact on public perception to a great extent. At present, in the context of the continuous integration of online virtual space and real society, the emergence of online media with SNS as the main core in the virtual social space will not only Its own tools are scientifically integrated and used, and traditional media are integrated and disseminated at the same time, so that it has the ability to control public opinion and attract people's attention to information. In short, it is a special public opinion that is enough to subvert any media ability in the past, and it also determines the way of public communication in the virtual and real society in the future.

3. The Basic Regularity of Social Information Dissemination

The basic regularity of social information dissemination includes ten forming rules. The following will focus on the two most critical points.

First, people’s awareness of social information is that the process of dissemination and change of online public opinion is actually very similar to the law of dissemination of other types of information. Their basic evolutionary route is: starting from the occurrence of an event, promoting the development of the event and making it To the climax, and finally the whole event ends with the passage of time. Looking at the law of changes in information dissemination in the past, information will have different rules at different stages. While conducting research, relevant scholars also outline the fluctuation curves of information dissemination at different stages to form an evolution model diagram and a three-dimensional space model diagram. And particle model diagrams.

Second, because public awareness has the characteristics of suddenness, unknownness, and impact, the law of information dissemination changes in emergencies should be highly valued in conjunction with the actual situation. Incidents that happen suddenly in the real society are rapidly spread through the socialized network world. As the scope of their dissemination increases, the large-scale dissemination of social information may also promote the progress of real social events. This makes the academic community focus on emergencies. Problems caused by the combination of events and socialized information dissemination. Some scholars believe that in a public emergency, if you want to arouse the climax of socialized information dissemination, you can make use of the super accumulation function of the new network media dissemination;After studying a large number of cases, some scholars have discovered that from the perspective of national modern governance, they have studied the laws of information dissemination that occurred in emergencies and information in emergencies in the domestic Internet world that is undergoing a transition period. The changing path, mechanism, law and situation of communication, these research work not only focus on the exploration in the academic field, but also pay attention to its application function.

4. Suggestions on Service Management of Online Public Opinion

All institutions with responsibility for the supervision and management of the Internet, as well as relevant media managers and netizens, should mainly learn to use new media technologies to spread scientific knowledge. The relevant managers of Internet public opinion must have sufficient understanding of the current social network information dissemination laws, especially the

development of Internet public opinion and its development laws, integrate their own positioning with the audience of Internet public opinion, and gradually establish assistance. The audience solves the service-oriented concept of information asymmetry and other practical problems, and solves and implements the service and management problems they need. Managers must remember to pay attention to the audience, and do not neglect their needs and cause the managers themselves to make contrarian behaviors that are not conducive to the development of the situation. On the basis of a full understanding of the theory, you can refer to the following three suggestions to continuously improve the service management level of online public opinion.

4.1 Internet Public Opinion Should Be Combined with Rational Views

In the process of issuing online public opinion, it should be guided to put forward a rational point of view that effectively combines facts and logic. The main purpose is to provide public opinion with solutions to problems and weaken the guiding role of public sentiment. All media and network environment managers involved in online public opinion should be responsible for managing the trend of public opinion, and should use fair and justified public speech data to support the development of online public opinion. Relevant media can also add authoritative or professional speeches to the public opinion team, and through supplementary knowledge base links, give the public a multifaceted introduction to the important theories involved in the discussion, so as to guide the media audiences to develop in a rational direction on the events of concern.

4.2 Network Public Opinion Managers Change Management Concepts

All online public opinion managers must change their own ideas, and online public opinion should integrate the speeches of the entire audience. Therefore, it is necessary to establish the diversity of online public opinion, and to effectively protect this diversity, to promote the generation of online public opinion under an open network platform, and to protect the submission of various opinions, rather than suppress the diversity of multiple opinions. Encourage a broad audience to make rational evaluations of various social events.

4.3 Strengthen Prediction and Analysis Capabilities

Relevant managers increase the attention and analysis of highly sensitive comments, because this will have a huge impact on the direction of the event's subsequent progress.

At present, my country still lacks attention to the protection of public opinion and early warning of social information dissemination. Regarding this issue, companies, institutions or related departments must strengthen their own-related online public opinion prediction and analysis, participate in online discussions with a positive attitude, and provide corresponding services to the audience, and enter the online public opinion crisis handling when necessary. The program eliminates the negative influence caused by the powerful dissemination power of its comments.

5. Conclusion

To sum up, the era of traditional media as the protagonist has passed, and the era of online public opinion has arrived. All media sectors must use the new situation, master its dynamic laws and specific management methods, in order to better adapt to the more diverse information dissemination of future audiences. form.

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