

Research on Strategies to Improve the Ability of Online Public Opinion Guidance in the Environment of Self-media

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Abstract: With the rapid development of Internet technology, self-media has become an important channel for people to obtain information and exchange opinions. However, the guidance of online public opinion in the self-media environment still faces many challenges. Therefore, how to effectively guide the ability of online public opinion guidance, improve the network literacy of the general public, and give full play to the advantages of self-media is one of the urgent problems to be solved at present. This paper mainly focuses on the strategy of improving the ability of online public opinion guidance in the self-media environment, and carries out the following research, in order to provide reference and reference for relevant workers.

Keywords: Self-media environment; Online public opinion; Ability to boot

Introduction:

Improving the ability to guide online public opinion in the environment of self-media is of vital significance for maintaining social harmony and stability, ensuring national security and political stability, promoting economic and social development, and cultivating the public's network literacy and media literacy. Therefore, it is of great practical value to study how to improve the ability of online public opinion guidance in the self-media environment.

1. The importance of improving the ability to guide online public opinion in the self-media environment

With the rapid development of new media technology, people's ways to obtain and disseminate information are gradually diversified, and the speed is also accelerating. Therefore, more and more people are pouring into online platforms to freely express their opinions and ideas, which has prompted the emergence of a self-media environment. In the self-media environment, the importance of improving the ability to guide online public opinion is mainly manifested in: (1) maintaining social harmony and stability. The correct guidance of online public opinion is conducive to forming social consensus, avoiding the spread of negative emotions, and maintaining social harmony and stability. (2) Ensuring national security and political stability. The correct guidance of online public opinion can effectively prevent malicious attacks, rumor-mongering and other behaviors, and maintain national security and political stability^[1]. (3) Promote economic and social development. Improving the ability to guide online public opinion can create a good public opinion environment and provide a strong guarantee for economic and social development. (4) Cultivate the public's network literacy and media literacy. Through the improvement of the ability to guide online public opinion, the public's network literacy and media literacy can be gradually improved, and the public's ability to distinguish false information and rationally participate in online discussions can be improved.

2. Strategies to improve the ability to guide online public opinion in the self-media environment

2.1 Establish response mechanisms

In the self-media environment, the speed of information dissemination is extremely fast, and there are many communication paths and channels. In the high-speed and diversified information dissemination mode, it is necessary to immediately establish a response mechanism to improve the ability to respond to public opinion, so as to improve the ability of online public opinion guidance. The

specific measures are: First, encourage experienced personnel in different fields such as news communication, public relations, and data analysis to actively participate in the construction of online public opinion monitoring teams, so as to monitor online public opinion in real time, including news reports, comments on social media, forum discussions, etc., to ensure timely discovery and grasp of public opinion trends [2]. In practical work, it is necessary not only to do a good job in information collection, but also to analyze and judge information, and actively use advanced data analysis tools and technologies to classify, summarize and sort out the collected information, extract the public's attention to a certain event or topic, emotional attitudes and communication trends, etc., to provide scientific basis for decision-making. Secondly, actively formulate a sound emergency plan and response mechanism for possible emergencies or public opinion crises, and respond to procedures, division of responsibilities, information release standards, etc., to ensure that they can respond quickly when emergencies occur. In addition, it is necessary to establish cross-departmental coordination mechanisms and long-term mechanisms to ensure effective cooperation and information sharing among various departments, regularly carry out public opinion response drills and training, strengthen exchanges and cooperation with relevant institutions and experts at home and abroad, and continuously optimize emergency plans and response mechanisms. Finally, strengthen interaction and exchanges with mainstream media and netizens, do a good job in disseminating information, and maintaining online order. For example, strengthen interaction and communication with netizens and respond to the needs of netizens in a timely manner; Use a variety of means, such as news reports, expert commentaries, online forums, etc., to guide the direction of online public opinion; Strengthen the crackdown on malicious rumor-mongering and rumor-mongering, and maintain online order; Strengthen communication and exchanges between the government and enterprises, strengthen communication and cooperation with mainstream media, and actively use self-media platforms, such as official websites, Weibo, WeChat, etc., to release authoritative information in a timely manner and improve the ability to guide online public opinion.

2.2 Give play to the role of leadership

The self-media environment should also give full play to the role of opinion leaders in self-media platforms to improve the ability to guide online public opinion, so as to change public perception and disseminate positive and healthy information. The specific measures are: First, local government departments and relevant enterprises should actively identify and select influential opinion leaders, including well-known scholars, experts, journalists, commentators, etc., and require them to have professional knowledge and rich experience, be able to express objective and fair opinions on hot issues, and have an important impact on the public. Next, establish close ties with opinion leaders and fully guide them to play an active role in guiding public opinion [3]. Secondly, in the face of new challenges in the self-media environment, it is necessary to strengthen their network literacy training. For example, improve their ability to identify false information and prevent the spread of online fraud and rumors; Cultivate their critical thinking and avoid being misled or manipulated; Strengthen their ethical and legal awareness in the online environment to ensure that the opinions they publish are legal and compliant. In practical work, we should actively use self-media platforms to cultivate grassroots opinion leaders and give play to their role in guiding online public opinion. For example, online activities are regularly held, outstanding grassroots opinion leaders are selected, and special lectures are held to cultivate the network literacy of self-media leaders. Finally, all government departments and relevant enterprises should also take the initiative to establish a good interactive relationship with self-media opinion leaders, timely understand their views and opinions, listen to their suggestions and feedback, and strengthen exchanges and communication with opinion leaders by holding regular symposiums and seminars, jointly discuss hot events and social issues, and improve the pertinence and effectiveness of online public opinion guidance.

2.3 Strengthen education for netizens

The network literacy of every netizen will be related to the construction of a good network order and the improvement of the ability to guide online public opinion. Therefore, in the self-media environment, it is also necessary to strengthen the education of all netizens. First of all, local governments and relevant societies should actively and extensively carry out cybersecurity education, improve netizens' ability to identify and prevent false information, and pay attention to cultivating netizens' cybersecurity awareness through public service advertisements, brochures, online courses and other channels, such as not clicking on unknown links at will, not trusting strangers, etc. At the same time, it is also necessary to improve the online moral education of the vast number of netizens, and guide netizens to surf the Internet in a civilized manner and speak out rationally. Specifically, netizens should be encouraged to respect others, discuss rationally, and not spread rumors when making speeches, especially strengthen the crackdown on malicious attacks, rumor-mongering, and other behaviors, and maintain online order. Secondly, with the cooperation between local governments and enterprises, it can provide a wealth of network literacy training courses for the majority of netizens, and cover the basic principles and methods of online public opinion guidance, how to identify false information, how to maintain

network security and other aspects, so as to help netizens improve their information identification ability and critical thinking, and better adapt to the characteristics of information dissemination in the self-media environment. In addition to carrying out online training and education, it is also necessary to take the initiative to establish offline network security, netizen literacy and other training and education work with schools, libraries and other institutions, so as to improve the comprehensive quality of the general public and ultimately improve the ability of online public opinion guidance. Finally, while improving the Internet literacy of netizens, netizens should also be encouraged to actively participate in the guidance of online public opinion. For example, with the help of official accounts, netizens are invited to participate in discussions and suggestions; With the help of self-media platforms, maintain close interaction and communication with the majority of netizens, so as to enhance the sense of participation and belonging of netizens, and improve the pertinence and effectiveness of online public opinion guidance. In addition, netizens' online behavior should be regulated by formulating and improving relevant laws and regulations, protecting the privacy and lawful rights and interests of others, and strengthening the crackdown on violations of laws and regulations, so as to maintain online order and social stability.

Conclusion:

To sum up, improving the ability of online public opinion guidance in the self-media environment is one of the inevitable measures to build a harmonious, civilized and stable society, and it is also one of the effective ways to accelerate the pace of China's construction. Therefore, in the future practical work, we can establish corresponding mechanisms, play a leadership role, and strengthen the literacy of netizens, and ultimately improve the ability of public opinion guidance in the entire network environment and help the harmonious development of our society.

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