

# Research on the Management Strategy of Network Public Opinion in Media Art Colleges and Universities in the Context of Convergent Media

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**Abstract:** With the advent of the era of convergent media, the influence of online public opinion on colleges and universities is increasing. As an important base for cultivating media talents, media art colleges and universities are facing greater challenges in the management of online public opinion. This paper analyzes the characteristics and current situation of online public opinion in media art colleges and universities in the context of convergent media, and puts forward corresponding management strategies, in order to provide reference for the management of online public opinion in colleges and universities in the new era.

**Keywords:** Convergent media; University; Media Arts; Network public opinion management

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## Fund Project:

Supported Projects: This paper is one of the research results of the 2021 Philosophy and Social Science Research Ideological and Political Special Project in Jiangsu Universities, "Research on Online Public Opinion Countermeasures in Media Universities in the New Era" (project approval number: 2021SJB1241).

## Introduction

With the popularization of the Internet and the advent of the era of convergent media, online public opinion has become an important factor affecting social stability and development. For media art universities, the management of online public opinion is also an important task, if the relevant incidents are not handled properly, it may not only damage the image and reputation of the school, but also easily cause adverse social impacts. Therefore, how to effectively manage and guide network public opinion and improve the ability to guide public opinion in cyberspace has become an important issue that university managers need to pay attention to and solve.

## 1. Characteristics of online public opinion dissemination in the era of convergent media

### 1.1 High efficiency of information dissemination

The influence and change of the media on traditional public opinion is very important to make the formation and dissemination of public opinion faster and more extensive. First of all, a variety of integrated media platforms, such as social media and forums, provide more convenient communication channels and a wider audience, so that public opinion information can be quickly disseminated in a short period of time and can cover a wider range of people. Secondly, the advent of the era of convergent media has also accelerated the fermentation of public opinion. Due to the immediacy and extensiveness of the Internet, the fermentation cycle of public opinion is further shortened, which makes the formation and dissemination of news information more rapid, and hot events can quickly become the focus of public attention in a short period of time and trigger large-scale public opinion discussions.

### 1.2 Difficulty in identifying authenticity

In the convergent media environment, the online public opinion involved in hot news or events is often very active, which is due to the rapid dissemination and high interconnectedness of modern society. In this case, due to the large amount of information and the existence of a certain asymmetry, coupled with the impact of people's emotional factors on the trend of public opinion, it is likely

that there will be some deviations and misunderstandings, resulting in deviation of public opinion. At the same time, some people maliciously disrupt the public opinion environment, such as spreading rumors and revealing people's privacy, making it difficult for the public to figure out the true situation of these things in the short term, so many netizens began to speculate and speculate, which will cause misleading online public opinion and cause many negative consequences <sup>[1]</sup>.

### **1.3 Arbitrariness**

In the integrated media environment, everyone can publish public opinion through self-media, which makes public opinion dissemination have a greater degree of freedom. But at the same time, the increase in the arbitrariness of online public opinion dissemination has also brought some challenges. Due to the anonymity and virtuality of cyberspace, information publishers can express their views and opinions at will, and at this time, some users may be gullible or spread false news because of their low ability to discriminate information, and some people may even publish bad information or maliciously attack others on the Internet, resulting in confusion and misleading public opinion dissemination. In this case, it is even more important to supervise and manage the convergence media environment and strengthen the standardization of cyberspace.

## **2. The current situation of online public opinion in media art colleges and universities in the context of convergent media**

In the era of convergent media, benefiting from the openness and sharing characteristics of the Internet, the dissemination of news information and public opinion is more open, and it is more convenient for people to communicate with each other. At present, the way of communication between teachers and students in colleges and universities is not limited to face-to-face, they can communicate and communicate through instant messaging software such as WeChat or QQ groups, and can also interact through online learning Xi platforms, which is not only convenient for teachers to manage, but also can shorten the relationship between teachers and students. In media arts universities, the channels and ways for students to participate in social hotspots and public opinion discussions are also more diversified, and both teachers and students can efficiently express their attitudes and opinions on hot events with the help of integrated media, and publish relevant remarks and opinions on the Internet. This has brought about a series of problems in the management of online public opinion, when the content and method of information dissemination lack necessary restrictions, it may lead to a situation of controversy and questioning, and when the situation deteriorates further, there may even be a crisis of online public opinion.

## **3. Countermeasures for the governance of online public opinion in media art colleges and universities in the environment of convergent media**

### **3.1 Establish a sound public opinion management system**

Judging from the essence of the current public opinion on colleges and universities, it is caused by conflicts within schools and conflicts in society. Under the combined effect of environmental factors and their own factors, some students have negative and wrong ideas, and publish some guiding and inflammatory remarks and opinions. To this end, media arts schools must establish a scientific online public opinion management system to strengthen daily online public opinion monitoring and respond to various emergencies. First of all, it is necessary to establish a sound public opinion management system. Universities of media arts shall, according to their own management characteristics and needs, establish a public opinion management system that conforms to the characteristics of financial media communication on the basis of fully grasping the psychological and behavioral trends of students, and can also learn from the experience of other universities to further improve the regulatory mechanism, so that they can better respond to the needs of various public opinion handling in the financial media environment. Second, after the school has established a relevant public opinion management mechanism, it should strengthen supervision of all kinds of online behaviors in the campus network, such as implementing real-name authentication, so as to improve the governance effectiveness of online public opinion. At the same time, it is also necessary to advocate the cultivation of a good network lifestyle, advocate a new type of network civilization, and strictly manage the daily network behavior of college students.

In addition, in response to possible public opinion emergencies, schools should establish an emergency response mechanism. Clarify the division of responsibilities and set up a special public opinion response team so that when problems occur, they can respond quickly and take effective measures to deal with them. For example, media arts schools can establish a set of public opinion early warning mechanisms to monitor and feedback the online behavior of students and other campus personnel, so as to detect signs that may trigger public opinion incidents in a timely manner, so as to correct them in a timely manner, or be able to respond quickly when problems occur. At the same time, it is also necessary to ensure that the transmission of information inside and outside the

school is unimpeded, and the school should actively communicate with the media to release accurate information in a timely manner to eliminate false rumors and panic.

### **3.2 Occupy the initiative and play a guiding role**

In many cases, online public opinion is difficult to predict, but it can be monitored and warned by technical means. If managers can quickly and effectively identify and respond to public opinion in the process of formation and development, they can effectively control online public opinion and prevent its negative impact on society from expanding. Therefore, the relevant workers of media art academies should carry out more supervision of online public opinion, and use information technology to further enhance the discourse power and guidance of public opinion. First of all, media arts schools should actively release authoritative information through official media channels and grasp the right to speak in public opinion. At the same time, a scientific and reasonable public opinion guidance theme is designed to attract students' attention and guide the development of hot topics on the Internet in a positive and positive direction. Second, schools should strengthen network technology support and improve the ability of network supervision and information screening. At the same time, it is necessary to build a good campus information security barrier to prevent malicious network attacks and the spread of harmful information, so as to create a cleaner and more positive network environment for teachers and students, and ensure the smooth progress of online public opinion guidance. Finally, media arts schools can also cultivate and discover influential opinion leaders, and play their leading and leading role among students. Through the participation of opinion leaders, a good public opinion environment is formed and positive energy is disseminated [2].

### **3.3 Strengthen the cultivation of public opinion management personnel**

In the context of the era of convergent media, talent construction is the key to improving the level of online public opinion governance in colleges and universities. First of all, media arts colleges and universities should actively introduce talents with experience in public opinion analysis and relevant backgrounds to enrich the work team of online public opinion management. It can also strengthen cooperation and co-construction with other universities, research institutions or professional companies, and jointly cultivate a professional team with big data thinking and proficient in public opinion analysis technology. Second, it is necessary to develop a training plan for public opinion work, including training in data analysis, public opinion analysis techniques, crisis management and communication skills. Through regular training courses, improve the data analysis ability and technical level of the staff, so that they can deepen their understanding and mastery of online public opinion governance. In this process, it is necessary to focus on cultivating their big data thinking, guiding them to look at public opinion issues from the perspective of big data, and master how to use big data technology to analyze public opinion, so as to improve the efficiency and accuracy of public opinion management.

## **4. Conclusion**

To sum up, in the environment of convergent media, media arts colleges and universities are facing complex challenges in the management of online public opinion. In order to better cope with these challenges, colleges and universities need to adopt a series of online public opinion management strategies, such as establishing an early warning mechanism, strengthening public opinion guidance, and strengthening talent construction, so as to further improve the effectiveness of online public opinion governance and create a healthier and more harmonious campus network environment.

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