Governance of Internet Public Opinion in Universities from the Perspective of Collaborative Governance

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Abstract: In the digital age, while bringing convenience to people's lives and studies, the rapid dissemination of information has also caused problems with online public opinion. As the foundation of ideology, universities also face the problem of online public opinion, which not only affects the educational environment of universities and brings problems to teaching management work, but also affects the harmonious development of society. This study will take collaborative governance strategy as the core, and propose corresponding governance suggestions based on the characteristics of online public opinion in universities, hoping to create a good campus harmonious atmosphere.

Keywords: Collaborative governance; Universities; Online public opinion; Governing

1. Introduction

Faced with the increasingly prominent issue of online public opinion in recent years, China has pointed out in multiple meetings that it is necessary to "strengthen the construction of the entire media communication system, shape a new pattern of mainstream public opinion, improve the comprehensive governance system of the network, and promote the formation of a good network ecology." It has been pointed out that online public opinion governance has become an important component of China's modern governance work. As the main field of online public opinion development, universities mainly focus on the attitudes and thoughts exhibited by college students towards events and learning issues on campus, and use social media to express emotions. This has become a key focus of attention for both students and the outside world, leading to heated discussions and the emergence of online public opinion issues, which have an impact on college students and campus order. Therefore, strengthening the governance of online public opinion issues in universities is crucial.

2. The characteristics of online public opinion in universities

2.1 Diversity and infinity

Under the development of the digital era, the digital reform of universities continues to deepen, and college students generally rely on the Internet to obtain knowledge and information, participate in learning. Faced with a large amount of information resources on the Internet, students can access diverse information resources, which also increases the material for student information dissemination, interweaving different perspectives, evaluation standards, etc. of different students, forming a diversified development characteristic of online public opinion; Moreover, the use of information technology equipment makes it more efficient for students to obtain and share information, enabling real-time dissemination of information and sharing on multiple social media platforms, achieving repeated and unlimited dissemination.[1]

2.2 Hiddenness and suddenness

The Internet, as a virtual online world, allows students to set up platform accounts with false nicknames and information, and spread and share information. This also allows college students to express their ideas more freely, resulting in the concealment of online public opinion in universities; However, students who freely express their opinions are more likely to be obtained, followed, and discussed by college students. However, college students lack good social life experiences, awareness of identifying the authenticity of information, and when faced with novel and different opinions and opinions, it is easy for them to engage in further discussion and

dissemination, thus creating a larger online public opinion. The occurrence of such online public opinion also has a certain degree of suddenness.

2.3 Developmental and Persistence

The occurrence of online public opinion in universities is inevitably due to the attention, dissemination, and sharing of the views of one or some students. After a stage of promotion and discussion, as the amount of attention increases, it leads to greater online public opinion. Therefore, the development of online public opinion in universities is a dynamic process of evolution; Once the online public opinion of universities receives a series of attention and sharing, it is easy to spread for a long time. Even if the publisher of the information speech deletes the original information, it will be screenshot saved and continue to spread during the dissemination and sharing process. Therefore, the online public opinion of universities also has persistence.

3. Suggestions for Strengthening the Governance of Online Public Opinion in Universities from the Perspective of Collaborative Governance

3.1 Utilizing big data technology to strengthen dynamic monitoring of online public opinion

In order to timely detect and respond to online public opinion issues in universities, universities need to strengthen the application of big data technology to achieve dynamic and real-time monitoring of online public opinion in universities. Universities should refer to the monitoring plan for online public opinion in China, actively establish connections with the development institutions of online public opinion monitoring systems, introduce advanced digital monitoring technologies, such as using big data algorithm technology to monitor and analyze the dynamics of online comments made by university students in real time, especially emotional tendencies, in order to analyze the development trend of online public opinion, and provide timely guidance and education for student value deviations, Analyze the emotional needs and speech demands of students, and promptly prevent online public opinion issues. Universities can also use digital technology to use social hot topics, sensitive vocabulary, etc. as keywords. Once students express relevant opinions, information analysis should be carried out in a timely manner. Once deviations in values and other aspects of students' opinions are found, timely governance and guidance should be carried out. It should be noted that keywords should also be updated in a timely manner with the development of social hot news to improve the quality and effectiveness of online public opinion.[2]

3.2 Strengthening the guidance of online education for students through management systems, ideological and political education, etc

The online public opinion of universities is not an immediate issue that can be addressed. It requires long-term guidance and strict governance. Strengthening the guidance of online education for students is also an important foundation for promoting the implementation of governance work. Universities should establish a network public opinion governance system that is in line with the characteristics of the university, in accordance with the governance requirements of China's network public opinion. EF should clarify the responsibilities of students in network public opinion issues, such as those who have deviated values. Universities should adopt strict measures to deal with network public opinion issues, enhance students' awareness and initiative of self behavior norms, and reduce the occurrence of network public opinion problems; Universities should also use ideological and political education, network security education, and other means to implement education on the harmfulness of online public opinion, guide and educate students on the harm caused by online violence, malicious speech, etc., guide them to establish correct awareness and values of online behavior, and reduce the occurrence of negative speech and value related issues; Green Sakura Network Security Education aims to guide students to actively learn about network security regulations, strengthen the protection of personal factors and information security, and standardize their own network behavior norms to reduce the occurrence of online public opinion problems in universities.

3.3 Establish a mutually coordinated network public opinion management organizational system to improve the quality level

3.3.1 Establishing a collaborative governance mechanism that integrates schools, parents, social media, etc., to enhance the level of governance

The collaborative governance of online public opinion in universities requires the cooperation of various stakeholders, including students themselves, parents, teachers, social media, etc., to establish a good cooperation mechanism. Universities should give full play to the main role of students, select students with strong sensitivity to online information, correct values and concepts, and a good student foundation within the school, and enable them to exert their power in online public opinion rankings, actively express

correct political concepts, positive opinions, etc., and lead other students to jointly establish a good online public opinion environment in universities; Mentors should also strengthen cooperation with parents, jointly pay attention to changes in students' thoughts, values, and other aspects, and provide comprehensive guidance for students in online research, establishing a network public opinion governance system of family school cooperation; Social media should also actively strengthen the publicity and education of online public opinion governance, play the leading role of mainstream media, share the harmfulness of online public opinion and national governance policies with students, and enhance students' active cooperation and participation in online public opinion governance work; Social resources also include support from government departments. The government's public security system and online public opinion management system should actively organize personnel to carry out educational activities in universities, establish a good social atmosphere for online public opinion governance, and improve the quality level.

3.3.2 Establishing an emergency plan for network public opinion risk warning and timely resolve potential issues

Faced with the sudden and covert characteristics of online public opinion in universities, universities should establish a comprehensive risk warning application plan, analyze potential online public opinion problems that may occur in universities, formulate corresponding emergency solutions, and clarify the responsible person for governance. Once corresponding online public opinion problems occur, the responsible person should take timely measures to govern. The responsible person should use big data technology and other means to monitor the special comments made by students in a timely manner. Once there is a problem with online public opinion, corresponding measures should be taken to solve it. For example, for information that has not been notarized by students, the school should use official accounts to publish authoritative information in a timely manner to avoid causing greater online public opinion problems. Education and guidance should be provided for students and behaviors who publish false information, Improve the governance efficiency of online public opinion issues in universities; Universities also need to strengthen the training and emergency drill practice of responsible persons for network public opinion management, so that they can respond to sudden network public opinion problems in a timely manner, and use scientific methods to improve the efficiency and level of governance, especially in cooperation with professional mentors of students who make inappropriate remarks. While dealing with network public opinion problems, they can also achieve correct guidance and education for students.

4. Conclusion

In summary, the governance of online public opinion in universities is the core content of modern governance in the information age. Universities should establish a comprehensive collaborative governance management system based on the diversity, suddenness, and developmental characteristics of their online public opinion issues. Universities should utilize the technological support of the information age, strengthen real-time monitoring of network public opinion issues, timely detect and take effective measures to respond. In addition, facing the long-term development requirements of network public opinion governance in universities, they should attach importance to ideological guidance education. Universities should also combine multiple governance resources, establish cooperation mechanisms and emergency warning mechanisms for network public opinion governance involving multiple stakeholders, Improve the efficiency and level of governance of online public opinion in universities, and establish a correct online cultural campus atmosphere for students.

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