

Correct Guidance to Students in Colleges and Universities in Major Emergencies —Taking the Novel Coronavirus Pneumonia as an Example

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Abstract: Major emergencies have great influence and a wide range of influence. It is also a good opportunity to carry out education for young students. Based on some false information problems that occurred during the COVID-19, the negative effects of epidemic prevention and control were analyzed, and the importance and strategic recommendations of the correct public opinion guidance for university students in major emergencies were analyzed.

Keywords: Major Emergencies; College Student; Guide

The rapid development of high technology and informatization in the 21st century has an earth shaking impact on people. The popularization and wide application of Internet technology has completely changed the previous media pattern. The Internet has become the main medium for people to obtain information and communicate. By May 2020, China had 1.28 billion 4G users and 462 million fixed Internet broadband users. With the popularization and development of the network, the Internet has a considerable scale and influence, and has become a unique new media.

In the process of novel coronavirus pneumonia outbreak and rapid spread worldwide, many false information is also spreading. Especially with the help of the virtual public space of network, it is convenient and arbitrary, and the supervision and restriction mechanism is very weak. In these true and false information flows, people are inevitably affected and harmed by all kinds of false information. These news and information constantly corrode people's correct understanding of COVID-19, and even more and more people are worried that the epidemic will endanger their lives and treat the epidemic prevention and control in a passive and wrong way.

Facing the endless possibility of false information, countries all over the world try their best to control the spread of false information, but the problem of spreading false information around the world is still increasing. Relevant studies have found that compared with the third quarter of 2016 and the third quarter of 2020, the number of likes, comments and forwarding of Facebook users to news media regularly publishing false and misleading content in the United States has approximately tripled. Some people think novel coronavirus pneumonia is the reason for the increase in the number of people living at home and the increase in the use of social media. The study also shows that during this period, people's interaction with media publishing false content has exceeded that of traditional media.

As educators in the front line of student work, we found that the key period for the formation of a person's three outlooks is during the university. Young people learn and accept new things quickly, and are more vulnerable to the impact and influence of external trends of thought. Especially during the "COVID-19" epidemic, everyone can only stay at home and rely on the Internet to an unprecedented extent. The developed network has become the only way for people to understand and contact the outside world. Young students can easily access all kinds of information from all aspects. However, because the values have not been formed, the emotional psychology has not been mature, and the knowledge system has not been built perfectly, so that young people will be confused, follow the trend or be at a loss in the face of the complex and changing outside world and the resulting flood of mixed information. The "COVID-19", the power of public opinion, we have

learned: “Shuanghuanglian oral liquid” can control the new crown, the pharmacy will dump. Doctors advocate paying attention to disinfection. They can’t wait to drink the 84 disinfectant. Former US President Trump injected disinfectant to prevent new crowns, and so on.

Therefore, colleges and universities should consciously strengthen their own construction, comply with the needs of highly developed information technology in the era of big data, and integrate the advanced methods of new media with the authority of mainstream media, so as to enable students to have a detailed understanding of events at the same time when they are appeased through timely, real and in-depth introduction and reporting of events, guide students from panic and uneasiness to the response and solution of events, and effectively guide students to distinguish right from wrong, as well as correctly analyze and deal with problems in time.

During the new COVID-19 outbreak, the major public institutions in China responded positively to public health emergencies, and took positive measures to guide the students. The main countermeasures are:

1. Attaching great importance to it, responding quickly and giving priority to psychological comfort

Through an online questionnaire survey, a research team composed of psychologists found that people with extreme or extreme tendencies are more likely to believe in false news. Because when faced with the choice of information acceptance, the emotion of the information receiver plays a great role. If emotion is greater than rationality, false news is more likely to be accepted, on the contrary, false news will not be believed. In the early days of the outbreak of the COVID-19, people did not know the overall situation of the epidemic, and had no psychological preparation for the severity of the virus. Therefore, in the wake of the related false news, such as video, pictures and other seemingly real rumors, it greatly echoed the needs of the audience. To a large extent, people will choose to accept and believe rumors and begin to spread them wantonly, resulting in adverse effects.

In view of the panic, panic and other psychological problems caused by public health emergencies, at the beginning of COVID-19 outbreak, Beijing Normal University first opened the national psychological consultation hotline, and used professional knowledge to provide people with professional psychological guidance. Our school formulated the Psychological Work Plan during the Epidemic for the first time and opened an online psychological consultation channel. The “Psychological Home Letter for Female Students”, “I Am the Master of Happy House Girl”, “How to Manage Time Well for Happy Women”, “The Season of Graduation Hit the Epidemic: the Psychological Package for Mental Health of Graduates”, and other psychological adjustment related articles were also introduced in the platform of school official WeChat and students’ work official WeChat. At the same time, we should actively publicize health and health knowledge and crack down such rumors as “COVID-19 can spread through vegetables, fruits, meat and other foods”, so that students can relax their fears, stay at home and actively fight epidemic diseases.

2. Everyone is the main body, positive guidance and positive energy transfer

Contemporary college students are a generation growing up with “mobile phones”. They are not only the recipients of information, but also the publishers of information. In this new crown outbreak, we find that college students have more time to output information because they are at home. Therefore, we should give full play to their enthusiasm, initiative and creativity, and speak more positive energy, which is good for epidemic prevention and social stability. For example, during the initial stage of the epidemic, the state call staying at home, and the young people can use the Internet. The whole 10 day construction process of Wuhan Huoshen Mountain hospital was broadcast live by new ways such as TV, which made netizens become “cloud supervisor” and watched the hard work of “sending Huizong”, “Xiaolan” and “Xiaohuang”, which not only killed their leisure time at home, but also let more people know the construction story of Huoshen mountain, understand that concentrating on major events is a significant advantage of China’s national system and national governance system. The communication modes loved by these young people were welcomed and quickly forwarded. In the first half of 2020, our school used WeChat official account to send nearly 200 articles of short messages and tweets, and many of them had high hits. They played a positive role in guiding public opinion and conveying the warmth of schools.

3. Safeguard interests, investigate difficulties and solve practical problems

Major public health events often break the normal and calm study and life of college students, and bring many inconveniences and unexpected difficulties to students. In colleges and universities, different families from different regions may face different difficulties and personality demands. Therefore, colleges and universities should face different student groups, not only solve common problems, but also solve individual problems, and introduce and take countermeasures to effectively solve students' practical difficulties as soon as possible. Novel coronavirus pneumonia epidemic in February 21, 2020, people.com.cn, published in the "public opinion hotspots of the new crown pneumonia epidemic", showed that online education ranked fourth in the heat topic list, with an 87.04 heat index. The reason is that the epidemic prevention and control has broken the normal learning order of college students. In the process of online classes, college students encounter many problems, such as complex learning platforms, frequent system paralysis, frequent network jam and so on. Many colleges and universities have provided flow pack recharge subsidies to students from families in poor areas who do not have wireless networks at home. Our university has also taken positive action to provide temporary hardship subsidies to students with major economic difficulties caused by the epidemic and living subsidies to students from Hubei Province with the most serious epidemic; We regularly distributed fruits, snacks and other consolation products to the students who could not go out during the epidemic, in order to achieved the unity of ideological guidance and practical difficulties, safeguarded the interests of students and ensured the stability of colleges and universities.

4. With the help of events, implement education and cultivate a sense of social responsibility

In ordinary life, we often emphasize that individuals should consciously control their media use time and not be occupied by social media. Big data will capture personal preferences because it directly affects the information presented by the media. But in the early days of major emergencies, such as the early days of the COVID-19 outbreak, many social media spread quite a lot of extreme emotions. Touching and sharing false information not only had a negative impact on individuals, but also had negative social consequences. Therefore, it is very important to enhance their awareness and ability to prevent false information, guide college students to participate in voluntary service and cultivate their sense of social responsibility. Our school actively advocated students to join the local anti epidemic volunteer service, timely reported the commendation of students' volunteer service, and specially planned and reported the touching deeds of students' parents who are doctors fighting on the front line of anti epidemic, so that students can be refined and thrive in this anti epidemic examination.

Nowadays, the epidemic situation in the world is still spreading and intensifying. In the information age, diversified information is always accompanied by the whole process of college students' growth. Only by providing good positive energy education for college students and comprehensively improving college students' sense of social responsibility and ability to distinguish right from wrong, can we ensure the healthy growth of college students and become talents needed for socialist construction.

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