

Thoughts on Public Opinion Guidance Strategies for College Students in the Era of Big Data

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Abstract: In the era of big data, the public opinion guidance ability of college students has become one of the reference indicators to measure the quality and level of university management. The advantages of big data technology provide technical support for college students' public opinion guidance, but the emergence of massive information data and bad public opinion information in the network also have a great impact on the physical and mental health of contemporary college students and the formation of correct values. Therefore, colleges and universities should pay attention to the public opinion guidance of college students and do a good job in public opinion guidance. Based on this, this paper analyzes the problems faced by the traditional public opinion guidance of colleges and universities, and puts forward the public opinion guidance strategies of college students for reference.

Keywords: Big Data Era; College Student; Public Opinion Guidance

1. Introduction

In the big data environment, information technology has developed rapidly. The network has become the main position of public opinion guidance and supervision of college students. When students open the Internet window again and again, all kinds of complex information will come into students' eyes, so that students can understand all kinds of social phenomena and new things. However, some college students are inexperienced and have poor self-control ability. They are easy to be affected by bad ideas on the Internet. Therefore, colleges and universities should give full play to their educational and guiding role, do a good job in guiding and managing the public opinion of college students, and provide psychological guidance to students in time.

2. Problems faced by traditional colleges and universities in public opinion guidance

2.1 The guiding ideology of public opinion has not been updated in time

College students are active in thinking, have more free time to search and analyze social affairs, and are willing to express some opinions on an event in the online world. When students' speech acts are hotly discussed on the Internet, some colleges and universities still use the traditional methods of blocking, sinking and deleting posts. These methods can indeed quickly control the scope of communication in a short time, but in essence, they cannot give a correct guidance to students' psychology, and do not give a reasonable response to the information concerned by students. Therefore, when dealing with network information events about students, colleges and universities should not only focus

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on administrative treatment and oral preaching, but also establish correct and timely public opinion guidance ideas according to the current development of the times and solve the problems from the source.

2.2 Lack of construction and management of public opinion related departments

In the era of big data, the network information communication channels become wider, the communication speed is faster and the information is more complex, which has a certain impact on the construction of students' own knowledge system and affects students' thoughts and behaviors, so that students are easy to make some extreme remarks and spread rapidly on the network, to has a bad impact on the school or society. Traditional colleges and universities often do not pay attention to the guidance of network public opinion and the training of school network managers, and the construction and management of public opinion management departments are also lacking, so that the supervision of public opinion is insufficient, and the management efficiency is low. Therefore, it is difficult to give full play to the role of the public opinion management department in time when the network emergencies related to our school come, and cannot put forward correct countermeasures at the first time, resulting in the school becoming the center of public opinion. The scope of malignant influence is slowly expanding, which has an extremely adverse impact on the public opinion guidance of our students.

2.3 Imperfect public opinion guidance system

Nowadays, public opinion guidance in colleges and universities is also in its infancy. Due to the short development time, a complete public opinion guidance system has not been formed, which is easy to lead to contradictions in advance early warning, event handling and accountability. From the current situation of dealing with network emergencies in colleges and universities, although there is a great improvement in the speed compared with previous years, there is still a lack of a convincing treatment scheme for the public, and the various departments guided by public opinion in colleges and universities do not cooperate properly in the voice and clarification of events. After the university issued the relevant statement, the most important thing under its comments is the "crusade" of the students of the university. These phenomena also prove the defects of the guidance department of the university in the process of dealing with public opinion and fail to effectively deal with the relationship between public opinion, the public and the students of the university. How to actively guide students after the occurrence of public opinion, and how to make students have an objective and comprehensive understanding of network information and avoid the psychology of blindly following the crowd, which is also a problem that contemporary colleges and universities must face in the guidance of public opinion.

3. Brief description of public opinion guidance measures for college students in the era of big data

3.1 Establishing a new concept of public opinion guidance for college students

In the era of big data, colleges and universities should closely follow the pace of the times, and update the traditional public opinion guidance ideas, in order to strengthen the training and education of public opinion guidance staff, and popularize the emerging public opinion guidance ideas in combination with the development of big data in the current era. In the face of sudden network public opinion events, we can't delete and hide posts blindly according to the traditional treatment concept, and abandon the traditional treatment concept of "only seeking speed, not efficiency". Instead, we need all departments to start the emergency plan in time, appease and psychological dredge the students in time at the first time, so as to let the students get out of the bad mood. At the same time, it is also necessary for each public opinion guidance department to change its original public opinion guidance work concept, innovate the public opinion guidance work mode, and adhere to the principle of "rapid response to public opinion and careful response to reasons", in order to grasp the power of public opinion guidance and avoid "being led by the nose" according to the new concept of public opinion guidance and the advantages of traditional media and new media. We should create a good public opinion environment for the proper handling of events, to better guide the public opinion of college students.

3.2 Strengthening the construction and management of network public opinion guidance departments in colleges and universities

College students like to surf the Internet and are good at using the network platform to comment on their own concerns or popular events. They are one of the main forces to grasp the trend of network public opinion. Therefore, all colleges and universities must strengthen the construction and management of the college's public opinion guidance department, and require to be responsive, efficient and non accountable in the network public opinion work of the whole

college. In terms of department construction, we should improve the threshold of personnel employment and the professional quality of staff. In the management process of the network public opinion guidance department, colleges and universities formulate clear rules and regulations, clarify the responsible party, and conduct accountability and reflection after the incident, so as to ensure the efficiency of staff in dealing with public opinion. At the same time, colleges and universities should strengthen the capital investment in relevant departments, ensure that special technicians have sufficient funds and technical conditions to monitor the trend of public opinion in real time, and be able to analyze the public opinion conditions with strong relevance according to big data, so as to facilitate the later work experience.

3.3 Improving the guidance mechanism of network public opinion in colleges and universities

As we all know, the era of big data can easily lead to the loss of control of network information. The college's insufficient efforts to guide network public opinion often have a negative impact on students. In order to avoid this situation, colleges and universities should establish a perfect public opinion guidance mechanism and cultivate some "opinion leader groups" in the college. The group members can be composed of student cadres and class members. In the face of sudden public opinion events, they can often accurately and effectively guide the direction of public opinion, isolate some bad or extreme remarks and refute rumors, and effectively curb the deterioration of the situation. Afterwards, the disseminators or slanders of rumors and the parties causing public opinion should be dealt with seriously, and the problems in the handling of events in our school should be reflected. In addition, colleges and universities also need to establish an emergency response mechanism, and the relevant network supervision departments of colleges and universities should timely monitor and give early warning, so as not to miss the best opportunity for crisis management. We should timely analyze and contain some so-called "signs" on the network, timely start the emergency treatment scheme in the network public opinion guidance of colleges and universities, and guide public opinion according to different stages of the situation.

4. Conclusion

As the saying goes, "the network is a double-edged sword". The advent of the big data era has a great role in promoting information collection and teaching in colleges and universities. However, the continuous development of the big data era is also affecting students' thoughts and behaviors. Facing all kinds of public opinion information, colleges and universities must update the concept of network public opinion guidance, stabilize the network public opinion environment, and eliminate students' impetuous psychology to the greatest extent, in order to give full play to the practical effect of public opinion guidance. At the same time, for the guidance of public opinion, the relevant guidance departments must conduct scientific research and judgment, actively respond to various negative information, and clarify relevant facts, so as to create a good learning and public opinion environment for our students.

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