

# Research on College Counselors' Response to Network Public Opinion in the New Media Era<sup>1</sup>

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**Abstract:** As the front-line worker of ideological education for students, college counselors have great significance in building a harmonious campus by cultivating students' healthy psychology and improving their psychological quality. In the context of the new media era, entertainment, political and cultural information is spread through simple mobile devices, and the access to online public opinion is becoming more and more simple, which seriously affects the thinking and behavior of college students and brings unprecedented challenges to the student management of contemporary college counselors. This paper studies the complexity and formation of network public opinion in the new media era, and proposes a new optimization path to build a civilized campus environment based on the current college counselors' response strategies to public opinion.

**Keywords:** New media era; Network public opinion; Instructor; Ideological and political education

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## 1. The Definition of College Network Public Opinion in the New Media Era

In the new media era, the speed of information diffusion is fast. Data shows that college students use mobile phones for more than 8 hours a day. Students can easily obtain a lot of information from the network platform. After the spread of some negative ideas, violent information and other bad content on the network in colleges and universities, it has a bad impact on students' outlook on life and values, and has brought new challenges to the management of college students. Focusing on the "online public opinion of colleges and universities" in recent years, college students are uncontrollably looking for a sense of existence in the "virtual environment". Public opinion is mainly spread on short video platforms such as microblog, WeChat, QQ, and unofficial campus platforms (almost every college in China has an unofficial "roast wall"). The short incubation period of college network public opinion and its characteristics of easy outbreak make the campus network environment turbulent. College students often have "negative" and "one-sided" views on online public opinion. Their comments and appeals on the network platform are barometers that reflect the ideological dynamics of college students in real time. Once the campus public opinion breaks out, it will quickly push colleges and universities to the port of public opinion, and the fermentation of public opinion will bring unpredictable losses. In order to improve college network public opinion measures and build a healthy campus network environment, counselors should attach importance to the development of network public opinion work, which is conducive to understanding students' thoughts, and conduct rational, effective and democratic dialogue with students from the perspective of students, so as to guide students to correctly express their feelings and appeals and establish correct values. At the same time, the counselors actively infiltrate the students' ideological construction, which is conducive to improving the counselors' guiding position in the hearts of students and establishing an equal and harmonious relationship between teachers and students.

## 2. Current Situation and Challenges of College Counselors in Network Public Opinion Management in the New Media Era

### 2.1 College counselors in the new media era have low recognition of the role of network public opinion management

After "00", a new generation of young people grew up with the Internet. They are close to the Internet and have been born.

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The Internet has not only become the main tool for contemporary college students to obtain information, but also a medium to record their growth, ideas and life and learning conditions. Behind the rapid development of new media, college students can not refuse the dazzling "virtual world", and their immature minds have become invisible "gramophones" of the network. This requires that contemporary college counselors not only care about students' learning and living conditions, but also need to pay attention to students' ideological dynamics, emotional changes and demands in college learning and living. This new change in student work is a new work challenge for college counselors.

## **2.2 College counseling lacks scientific and public relations awareness in the face of online public opinion crisis**

The damage index of online public opinion is extremely asymmetric with the counselor's actual control index. The network public opinion of colleges and universities in China has broken out. Although some colleges and universities have taken measures that have achieved some results, on the whole, college counselors have evasive feelings in the face of network public opinion due to their limitations in working ability and their inability to quickly adapt to the new risks of network public opinion. Adhering to the student work management concept of "doing less, making less mistakes, and not doing well", we allow the network public opinion to develop freely, do not attach importance to our management role in college student work, and have poor initiative in dealing with network public opinion. This reflects that college counselors are relatively slow in finding and responding to online public opinion, unable to timely discover the abnormal dynamics and demands of students, and lacking early warning awareness of online public opinion.

## **2.3 Lack of effective measures to deal with sudden network public opinion**

In the new media era, the role mechanism of the original network public opinion has been limited due to the wide range of network information dissemination and the continuous development and change of events. If the college counselors do not update the student management mechanism in time, they often adopt the traditional control methods of "blocking" and "deleting", which is difficult to effectively interpret relevant network information and take methods to control public opinion. Moreover, most colleges and universities have not set up a special network public opinion monitoring working group, and the counselors are mainly responsible for the front-line work of public opinion monitoring. In the process of carrying out relevant work, due to the lack of professional work training and the lack of skills and methods of counselors, the event was handled slowly or improperly.

## **2.4 Network APP "Brings forth the New" in the New Media Era**

With the rapid development of the Internet and the birth of various network platforms, social platforms such as Tiktok, Weibo, WeChat and Xiaohongshu have intensified the restructuring of the pattern of online public opinion, making it extremely easy for students to participate in public opinion. Take Sina Weibo and Tiktok short video platform as examples. As the most popular social platforms in China, these two platforms update the "hot search magnetic strip" every day in real time, which has aroused the attention and popularity of major netizens, especially college students. The platform often attracts the eyeballs with words such as "hot" and "hot". The hot spots on the Internet are not only positive news, but more information that will bring negative effects.

## **2.5 Bad infiltration of network public opinion into students' thoughts**

In recent years, a variety of online public opinions have had a great impact on students' thoughts, such as the "COVID-19", "120 college students in Henan were delayed in treatment" and other events, which caused strong reactions among college students. The online public opinion is very sudden and covers a wide range of areas. In recent years, the proportion of abnormal deaths of students, teachers' ethics and academic misconduct in the network public opinion of colleges and universities has remained high. As a result of these disturbances, college students forwarded public opinion content and expressed their emotions and ideas unreservedly on various online platforms such as Weibo, WeChat, Tiktok, Xiaohongshu, etc. They are very easy to form a virtual network group because of this "pathological" sense of identity. Especially in recent years, foreign evil forces have infiltrated China invisibly, and college students who lack social experience and distinguish between right and wrong often become their "assistants".

# **3. College counselors' strategies to deal with network public opinion under the background of new media**

## **3.1 Optimize the online public opinion processing program of colleges and universities, and share the same frequency with the development of online public opinion**

The best time to deal with public opinion is within one hour of the incident, while the traditional college public opinion

processing procedure is to report - approve - process layer by layer, often missing the most appropriate processing time. After the instructions, the network public opinion has inevitably fermented, and the result is that universities have been negatively affected or even tarnished. In dealing with the sudden network public opinion of various colleges and universities, the counselors should try their best to cooperate with the campus public opinion working group to actively carry out investigation within the controllable range in the process of reporting, so as to reduce the adverse consequences caused by the fermentation of public opinion. Optimizing the public opinion processing program is very important for the public opinion work in colleges and universities, and also reflects the flexibility and practicality of management decisions.

### **3.2 Establish an effective network public opinion early warning mechanism**

In the new media era, it is essential for colleges and universities to establish a special public opinion working group to investigate online public opinion. The members of the public opinion working group can include school leaders, counselors and student cadres. Student cadres are easier to master the public opinion from the campus than counselors, including accommodation conditions, campus environment, price and students' emotional needs. At the same time, as the first line personnel of student work, counselors should try to use new media resources to comprehensively analyze the source and fermentation process of online public opinion information with an objective and fair attitude for public opinion triggered by social hot spots and national events, so as to provide a strong basis for colleges and universities to deal with unexpected public opinion. A reasonable public opinion supervision mechanism can effectively and quickly prevent the spread of negative impacts caused by public opinion. After dealing with public opinion, colleges and universities should learn lessons and experience and constantly update emergency response plans. An effective early warning mechanism has important guiding significance for member setup, information collection, root cause tracking and situation research and judgment.

## **4. Conclusion**

The management and control of network public opinion in colleges and universities is an extremely difficult and complex work, which is related to the stability of campus and the progress of society while the growth of students. The college classroom must integrate the concept of social development into the classroom ideological and political education, and guide college students to understand and participate in society with correct values. Under the impact of negative, changeable and complex network information, we should keep our ideas clear, be honest and strengthen our sense of social responsibility. Colleges and universities should teach and educate people practically, and students should learn deeply and output correctly. In the new media era, the management and control of online public opinion in colleges and universities needs to consider and analyze the management concept and countermeasures of counselors according to the origin of public opinion, so as to create a healthy and green campus network environment.

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