Study on the Significance of Legal Governance of Online Public Opinion on Public Health Emergencies

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Abstract: Public health emergencies and online public opinions are accompanied by mutual influence. Sudden public health events will inevitably form complex online public opinions, and affect and test the government's rule of law ability. Studying the legal governance of online public opinion on public health emergencies is conducive to further standardizing the network speech from the governance mechanism, maintaining the network order, punishing the illegal crimes caused by online rumors, purifying the network environment and maintaining social stability.

Keywords: Public health emergency; Online public opinion; Legal governance; Significance

Online public opinion on public health emergencies has an important impact on the network cultural environment, government image and social order. Once not handled properly, it is highly likely to cause excessive behavior of the masses, and then pose a major threat to social stability and national security. And the rule of law as the product of modern political civilization, contains the pursuit of good affairs and value goal, its itself has the mandatory and specific characteristics, help the government to prevent and manage public health emergencies network public opinion, to further purify the network culture environment from the governance mechanism, enhance the level of government management, maintaining social harmony and stability is of great significance.

1. Help to purify the network cultural environment

The emergence of the Internet has given the public the right to speak, made the dissemination of information break through the limitation of time and space, and brought convenience to our work and life. However, the interactive, virtual and hidden characteristics of the Internet make the norms of the real society lose their binding force in the network world, resulting in the spread of network rumors and false information in the occurrence of public health emergencies, and bringing impact and challenges to the security of China's network culture. Culture as a kind of spiritual power, has important influence on personal growth and social development, the deterioration of the network environment will bring a series of serious consequences, some unhealthy, extreme, irrational information can not only incite Internet users, intensify contradictions, also can make social crime especially juvenile crime rise, bring a serious threat to social harmony and stability. By strengthening the legal governance of online public opinion on public health emergencies, it can not only effectively reduce the spread of online rumors and online false information, improve the governance and supervision ability of online public opinion, but also purify the online cultural environment, carry forward the advanced culture of socialism with Chinese characteristics, and promote the healthy development of the Internet. It is mainly manifested in the following two aspects: on the one hand, it can regulate the network behavior through law, make the majority of netizens clear the boundary and the legal consequences of crossing the boundary, and place the network behavior permitted by law; on the other hand, the legitimate network activities, thus play the positive guiding role of network public opinion, thus promote the transmission of positive energy, and purify the network cultural environment.

2. Help to improve the level of government management

The popularization of the Internet allows everyone to become the carrier of information receiving and spreading.Moreover, the Internet has the characteristics of low entry threshold, strong interaction and fast transmission speed, which makes the transmission of information more convenient and rapid.However, while accelerating the speed of information transmission, the Internet also increases

the probability of online public opinions, which poses a huge challenge to the government's cyberspace governance ability. At present, the Internet has become an important platform for the public to reflect social conditions and public opinions, enabling good information interaction between the government and the public.This not only shortens the distance between the government and the public, but also enables the public to put their emotions and demands in front of the government through the Internet, forcing the government to face up to the public opinion and respond to the public demands.However, due to the limited ability of the government in information collection, integration and call on the Internet, coupled with the complex and changeable online public opinions, the government is still in a state of late awareness when online public opinions are on the verge of breaking out. Therefore, when online public opinion breaks out, the government often misses the best period of public opinion guidance.After the spread of Internet and we-media, online public opinion is very likely to evolve into negative public opinion. Once it is used by people with ulterior motives, it is very easy for bad money to drive out good money, thus increasing various social risks.

In this context, the intervention of law provides support and guarantee for netizens to express positive attitudes and opinions on certain social hot spots, focal issues and social public affairs, which enables the government to collect social conditions and public opinions through the Internet, comprehensively understand the interest demands of people of all social strata, and make its own decision-making more scientific and democratic and reflect public opinions. It is conducive to increasing the openness and transparency of information, strengthening the supervision of government workers, allowing power to operate in the sunshine, and reducing the contradiction between the government and the people caused by information asymmetry. In addition, the government can also timely understand online public opinion, guide social public opinion, restrain irrational and negative public opinion, and improve the government's ability to manage public opinion. Therefore, strengthening the legal governance of online public opinion on public health emergencies is conducive to strengthening the government's crisis handling ability and has important practical significance for improving the government's management level.

3. Help to maintain social harmony and stability

Online public opinion is the concentrated expression of social conditions and public opinion, and is a form of social public opinion. In terms of the development of society, online public opinion is a double-edged sword, positive online public opinion can strengthen the interaction between the government and people, not only can make the government better understand public opinion, make their decision-making more democratic, reflect people will, also can let the government found problems in time, in a timely manner to deal with and processing, alleviate social contradictions, to promote social harmony and stability. Negative online public opinion will deteriorate the relationship between the government and the public, cause people's dissatisfaction with the government, reduce the credibility of the government, and intensify social contradictions, thus having a negative impact on social harmony and stability. It can be seen from the above that online public opinion is closely related to the harmony and stability of society, and positive online public opinion has a promoting effect on social harmony and stability, while negative online public opinion has a hindering effect on social harmony and stability. At present, China is in a critical period of social transformation. The differentiation of interest groups and the evolution of ideas make the social contradictions increasingly prominent, and also make China enter the period of high incidence of emergencies.

With the popularity of the Internet in China, the Internet has become an indispensable part of people's life. Due to the characteristics of freedom, concealment and fast transmission speed, any emergency can be instantly transmitted through the Internet. In addition, after the spread and speculation on the Internet, these emergencies are often distorted or malicious rumors, and may become social hot spots in a short time. These hot events on the Internet can easily mislead the online public opinion out of control and eventually develop into negative public opinion, making some netizens express their dissatisfaction in an irrational and emotional form and point the finger at the government, thus posing a huge threat to the harmony and stability of the society. Under such a social background, by strengthening the legal governance of online public opinion, online public opinion can be correctly guided, avoid the emergence of negative public opinion such as online rumors and false information, which is conducive to easing the emotions of netizens, eliminate the suspicion of netizens, and effectively control the development trend of online public opinion. This is of great significance for releasing social pressure and maintaining social harmony and stability.

4. It will help strengthen cyber security governance

The importance of the current network security issue is extraordinary. Therefore, the safety of online public opinion is always an important part of national security, which requires our high attention. Based on this importance, some people call cyber security "cyber homeland", because it involves national interests. Cyber security has become an inseparable part of national sovereignty and is related to national security and social stability. In other words, cyber security is an important part of national security. Network security

not only includes network technology security, also includes network public opinion security, that is to say in addition to network technology security, the most important is the security of network public opinion.

Online public opinion on public health emergencies refers to the opinions and opinions with certain inclinations and influence expressed by the public on public health issues that they care about or are closely related to their own interests through the Internet, which is the sum of various emotions, attitudes and opinions held by the public. It has the characteristics of immediacy and directness, abruptness and interactivity, universality and deviation. In the digital age, online public opinion on public health emergencies has disadvantages such as affecting public order, leading to deviation of values, and increasing the difficulty of government management. Therefore, it is necessary to effectively prevent and control online public opinion of public health emergencies, reduce their negative effects and promote their benign development.Discussing online public opinion of public health emergencies from the perspective of legal governance is helpful for the whole society to prevent and manage online rumors more effectively, realize good legal governance of online rumors of public health emergencies, provide a safe guarantee for online public opinion, and thus create a clean and positive network environment.

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