

The Influence of Network Public Opinion on Government Public Policy in The New Era and Its Strategies

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Abstract: In the new era, the network has become an important platform for citizens to participate in political life and express interest demands. Citizens should reasonably express their demands, so that the network public opinion can become an effective channel to promote the rational formulation of government public policies. In practice, network public opinion has both positive and negative effects on the government's public policy. To reduce the negative effects, the government should strengthen the construction of network platforms, give full play to the organizational role of network media, improve the quality of citizens' network participation, participate in an orderly manner according to law, and give full play to the positive role of network public opinion in the government's public policy.

Key words: Network Public Opinion; Government Public Policy; Influence; Strategy

1 Introduction

With the development of network science and technology in the new era, network virtual space has become another virtual public platform to participate in social affairs besides people's real life [1]. On the network platform, people can openly express their views and views on today's social problems and public life, to form network public opinion. Network public opinion more directly and realistically reflects the opinions and relevant interest requirements of citizens. Through the network platform, the government can carry out deeper communication with citizens, obtain people's demand information from the communication, and provide important reference for the next policymaking. In addition, citizen network participation in public policymaking is the key to building a service-oriented government. Citizens' participation in the formulation of government public policies through the Internet helps to enhance citizens' enthusiasm to participate in social and political life, enhance the awareness of "ownership", promote the transformation of government functions, and build a service-oriented government.

2 Development trend of network public opinion

Public opinion is an important factor in promoting the formulation of government public policies. Through social conditions and public opinion, government public policies can meet the needs of the majority to a greater extent and reduce the resistance to policy implementation. Network public opinion refers to the behavior that citizens use Internet information technology to express their views and opinions on government policies on the network social platform, gather

the same or similar demands, form “network public opinion” and “network public opinion”, attract the attention and attention of the government, and then have an impact on the formulation of government public policies. After entering the 21st century, with the rapid development of Internet technology, network public opinion also shows the following development trends:

Diversified network carriers. Network carriers are a tool platform for citizens to voice, including not only physical computers, mobile phones and smart devices, but also virtual entities such as websites, online communities, microblogs and WeChat. Citizens enter online communities through multiple physical devices to express their views and opinions, which is highly timely.

Netizens’ awareness of participation has increased. Something that happens in society can be quickly amplified into a hot event through network fermentation, which is inseparable from the public opinion promotion of Internet users’ interaction. For some events, netizens will actively express their views and make their own judgments according to the right and wrong.

3 The influence of network public opinion on government public policy

Network public opinion makes up for the dispersion, lag, low attention, and influence of traditional social information, and plays a positive role in the government’s public policy ^[2]. However, it should also be noted that the Internet is a double-edged sword, so is the public opinion on the Internet. The quality of Internet users is uneven, and we can’t ignore the negative impact it brings.

3.1 The positive influence of network public opinion on public policy making

First, it improves the universality of public policy-making opinions. The traditional government public policies are mostly demonstrated by government personnel and experts and scholars in relevant fields, and finally formed after the deliberation of professional organizations. Although this method can reflect the professionalism and authority of public policy, it is difficult to reflect the broad needs of the people due to the limited scope of consultation. In recent years, the number of internet groups is huge, and the voice of Internet users has increasingly become a force that cannot be ignored. Citizens’ enthusiasm for participating in politics is increasing. It is of great significance to include Internet public opinion into the consideration of public policymaking ^[3]. At the same time, netizens have widely expressed their opinions and suggestions, and the government absorbs online public opinion for screening and absorption, which is conducive to the scientific of public policy.

Second, speed up the introduction of policies. In the Internet age, Internet users can publish what happened on the Internet. Because the transmission of network information breaks through the limitations of time and space, many network users can share information at the first time and quickly participate in the discussion of events. After the fermentation of many network groups, network public opinion will have a great social influence and attract the attention and intervention of the government, Relevant problems will be solved quickly ^[4]. From this point of view, the network public opinion enlarges the fermentation speed of social events, affects the introduction speed of government public policies, promotes the government to solve the problems, and is conducive to ensuring public order and good customs in society.

3.2 The negative influence of network public opinion on public policy making

The network public opinion is irrational. The Internet has improved people’s ability to obtain information, but in the face of massive information data, it also provides an opportunity

for criminals to modify and falsify information. In the face of the information flooded on the Internet, some citizens do not distinguish and spread false information, which misleads the public. What's more, to seek personal interests, some interest groups and departments weave false news and promote information fermentation, which has an adverse impact on social justice. When relevant departments obtain online public opinion, due to the irrational behavior of some citizens, it is difficult to ensure the authenticity and effectiveness of information, which interferes with government policymaking.

The imbalance of public participation. The network provides a platform for the public to participate in political life. It breaks through the limitations of time and space, so that people in different places can exchange and discuss the same event, and greatly expands the source of opinions for government public policymaking. But at the same time, it should also be found that there is a great imbalance in the composition of network groups. At present, network groups are mainly young people. They are proficient in the network, familiar with various network vocabulary, and are keen to express their opinions on something online, representing the opinions of young groups. However, the elderly and juvenile groups, or limited to knowledge, ideas, and physical reasons, are difficult to participate in the way of network participation. Or limited to family and learning reasons, it is difficult for juvenile groups to use the Internet for a long time, and there is no way to talk about online public opinion. In addition, the network public opinion also reflects the regional imbalance. The number of Internet users in urban areas and developed areas far exceeds that in rural and underdeveloped areas.

4 Strategies for optimizing citizens' participation in government public policymaking

4.1 The government strengthened the construction of network platform

With the rapid development of Internet technology, more and more citizens make their own voice through the network. The government should ensure the construction of information technology infrastructure, vigorously promote the development of network informatization and let more people enter the Internet. We should promote the construction and development of e-government, implement network politics through the establishment of government website, conduct direct dialogue and communication with netizens on microblog, WeChat, forum and other network platforms, listen to citizens' opinions and respond in time, effectively strengthen the guidance of network public opinion, and play our leading and exemplary role^[5].

4.2 Give full play to the role of network media organizations

As an important part of network society, the orderly and healthy development of network media organization plays a vital role in network public opinion and even government public policy. Its reporting and processing of social events affects the thinking and judgment of Internet users to a great extent and takes it as the communication carrier to further ferment citizens' opinions and suggestions, thus forming a huge network public opinion, forcing the government not to pay attention; Secondly, the network media itself has the advantages of flexibility and timeliness. It can spread the news at the first time, which makes up for the lack of government management to a certain extent.

4.3 Improve citizens' online participation literacy and participate in an orderly manner in accordance with the law

With the continuous development of democratic politics, people pay more and more attention to their own rights and interests, and their desire to express public opinion on the Internet is becoming stronger and stronger. Network public opinion has gradually become one of the important ways for people to express their demands^[6]. The government should give full play to the role of publicity and guidance, improve systems and rules, make the people recognize the importance of political participation, lead the people to reasonably express their demands, promote the improvement of the people's overall political literacy, and stimulate the citizens' enthusiasm for participating in and discussing politics. The government should take more responsibility, improve the education and training of network political knowledge, and effectively guide citizens to participate in the network legally and orderly, so that the network public opinion can play a more orderly, efficient, and rational role in the government's public policy.

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