Research on the Countermeasures of Network Public Opinion Governance in Public Emergencies

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Abstract: At the moment China is in the Internet technology development period and reforms, all kinds of potential social contradictions will explode at any time. Under the payment of various factors, the public emergencies are extremely easy to spread through the Internet platform to form a network public opinion. Despite the sudden public event network public opinion can reflect social relations and public opinion to promote social progress, it cannot be made by its development. Therefore, governance for sudden public events has become an important topic that China has to face. By consulting, organizing and analyzing the literature and related typical cases, based on governance theory, the problems in China's sudden public event network public opinion governance have been analyzed, and corresponding countermeasures are proposed.

Keywords: Public Emergencies; Internet Public Opinion; Governance Theory

1. Introduction

In recent years, due to the popularity of smart phones and the development of mobile Internet, the number of netizens in China has grown rapidly, and more people have begun to enter the open online world, using new media platforms such as WeChat and other methods to post comments and reprint. Participating in topic discussions has profoundly changed the way and speed of information dissemination and its influence. "As of December 2020, the number of Internet users in China has reached 989 million, with a penetration rate of 70.4%."[1] The large number of netizens can cause society to get better and better, but with this also brings a lot of real problems. China's reform is currently in deep water, potential social contradictions may be intensified at any time, especially after the public incidents of the people and safety, the online public opinion is like a storm, if you let go, don't properly guide, then Some radical emotions and irrational reminders may cause network public opinion to fail, seriously affect social stability.[2]Therefore, it is necessary to strengthen the governance of public event network public opinion, strengthen public opinion guidance, solve the sudden public incident, do a good job, to truly solve the network public opinion crisis.

2. Concepts

2.1 Public Emergencies

Public Emergencies generally refer to public incidents with sudden nature, resulting in major casualties and property losses, endanger public safety, resulting in social damage or ecological environmental damage conditions. It mainly includes natural disasters, accident disasters, public health events, social security incidents.

2.2 Internet public opinion

Internet public opinion generally refers to the collection of opinions, attitudes, and emotions about social events or characters expressed or disseminated by the general public on the Internet.[3]Then, the online public opinion of public emergencies is defined in this article as: when public emergencies occur, the general public expresses and disseminates their

various opinions, emotions and attitudes about public emergencies through open network platforms.

2.3 Governance Theory

The term "governance" gradually became popular in the 1990s. Among them, the United Nations Committee on Global Governance put forward the new connotation of "governance" in the research report "Our Global Partnership": " Governance is the sum of all the ways the public and private sectors manage their common affairs."[4] This study explained the interpretation of public events network public opinion: in the public event network public opinion, government, media, people, etc., collaborate, exchange interact, resolve and guide burst public events in the legal framework. Ensure the public interest and social stability.

3. Existing problems

3.1 Unsound institutional mechanism

In terms of institution, despite our largest emergency management system, it is slightly insufficient in response to the public event network. Many departments in China have permission to manage public opinions, but there is a lack of cooperation between many sectors, resulting in a sudden public incident, the relevant departments have failed to respond in time, missed the best time to respond to the public opinion crisis. On the mechanism, the early warning mechanism, the pre-warming mechanism, the guidance of the handling mechanism, and the problem of recovery afterwards afterwards.[5]Monitoring the warning is not timely, no message and monitoring will not be announced in time; guide disposal is inappropriate, the relevant department always takes constipation to the sudden public event; there is no strength after restoring, the responsible person accountability is not enough, The caress is not enough.

3.2 Immature media power

With the development of Internet technology, the current media forms two power such as traditional media and new media. Traditional media often "observe the sense color" in the sudden public event, if the government attitude is not clear, then the traditional media will not do. In the absence of a traditional media, the rumor is spread, causing ineffectiveness. The new media has its own unique communication advantages, and the fragmentation method has led to a rapid communication speed, and the labeling content leads to a wide range of propagation, and the emotional emotion is more likely to increase the potential contradiction in the current reform period.[6]

3.3 Severe clustering of the people

As the most important subject of network public opinion communication, the public is more casual, making many extreme and emotional remarks quickly spread, resulting in sudden public event network public opinion risk. In the process of sudden public event network public opinion, the public is both the main body of network public opinion spread, and it is the main body of network public opinion, but for the people, when it is unable to obtain accurate public event information, it can only be The various complex and difficulty information flooded in the network platform and unable to play the subjective role of public opinion.

3.4 Incomplete legal system

Laws and regulations are the bottom lines and rules of the national and people, and is an indispensable basis and guidelines for public incident network public opinion. In sudden public event network public opinion, the rights and responsibilities of the multi-main body need to be defined by laws and regulations.[7]At present, although there are legal regulations in emergency management, there is no one for the laws and regulations of public incident network public opinion. Although there are Internet laws and regulations, due to its lack of targeted and mostly highly general clauses, the operability is not strong.

4. Solutions

4.1 Improve system and mechanism construction

Regarding the system, the government must first strengthen the monitoring and early warning and administrative supervision functions in the management of public opinion on public emergencies, and secondly, strengthen the cooperation between the government and Internet companies. The two sides should establish a bridge of dialogue and communication. In terms of mechanism, one is to formulate and improve the monitoring and early warning plan of public opinion on public emergencies, and to establish a data management system for public opinion on public emergencies in China; the other is to establish a corresponding coordination and linkage mechanism to understand social conditions and public opinions in a timely manner. The third is to clearly define the subject of responsibility, strengthen accountability, and appease and compensate victims.

4.2 Strengthen the construction of media team

The media should not only be the "mouthpiece" of the government, but also the "eyes" of the people. Therefore, the responsibility of the media should be strengthened first. Secondly, strengthen the professional quality of media practitioners, especially new media practitioners, cultivate a team of commentators with excellent professional quality, and promote the role of correct values. Finally, we must actively promote the interactive integration and coordinated development of new media and traditional media.[8]In short, in the management of public opinion on public emergencies, the media should clearly recognize their own role and consciously enhance their sense of social responsibility; the comprehensive quality of media practitioners should also be continuously improved; new media and traditional media should also consciously cooperate and complement each other, communicate and integrate. Go hand in hand, and jointly contribute to the governance of public opinion on the internet for public emergencies.

4.3 Guide and regulate public behavior

The first is to attach importance to the position of opinion leaders. The timely and timely remarks of opinion leaders can form a distant echo with the government and the media, and play the role of collaboration and linkage, so that gossip and rumors become unfounded and targeted. The second is to expand the public's participation channels, which can alleviate the various emotions and contradictions of the public and solve problems, but also better understand the social conditions and public opinions, which is conducive to the ability to be more comfortable in the management of public opinion on the Internet in public emergencies in the future.[9]Finally, in terms of moral construction, improve the quality of the people, foster awareness of the rule of law, improve the people's ability to discern information, and create a positive network atmosphere, allowing the people to subtly and consciously enhance their self-discipline, and make the people consciously demand themselves.

4.4 Improve and enrich the legal system

As a subsystem of national governance, the governance of online public opinion for public emergencies should also follow the concept of governing the country according to law. The most urgent task is to formulate a high-level law related to public opinion on the Internet as soon as possible. The unity of governance linkages makes the law itself more authoritative and maneuverable. The second is the improvement of related supporting laws. One is to promote the establishment of legislation on the network real-name system, the second is to increase the establishment of legislation on cybercrime, and the third is to speed up the development of regulations on the management of online platforms.

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