

# Communication Obstacles and Resolutions in Network Public Crisis of Government Management

Junfeng Li\*

Illinois Institute of Technology, 10 W 35th St, IL 60616, Chicago, America.

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**Abstract:** Our society is booming. On the one hand, all kinds of social contradictions are more prominent than before with the improvement of people's material life. On the other hand, people's democratic concept and democratic consciousness have been unprecedentedly released. Based on this, the bad behaviors related to people's interests and the society have become a hot topic on the Internet. Especially in the past two years, the network public crisis has occurred frequently, which is a great challenge to China's government management and government image.

**Keywords:** Government Management; Network Public Crisis; Communication Obstacles; Resolution Ways

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## Introduction

The network rose in the 1990s and we do not have too many deep researches on the management of network public crisis. The management of network public crisis has become one of the new focuses of crisis management. Our government still has many shortcomings in the network public opinion crisis management, which needs our in-depth research and improvement, so as to provide a theoretical basis and systematic framework for practical work.

## 1. Obstacles in Network Public Crisis Management of Government

### 1.1 Insufficient attention in concept

The network has become more and more popular in social life, but the government is not aware of the potential of the network public opinion crisis, does not pay attention to the network public opinion crisis, and still stays in the previous consciousness that the network public opinion is controlled by the government and the media will speak for the government. However, the times are different. There are more and more Internet users in China, and there are more and more channels for Internet users to obtain information. Moreover, now the media are gradually out of the government's control and represent the interests of the people. If the government is wrong, the local media will also stand up and express their opinions<sup>[1]</sup>.

### 1.2 Slow response in actions

Generally speaking, the government's response to the Internet public crisis is slightly slow. In most cases, the government's attitude is very impassive when the Internet public opinion crisis first occurs. However, once the network public opinion continues to spread on the network, some media will begin to pay attention to it and continue to expand the network public opinion. Finally, when the network public opinion forms the network public crisis, the government has to be nervous, and then takes measures to control the network public opinion, but it has been difficult to bring effective results<sup>[2]</sup>.

### 1.3 Single means in disposal

When the network public opinion event occurs, the government does not pay too much attention. The network public opinion event gradually evolves into a network public crisis. The government's response means at this time are mainly to

control the website, delete posts, and put pressure on the website in the name of government departments, so as to calm the network public opinion. This is a common practice of government departments before the advent of the network era, and the response means are too single<sup>[3]</sup>.

## **1.4 Untimely and insufficient instruction**

At present, almost most of the content on the websites of some government departments is the speech of government leaders, and the website content is not updated in time, so that the people have lost the will to log in to the government website. The information that people can often touch now is some commercial websites or forums, and they no longer pay too much attention to the information on government websites<sup>[4]</sup>.

## **2. Suggestions on the Resolution of Government Network Public Crisis**

### **Management**

#### **2.1 Paying attention to the network public crisis management in ideology**

First, it is necessary to improve the awareness of Internet users. Most of the current Internet users are middle-aged and young people, especially some Internet users around the age of 30. Some of them may have witnessed some bad aspects of society. Moreover, they are at the age of full passion. When they encounter network public opinion, they will speak loudly and amplify some bad social phenomena, which will damage the good public image of the government in the hearts of the people. Therefore, it is necessary to improve the awareness of Internet users. Only by improving the awareness of Internet users, Internet users will not make comments at will for some network public opinion in the ordinary process of surfing the Internet. Instead, they will look at some network public opinion more rationally and not drift with the tide. In this way, they may be able to manage the network public opinion crisis from the source to prevent the expansion of the network public opinion crisis<sup>[5]</sup>.

Secondly, it is necessary to improve the government's awareness of network public crisis management. China is booming and economic development often brings some unstable social factors. The network public crisis is one of them and the worst one. In addition, due to the complexity of China's basic national conditions, all kinds of contradictions begin to be exposed from the invisible state. At this time, the network has become the best way for the outbreak of contradictions. This paper suggests that we can start from the following three points: ① It is very important to publicize the government staff and educate them to manage the network public crisis; ② We need to carry out professional training for government staff in managing network public crisis; ③ After professional knowledge training, it is necessary to carry out practical exercises to manage the network public crisis in practice.

#### **2.2 Further improving the early warning mechanism of network public**

#### **crisis**

First, the government should pay attention to public opinion through communication and interaction with Internet users. Internet public opinion, that is, the opinions of Internet users, should be concerned, because Internet public opinion is that Internet users express their opinions and ideas on some social phenomena or some practices of the government. It reflects the shortcomings of the government and some real problems in the society. If the government ignores this expression of public opinion, pays no attention to the opinions of Internet users, and does not actively respond to the questions raised by Internet users, it will lead to the intensification of the network public crisis, and finally lead to the damage of the government's public image and credibility<sup>[6]</sup>. This paper holds that the government can start from the following three points: ① Paying attention to the hot topics on the Internet and respond positively to the questions raised by Internet users; ② Being patient to communicate with Internet users about government official explanations or measures that Internet users cannot understand;

③ Carrying out more network activities to allow the government and Internet users to participate in and interact with each other.

## **2.3 Further improving the construction of government online and offline**

### **institutions**

First, the government can establish China's public opinion monitoring and polling institutions. Network public opinion has slowly begun to show the government's concern and understanding of the social public, making the relationship between the government and the social masses more harmonious and closer. It has become the link between the social public and the government, and established the direction for the government to deal with public affairs.

Secondly, the government can establish an online communication and coordination platform. When the network public crisis occurs, there is often a lack of a reasonable platform for communication and coordination between the government and Internet users, and between the central and local governments. Such a platform can not only strengthen the communication and interaction between Internet users and the government, but also improve the efficiency of the government in dealing with the network public crisis. The network public crisis is largely because the distance between the government and Internet users is too far, and the opinions of Internet users can not be accurately transmitted to the government, so that there are contradictions between the government and Internet users. Therefore, this communication and coordination platform is very necessary for both the government and Internet users<sup>[7]</sup>.

This paper believes that the government can mainly start from the following two points: ① Government departments at all levels establish a large platform for network communication and coordination. In case of network public crisis, they communicate and coordinate on the large platform for communication and coordination at the first time, and the central government directly issues orders on disposal measures to local governments to reduce the spread of crisis; ② Local governments and local networks establish a large platform for network communication and coordination to pay timely attention to network hot issues, which requires the timely response of local governments. In case of network public crisis, local governments communicate and coordinate with Internet users at the first time through the large platform for communication and coordination.

## **2.4 Further strengthening government information disclosure**

First, it is necessary to strengthen government information disclosure. After the network public crisis, what Internet users most want to know is what the government will do and what information the government will publish. If the government conceals the truth, it will only continue to escalate the network public crisis, and the consequences will continue to deteriorate. Finally, the good public image of the government in the hearts of the people will be greatly damaged, and the credibility of the government will be reduced. If it is serious, it will also lead to social instability and deepen the contradiction between the government and the people. Only when the government publishes some important information to Internet users at the first time after the network public opinion crisis, so as to stabilize the people's will, the network public opinion crisis will tend to subside.

To sum up, government departments can only make full use of the network public crisis management mechanism, understand the practical feelings and actual needs of the people through the network public opinion, analyze the situation of the people, predict the network public opinion crisis in time, alleviate contradictions and resolve the crisis through reasonable and proper disposal, and finally turn the crisis into safety. It is hoped that through continuous research and crisis treatment in the future, so as to effectively improve the work and image of the government.

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**About the author:** Junfeng Li 1997.06, Master of Computer Science in Illinois Institute of Technology