

Research on the emergency management mechanism of chinese universities from the perspective of new media

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Abstract: With the vigorous development of China's social economy, new media technology as a new thing, colleges and universities should fully grasp the positive role of new media, and use this advanced technology to build an emergency management mechanism to better respond to emergencies. On the basis of expounding the concept and characteristics of new media, this paper analyzes the problems existing in the construction of college emergency management mechanism under the vision of new media, such as the lack of emergency management concept, the inadequate emergency system, the failure of emergency management methods, and so on. Then it can suit the remedy to the case and propose the construction path of the system, with a view to benefiting college leaders and managers.

Keywords: new media; Colleges and universities; Emergency management mechanism; Build Path

introduction

The 19th National People's Congress of the Communist Party of China clearly put forward the following view: Colleges and universities should adhere to the principle of serving the socialist modernization to cultivate socialist builders and successors with all-round development of morality, intelligence, physique and aesthetics. With the advent of the Internet era, the emergence of new media technology has brought a lot of convenience to students' study and life, and has gradually become the main carrier of information dissemination in universities. Based on this, colleges and universities should explore effective measures to give play to the power of new media communication, for example, they can rely on new media technology to deal with emergencies, and avoid misleading students by miscellaneous and difficult to distinguish information and producing negative effects. Due to the limitations of practical factors, there are many problems in the process of emergency management of colleges and universities with the help of new media technology, which virtually affect the healthy development of colleges and universities. To this end, university leaders and teachers should change the traditional management concept and build an emergency management mechanism in the new media perspective, so as to effectively strengthen the early warning function of emergencies and finally successfully solve emergencies. How to build a college emergency management mechanism based on the new media perspective is an important issue that leaders and managers urgently need to solve. This paper will focus on this issue to carry out in-depth exploration.

1. Brief introduction of new media concept

1.1 Connotation of new media

New media is different from traditional media technologies such as broadcasting or newspapers. It refers to a media that uses digital technology as the means of communication and wireless technology as the carrier of communication, including Internet, new media, digital magazines, digital broadcasting, automatic communication and other technologies. With the vigorous development of social economy, new media has gradually emerged, with outstanding speed and breadth of communication, which makes information transmission more convenient and has achieved outstanding application in many fields. At the same time, how to use the new media scientifically, normatively and reasonably is a problem that is widely concerned and highly valued by all walks of life. In the process of responding to emergencies, colleges and universities did not regulate and supervise the use of new media, and the complex and diverse information dissemination subjects also led to the phenomenon that the content of information dissemination was inconsistent with the facts or was false. Therefore, colleges and universities should regulate and supervise the use of new media technology in the process of building an emergency management mechanism for emergencies, so as to give play to the application value of new media technology in emergency warning, information release and process tracking.

1.2 Characteristics of New Media in Colleges and Universities

The students at the university stage have a specific stage of active thinking, open spirit and independent consciousness. Therefore, the new media is welcomed and favored by the majority of teachers and students with its digital communication mode. Based on this, before applying new media technology to build an emergency management mechanism, colleges and universities should first deeply analyze and grasp the prominent features and advantages of new media. Combined with the author's practical research, new media technology has the following outstanding characteristics:

First, the communication subjects are very diverse. Based on the new media, it has the advantages of convenience, quickness and wide coverage. Both teachers and students of our school and social personnel are its users. In addition, in the view of new media, the main body of communication is expanded layer by layer, and its information content is scattered and complex. Based on this and the information

communication environment, colleges and universities are prone to the phenomenon of widespread gossip and rumors, which virtually improves the difficulty coefficient of public opinion monitoring and positive information guidance on campus.

Secondly, the forms of communication are interactive. Compared with the traditional media, the new media has the characteristics of rapid communication speed, diverse communication channels and rich communication content. In this process, the information communicators and receivers are not one-way transmission, but interact with each other. The information communicated by both sides is interconnected, and the evaluation method is open. In turn, it can enable the receiver and the communicator to obtain voices and views from different angles or perspectives. The receiver is not only the receiver of information, but also the communicator, publisher and evaluator of information.

Third, it causes extreme psychology and negative emotions. According to the author's practical research, colleges and universities are extremely prone to mismanagement and other problems in the process of carrying out student management, and even to inappropriate behaviors and negative attitudes in the process of coping with crisis events. If they can not be solved in time, they will cause students to have excessive reactions, which will lead to various blind, impulsive and extreme emotions and behaviors. Among them, new media can provide a platform for college students to vent their negative emotions or extreme psychology, which will virtually lead to the loss of control of public opinion, and ultimately hinder the management of colleges and universities, which is not conducive to the stable development of colleges and universities.

Fourthly, the truth and falsehood of the communication content are mixed. Based on the Internet background, the network platform supported by new media has a certain degree of virtuality and concealment. There are many people who will intervene in network rumors or false information to meet their private desires or seek benefits, making unconfirmed information widely publicized on e-mail, microblog, Zhihu, B station and other network platforms, thus making it difficult to distinguish the truth and falsehood of the content disseminated by new media.

2. Problems in the construction of college emergency management mechanism from the perspective of new media

2.1 Lack of emergency management concept

For colleges and universities, it is better to manage and give early warning in advance to nip all kinds of emergencies in the bud than to deal with various emergencies by mending the situation from scratch, so as to prevent problems in the bud and promote efficient, healthy and long-term development. At this stage, leaders of many colleges and universities do not pay attention to new media technology and equipment, and think that coping with emergencies has little to do with the network platform. However, this is not the case. The emergence and fermentation of most emergencies are carried out on various new media platforms. However, most college students lack the ability to identify and have insufficient understanding of all kinds of negative information and extreme ideas on the new media platform. They can only passively accept all kinds of adverse information and have not established an effective public opinion detection and early warning mechanism. In addition, colleges and universities often choose to close messages or deal with emergencies after emergencies. In fact, college leaders should fully realize that the new media platform is an important platform for colleges and universities to explain events and explain ideas. They can rely on this platform to enable more information recipients to get correct information, laying a favorable foundation for subsequent solutions to emergencies.

2.2 The emergency system is not sound enough

University leaders and management personnel should fully realize that the occurrence of emergencies is not accidental, because there are various contradictions and conflicts in the teaching management or the teacher-student relationship in the university, which will lead to adverse consequences over time. However, most colleges and universities are used to solving emergencies with the attitude of emergency treatment. Before the occurrence of emergencies, they did not conduct public opinion detection, information forecast and make plans. After the occurrence of emergencies, they did not coordinate all departments to jointly deal with them. They still used the traditional top-down approach to solve emergencies, which ultimately made the results of the treatment less than ideal. Based on the perspective of new media, the traditional emergency handling methods adopted by colleges and universities are difficult to achieve the expected results, and after all kinds of information that is difficult to distinguish between true and false are widely forwarded, each new media platform becomes a negative driver. If colleges and universities cannot develop effective response mechanisms and early warning mechanisms, it is bound to cause greater negative effects, and ultimately lead to the loss of the best opportunity to deal with emergency events.

2.3 Failure of emergency management method

College administrators have cognitive bias towards new media and lack trust in new media technology and equipment. Therefore, when encountering various emergencies, colleges and universities do not choose to cooperate with the new media platform to solve the crisis, but choose to block information from the new media platform. University leaders are fully aware that the main function of new media

is to transmit information. During the crisis, they can use various new media platforms to explain the whole story and main reasons of the event, and show their own positions and attitudes. This not only can reasonably set and adjust the direction of public opinion, but also can affect the handling results. Therefore, colleges and universities need to be aware of the important role played by new media in dealing with emergencies. Under the traditional mode, many colleges and universities only deal with emergencies through written manuscripts or official statements, and do not make full use of WeChat, Weibo, B station, Zhihu and other new media platforms to comprehensively and stereoscopically present the whole story to the audience and deal with emergencies in B city, Not only can the expected effect not be achieved, but also can cause public doubts and handle the problem according to the difficulty of the event.

3. The construction path of college emergency management mechanism in the new media perspective

3.1 Timely change the concept of emergency management

On the one hand, colleges and universities should take effective measures to constantly enhance the crisis awareness of teachers and students, so that they can change from a passive emergency to an active defense. Under the guidance of the crisis awareness, they can be prepared for danger in times of peace, so that they can avoid being passive when dealing with various emergencies. In order to achieve this management goal, I think that due to the natural penetration of the school opening and gas testing machine in ideological and political education, crisis awareness education, and through the opening of relevant courses and lectures to constantly strengthen the students' crisis awareness, which can affect students to grasp the characteristics and laws of emergency crisis events, and thus can improve the overall ability of college students to deal with complex situations and emergency response capabilities. On the other hand, colleges and universities should also be proud to emphasize the management concept of diversified subjects cooperating in emergency work. At this stage, colleges and universities will choose the Security Office and relevant departments to mediate and deal with various emergencies, and to further clarify the responsibilities of other functional departments, ultimately leading to the lack of overall linkage and coordination between various departments. Therefore, colleges and universities should establish special emergency management teams based on the vision of new media, and cooperate with various departments to deal with the increasingly complex and influential emergencies.

3.2 Establish an early warning system for emergency management

Facing managers should be fully aware that establishing an early warning mechanism is an important part of the whole emergency management work. Based on the new media environment, it is necessary to establish a perfect network real-time monitoring system and network warning system when facing massive information and complex entertainment environment, and try to filter network information comprehensively and effectively by relying on various advanced technical means and detection methods, so as to find hidden crises in time, And timely warning and preventive measures should be taken to avoid the outbreak of crisis and the expansion of public opinion. First, we can also use various new media technologies to improve the scientificity of management decisions. Among them, managers should start from the source, rely on new media platforms to timely, accurately and comprehensively collect all kinds of information, including current political news, social hot spots, hot topics, etc., pay attention to the public voice, grasp the public opinion in a timely manner, and finally formulate policies that meet the wishes of the majority, In order to avoid more social contradictions, we should constantly improve the scientific and democratic nature of decision-making. Second, new media technology can also be used to establish an early warning mechanism. Among them, Internet, GPS, satellite monitoring and other technologies can be used to build a sound early warning mechanism. In this process, Hanxin establishes unified data standards, technical requirements and data formats, and formulates relevant rules and regulations and management methods for this purpose. Since it can realize information interaction and resource sharing between government departments in emergency management, On the basis of saving the cost of crisis management, it can improve the efficiency of college emergency management.

3.3 Optimize the design of emergency management mechanism

On the one hand, colleges and universities need to further improve the public opinion monitoring mechanism of emergency management. You can use various advanced public opinion monitoring technologies to monitor colleges and universities in an all-round and multi angle way in real time. Colleges and universities should adopt the leading Internet monitoring technology, give full play to its characteristics and advantages of fast discovery, complete information and accurate analysis, and be able to conduct real-time collection, accurate analysis and comprehensive summary of complex public opinion information, so that university administrators can be informed in time when determining key public opinion information. Finally, administrators can make decisions and give orders for public opinion information. Second, colleges and universities should also establish a public opinion guidance mechanism, That is to say, we can actively respond to the call of the national government departments and the CPC Central Committee by establishing the system of network civilization communication volunteer team and network spokesman. When building the volunteer team, we should comprehensively select student cadres with high ideological awareness. The volunteer team constructed by colleges and universities should be responsible for

detecting the public opinion on campus and expressing opinions around the hot issues concerned by the campus, so as to promote positive energy, resist negative energy, guide public opinion in the right direction, and summarize and report the problems reflected on the network. By improving the network spokesman system, colleges and universities can provide teachers and students with an open and unimpeded information channel, thereby realizing the openness and transparency of information, and positively guiding public opinion. According to the principle of information openness and transparency, colleges and universities can develop a timely and effective information release system, which can achieve "rumors stop at the wise and rumors stop at the open".

3.4 Establish emergency management guarantee system

First, colleges and universities should improve the legal protection of emergency management. With the advent of the Internet era, it brings opportunities as well as challenges to college teaching management. In the face of complex network environment, colleges and universities will also cause various unstable factors, and even emergencies caused by the network, which virtually increases the difficulty of maintaining stability in colleges and universities. Based on this, colleges and universities should establish sound laws and regulations to provide legal protection for dealing with various emergencies. Nowadays, university leaders generally have weak legal awareness when carrying out management work, and even have various behaviors beyond the law. Therefore, colleges and universities should organize management personnel to participate in the activities of preaching laws and regulations and theoretical interpretation, so that they can form correct working ideas in their work. In addition, colleges and universities should also improve the legal norms, revise and supplement the legal norms related to emergency management or various unfair and unreasonable norms, which can ultimately improve their pertinence and effectiveness. Second, colleges and universities should also establish a human and material resources guarantee mechanism for emergency management. First, college leaders should be aware of the practical significance of building a management talent team, so as to expand talent introduction channels and optimize the management team structure. At the same time, ideological and political education and professional training should be carried out for the introduced talents to improve their overall business capabilities. Second, colleges and universities should allocate special funds to emergency management departments and relevant staff to ensure the smooth implementation of the work.

4. Conclusion

In a word, based on the perspective of new media, university leaders and managers should keep pace with the times to explore new and unique measures to deal with various emergencies. Therefore, we need to rely on various advanced technologies to build an emergency management mechanism, which can effectively avoid and solve various emergencies and create a harmonious and happy learning atmosphere for students.

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