

A Study on the Government's Governance of Microblog Public Opinions in Emergencies

Han Yaming^{1,a}, Fan Xiaomeng^{2,b,*}

^{1,2} College of Information, Shanxi University of Finance and Economics, China

^b email: 729755116@qq.com

*Corresponding author

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Abstract. In view of the emergence of unexpected incidents of network public opinion governance problems, government departments use micro-blog to govern network public opinion, to provide reference for relevant government departments to strengthen social public opinion information dissemination governance. In this paper, Sina Microblog's "didi car" topic as an example, using Python programming to crawl and collect Sina Microblog's data, and drawing charts by Excel software. By aiming at the current situation of the government's governance of microblog public opinion, this paper provides suggestions for the future government's governance of microblog public opinion.

1. Introduction

With the development of the big data era, people gradually participate in the social network platform. As a typical social new media platform in China, microblog has become one of the important sources of network public opinion in the Internet era. By the end of June 2018, the number of Internet users in China had exceeded 800 million, and the Internet penetration rate had also increased to 57.7% [1]. Sina Microblog platform has a large amount of network information resources, and the public opinion of netizens plays a certain role in the development of events. Therefore, if the government cannot guide and govern the network public opinion correctly, it will easily produce negative effects that are not conducive to social and political stability. The effective governance of microblog public opinion has become an important issue that the government has to face.

Because the study on Government Governance of microblog public opinion started late in China, and the research intensity is greater, this paper attempts to make corresponding suggestions on Government Governance of microblog public opinion by mastering the theoretical knowledge of government governance of microblog public opinion and summarizing the existing practices.

2. Relevant concepts

2.1 Network public opinion

Network public opinion refers to the collection of all views, attitudes, emotions and behavioral tendencies of the public who receive public opinion information through the Internet due to emergencies [2].

2.2 Sina Microblog

Sina Microblog is one of the earliest and most well-known social networking platforms in China. Microblog is a social media platform with refined length and fast dissemination speed, and is popular with the public. "By September 2017, the number of active microblog users had reached 376 million, an increase of 27% compared with the same period in 2016, and the number of active daily users reached 165 million, an increase of 25% compared with the same period last year," according to the "2008 Microblog User Development Report" issued by Sina Microblog Data Center [3].

With the advent of Web 3.0, people have changed from the public to netizens, browsing public opinion information and commenting on the micro-blog platform. The speed of public opinion

dissemination of micro-blog has been faster than that of traditional media, and it has become the main force of public opinion information dissemination.

2.3 Microblog Public Opinion

When micro-blog and network public opinion overlap, that is, when network public opinion is spread on micro-blog, the word "micro-blog public opinion" appears. Because of the emergence of the Internet, micro-blog public opinion is built in the virtual space of Sina Microblog social platform. It is no longer limited by time, space and material dissemination. Everyone can disseminate public opinion information anytime and anywhere.

3. Case analysis

In order to collect the public opinion data of Sina Microblog network, the author takes the hot topic "didi car" of Sina Microblog as an example to collect and analyze the sample data. In data acquisition, we use Python programming to access the open platform of microblog API to crawl the network, traverse to get all the blog posts and comments associated with the keyword, and collect the corresponding microblog information and data. The analysis steps for data acquisition include: (1) data source selection; (2) data collection; (3) data processing; (4) data analysis.

3.1 Data Source selection

This paper chooses the "Zhengzhou stewardess was killed in a didi car" incident which has bad social impact, which happened on May 11, 2018. Therefore, the advanced search for "didi car" on micro-blog is conducted from May 10, 2018 to May 31, 2018. The relevant micro-blog of "didi car" is obtained and the request is sent for information collection.

3.2 Data collection

Firstly, open browser to open microblog pages; secondly, the program is written in Python language to get microblog data from the server; thirdly, analyze the microblog content to be collected; finally, save the information (including user name, comment number, forwarding number, time and content) to Excel software for further analysis.

3.3 Data Processing and Analysis

In this case, as of 19:40 on May 31, 2018, a total of 125,297 forwarding and commentary messages were obtained. Data analysis of captured data: Fig. 1 is the relationship between the amount of microblog posts and time related to the "didi car" from May 10 to 31, 2018, and Table 1 is the opinions of some government official microblogs, microblog "V" and the media after the "didi car" incident.

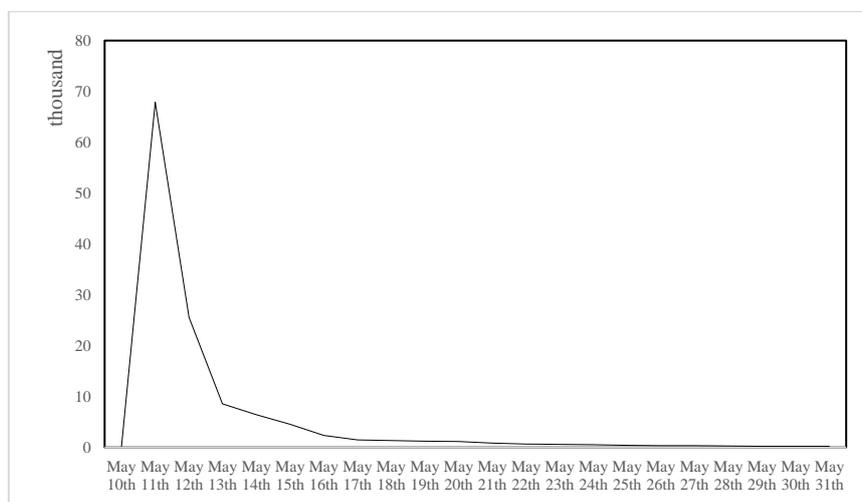


Fig. 1. The change curve of the amount of published documents with time.

It can be seen from figure 1 that the attention of micro-bloggers to the "didi car" was very high

from May 11 to 13, which shows that the killing of the didi chuxing’s passengers has become a hot issue for netizens, reaching the outbreak period of “the killing of stewardess didi car ” on weibo. Therefore, due to the emergence of emergencies, Didi Travel Technology Co., Ltd. have become the focus of supervision of the public and regulatory authorities. In Table 1, from May 11, 2018, under the leadership of various major media, big "V" and government official micro-blogs, the opinions and policy preferences derived from the incident on didi chuxing supervision have been published one after another. For example, we need to strengthen the supervision of didi car, the rectification measures of drip-drip vehicle, and require the drip-drip platform to be shut down and rectified. After the official government and the media spoke out about the incident, the heated discussion decreased significantly, indicating that the public opinion of microblog has entered a period of ups and downs under the guidance of the public opinion of the government microblog; after May 15, public opinion began to decline.

Table 1 Opinions.

Micro-blog Nickname	Social Identity	Posting Time	Main Points	Number of Fans
@Ping'an Beijing	Official Weibo of Beijing Public Security Bureau	May 11, 2018	Strengthen the network about screening audit and supervision of the car.	12 million 490 thousand
@Shanghai Publishing	Official Weibo of Shanghai Municipal Government News	May 15, 2018	Yesterday morning, the city's first taxi driver took advantage of the "didi" taxi platform loopholes to unilaterally terminate the service contract "second order" complaint investigation was completed.	6 million 530 thousand
@Ping'an Zhongyuan	Official Weibo of Henan Public Security Bureau	May 16, 2018	Didi announced corrective measures: all ride stage line personalized labels and reviews.	5 million 670 thousand
@Hu Shuli	Chief Editor of Caixin Media	May 11, 2018	Although “didi” and driver belong to the intermediary service relationship, they should undertake the obligation of information review.	4 million 160 thousand
@Guangdong Publishing	Official Weibo of Guangdong Provincial People's Government	May 11, 2018	Didi announcement of corrective measures: car owners must face recognition before receiving orders.	3 million 250 thousand
@Chen Zhilin	Best-selling Author	May 11, 2018	Didi platforms should be shut down and rectified to improve the industry access mechanism for net-appointed drivers.	1 million 130 thousand
@HTV news score of 60	Official Weibo of News 60	May 21, 2018	It takes six steps to pick up orders or call for a downwind train to resume business.	70 thousand

For the "didi car" incident on May 11, 2018, the public opinion of netizens has increased substantially, and the number of public opinions on micro-blog has shown a surge trend. The government media pay continuous attention to “didi car” incident, such as @Ping'an Beijing, @Guangdong Publishing, etc. Through the real-time tracking report of this event through social

media, it can also urge the relevant government departments to deal with the process, so as to achieve the government's role in the governance of public opinion information. There are also many "Big V" and media micro-blogging releases that can guide the events. It can be concluded that the officially certified media micro-blogging includes @Hu Shuli, @Chen Zhilin, @HTV news score of 60, etc. From the event to the climax to the end, the publication of government official micro-blog information has affected the number of micro-blog public opinion. The publication of government micro-blog represents the opinion leaders of the network, triggering the transfer, comment and praise of the vast number of netizens, thus playing a guiding role in the "didi car" public opinion incident.

Can be seen from the overall processing process, some government microblog vacancies, government microblog and traffic police public security departments did not support. Continued reports, etc. In addition, the attention of the media microblog and the deep tracing of the "Big V" of the microblog also played a certain exemplary role in the supervision and guidance of the incident. As a result, the publication of government microblogs has promoted the "rhythm" of events development, basically calmed the public opinion of microblogs, accelerated the efficiency and effect of incident handling, widespread dissemination and further strengthening of policy preferences, and maintained social stability.

4. Conclusion

The research results show that the micro-blog public opinion information about the "didi car" emergency has a wide range of dissemination, a large impact, fast dissemination speed and high efficiency. In today's big data era of Internet interconnection, if the government wants to manage negative and false public opinions timely, completely and accurately from the massive network public opinion information, it needs the government to use Sina Weibo social media platform to open government microblogs extensively, strengthen the system improvement of microblog public opinion, guide public opinion, open the road of public opinion, strengthen the supervision mechanism, link the preceding and the following. By means of two-way feedback, people's feelings and opinions should be grasped scientifically, the construction of network ethics and morality should be strengthened, and the correct guidance of public opinion should be implemented.

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