

# **On the Anomie and the Governance Strategies of Public Opinions in Chinese New Media under the Environment of Big Data**

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**Abstract:** The rapid development of Internet technology has brought about the superiority of big data environment and the growth of a large number of new media social tools. With the increasingly important role of new media in communication activities, more and more problems have been exposed. Behind these problems is the anomie of new media public opinions. This paper studies the anomie phenomenon of new media public opinions, analyses its causes, and finally puts forward countermeasures and suggestions for the healthy growth of China's new media industry.

## **1. Introduction**

In recent years, the rapid development of China's new media industry under the big data environment has not only led to the innovation of Internet technology, but also to the convenient and fast information service. The opening of network discourse power has enabled more and more people to play the role of opinion leaders. Especially in the past two years, with the support of Internet technology, new media has rapidly covered all aspects of public life, providing a wider source of information and a richer way of information presentation for social groups. However, the resulting anomie of public opinions has also pushed new media to the focus of controversy again.

## **2. The Present Situation of Public Opinions of New Media in China**

The term "new media" can be interpreted differently in different historical stages, but no matter what context space it is, new media has exerted a tremendous influence on the formation and development of public opinions, and has gradually become the dominant media in the development of public opinions, guiding the direction of public opinion to a certain extent. To some extent, the new media has changed the way of life of the masses and facilitated the communication of information among the masses, but at the same time, it has also produced some anomie phenomena of false news and bad information dissemination. "Anomie" is a lack and incompleteness of social norms, and also a subjective violation of social norms by members of society. The anomie of new media public opinion means that in the new media environment, public opinions lack social norms and new media users violate social norms. New media has a large number of users. The speed of dissemination far surpasses the traditional media, which leads that the great destruction of the new media public opinion anomie is beyond imagination.

## **3. Anomie of Public Opinions in New Media in China**

With the rapid development of the new media industry, the anomie phenomenon of public opinions takes various forms and presents different characteristics. The anomie phenomenon of new media public opinion gathers on the network mainly in the following three situations:

### **3.1. Dissemination of False Information**

In traditional media, "authenticity" is life. Traditional media journalists always adhere to the objective, true, fair and comprehensive conducts. Often a news report can be published only after

repeated verification, but "authenticity" is not satisfied in the eyes of new media users on the Internet. In the information dissemination process of the new media platform, every user is the recipient of information. But at the same time, when "forwarding" and "commenting", they also become the disseminators, which makes the amount of information of the new media extremely huge. The level of new media users is limited. Among these information, they usually evaluate it without judging whether the information is true or not. Sometimes, they even discuss the information without investigating the reasons, which affects the healthy development of the new media industry.

When media users discuss and disseminate public opinions, they simply copy and paste or freely express their opinions without verifying the authenticity of information content and clearly defining their own responsibilities, which increases the channels and scope of the dissemination of false information and brings serious malignant dissemination effects. New media has fulfilled many people's aspirations of "citizen journalists" making everyone have the right to speak, but it has also increased the dissemination of false information, which has had a bad impact on public life.

### **3.2. Poor Content to Pollute Network**

In the dissemination of new media content, more and more public opinions began to lean towards all kinds of unhealthy information in order to attract the audience's attention. There are quite a number of new media users whose personal qualities are not high, so the demand for information is relatively vulgar. The audience constantly pursues fresh and vulgar information, which makes the information publisher deliberately cater to the audience's curiosity psychology to enlarge the content that the audience likes infinitely.

Although the new media content has won the audience's favor, the quality is getting worse and worse. The low-level interest of network users and the label gatherings as well as unhealthy content have formed a vicious circle to a certain extent. People's pursuit of information and the speed of information dissemination in the network era are amazing. But in order to meet the audience blindly for their click-through rate, the new media will only become vulgar network information platforms without the value of the media.

### **3.3. Violation of the Right of Personality and Privacy**

The term "Internet mass hunting" came into being with the new media. With the high dissemination speed of the new media information, we can quickly find the relevant information of the individuals, which helps the masses exercise the right of public opinion supervision to a certain extent. However, the excessive abuse of "human flesh search" also causes the pollution of the network environment. In many cases, netizens are anxious to publish the personal information of the one being hunted without knowing the truth, which makes those who are hunted not only face the network's criticism, but also face various pressures in real life. Nowadays, many netizens always enjoy it. They think that they are carrying out the status of a "citizen journalist" and are exercising the right of supervision of network public opinions.

Recently, Jiang Ge's mother published Liu Xin's personal information on the Internet, and almost all the netizens criticized Liu Xin. While we feel sorry for Jiang Ge's mother, we should not agree with the behavior of widely disseminating personal information of Liu Xin. Liu Xin has her responsibility, but it does not mean that we should infringe her right of personality and privacy by unfair and unreasonable means. New media gives users a high degree of supervision by public opinions, but it is not a reason to infringe on other people's personality rights and privacy rights.

## **4. Reasons for the Anomie of Public Opinions in China's New Media**

Compared with traditional media reports, new media public opinion has obvious advantages in communication and has a significant impact on people's lives. At present, there are some ethical anomies in the public opinion of new media in China, such as false information, vulgar content, deviation of values and violation of other people's personality rights. What are the reasons that make this phenomenon full of new media environment and affect the health of network media industry?

#### **4.1. No Restrictions for Users**

Compared with the traditional media, the new media has great openness. Anyone who has mobile phones, computers and other Internet tools and agrees to the terms of "self-responsibility" on the new media platform can become a new media user and make comments on the new media platform, which provides a breeding ground for the emergence of anomie.

In addition, in the past two years, the competition among new media platforms has become more and more fierce, which requires a large number of users to enter the platform and the emergence of new comment content, so the auditing of users is almost empty. The personal level of users is uneven, and the level of judging the truth and falsity of information content is also limited, which makes users unable to ensure the authenticity of their published content. However, some users have poor personal qualities and are keen on the dissemination of unhealthy and violent content, which also promotes the emergence of anomie of public opinion.

#### **4.2. Lack of "Gatekeeper"**

The release of traditional media manuscripts often requires strict auditing, while the new media environment has a high degree of openness. All articles and comments can be published on the platform and disseminated to the audience as long as they pass the systematic auditing. There is a lack of "gatekeeper" for information screening. New media platform, for its own benefit, does not screen information strictly. Instead, it needs novel content to attract audiences. New media platform has not achieved its position in industry self-discipline. And for the new media platform, there is no clear regulatory authority, nor perfect laws and regulations, which creates a regulatory vacuum and indulges the anomie of the new media industry.

#### **4.3. Driven by "Flow" Benefits**

At the beginning of the new media, most users insist on monitoring social behavior with their own views. But with the increasing revenue of realization of "liquidation of flow", more and more new media people begin to forget their original intention and the ultimate goal has become making profits. This is especially prominent in the self-media. In order to realize the "liquidation of flow", they only pay attention to whether the content is attractive, whether they can get a higher click-through rate so as to misguide the direction of public opinions.

In addition, in order to attract more influential new media users to their platforms, major new media platforms compete with malice in funds. In this fierce competition, new media platforms do not clearly define their responsibilities and do not do a good job of supervision. Platforms and personal interests are increasingly pursued, which will only make the new media environment more and more disharmonious.

### **5. The Governance Strategies of New Media Public Opinion Anomie**

In the big data environment, facing the frequent anomie phenomenon of public opinions in the new media platform of our country, we should adopt forceful governance strategies, try our best to improve this anomie behavior, and purify the network information dissemination environment so that every netizen can get the best experience of big data information.

#### **5.1. Improving Media Literacy of New Media Users**

After users on the new media platform make relevant comments on the network, they will form the trend of public opinions. After being pushed through the platform, they will be accepted by other users. This has already possessed the basic attributes of media communication. As the opinion leader of their "fans", users must be responsible for their influence. The quality distribution of new media users in China is quite different, and a large part of the quality of the groups is not high, which makes the level of the whole user groups relatively low. Media literacy is the overall quality of screening, judging and utilizing the information disseminated by the public. Improving the media literacy of new media users can improve the ability of netizens to judge the authenticity of information and the value judgment of its connotation. This can fundamentally prevent the dissemination of false information and the dissemination of vulgar content.

## **5.2. Strengthen the Responsibilities of Gatekeepers**

In the process of news dissemination, the role of "gatekeeper" is very important, which is also the key to the correct direction of public opinions in traditional media. Similarly, the duty of "gatekeeper" should be strengthened in the dissemination of public opinions in new media, and the content of news dissemination should be filtered and supervised in time. The content of anomie should be dealt with in time. The new media platforms have an inescapable responsibility for the anomie of the new media industry. They have an obligation to guide new media users to disseminate public opinion in accordance with the law.

New media platform needs to check the user registration and auditing process, establish a mechanism to deal with harmful and bad information, firmly crack down on the anomie of public opinions, and formulate corresponding industry conventions to resolutely eliminate anomie behavior, earnestly follow social ethics, consciously resist the vulgar trend of the network, and refrain from the dissemination and dissemination of anomie public opinion.

## **5.3. Establishing and Perfecting the Laws and Regulations on the Dissemination of Public Opinions in New Media**

China's new media industry, as a new industry, is developing rapidly and its users are huge. It has played an extremely important role in information dissemination. However, the existing laws and regulations in China still have great loopholes in the supervision of the self-Media industry. Relevant regulatory authorities must implement the responsibility-to-person system, strictly regulate the users of new media, and promulgate rules and clear rules. We should clarify the regulatory authorities and strengthen the means of supervision and monitoring so that the new media industry of our country can develop healthily and vigorously along the right track of the development of the industry and within the scope permitted by relevant laws and regulations.

## **6. Conclusion**

Under the big data environment, the new media is a "double-edged sword", which gives everyone the right to speak, but at the same time, it also breeds a lot of anomie and chaos, which is necessary for the rise and development of the industry. To improve the media literacy of users of new media platform, new media platform takes the initiative to assume the responsibility of supervision by public opinions, and relevant government departments should establish and improve industry laws and regulations. Only in this way can our new media industry seize the opportunity and develop healthily in the big data environment.

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