

Research on Establishing Rapid Response Mechanism of Network Public Opinions in Colleges and Universities

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Keywords: Colleges and universities, Network public opinion, Rapid response mechanism.

Abstract. The prominent contradiction between the diversity, dispersion, burstiness, creativity of the university network public opinion content, and the current sluggish, backward response mechanism, brings challenges to ideological and political education in colleges and universities, which is not conducive to the formation of correct world outlook, outlook on life and values of college students. Under the guidance of advanced thoughts and culture, we use innovative means to unify and coordinate various resources on campus, propose an implementation plan of the three-in-one network public opinion rapid response mechanism including hierarchical monitoring and reporting system, rapid emergency response mechanism and offline communication and education. It is of great significance to strengthen the construction of network team, consolidate the multi-department cooperation, improve the timeliness of ideological and political education and promote the self-education of college students.

Introduction

At present, colleges and universities always have a excellent campus network, which has information distribution, campus communication and other functions, and has been an online platform where college students can freely comment, express their opinions. Furthermore, it has profoundly affect the interpersonal communication and thinking mode in study and life of college students nowadays. It is precisely because of this new media that some major events and emergencies at home and abroad usually appear in the latest form and at the fastest speed, which would arouse wide attention of college students, form a large number of discussions and continue fermentation. Once these discussions and opinions finally form a clear attitude and be widely concerned, university network public opinions would be formed.

As we all know, the Internet is a double-edged sword. It is not only an important channel for college teachers and students to obtain information and exchange ideas, but also one of the best channels for all kinds of negative information dissemination in colleges and universities, as well as a hotbed of all kinds of harmful public opinions.

Therefore, it not only brings great positive benefits to colleges and universities, but also has an adverse impact on the physical and mental health of college students and the stability of schools and society. It will also become the main battlefield of ideological and political work and national security work in colleges and universities.

Existing Problems of Current Response Mechanism

Colleges and universities are the "barometer" of national political stability and social harmony. There is no doubt about the importance of ideological education of network public opinion subject in colleges and universities. Through questionnaire survey and big data analysis of campus BBS, the formation process of network public opinion of colleges and universities can be summarized as follows: Firstly, some hot issues triggered the response and discussion of college students. Secondly, these ideas, ideas and opinions gradually become consistent after various contests, and exert

influence on universities and even the society, forming network public opinions. Finally, as the passage of time, these opinions gradually tend to calm. The fluctuation trend is in line with the single peak pattern and the special pattern of college students. Its characteristics are as follows.

Diversity and Dispersion of Content [1]

According to the statistical data of school BBS (see Figure 1), the network public opinions of colleges and universities are diversified and dispersed in content. Most of these topics go deep into campus life, concern the rights and interests of teachers and students, focus on school events, and synchronize with social hot topics, involving college students' emotions, thoughts, academic, life experience and other aspects. In addition to the simple vent type, other network public opinions, basically meet the needs of life as the main purpose, which have a relatively stable public opinion theme and atmosphere. However, the venting type of public opinion is relatively easy to arouse network "public anger", which would result in unilateral "one-sided" trend of public opinion, improper handling will cause the passive school work.

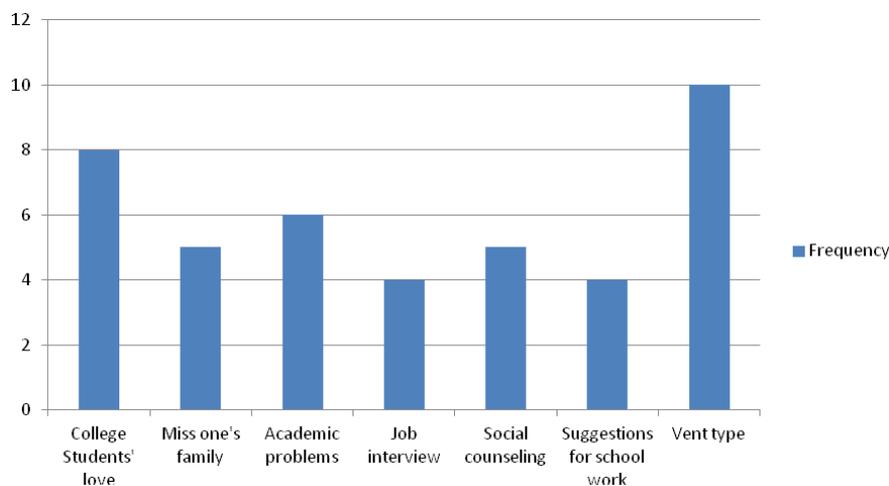


Figure 1. Statistics of campus network public opinion

Burstiness of the Formation Process [2]

Nowadays, it has become an important part of college life to exchange thoughts, feelings and experiences through Internet. Some issues concerning the universality of college students published on BBS, would soon attracted the attention of plenty of college students (see Figure 2).

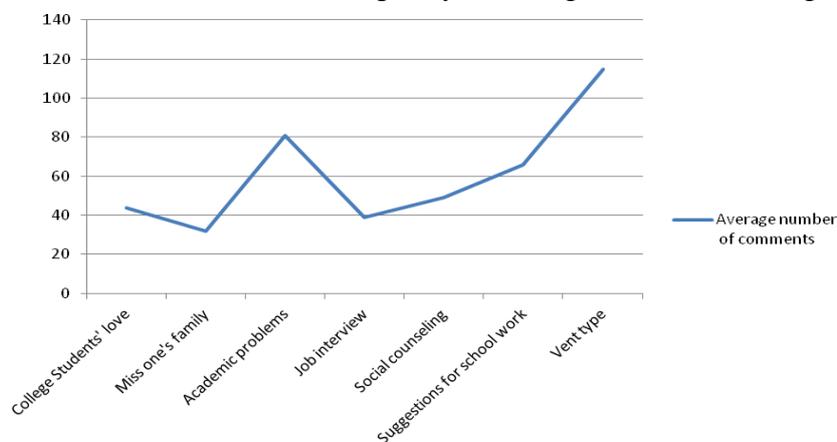


Figure 2. Statistics of public opinion comment number

Particularity of Participating Subjects [3]

The main participating subjects of campus network public opinion are college students, generally composed of active groups on campus BBS or college students closely related to the object of public

opinion. Therefore, the main body of campus network public opinion has the characteristics of minority, but the participants are relatively wide.

Emotional Opinions [4]

The discussion of hot issues is not in-depth and superficial, and many discussions only stay in the communication, exchange and dissemination of information. Most of the opinions are not considered carefully, and the language expression is not normative, colloquial, illogical and extreme, with more criticism and less praise.

In terms of the current network public opinion response mechanism, first of all, there is no advance warning mechanism. Due to the high purchase cost and technical difficulty of network public opinion monitoring and analysis systems, only a few universities have adopted these systems. Therefore, it is difficult to adapt to the needs of rapid and changeable online public opinion monitoring, and easy to provide opportunities for the continuous fermentation of online public opinion

Secondly, there are some problems such as lack of reporting mechanism, insufficient emergency preparation and slow response. The network public opinion that occurs on BBS, did not have clear report process to indicate what kind of public opinion should report to what level of leadership.

Finally, information transmission channels are too single. Due to the traditional top-down and vertical management mode, each department lacks linkage mechanism and fights for itself, making it difficult to control the spread of harmful public opinions.

Above all, the current network public opinion response mechanism brings challenges to ideological and political education in colleges and universities, which is not conducive to the formation of correct world outlook, outlook on life and values of college students.

The Guiding Ideology of Establishing Rapid Response Mechanism

In order to establish the rapid response mechanism of university network public opinion, we must insist on correct guidance and occupy the guiding ideology of university network with advanced thoughts and culture. To overcome the negative impact of bad information on college students' online, we must adhere to the correct value guidance, must always adhere to Marxism-Leninism, Mao Zedong thought, Deng Xiaoping theory and "three represents" important thought, socialist core values, patriotism, collectivism and socialism education, ideal and faith education, as well as the Chinese nation excellent traditional education [5].

At present, it is particularly necessary to strengthen the guidance of online public opinion and strive to create positive mainstream public opinion. We should make clear comments on major political issues, dare to criticize erroneous statements and trends of thought, promptly correct erroneous information, and ensure that the party and youth league organizations have a voice online.

The Implementation Scheme of Establishing Rapid Response Mechanism

Based on the analysis above, we propose an implementation plan of the three-in-one network public opinion rapid response mechanism (see Figure 3).

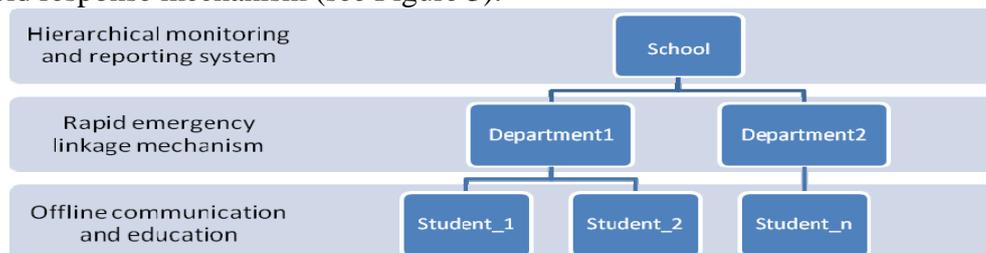


Figure 3. The rapid response mechanism of online public opinions in colleges and universities

Apply Innovative Means to Realize Hierarchical Monitoring and Reporting System

Through three-level public opinion collection system composed of students, departments and school, we can learn about the events happening around us in the first time, monitor the online public opinions in horizontal and vertical ways, and accurately grasp the pulse of online public opinions on campus, so as to be fully prepared for the occurrence of online public opinions on campus.

Once bad online public opinions occur, the three-level public opinion collection system will collect information in the first time, determine the level of public opinions according to the reporting level, and report through the college and the student work department to ensure the smooth reporting channels.

After the information is reported, the public opinion collection system and its network public opinion working team should pay close attention to the online reactions. Before the guidance of the online public opinion leading group arrives, emergency response work dominated by online speech should be decisively carried out, and "opinion leaders" of online public opinion in the three-level public opinion collection system should be used to guide public opinion, ease conflicts, and master the initiative of online communication.

Coordinate School Resources to Achieve Rapid Emergency Response Mechanism

The leading group of network public opinion hierarchy system of colleges and universities is responsible for clarifying the responsibilities of each department, and promptly organizing all relevant departments to perform their respective duties and cooperate with each other.

First, the university network department should quickly delete sensitive information. Second, student administration and propaganda departments should take the initiative to guide, debate or respond. Third, the logistics department, educational affairs department and network department should cooperate with each other to determine the relevant students' class and dormitory location, and inform their ideological and political counselors or head teachers. Finally, the linkage departments should regularly report the progress to the leading group of network public opinion hierarchy system of colleges and universities.

Make Full Use of Counselors' Advantages to Realize Offline Communication and Guidance Education

It is necessary to give full play to the advantages of ideological and political counselors, stabilizing students' emotions, grasping and guiding the trend of public opinion, preventing the situation from aggravating and enlarging by means of counselors and head teachers going deep into student dormitories, listening to students' appeals, understanding students' thoughts, clarifying the facts, etc.

It is irrational to take compulsory measures. We should give priority to student work and make an accurate judgment of the development and change of the situation by experience and observation.

Conclusion

To sum up, as an open field of public opinion, the campus network of colleges and universities plays various roles. It is not only a pluralistic and open public opinion platform, but also a place for "malicious irrigation", collective protest, spreading rumors and attacking and defamation. Therefore, the important significance of establishing a rapid response mechanism for online public opinions in colleges and universities lies in the following aspects: first, eliminating unfavorable online public opinions in the bud and carry forward favorable online public opinions. Second, strengthening the contact and cooperation among various departments, which is conducive to the timely handling of other similar emergencies by colleges and universities. Third, further strengthening the contact between ideological and political counselors and college students.

In conclusion, if the potential positive social functions of the campus network of colleges and universities can be explored and brought into full play, the issues of campus network can be correctly and effectively guided and constructed, the campus network of colleges and universities would have a

great function of social mainstream value guidance, and can actively and effectively promote the benign operation and coordinated development of various work of colleges and universities.

Acknowledgement

This work is supported by Jiangxi University Humanities and Social Science Project (SZZX16013) and the fund project of Jiangxi Province Education Office (GJJ170418, GJJ180315).

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