

Research on the Dual Mechanism of Internet Public Opinion Discrimination Based on University Campus Forum Against the Background of “Internet Plus Ideological and Political Education”

Taking the University of Electronic Science and Technology of China as an Example

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Abstract—The development of public opinion research has always been integrated with many disciplines, such as sociology, communication, computer science, etc., and the research on it can't be single-sided. The academic circle's research on the identification of colleges and universities' online public opinion is gradually deepened along the line of "passive acceptance of public opinion is the challenge of ideological and political work - discovering the importance of guiding public opinion in ideological and political work - taking the initiative to conduct public opinion judgment and supervision". These studies range from large to small, from scattered to focused and from unprofessional to scientific. This paper starts from the actual work and takes the work unit the author works in as an example to study the current situation and existing problems of the network public opinion supervision mechanism in China's colleges and universities. This paper also explores the causes of problems with problem-oriented, and the necessity and feasibility of dual identification mechanism for a series of problems existing in colleges and universities.

Keywords—public opinion; ideology and politics; public opinion identification; dual mechanism

I. INTRODUCTION

Old Chinese sayings like "Prepare in advance" and "The whole year's work depends on a good start in spring" have been handed down for thousands of years and have been proved their correctness. College students are main force of netizens. In a collective of all netizens, how can the platform they are active in not be valued? Instead of dealing with it passively afterwards, it is better to take the initiative to face it beforehand, get the initiative to monitor public opinion, and ensure that the public opinion is handled properly.

II. SUMMARY OF THE RESEARCH ON THE MONITORING OF "PUBLIC OPINION" IN UNIVERSITIES IN CHINA AND FOREIGN COUNTRIES

A. Evolution of Public Opinion Research in China's Universities

The early domestic public opinion is still limited to a large area of society. The research is more concerned with the relationship between news communication and public opinion. It began in 1992 and concentrated on the public opinion impact of social events (1992, Ji Xiaolan); later, scholars' study turned to how to deal with public opinion and how to resolve the influence of public opinion from the attitude (1997, Ding Baiquan, 1998, Yu Guangsheng); after 2000, especially the SARS incident in 2003, the academic circles began to focus on the analysis of public opinion (2003, Du Junfei, 2004, "China's Party and Government Cadre Forum"), which was also based on the expansion of social events affecting colleges and universities. In 2005, for the first time, the academic community devoted its attention to the public opinion and ideological and political work of colleges and universities (2005, Feng Gang). In the 14 years from 2005 to 2019, it can be clearly divided into three stages: in 2005-2007, the popularity of the Internet was limited. The research on public opinion in colleges and universities mainly focused on how to deal with mass incidents and large-scale events. The public opinion and concern were that "the specific events offline were moved magnifyingly to online" (2008, Luo Yuting, 2010, Chen Juntu); during 2008-2012, the focus was on the research and handling mechanism of public opinion in the context of new media (2012, Wei Wei). Since 2012, more attention has been paid to how to correctly guide network behavior, purify cyberspace, and carry out supervision and monitoring of public opinion based on technical means (2013, Chen Yonghua, 2016, Li Dandan, Ma Mei). At this stage, the computer science research in public opinion is gradually increasing (2015, Tang Jingtai); the Internet technology of the information center, especially

the combination of big data, web crawler technology and network public opinion, has become the beginning of the joint combination of ideological and political and information technology.

B. Overview of Public Opinion Research in Foreign Universities

Foreign countries have different perceptions and attitudes about public opinion because their ideology fields are different from those in China, so there is less research on public opinion in colleges and universities. However, foreign countries have condensed the experience summary and theoretical research results on the basis of limited research. Foreign scholars basically divided the research direction of online public opinion into "critical research" and "management research", which is basically consistent with the domestic public opinion research philosophy.

The United States can be taken as an example. The United States is an early starter in the Internet industry. It has done a good job in legal protection of online public opinion management, and provides a legal basis for public opinion monitoring, which can realize the identity of netizens and reduce the risk of network virtuality to some extent. In practice, the filtering of college public opinion is more adequate, which can guarantee the security of network space and environmental freedom to the greatest extent; the realization of the use of robots instead of manual tracking network rumors can more fully utilize the technology; the United States' research on online public opinion criticism mainly advocates the improvement of the quality of netizens. Although the practice of the developed countries led by the United States is relatively mature, its application as a national behavior is concentrated in special industries such as national defense, and its application and research in universities are insufficient. The practice of establishing legislation, technical application and civilized promotion in foreign countries is also the trend of China's public opinion management, especially the public opinion management of colleges and universities.

III. CURRENT PROBLEMS IN ONLINE PUBLIC OPINION MONITORING IN COLLEGES AND UNIVERSITIES IN CHINA

The traditional network public opinion supervision system of colleges and universities has the problems of "difficult to prevent, difficult to control, and difficult to handle". The technical means, system guarantee, and handling procedures exist crux.

The fundamental purpose is to solve how to better monitor the public opinion of colleges and universities, and put forward the "two legs to walk" — the ideological and political identification mechanism and the technology identification mechanism, to construct an effective way and key nodes to realize the dual identification mechanism as well as the basic elements and core technologies of the link implementation, to realize the identification cycle without dead ends or vacuum.

Different from the existing public opinion monitoring system in the market, the public opinion monitoring system

of colleges and universities is more targeted, de-interested, accurate, representative, and highly operational, which is a sharp sword based on solving the problem of college public opinion.

IV. THE PRACTICAL SIGNIFICANCE OF THE RESEARCH ON NETWORK PUBLIC OPINION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

A. The Requirements of the Times for the Practice in the New Era of Socialism with Chinese Characteristics of Xi Jinping

At the National Education Conference, Xi Jinping emphasized that to build a socialist modernization power; people must fully recognize how to accelerate the modernization of education under the new era and the new situation. Ideological and political work in colleges and universities is the lifeline of all kinds of work in colleges and universities. Doing a good job in ideological and political work is to lead the university to firmly adhere to the red line of life of the party, adhere to the socialist orientation in running school, persist in training qualified successors for socialism, and develop "Internet+ education" so as to support the modernization of the country with educational modernization. The establishment of a dual identification mechanism will help the ideological and political workers to make full use of the scientific data provided by the technical means, and bring a scientific basis for the education and processing of the parties in the later stage, and realize the idea of "speaking with facts".

B. Implementing the Inevitable Requirement of "the Construction of a Political Work Force That Can Do Ideological and Political Work"

As a university, it still uses artificial screening of online public opinion. For example, the University of Electronic Science and Technology of China relies on the information center and network culture construction office to set up a student support team. Every day, the duty assistants take turns to browse the forum section, use their own experience as the evaluation criteria, search for sensitive information with their own eyes, and summarize the information and submit it to the responsible teacher. The teacher will then screen according to his own experience, and report the incidents with public opinion value to the college or other departments involved. The relevant departments will investigate and judge the sources of the public opinion to cope with. Usually, the most common situation is to ask the forum to delete posts, then conduct harmonious exchanges or give disciplinary action, and develop into secondary public opinion events repeatedly. "Extensive form" public opinion screening exists problems such as strong screening jumping and poor timeliness. Through this research, it is possible to strengthen the modernization of political work teams in colleges and universities, realize the all-round deep integration of one-way, jumping mode and scientific and technological means, establish a complete work chain, and gradually develop the "extensive form" team construction into the "precise form" one.

C. Implementing the Work Requirements of "Casting the Fine and Clear Network Position of Colleges and Universities"

Once the public opinion arises, the netizens who know the truth and those who don't will enter a battle, and they will be driven by individual opinion leaders to spread online obloquy, etc. Even if netizens who are watching the scene of bustle, they will be led by the incident. In a wild war, the network environment is polluted and it is difficult to restore a pure environment. The implementation of the dual identification mechanism can not only be conducive to the maintenance of the network order, but also powerfully shock the network rumors, cyber violence, network warfare and other vicious incidents that currently plague the network ecology of colleges and universities, and guide the majority of young students to consciously practice the core values of socialism.

V. FEASIBILITY OF THE DUAL MECHANISM OF NETWORK PUBLIC OPINION MONITORING IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

The reason for choosing the University of Electronic Science and Technology of China as an experimental unit is that the University of Electronic Science and Technology of China, as the "Double First-rate" university in the country and the "bellwether" of the electronic information industry, its confusion and the status quo in the field of ideological and political work has the universality of the national colleges and universities; in addition, the University of Electronic Science and Technology of China relies on the superior discipline of electronic information, and explores the network ideological and political aspects, which has the representativeness and innovation of such work and is suitable for research.

In order to solve the problem of public opinion monitoring in colleges and universities in the new era, a dual identification mechanism of technology and ideological and political parallel is proposed, which is specifically stated as "Fig. 1":

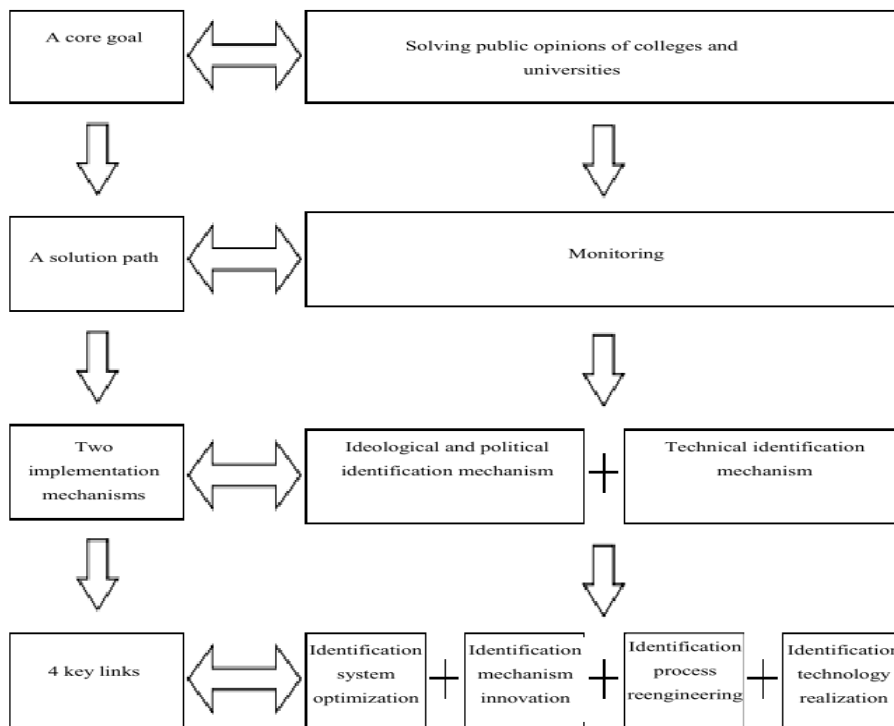


Fig. 1. A dual identification mechanism of technology and ideological and political parallel.

"A core goal — to solve the public opinion management of colleges and universities": The public opinion of colleges and universities is related to the ideological values and ideals of the youth. It is related to the stability of the country's ideology, the overall situation of social security and stability as well as the harmony of millions of families. Preventing and solving the public opinion management of colleges and universities is the core goal of the subject, and it is one of the evaluation indicators for testing the ideological and political work of colleges and universities.

"One solution — public opinion monitoring management": "One shall leg behind if he doesn't step forward everyday". The ideological and political work should be advanced from time to time. When faced with the problem of Internet +, it is necessary to learn to solve problems by means of Internet +, and propose a network monitoring program for the online public opinion of colleges and universities. Only suiting the remedy to the case can it exert its effect.

"Two implementation paths — the ideological and political identification mechanism + technology identification mechanism": Mao Zedong once said: "Our mission is to cross the river, but without a bridge or without a boat, we can't cross the river. If you don't solve the problem of the bridge or the ship, crossing the river is an empty talk." Resolving the problem of college network public opinion is "crossing the river". The implementation of the public opinion dual identification mechanism is the "bridge" or "ship" to the other side of the river.

"Four Key Links — Identification System Optimization + Identification Mechanism Innovation + Identification Process Reengineering + Identification Technology Implementation": To effectively monitor the network public opinion of colleges and universities, it is necessary to optimize the existing identification system, innovate the authentication mechanism, re-create the identification process, excavate the identification technology that can achieve the purpose, and finally refine a set of identification mechanism with accuracy, feasibility and operability. ("Fig. 2")

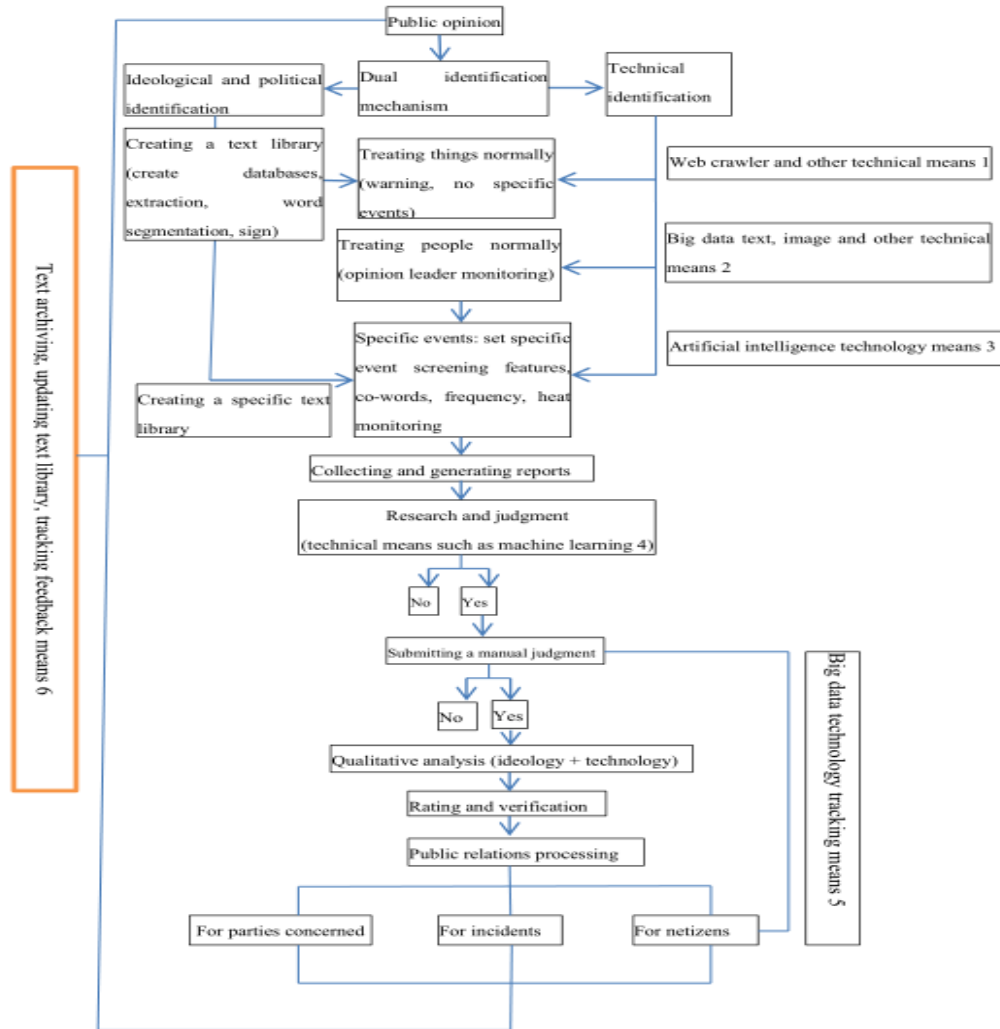


Fig. 2. Flowchart of dual identification mechanism.

At the first time of public opinion, it is necessary to adopt a two-pronged approach of "the ideological and political identification mechanism" and "the technology identification mechanism" to establish a text library by means of database construction, extraction, word segmentation, marking, etc.; it is also necessary to detect three types of situations through web crawler, big data text analysis, image research, machine learning interaction and other technical means so as to realize the normalized detection of events and specific characters; besides, it is needed to conduct specific detection

on specific events through text screening such as features, common words, frequency and heat.

Therefore, the two parties collect and generate reports to conduct research and judgment, and conduct manual judgments on reports with further research value, and conduct qualitative analysis, grading diagnosis, verification thinking, and public relations processing, thereby forming a new text sample update text library.

By establishing a public opinion dual identification mechanism in colleges and universities, research method

innovation and combining traditional research methods with computer artificial intelligence innovation methods, and based on big data to establish text library, text analysis, crawler searching, matching degree recognition, report generation, etc., the research methods are integrated and fully utilized, which is to cater to the scientific practice of the law of ideological and political work, the law of teaching and educating people as well as the law of student growth. Establishing a model and providing a model for other universities' ideological and political work is a great progress and achievement of the ideological and political research in colleges and universities against the background of the new era, which can be widely promoted and applied.

Depth analysis of the implementation path and specific measures of the dual authentication mechanism and the construction of a complete and fluent system need to optimize the existing identification system, innovative identification mechanism, re-create the identification process, excavate the identification technology that can achieve the purpose, and finally refine a set of identification mechanism with accuracy, feasibility and operability so as to solve the long-disturbed network public opinion monitoring problem, create a model and apply broadly to provide reference for other colleges and universities.

VI. CONCLUSION

The online public opinion work of colleges and universities is the ideological and political work of college students, and it is also the work of science and technology. It is necessary to grasp and solve ideological problems as well as to grasp and solve the practical problems of work. The implementation of dual discrimination mechanism is to take the current problems of online public opinion in colleges and universities as the guidance, set out from reality, formulate practical and feasible strategies, employ bottom-line thinking to deploy tactics, and build a safety net of online ideological and political thoughts in colleges and universities. Making full use of, maintaining and building a good network position and combining the theory of ideological and political education with the magnificent artificial intelligence can realize the deep integration of the ideological and political disciplines and the computer science, reflecting the unity of Marxist theory and practice.

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