

Value and Strategy Exploration of Internet Public Opinion Guidance in Colleges and University

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Abstract—With the rapid development of the information age, public opinion has a greater impact on the thoughts and behaviors of college students. Therefore, the guidance of public opinion in colleges and universities has become the top priority in students' work. Based on students' work, this paper explores the value of public opinion guidance in colleges and universities, so as to clarify the main direction and strategies and paths for students to conduct public opinion guidance in the future.

Keywords: *public opinion guidance, colleges and universities, student affairs, value, strategies*

I. INTRODUCTION

With the rapid development of the new media era, public opinion guidance in colleges and universities has become an important part of the cultivation of college students' ideological and moral concepts and psychological quality. In the new era, in the face of the more complex dynamic changes of college students' world outlook, values and outlook on life, the implementation of public opinion guidance in colleges and universities has ushered in new values to students and schools, and also brought certain challenges to student workers. The dynamic change of the value of public opinion guidance in colleges and universities means that student workers need to explore new working directions and strategies, so as to ensure that public opinion guidance can play a maximum role.

II. THE CONNOTATION OF PUBLIC OPINION GUIDANCE IN COLLEGES AND UNIVERSITIES

The so-called public opinion is the abbreviation of the development of public opinion. It mainly refers to the attitude adopted by the public during the occurrence and change of social events under a certain social environment. It is the public's attitude, opinion and expression of emotion towards social events, phenomena, problems, etc.¹ Public opinion in colleges and universities can be regarded as various emotions, attitudes, opinions and comments expressed by college students about the occurrence and

change process of public social events inside and outside the campus.

In this context, public opinion guidance in colleges and universities mainly refers to monitoring and analyzing the causes and development of public opinion among college students by understanding the generation and dynamic changes of social events. Through the collection of knowledge of various disciplines, the author studies how to conduct reasonable and effective publicity and guidance of students' thoughts and behaviors, so as to cultivate students' ability to correctly distinguish public opinions inside and outside the school, so as to promote their physical and mental health and overall development, and maintain the stability and harmony of the campus.

III. THE VALUE INFLUENCE OF PUBLIC OPINION GUIDANCE

A. Public opinion guidance is an effective way of ideological and political education

According to the observation and record of students' public opinions and ideological trends, the public opinion guidance conducted by universities, which is the most basic and effective way to understand students' needs. Only by truly grasping the ideological lifeblood of student groups, fitting students' immediate needs, conforming to students' psychological state, and grasping students' opinions and appeals, can ideological and political education in colleges and universities give play to its maximum advantages. The program of ideological and political education made according to the guidance of public opinion can not only greatly enhance the initiative and predictability of work, but also make value introjection of specific public opinion and current affairs. As a result, in the process of ideological and political education, students are allowed to digest more deeply, teachers can avoid false, big, empty and ungrounded ideological and political education and make ideological and political education content have more effective.

B. Public opinion orientation is conducive to the improvement and development of students' moral concepts

With the arrival of the age of "fragmented" information, redundant and disordered information has exerted a certain

¹ Shang Haoxing. Research on Guiding Strategies of University Public Opinion in the New Era [D]. North China University of Water Resources and Electric Power, 2019.

influence on college students whose world outlook, values and outlook on life are still being perfected. The emergence of online public opinions can easily involve college students in the discussion of social public affairs. However, the social network public opinions are of varying quality. Online platforms have been flooded with negative and passive comments. At this stage, the mental health of college students is still improving. At the time of early contact with society, students who have active thought, freshness for all new things, a certain independent thinking and can produce independent behavior are extremely vulnerable to the interference and influence of external public opinion, form herd mentality and drift with the tide. Moreover, they can even spread the public opinion again with such negative and wrong emotions, resulting in the malignant phenomenon of "snowball rolling". Especially in the case of public opinion events in colleges and universities, they tend to pay more attention to and sympathize with students because they are the same group. When meeting the guidance of bad public opinion, they may lose the ability to look at the events objectively, resulting in the bias of ideas.

Therefore, maintaining the correct development of students' ideology has become an important task for colleges and universities. The guidance of public opinions in colleges and universities can help college students correctly understand and screen the mixed information on the Internet, cultivate their ability to think calmly and distinguish right from wrong, which plays a positive role in guiding the development of their world outlook, values and outlook on life. Good public opinion guidance provides a relatively safe and clean environment, so that students' ideological and moral concepts are gradually improved, and the spirit of social fairness and justice is infiltrated into students' ideological behavior. At the same time, through some negative examples of society, students can learn to resist the agitation of bad public opinion, adapt to the rapidly changing and complex social situation.

C. Public opinion guidance promotes the stable construction of the campus

Since China is in a period of rapid development, with the emergence of new situations and new things, some problems and contradictions are bound to emerge. As an important base of national talent training, colleges and universities have diversified students' source areas, concepts and customs. However, college students are in the sensitive period of everything, and their highly active and independent thinking may make each of them have different opinions and views on the same issue and event. Long-term communication may lead to friction, contradictions and disputes among students, thus posing a threat to the stability and harmonious development of the campus. Public opinion guidance in universities plays an important role in this. Through the monitoring of students' public opinions and understanding students' development needs and emotional needs, student workers can provide timely help to students, conduct ideological guidance, emotional comfort and behavior adjustment and help resolve the contradiction between

students, so as to avoid the ferment and outbreak of unstable factors, and achieve "nip in the bud".

In addition, some vicious incidents in the past have repeatedly become the focus of public opinion, which has caused a certain negative impact on colleges and universities. On campus, for these sensitive events, many students usually search for relevant information through the Internet at the first time, and actively express their views and exchange ideas with others. As the debate heats up, these ideas can spread quickly. Some of the information points are more likely to be intentionally amplified, resulting in the constant spread of negative public opinion, thus causing a great burden on the image of colleges and universities and the psychology of relevant student groups. In some incidents involving the common points of college students in particular, are likely to cause "group intensification" and increase the possibility of other students' extreme behaviors. Therefore, timely monitoring of network public opinion and effective public opinion guidance through the campus platform to spread objective and positive event information is particularly critical. Only by controlling the spread of bad network public opinions on campus during the golden period and easing the fluctuation of students' emotions and mentality, can student workers effectively prevent them from making similar extreme behavior and maintain the stability and harmony of the campus.

IV. STRATEGIES AND PATHS OF STUDENT AFFAIRS BASED ON PUBLIC OPINION GUIDANCE

A. Building a new front of ideological and political network, and bringing into play the role of "public opinion leader" of student media

In today's Internet era, numerous public opinions have formed a complicated communication pattern with the help of network platforms. The extensive use of new media enables college students to obtain information more freely through Weibo, WeChat, QQ and other network platforms, and express and exchange views online. In the face of the growing proportion of network public opinion communication, while ensuring the mainstream guidance of traditional newspapers and periodicals in colleges and universities, student workers should keep pace with the times by taking the initiative to integrate university media resources, striving to build a bridge between traditional media and new media and innovate and build campus network media platforms such as public accounts of campus media, so as to create a new network ideological and political front. The campus network platform can directly and quickly understand the first-hand opinion information of students on the network public opinion, and can also directly communicate and interact with students to carry out democratic and equal dialogue with students. By encouraging students to express their inner views, it can form a public opinion orientation in line with mainstream values and avoid public opinion crisis caused by information imbalance. While developing the new position of the network, colleges and universities should share and integrate

all kinds of media information content, platform terminals and talent teams at all levels of the campus, so as to lay equal emphasis on both traditional media and new media on campus.

In terms of its nature, the development of public opinion is a process of information dissemination, which inevitably produces its own unique audience.² Therefore, in the process of spreading public opinions in colleges and universities, a relatively strong audience group will be generated at first. This group can integrate information from various parties in a more orderly way and select a reasonable way to spread public opinions to ordinary students. People like this who can spread public opinion to the public are called "public opinion leaders". Normally, this role is played by the group of student media. As a member of students, "opinion leaders" are more likely to establish a full trust relationship with ordinary students and generate effective discourse power in the student community. Therefore, student workers should be good at finding and focusing on cultivating "opinion leaders" who have positive thoughts and analyze problems objectively and profoundly in the student group, and create a positive public opinion environment in colleges and universities by leading this group to participate in the construction of campus media.

B. Improving the construction of big data center and promoting the "gatekeeper" mechanism for public opinion

The propagation of online public opinions originates from the network, and in the era of big data, data is an important basic support for the development of students' work. Therefore, colleges and universities should not only promote the construction of their own network environment, but also establish a perfect big data center to effectively monitor the network public opinion information and students' dynamic information.

At present, most colleges and universities have carried out the construction of big data centers, but the units that carry out the construction usually just fulfill their own responsibilities, and fail to realize the integration and sharing of data within the schools. Therefore, in order to ensure that students' data can be collected comprehensively and timely changed, schools and departments such as library, academic affairs office, office of learning and industry should be improved, interoperate and integrate each other, and build a systematic data collection platform to ensure timely dispatch of relevant materials in case of emergencies.

The construction of big data center should not only focus on the collection of students' information in schools, but also pays attention to the dynamic trend of public opinion information on the Internet. In the new media era, the traditional "gatekeepers" have lost the priority to obtain information and the right to release information. The complex information on the network is in an unmonitored

state, and with rapid access to information, college students face the risk of not being able to distinguish the true from the false. Therefore, student workers in college should improve the supporting "gatekeeper" monitoring mechanism according to the monitoring of public opinion in the network big data center, so as to give timely and correct public opinion guidance to students.

Like the big data center, public opinion monitoring in colleges and universities is mostly carried out by multiple departments and colleges. However, such a decentralized mode often leads to blank areas in management or inconsistent information among organizations, which intensifies the discussion and fermentation of public opinions due to unclear facts. Therefore, the public opinion monitoring group of colleges and universities should, under the leadership of the university department, cooperate with the secondary colleges and related functional departments, and take the college counselors and student cadres as the important forces to "keep the gate", so that the monitoring and processing of public opinion can be carried out from top to bottom in an orderly and rapid manner. In addition to monitoring the network new media platform with the big data center, colleges and universities can employ relevant experts to carry out regular discussions on the school's public opinion, and provide corresponding guidance to the school's public opinion monitoring team, and put forward preventive measures. Colleges and universities should also carry out standardized operation for the "gatekeeping" procedure of public opinion. From the collection of public opinion information, to the monitoring of public opinion trends, to the early warning of public opinion fermentation, and to the processing and tracking of public opinion, every step should be conducted regularly and in a planned way. Only by taking each step correctly and accurately and ahead of the students, can the "gatekeeping" be carried out effectively and smoothly.

C. Strengthening education of new media literacy and cultivating digital citizens

In the process of conducting public opinion guidance, colleges and universities should not only pay attention to the monitoring and processing of public opinion, but also do a good job in prevention and strengthen students' new media literacy education, which is an important part. In the Internet age, the audience of information can easily become the communicator of information, and every student has the right and ability of information dissemination. In such an environment where everyone is a spokesman, colleges and universities need to "check on" not only the public opinion information flowing into the campus from the social network, but also the information flowing out of the campus from students, so as to strictly screen the bad information. In order to root out such bad information, it is important to focus on students' media literacy.

University education shall incorporate the guidance of public opinions into the ideological and political education of college students, and organize students to systematically study the related knowledge of network technology, network

² Li Changzu, Xu Tianlei. Research on the Motion State of Public Opinion [J]. Journal of Zhejiang University of Technology (Social Science), 2007(12): 409.

security management, network environment purification, and network conventions. In this way, students are trained to collect online public opinion information independently, clearly judge the right and wrong of public opinion and make positive responses.

Student workers should cooperate with the curriculum education to carry out activities centered on ideology and morality, mainly spreading positive social order and spirit, such as academic lectures, theme sharing meetings, case seminars, etc. At the same time, the role of new media should be given play to. Knowledge promotion of online civic literacy should be carried out through online short video, micro film, live streaming and other forms. And communication and interaction between school and students should be encouraged through micro-interviews, messages and other forms, so as to expand the influence of publicity.

Nowadays, college students are not only receivers of information, but also producers and disseminators of information. Therefore, college students' work should conform to the development trend, guide students to strengthen media literacy learning, realize the transformation of media concepts, correctly master the use of new media, improve comprehensive literacy from media ethics, media knowledge, media ability and other aspects, and thus become a qualified digital citizen.

V. CONCLUSION

In a word, in today's era of information explosion, the spread and fermentation of network public opinion can only be worse than before. Therefore, for the sake of students' physical and mental health and overall development, the implementation of college students' work is bound to pay attention to the guidance of campus public opinion. However, in the current situation of increasingly complicated public opinion communication pattern, only by constantly exploring and innovating new strategies and new paths of public opinion guidance can student workers better deal with the impact of public opinion on college students and guide them more effectively. Thus, college students can form more mature, comprehensive thinking ability and healthy and positive psychological quality, and make contributions to the development of society.

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