

Research on the Guidance and Management Strategy of Internet Public Opinion in the Media Environment

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ABSTRACT

With the rapid development of the Internet age, every Internet user who uses the Internet is a producer and disseminator of public opinion information. The online public opinion in the self-media environment is a reflection of the public's attitude to social speech on the self-media platform, which has increased the difficulty of preventing and handling the crisis of online public opinion to a certain extent. In the self-media environment, the influence of online public opinion is wide, and its spread speed is fast. This article researches the guidance and management strategies of Internet public opinion in the media environment.

Keywords: *self-media, online public opinion, public opinion crisis, guidance, management strategy*

1. INTRODUCTION

Nowadays, the Internet is an important tool used in our lives and work. People's lives depend on the Internet. The Internet is not only an important tool for people's life and learning, but also a main channel for people to express their emotions and express their own opinions in response to certain events. The management of online public opinion under the media environment is one of the important components of socialist construction. Continuously optimize and improve the conditions and guarantees for the guidance of online public opinion, so that online public opinion will develop in a positive and healthy direction. This is an objective requirement for our party and government to strengthen and improve propaganda and ideological work, and to strengthen ideological construction, and we must earnestly grasp and achieve results.future research.

2. OVERVIEW OF SELF-MEDIA NETWORK PUBLIC OPINION

2.1. Self-media

Since the earliest media originated in 2002 by American Silicon Valley Internet technology experts, at that time, based on the analysis and combination of many case events in real life, the concept of self-media and its huge social impact after it was widely used were fully elaborated. Traditional self-media has some public communication tools such as radio, newspaper, television, and computer. With the development of the Internet, the generation of self-media depends on the full-scale promotion of Internet technology and smart devices. Through the use of network technology, and the use of

WeChat, Renren, QQ space and other online public platforms. Manufacture, publish, and disseminate information within the scope permitted by law, and the main ways of dissemination are use, forums, communities, Weibo, WeChat, etc.

2.2. Internet public opinion

Online public opinion originates from self-media and is public opinion spread through self-media platforms. Public opinion is social opinion and public opinion. Online public opinion refers to people's opinions and opinions on certain events or social public issues, which have a certain direction, and they use the Internet platform to express opinions and comments on certain things, and use other communication methods to spread. In recent years, with the development of online public opinion, it has brought corresponding impacts on people's lives and social development. In some hot events that are similar to major online public opinion, netizens are beginning to realize the importance of the Internet for social supervision.

2.3. Internet public opinion in the context of self-media

The online public opinion in the self-media environment is diverse, and it is a commonly used platform for netizens' own suggestions and comments in certain events. At present, according to different standards, online public opinion can be divided into:

2.3.1. Speech

At present, netizens have the right to speak freely through their own media. They can publish their own suggestions in certain events. The language is arbitrary.

2.3.2. Demands

A diversified self-media platform. Netizens can use the self-media platform to not only tell their opinions and suggestions about certain things, but also express their own related needs.

2.3.3. Suggestions

Internet users can not only express their opinions on a certain type of public opinion through the self-media platform, but also make corresponding suggestions to a certain type of public opinion.

2.3.4. Rumors

False information on the Internet is one after another. Due to freedom of speech, some false information can be regarded as rumors after being officially confirmed. The birth of rumors depends on the dissemination of false information. Conversely, rumors also have authenticity, but the premise must pass authentic verification. Most rumors are false, and rumors can cause social unrest.

2.3.5. Pornography

On an open self-media platform, it is used by some illegal netizens and uses improper means to spread pornographic information, which has a negative impact on society.

3. INTERNET PUBLIC OPINION CRISIS

Today's social network public opinion is surging, and some even cause a crisis of network public opinion for the government. The so-called cyber crisis is a public crisis. The public crisis tests the government's ability to handle and control the risk of public opinion development under public opinion with insufficient information. The crisis of online public opinion is also misleading, diffuse, subjective, and virtual. Compared with traditional media, self-media has more characteristics of Internet logo. In self-media, everyone is self-media. Everyone is a maker of public opinion, spreading through convenient and extremely fast communication channels.

Internet public opinion crises are mostly summarized as public crises, which have two causes: on the one hand, the concealment, rumor, and openness of the media itself have brought security and emotional resonance to netizens, which has provided the crisis may. On the other hand, the weakening of the government's gatekeeping function and the improper response to crises have pushed the negative public opinion to worsen further, creating a public opinion crisis. Once the internet public opinion crisis has sprouted, it is under the combined effect of many factors, and it will destroy social harmony and stability and disrupt public

order during its formation and evolution. It has caused various degrees of interference to social production and national stability, and has caused a major threat to the government's governance and positive image. In the crisis of online public opinion, regardless of the cause of intermediary events, its ultimate goal is to question the inadequacy of local governments in public management capabilities. In the numerous online public opinion crisis events, the confrontation between the government and the people is the most common phenomenon. Therefore, actively guiding online speech and effectively responding to the crisis of online public opinion is a realistic problem that the government cannot ignore and avoid when building a harmonious society and exerting its own functions. At the same time, the crisis of online public opinion is a polarized state of online public opinion. It has the same double-sidedness as online public opinion. If it can effectively and appropriately handle public events and realize the effective resolution of the online public opinion crisis, it can not only achieve good communication with the people and society, but also demonstrate the government's management capabilities and love, protection, Worrying about the people, they can also integrate social resources to a certain extent and gather social forces.

4. THE CHARACTERISTICS OF ONLINE PUBLIC OPINION

4.1. Diversified communication

Under the self-media environment, netizens are mixed, and under the self-media environment, the network public opinion information is diversified, which directly affects the characteristics of the self-media platform network public opinion transmission, making the spread of the network public opinion with the characteristics of diversification of participating subjects. In the communication and interaction, the use of communication methods such as text, TV, unnatural language, and release through the form of multimedia communication, thus meeting the user's needs for network applications.

4.2. Autonomous communication

Nowadays, the interactivity, diffusion, and rumors of online communication have brought about an impact on the online public opinion crisis. In the online public opinion, through the open self-media platform, netizens can express their opinions and views at will, which creates more destructive speech. The diversified communication from the media environment affects the ability of netizens to analyze and predict crisis events. Therefore, netizens' knowledge of public opinion information is generally in the post-event state, and the antecedents and consequences of events are easily affected by network information. All

resources can be shared. The quality and quantity of these resources are faster than traditional media, and their access to them is simple and convenient.

4.3. Diffusion

Compared with traditional media communication, self-media communication is very fast. The propagation speed of dandelion, from the occurrence of the event to the diffusion, can be completed in just a few seconds, showing a high degree of propagation to a certain extent.

5. GUIDANCE STRATEGIES FOR PUBLIC OPINION DISSEMINATION FROM THE MEDIA NETWORK

5.1. Positive government guidance

Internet public opinion has been neglected by government agencies in China, and the spread of online public opinion from the media requires positive government guidance. During a certain period of online public opinion fermentation, government departments should monitor the public opinion of the various media platforms on the network as soon as possible, so that they can grasp the discourse guidance of public opinion. Optimizing government behavior is conducive to improving decision-making and governing capabilities, and enhancing the image of the government in the public's mind. The government should actively integrate into the era of self-media, take a series of mutually coordinated and coordinated measures, and use the information exchange channels of the self-media platform to reduce the impact of negative emotions. Strengthen the communication between the government and netizens, understand the needs of netizens' identification, and use the methods of netizens' identification to communicate, so as to facilitate the work.

5.2. Sense of responsibility

Netizens in the self-media environment have to do when they encounter online public opinion: they have the responsibility to act, resist bad online public opinion, abide by the law, observe national sentiments and other communicators. To strengthen self-discipline and abide by the order of the network, we must respect the truth of things and the legal rights of others. Establish a sense of crisis in online public opinion.

5.3. Rational self-media

With the help of self-media platforms, free speech on the Internet has been realized. The premise of free speech on the Internet is to have rational netizens. To cultivate

rational netizens' ability to understand online public opinion information, netizens should learn to analyze and judge false information. Improve your own knowledge training and maintain a rational attitude to contact online information and speech. Persevere in making no rumors, believing in rumors, or spreading rumors, using the self-media platform rationally and being a qualified and rational communicator.

5.4. Establish a network public opinion monitoring and early warning mechanism

Improve the government's ability to respond to public opinion on the Internet. If the government wants to resolve online public opinion, it must establish a network public opinion monitoring and early warning mechanism. The establishment of an effective early warning mechanism is divided into establishing a network public opinion analysis mechanism, gradually improving the emergency warning mechanism, and raising the level of public self-protection. Every piece of online public opinion can be monitored from the source of information to stop the sudden spread of online public opinion and reduce unnecessary losses to society. It should strengthen cooperation with other relevant departments to enhance the monitoring of online public opinion, achieve information sharing, and improve the monitoring efficiency of online public opinion.

6. CONCLUSION

With the development of Internet technology, network-level information technology has been widely used. The Internet has become the main way to spread public opinion. Since the opening of the media platform, Internet users have been established to express their opinions and suggestions. The crisis of online public opinion is not only a question of online public opinion, but also a social issue. Its connotation changes along with changes in the real environment. Facing many problems and difficulties, it is necessary to formulate effective self-media communication and improve laws and regulations to promote the healthy development of self-media.

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