Study on the Transformation of Social Opinion Risk and the Optimization Path in the Networked Era

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ABSTRACT

In the Internet era, the network has been applied to all fields of life, forming a new public opinion environment. The article mainly reveals the reasons for the formation of social opinion in the Internet era including the rise of the Internet and the improvement of citizens' awareness, then analyzes in detail the risk transformation of current online social opinion, and finally proposes corresponding solution strategies based on various risk situations. It aims to put forward certain references for ensuring the positive development of social opinion in the network era as well as social stability.

Keywords: *network era; social opinion; civic awareness.*

1. INTRODUCTION

With the continuous development of modern online media, new online technologies are advancing by leaps and bounds, causing significant impact on traditional media information including its transmission methods. In the Internet era, social opinion has also been developing and changing, forming an influential and diversified social network opinion system, which has become an important way of modern social opinion development. As a kind of mainstream public opinion, social opinion in the network era has gradually formed a new supervisory force under the collection of network media communication, and has been developing into an effective platform for communicating people's livelihood, discussing public events, participating in social activities and discussing economic development. Thus, it can be seen that social opinion in the networked era has taken on a new posture and influential status, and the problem of controlling and managing its risks has become increasingly prominent [1].

In recent years, the Internet platform, as a new medium, has changed people's lifestyles and promoted the upgrading of social opinion display. After the popularity of the Internet, the network has become a tool for all people to participate in political life, and the new social opinion groups generated behind it are also developing, so treating the supervision of public opinion in the network era also requires the relevant departments to open up new strategies. As an emerging thing, Internet public opinion has natural advantages in social discussion and supervision, but there are two sides to everything, and the social opinion behind the Internet has its own risk factors and unavoidable problems. For example, the subjectivity of the supervisory subject leads to the inevitable exaggeration and falsity of network public opinion itself, and these are also the core factors that constrain and manage network public opinion [2]. In order to effectively solve the problems of online public opinion, avoid the risks of social opinion in the Internet era, and give full play to the various advantages that online public opinion has, it is necessary to analyze the formation mechanism of public opinion in the Internet era, analyze its risk problems including its positive and negative influences from the inside, and explore the causes and countermeasures for its generation.

2. THE BASIS OF SOCIAL OPINION FORMATION IN THE INTERNET ERA

2.1. The development of the Internet provides the basis for online social opinion

Unlike traditional social opinion, social opinion in the Internet era is a brand new social opinion system and has brand new risk characteristics. The basis for the formation of social opinion on the Internet is also the rapid development of Internet technology. The popularity of Internet technology provides a virtual platform for social media and individuals to express their opinions freely, which makes it possible for the formation of social opinion on the Internet [3-4]. From the invention to the

introduction of the Internet to the current mature technology, it has undergone decades of development. Since the beginning of this century, the popularity of computers and the Internet has led to a continuous increase in the number of Internet users in China. Especially in recent years, with the continuous improvement of network technology, its information carrying volume and dissemination speed has risen to an unprecedented height, and the emergence of new media has brought it into a peak era. The application of various types of network generation has gradually developed the network into a diversified communication tool, which effectively promotes the change of communication between people. With the incoming information, network communication and resource sharing, the time and space boundaries of the original face-to-face communication are erased on the network, and the information transfer as well as the circulation of resources are more simplified.

With the rise of Weibo, WeChat and other platforms, the information exchange enthusiasm of domestic netizens has been continuously amplified, breaking through the communication limits of traditional media, and social public events are always pushed to the forefront at the first time so that nationals can know and comment on them at the first time, thus forming an integrated online social opinion [5].

2.2. Public impact events activate the formation of online social opinion

In the new era, the construction of China's socialist market economy system is being improved, however, social discontent formed by social pressure and the corresponding discontent groups including related incidents are also growing, and new social problems are emerging. The reason for this is that, on the one hand, some powerful people intervene in the distribution of social interests with the help of their own social public rights, which leads to the tilting of social resources; on the other hand, the alienation of public power also leads to some management problems, and the defense of citizens' legitimate rights is both necessary for the application of public power and the foundation of social development. However, in practice, the operation of public power inevitably has certain deviations. As China is in the transition period of social development, the economy and politics are in the stage of rapid development, and people's desire for wealth and power has intensified. This is not a problem in itself, but once it goes to the extreme, it is contrary to its original intention, thus seriously affecting the credibility of our society and the reputation of the government.

In the networked social environment, once the social problems have accumulated to a certain extent and cannot be solved, the general public will use the network to put pressure on the relevant groups to solve the problems. In particular, after the 18th National Congress, online media

exposes various corruption problems such as government corruption, corruption and inaction, which has become a new force of online supervision.

2.3. The development of democratic awareness among the masses in China has provided the possibility for the rise of online social opinion

After the reform and opening up, the democratization of socialism in China has been increasing, and the democratic consciousness of the nationals has been enhanced, and their participation in issues of national importance and livelihood has also increased. At present, China is in a critical period of developmental changes in social consciousness, and citizens' democratic consciousness is increasing along with our socio-economic development, replaced by the failure of the long-established inherent subordination of consciousness. The democratization of politics has promoted the continuous progress of spiritual civilization, and the people concerned no longer just accept the influence of policies and regulations, but consciously participate in policy formulation, while the political speech platform under the development of the Internet has also improved the corresponding opportunities; on the other hand, with the continuous development of our national political and cultural education, the quality of our citizens has changed significantly, and the social public's understanding of political democracy has become more comprehensive This has laid the foundation for the development of online social opinion.

3. RISK ANALYSIS OF ONLINE PUBLIC OPINION

At present, China is in a period of rapid economic prosperity and social transformation, and the development of Internet public opinion has led to an unprecedented rise in "Internet politics". Although it can, to a certain extent, increase socialist construction and promote social stability and harmony, it also causes risk transfer of social opinion and even generates new risks.

3.1. Negative online social opinion can affect the correct supervision of public opinion

The openness of the Internet is a reflection of the superiority of social opinion in the Internet era, but because the Internet can span across time and space and different management systems, "social opinion under the Internet" has become a "double-edged sword". The internal basis of online information, including socio-political discourse, inevitably contains one-sided, subjective and even false elements. Some special groups may also rely on the free character of online public opinion and make malicious incitement to complicate the online environment, thus affecting the public hearing and correct judgment of the people and interfering with the

normal monitoring role of social online public opinion.

Because everyone's own situation is different, their education level is different, and their purpose is different, this also leads to a high possibility of differences in social public opinions. Under the window of the Internet, there are always irrational emotions spreading among them, accompanying the fermentation of social opinions and falsifying and distorting social facts. Such irrational emotions are more infectious and harmful, and have a great impact on social stability.

3.2. Promote network disinformation propaganda

The Internet is a virtual world, and the unbridled growth and continuous expansion of online public opinion has its own advantages but also its corresponding defects. In particular, it is extremely difficult to control the authenticity of information, whether it is one-sided or not, and whether it is subjective or not. These problems will directly affect the public's true judgment of events, and also implicitly influence the public's thinking and create undesirable public opinion, which is one of the elements of social opinion risk in the context of network environment.

Internet speech is extremely free, and its low threshold characteristics make it easy for Internet users to spread their own opinions and information online, and to a certain extent, to get the release of values and the embodiment of their own values. The sense of dignity generated by such values cannot be given in most cases in the real society, which leads to a strong intertwining of sanity and irrationality in the online environment, and Internet users express their own emotions and values recklessly, which breeds bad and untrue information on the Internet and creates risky online public opinion.

3.3. Intensify social conflicts and disrupt the order of life

The focus of public opinion in the networked era is refracted to all corners of life, and whether the conflicts can be effectively resolved is no longer the core, but the only core lies in emotional venting. The social conflicts in the real situation will undoubtedly become more intense when they are transferred to the network environment. The consequence of this is that social conflicts are not effectively resolved, but will show an increasingly aggressive situation. Some key words such as "government and people", "rich and poor", "labor disputes", etc. may trigger the focus of social opinion and cause undesirable network opinion, thus aggravating the escalation of social conflicts. Some online rumors may also rise and interfere with the order of social life.

In addition, although China currently controls online public opinion more strictly, the diversity of online information leads to the inevitable lag of some regulation. Many foreign politicians then begin to use online public opinion to construct discordant remarks and smear the Chinese government. Especially, they intentionally use online public opinion to maliciously advocate or misinterpret the handling of major events, provoke the relationship between the government and the people, affect the cohesion of our people, and have a great impact on the normal order of people's lives.

4. OPTIMIZATION PATH OF ONLINE PUBLIC OPINION RISK

At present, the planning and risk optimization of China's online public opinion is still at a preliminary stage, and there are more problems that need to further improve the effectiveness and rationality of the risk optimization path to ensure its normal effectiveness.

4.1. Do a good job of public opinion warning to strengthen the positive guidance of online public opinion

Under China's modern network environment, the effective control of network public opinion appears to be extremely complicated and special, so the relevant departments need to positively guide the network public opinion to ensure its orderly development and provide its due role to the society and network construction. Freedom of speech is never absolute but relative, and the Internet is not a place outside the law. If social opinion in the network era wants to develop normally and comprehensively, it must be rooted in the stability of the social environment and create a good space for public communication and interaction, which is the only way to realize the liberalization and usefulness of network information. Therefore, in order to avoid the risks of public opinion in the Internet era, the normal guidance of Internet public opinion is the key. First of all, it is the correct guidance of information content. Relevant units need to raise their vigilance at the early stage of the formation of online public opinion, improve their ability to discern the authenticity of public opinion, and correct false information as soon as it appears so as to prevent the spread of untrue public opinion. In the Internet environment, correct early warning of online public opinion plays an important role, especially that most of the current Internet users are young people who pay less attention to traditional mainstream media and the Internet is the main channel for them to obtain information. Therefore, it is necessary to do a good job of positive guidance of online public opinion in a timely manner and take the initiative in the face of unexpected events to prevent the spread of rumors and avoid passivity; secondly, guidance of the way of spreading online public opinion. The best way is to change "blocking" to "sparing" and make full use of the concept of freedom of social opinion under the network to build a positive

public opinion. The best way is to change "blocking" to "unblocking" and make full use of the concept of freedom of social opinion on the Internet to build a positive public opinion platform to reasonably channel social opinion on the Internet, so as to ensure that the public can release their discontent at the first time, get the truth about the incident, and eliminate their worries about the development of major events; finally, the positive guidance effect of the government should be brought into play. The government has an indispensable role in the guidance of online public opinion and should rely on its own authority to actively apply new media to complete the guidance of public opinion before it ferments, enhance the credibility of information, and give full play to the information supply role of online media so that online public opinion can continuously develop in the right direction.

4.2. Strengthening the legal awareness of Internet users

If social opinion in the networked era wants to continuously avoid risks and deliver positive energy, the core lies in the continuous improvement of the quality of Internet users. Therefore, strengthening the quality of all people and improving legal awareness are the keys to ensure the correct development of online public opinion. Specific suggestions are as follows: first, regarding the current network situation in China, we should continuously improve network education and strive to cultivate a group of professional network public opinion supervisors and guides, who can serve as leaders of government public opinion monitoring and risk avoidance, and can both popularize network education and guide and control risky public opinion in the first place; second, we should give full play to the quality improvement role of party schools in China's major colleges and universities to explore the needs of carrying out networked social opinion work, form a new working mechanism, introduce the issue of networked social opinion development into major colleges and universities, and raise the awareness of political and ideological education of relevant personnel.

4.3. Strengthening the standardization of socialized network public opinion

To effectively avoid the risk of online social opinion, it is necessary to build a set of proven management policies to continuously regulate the current network environment in China. The first is the supervision and early warning mechanism of online public opinion. At present, the quality and education level of Chinese Internet users vary, and some citizens may publish some irresponsible information on the Internet for various purposes, which may lead to undesirable network public opinion; on the other hand, people have strong curiosity about more sensitive events out of curiosity, which makes

it more difficult to control the negative network public opinion that is originally difficult to block. Therefore, it is imperative that relevant units need to establish a set of network standardized early warning measures to gain timely insight into the arrival and internal motives of network public opinion risks and make relevant plans at the first time. The collection of network information and early warning supervision need a set of standardized processes as support, which is the only way to summarize and analyze the network public opinion dynamics in a timely manner, ensure the network cleanliness and minimize the risk of network public opinion.

In addition to the early warning and supervision mechanism, the relevant departments also need to introduce the disposal mechanism of network supervision. In today's society, information technology is constantly developing and has fully penetrated into all corners, so if it cannot be effectively controlled and handled, it will lead to the loss of control of network public opinion, so the construction of information supervision and disposal mechanism needs to be emphasized. On the one hand, emergency events should be reported in a timely manner, and on the other hand, responsibility should be attributed in a timely manner, so that any supervisory actions will have a final responsible response. In the complex network public opinion, the function of the government concerned is to supervise, guide and pursue responsibility; in a word, it is necessary to learn to handle the network public opinion in a diversified way to ensure its positive development.

5. CONCLUSION

The popularity and application of the Internet have promoted the social and economic development of China and effectively improved people's way of life and production, while the supervision and early warning mechanism of online public opinion in China also needs to be properly reformed and optimized.

Internet public opinion has stronger vitality and propagation, which stems from the development of cross-society production and freedom in the spiritual field. Through the Internet, people can be guaranteed more ways to express their own views and realize the right of mass discourse, which reflects democratic freedom. However, the free character of online public opinion also leads to some insurmountable problems, including weak supervision, distorted expression, moral incompleteness and so on. In order to realize the standardization of online public opinion and ensure the social opinion towards stability, it is necessary to continuously improve the online supervision system and form a reasonable one from multiple levels, such as law, technology and education, in order to promote the overall release of positive energy of online public opinion.

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