Research on Cultivating Student Teams for Online Public Opinion in Universities in the Age of Self-Media

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ABSTRACT

The growing crisis of online public opinion has put new demands on public opinion management.It is imperative to cultivate a team of online public opinion students with strong political beliefs, outstanding professional competence and excellent media literacy.In order to establish a fighting force of university students' online public opinion team, we must insist on combining school leadership with student participation, normal public opinion with crisis management, internal control with external prevention and control, and online guidance with offline education.In concrete practice, universities must fully rely on student organizations and campus media resources, strictly select personnel and improve the institutional system to promote a better role for university online public opinion student teams.

Keywords: Self-media era, online public opinion in universities, cultivation of student team.

1. INTRODUCTION

In the age of self-media, the guidance of online public opinion has become an important part of the ideological work of universities.Improving the public opinion response team is the key to building online public opinion in universities[1].In order to further bring into play the role of student teams in the guidance of online public opinion in colleges and universities, this paper starts from the principles of building student teams for online public opinion in colleges and universities, combines the specific characteristics of online public opinion dissemination in colleges and universities and the unique advantages of student teams in participating in the guidance of online public opinion in colleges and universities, and conducts a study on the path for student teams to better exert their own dynamics and cooperate with the university to do a good job in the guidance of online public opinion.

2. BASIC PRINCIPLES OF CULTIVATING ONLINE PUBLIC OPINION STUDENT TEAMS IN UNIVERSITIES IN THE AGE OF SELF-MEDIA

Faced with the impact of self-media networks, the cultivation of online public opinion student teams in universities must follow the trend of the times, varying with the times and new with the events.According to the instantaneous nature of information dissemination and sharing[2], the interactive nature of internal and external public opinion, the hierarchical nature and coverage of university self-media networks, and other characteristics, combined with the specific practice of public opinion cognition, evaluation and guidance, the construction of university online public opinion student teams should uphold the combination of school leadership and student participation, the combination of normal public opinion and crisis management, the combination of internal control and external prevention and control, and the combination of online guidance and The principle of combining online guidance and offline education should be upheld.

2.1. Combination of school leadership and student participation

As an important part of the university's online public opinion work, the construction of a student team should neither take over the dominant role nor be presumptuous and willing to be a subordinate or accompaniment of other parts. The relationship of authority between the university and students must be taken into account in concrete practice. Firstly, in the process of student teams' participation in online public opinion work, the school authorities and their staff must play a fundamental role in the whole process of direction control, information processing, problem analysis, work arrangement and path

selection; secondly, while the school is in charge of the main direction and process of public opinion work, specific work aspects can be delegated to different student groups and individuals in batches and sections, so as to give full play to the "dual role" of student teams close to the media and young students. Secondly, while the university is in charge of the main direction and process of public opinion work, specific work steps can be delegated to different student groups and individuals in batches and sections, so as to give full play to the "double proximity" advantage of the student team to the self-media and young students, and make the public opinion guidance steps conform to the characteristics of the self-media network and the ideological and psychological characteristics of college students. Finally, according to the management methods of public opinion on the Internet in colleges and universities, relying on the four-level self-media network system of schools, colleges, classes and students, and organizations such as party and government departments, student associations and student organizations, the functions of schools and students in the work of public opinion on the Internet are divided, and a cooperative working mechanism is constructed and improved.

2.2. Combination of regular public opinion and crisis management

Online public opinion faced by higher education institutions is broadly divided into two categories. One is regular public opinion, which refers to the massive public opinion information that is active on major media networks on a daily basis and fails to form or has not yet formed a destructive public opinion crisis; the other is public opinion crisis, which is regarded as a media derivative of negative emergencies, and specifically refers to the public crisis in which the public, as the subject, expresses beliefs, attitudes, opinions and emotions about the objective negative emergencies or phenomena It is regarded as a media derivative of negative emergencies.[3] In the process of cultivating online public opinion work teams in universities, it is necessary to balance daily public opinion guidance and emergency crisis management, and to achieve a balance of the dual work modules. In daily public opinion guidance, the student team should do a good job of designing the system for information collection, data analysis, plan selection and concrete implementation, so that it tends to be normalized, specialized and systematic, and improve the student team's ability to discern, analyze and control public opinion information, so as to facilitate daily public opinion guidance. In emergency crisis disposal, a sound emergency linkage mechanism should be established, with the student team as the main body, in collaboration with the Propaganda Department, the Student Affairs Department and other relevant units, to form a rapid response network, adopt the right response methods, achieve effective crisis disposal, and achieve a

stable and efficient and powerful positive guidance of the public opinion environment in colleges and universities within a short period of time.

2.3. Combination of internal control and external prevention and control

In the era of self-media networks, social margins gradually dissolve, and public opinion information inside and outside the university can achieve natural transformation between each other. The borderless nature of the network makes college students make blind misjudgments due to emotional stimulation in the absence of sufficient off-campus information, the public opinion environment is polluted, and off-campus public opinion is transformed into on-campus public opinion or even college network public opinion crisis. If the interest demands and opinions reflected by college students through the campus network do not receive timely responses and due attention, the internal public opinion of colleges and universities is likely to be rapidly transformed into external public opinion. Therefore, internal control must be combined with external prevention and control in the process of cultivating the network public opinion work team of colleges and universities. In the construction of the internal public opinion environment, the student team should take the school's official microblogs, official blogs, Jitterbug and other self-media positions as the basis, and deeply explore the service education and cultural leading functions of the network platform to enhance the attractiveness to the majority of students. In the construction of the external public opinion environment, we will make good use of various social network media resources and provide long-term support for student teams to express their opinions on websites and forums with high attention and a concentrated audience range We will support student teams to express their opinions on websites and forums with high attention and a concentrated audience range, exert influence, effectively grasp the power of online discourse and create a good public opinion environment.

2.4. Combination of online guidance and offline education

The openness of the network environment has promoted the innovation of public opinion work in colleges and universities, and the proportion of network education in the process of public opinion education has increased significantly. It has broken the time and space boundaries of information dissemination, fundamentally changed the way and habits of students in receiving information, and promoted the transformation of public opinion education in colleges and universities from "flat" to "three-dimensional". In the past, public opinion education in colleges and universities was mostly restricted by time and space and could only be conducted

at a fixed time and place. The openness and interactivity of self-media enable subjects to receive information and communicate at any time and place, and the time and space for online public opinion education in colleges and universities are extended from classroom teaching time and classrooms to anytime and anywhere. However, at the same time, we should also see the disadvantages of online education, such as weaker influence, shallower impression and poorer relevance, which need to be compensated by offline education. Therefore, it is necessary to combine online guidance with offline education in the process of cultivating the university's online public opinion work team.

3. THE PATH OF CULTIVATING ONLINE PUBLIC OPINION STUDENT TEAMS IN UNIVERSITIES IN THE AGE OF SELF-MEDIA

In the process of exploring the cultivation path, we should fully rely on student organizations and campus media resources, strictly select personnel, improve the institutional system, and build special projects to promote a better role for student teams working on university network public opinion.

3.1. Rely on on-campus media and student organisations to maximise the function of available resources

New media and student organizations within universities are not only a natural place for online public opinion student teams to play a role, but also a human resource for the formation of teams. Most of the members of student organizations, student cadres and student members of self-media organizations have the abilities and qualities of online public opinion workers and meet the selection criteria for public opinion teams. Therefore, they should be the "natural" members of the university's online public opinion student team.

First of all, relying on official media such as "official microblogs" and "official blogs" of colleges and universities as the centre, a multi-level self-media network system should be built to open up a media position with clear hierarchy for the function of student teams. Universities should plan to improve the three-level self-media network system at school, college and class levels, and on this basis select student administrators for self-media at all levels to be responsible for monitoring and early warning of online public opinion. Secondly, student cadres of various student organizations at all levels are the mainstay of students' ideological and political construction, playing a pioneering, planning, organizing demonstration and motivating role[4]. Student associations and organizations should also join the echelon of network opinion prevention and control one after another, forming a

regional network cluster with high coverage, multiple levels and mutual support and complementarity [5]. Finally, colleges and universities should build a synergistic mechanism between traditional media and self-media networks, strengthen the links between self-media and school newspapers, school magazines and broadcasting stations, and do a good job of integrating the strengths of various school departments, media and individuals in public opinion work, so as to form a college media circle with rich layers and numerous landing points, and build a broad position that is conducive to the maximum function of the student team of online public opinion, so that it can play a silent role in leading public opinion and ideological The overall effect of education.

3.2. Strict selection of personnel to improve overall quality

The quality of the members of the university's online public opinion student work team themselves directly affects the quality and level of the specific work aspects such as monitoring, prevention and control, and guidance of public opinion. Relevant departments must adhere to principles and strict gate-keeping in the selection process of personnel, set entry thresholds and make factual and quantitative assessments of the political beliefs, professional abilities and media literacy of candidate students.

First of all, they should have firm political beliefs. The student work team of online public opinion in colleges and universities should have a high level of political theory, actively lean on the organization, firmly support the line, guidelines and policies of the Communist Party of China, have a firm political stance and a clear political direction. Secondly, they should have excellent professional abilities. The function of the online public opinion student team should not only meet the professional requirements of ideological and political educators, but also meet the diversified technical needs of the self-media era. Finally, they should have excellent media literacy. The student work team of online public opinion in colleges and universities must have correct values of self-media communication, and on this basis, be able to consciously resist junk information and harmful information in various types of self-media, and have the ability to defend themselves and discriminate information.

3.3. Sound institutional mechanism to achieve standardized management

First, establish a clear responsibility system. On the basis of combining the opinions of the school, teachers and students, and drawing on the relevant management system and operational experience of public opinion teams of administrative organs and enterprises and

institutions, the functional division of labour and responsibilities for the processes of public opinion monitoring, early warning, judgment and guidance should be clarified.

Secondly. Establish an emergency mechanism for public opinion to deal with online public opinion crises that may arise at any time. Strengthen the collection and collation of online public opinion and the monitoring of online public opinion, and improve the strict information release approval system, so that information that needs to be published online to the public should be strictly examined to ensure that it is accurate. Again, establish a scientific training system. Special training courses and special lectures should be conducted regularly in the operation of the team, and the topics can involve ideological and political education, communication, psychology, computer technology and other disciplines, so as to enhance the ability of team members to apply self-media to carry out public opinion work.

Once again, a sound team guarantee system should be established. In order to fully mobilize the vitality of the team, a reasonable guarantee mechanism must be formulated to provide sufficient material and spiritual conditions for daily work. This mainly includes the necessary logistical supply services, equipment and technical support, and human resources platform services.

Finally, establish a sound system of reward and punishment for the team. A performance appraisal mechanism is introduced to quantify and evaluate the work attitude and performance results of team members who undertake different functional divisions. According to the evaluation results, the top students will be given certain material and spiritual compensation; for the bottom students, they will be eliminated and the dismissal mechanism will be activated to achieve the renewal of the team.

4. CONCLUSION

All in all, universities should encourage, support and guide university students to participate in the construction and improvement of the institutional system of online public opinion work.The cultivation of student teams for online public opinion in colleges and universities should adhere to the principles of combining school leadership with student participation, normal public opinion with crisis management, internal control with external prevention and control, and online guidance with offline education. In the cultivation of specific paths, universities should fully rely on student organizations and campus media resources, strictly select personnel and improve the institutional system, so as to promote the better functioning of student teams for online public opinion work in universities.

This paper sorts out the basic principles of cultivating online public opinion student teams in colleges and universities, and proposes a solution path in conjunction with specific practices, which is conducive to realizing the improvement of the composition ratio of online public opinion management teams in colleges and universities, the enhancement of the sensitivity of public opinion monitoring and the maturity of public opinion handling concepts and means.

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