



A Brief Analysis of the Government's Strategy to Guide Network Public Opinion Under the New Media Environment

Dandan Shi and Xin Guan^(✉)

Institute of Finance and Public Management, Harbin University of Commerce, Xuehai Street,
Harbin, China
2848589056@qq.com

Abstract. With the popularity of the Internet in recent years, we have entered an information society. The rapid development of network media provides the public understanding of the hot current affairs is convenient but also provides a new channel for the people's free speech platform since the media has become the public social opinion of a magnifying glass. Still, in the people improve voice at the same time there is also new media transmission speed, The government can not timely guide social public opinion network public opinion, network public opinion spread wide range, strong interaction, the government can not effectively control and guide network public opinion, the diversified development of web new media, for the government to accurately grasp the direction of network public opinion increased difficulties and so on. Based on the SIR model and the analytic hierarchy process (AHP), this paper analyzes the problems encountered by the government in guiding online public opinion in the new media environment and explores its improvement methods.

Keywords: New media · Network public opinion · The government · Analytic hierarchy process · SIR model

1 Introduction

In today's rapidly developing society, there have been many emerging media. Unlike traditional media, emerging media has the characteristics of fast information dissemination, robust interactivity, and high timeliness and is favored by the masses. Nowadays, almost everyone has WeChat, and everyone cannot leave WeChat as a communication platform. At the same time, new media such as Weibo and Douyin short videos are also developing rapidly and widely in People's Daily life. People use these new media to pay attention to current affairs and understand information. However, due to the rapid development of new media and the characteristics of new media itself, the government can not timely and effectively control the network's public opinion. Despite the rapid growth of new media, the government does not correctly understand and use new media, and the concept of the government's use of new media lags. The government still releases information in traditional forms such as meetings, document releases, and leaders' speeches [1]. This

© The Author(s) 2023

X. Yuan et al. (Eds.): ICEKIM 2023, AHCS 13, pp. 347–352, 2023.

https://doi.org/10.2991/978-94-6463-172-2_38

standard form does not have timeliness but also reduces the interaction with the people. Therefore, the government will encounter many difficulties in guiding network public opinion in the new media environment. The unique situation of network development also urgently requires the government to strengthen the construction of network public opinion guidance ability.

2 Problems Exist in the Government's Guidance of Internet Public Opinion in the New Media Environment

2.1 The New Media Spread Fast, and the Government Cannot Respond to and Guide Online Public Opinion on Time

In today's new media era, everyone is a news spokesman. New media has the characteristics of the fast transmission. Current affairs news can be spread quickly on various new media platforms, and the short time left for the government to react makes the government unable to respond and guide the network public opinion in time. For example, the COVID-19 epidemic in recent years has spread to a wide range due to the rapid spread of new media. If there is a case, relevant people will apply it on the Internet. However, the event happened too suddenly, and the spread speed of new media was too fast, so the government could not release relevant information in time. It will lead to panic, suspicion, and confusion among the people, making it difficult for the government to guide and control public opinion effectively. SIR is a classical model of the spread of infectious diseases. When the subject of network public opinion is brought into the model, the public participating in network public opinion can be divided into susceptible (S), infected (I), and displaced (R) [2]. Therefore, the public who sends or forwards online public opinion events can be assumed to be infected (I). The people who maintain favorable or neutral opinions on the event and carry out online communication are considered susceptible (S). The public who holds opposing thoughts or ignores the event and carries out online communication is assumed to be moved out (R). The total number of people participating in this online public opinion event discussion is N, and the proportion coefficient between the number of infected persons (I) and susceptible persons (S) is β . The proportion coefficient between the number of displaced persons (R) and infected persons (I) is γ . We can speculate that the infection model of the public participating in the public opinion event is:

$$N = I + R + S$$

$$S + I \rightarrow I_{(t)} + I$$

$$I_t \rightarrow R_t$$

According to the model, the public plays a vital role in the network's public opinion, so the government should respond to relevant news in time to avoid causing public panic. The government should timely and correctly guide the network public opinion.

2.2 The Diversified Development of New Media Makes It More Difficult for the Government to Grasp the Direction of Network Public Opinion Accurately

New media is developing and diversified, but the government lags in using new media. In the new media era emphasizing interaction with each passing day, people are no longer unchangeable in receiving news and waiting to be informed. They will comment on the official announcement and express their views [3]. The traditional communication mode can no longer keep up with the public's demand, and the government needs to make some changes. In modern society, with the diversified development of new media, information communication channels are gradually increasing, and the scope of communication is slowly expanding, so it is more and more difficult for the government to grasp the direction of network public opinion accurately. The people are diverse, and their ways of thinking are not the same. They carry out comments and forward through new media with their views on public opinion events. When the government understands the causes and consequences of public opinion events and confirms the authenticity of the events, network public opinion will ferment to a certain extent. At this time, it is more difficult for the government to control the network public opinion in the face of the diversified development of new media. At the same time, due to the diversified development of new media, it is also difficult for the government to accurately grasp the direction of network public opinion in the events of public opinion that have occurred and formed.

2.3 The Government Lacks a Coping Mechanism for Online Public Opinion in Emergencies

In the new media environment, the network's public opinion will be formed quickly and spread on the web once a sudden event occurs. However, if the government does not have the corresponding mechanism to deal with the emergency, it will be more difficult for the government to control the network public opinion. Therefore, the analytic hierarchy process (AHP) calculates the indicators related to the government's coping ability in the face of network public opinion caused by emergencies. The results are shown in Tables 1 and 2. Where CIU and CIU1 represent the consistency index, RIU and RIU1 represent the average random consistency index, CRU and CRU1 represent the consistency ratio, $I = 1 \dots 5$.

After calculating the overall consistency of the measure layer to the target layer, the CR values of the above judgment matrix meet the general consistency requirements. It can be seen that the government's coping mechanism in the face of network public opinion needs to be strengthened. At the same time, the government's attitude towards online public opinion is mainly to control and control, but it neglects the importance of guiding online public opinion [4].

Table 1. Judgment matrix and analysis results of the government’s ability to cope with online public opinion

U_1	V_{11}	V_{12}	V_{13}	V_{14}	V_{15}	B_{1j}
V_{11}	1	3/2	2	2	2	0.3014
V_{12}	2/3	1	2	2	5/2	0.268
V_{13}	1/2	1/2	1	3	2	0.1988
V_{14}	1/2	1/2	1/3	1	3	0.139
V_{15}	1/2	2/5	1/2	1/3	1	0.0929

$\lambda_{\max}^{U1} = 5.3336, CI^{U1} = 0.0834, RI^{U1} = 1.12, CR^{U1} = 0.0744 < 0.1$

Table 2. Judgment matrix and analysis results of the government’s emergency management in the face of network public opinion

U_2	V_{21}	V_{22}	V_{23}	V_{24}	B_{2j}
V_{21}	1	2/1	4	8	0.3642
V_{22}	1/2	1	3	7	0.4635
V_{23}	1/4	1/3	1	2	0.1163
V_{24}	1/8	1/7	1/2	1	0.056

$\lambda_{\max}^{U2} = 4.1061, CI^{U2} = 0.0354, RI^{U2} = 0.9, CR^{U2} = 0.0401 < 0.1$

3 The Government’s Countermeasures to Correctly Guide Network Public Opinion Under the New Media Environment

3.1 The Government Pays Close Attention to Online Public Opinion and Responds to and Guides Online Public Opinion Promptly

In the context of the rapid development of new media, the fast speed and wide range of information dissemination and the timeliness and concealment of information have made it more difficult for the government to guide online public opinion. Therefore, the government should pay close attention to the network’s public opinion and timely respond to and show the network’s public opinion. First, the government should provide timely information about the event, allow the public to meet the general right to know as much as possible to see the truth, avoid the public blind suspicion of the incident, reduce public panic, slow the psychological pressure of events leading to the public, to correct the public opinion guide can also make the public with a series of measures on the government’s handling of the event as possible. Second, the government should respond and clarify the false online public opinion in time. After the incident and social events will quickly form a network of public opinion, and in the process of network public opinion transmission due to the public may be one-sided view problems will inevitably appear some false statements, the government should clarify false speech in time to

avoid incorrect address excessive fermentation, timely and accurate guide network public opinion. Third, the government should actively communicate with the public and timely respond to public comments on the incident. The government should use the interactive characteristics of the Internet to carry out effective two-way communication with the people so that the public can have a clearer understanding of the events and reduce the false remarks caused by the lack of knowledge of the truth of the events.

3.2 The Government Should Establish a Diversified Platform for New Media and Guide Online Public Opinion in a Timely and Accurate Manner

The new media represented by the network media has already surpassed the traditional media communication form [5]. Now the network media has gradually become the expression space of public opinion. Social masses get news and current affairs and express their views in network media. Therefore, the government should establish a diversified new media platform, combine its functions and make use of the interactive part of the new media platform to interact with the social masses actively.

The diversified communication platform under the integration of new media can not only realize the rapid and extensive dissemination of information and facilitate the communication and exchange between the government and the people but also broaden the channel for the government to guide the network of public opinion. With the development of new media with each passing day, Sina, Tencent, Sohu, and NetEase are the largest portal websites in China. Whenever there is a significant event, these websites will carry out relevant reports to facilitate the public to understand the cause and effect of the event and the latest news. The government releases official information on these network platforms, which can expand the communication channels of information and interact with the social masses to timely grasp the direction of public opinion and guide the public opinion on the network.

3.3 The Government Will Improve the Public Opinion Guidance and Management Mechanism

The government should improve the corresponding public opinion guidance management mechanism in the rapid development of new media. First, the government should change the previous layers of approval to release information audit mechanism, reduce bloated phenomenon, improve efficiency, increase the use of new media platform released official, is advantageous for the government to significant incidents after first broke the news of a comprehensive, objective, let the social public promptly to understand the truth of the matter, to avoid the generation of rumor, control the spread of dishes, So that the government can effectively grasp the direction of public opinion and guide network public opinion. Second, improve the guidance plan of network public opinion. If the network public opinion monitoring is not in place, the inevitable network public opinion has been formed. The government should have a guide plan to deal with different kinds of network public opinion. Based on mastering the direction of network public opinion, the government should use scientific and technological means to analyze the cause, development process quickly, and impact of events causing network public opinion and adopt corresponding solutions and strategies for public view.

4 Conclusion

In the new media era, Internet public opinion is inevitable when everyone can speak freely. While online public opinion can help the government understand the demands and ideas of the public more quickly so that the government and the public can effectively communicate and communicate with each other, online public opinion also has some disadvantages. Once formed, it is easy to escape the guidance and control of the government. With the help of the SIR model and analytic hierarchy process, this paper analyzes the problems faced by the government in dealing with network public opinion. It suggests that the government should respond to network public opinion promptly, establish a diversified platform for new media, and improve the public opinion guidance and management mechanism. In the new media era, the government should actively guide the network of public opinion and create an excellent public opinion environment.

References

1. W. Li. Analysis of local government public opinion Guidance Strategy under new media environment [J]. *China Media Science and Technology*, 2012(20):215–217
2. Y.Y. Li, D.Guo. Analysis of government public opinion Guidance Strategy in the new media environment [J]. *Audiovisual*, 2015(09):26-27.
3. J. Yi, P.Y Liu, X.B Tang. Improved SIR Advertising Spreading Model and Its Effectiveness in Social Network. *Procedia Computer Science*, 2018, 129:215–218.
4. N. YI. Research on the Construction of government Network Public Opinion Guidance Capacity under the new media environment [J]. *News World*, 2013(05):165–166.
5. H. LIU. Research on government Network public opinion Guidance Strategy under new media environment [J]. *Electronic Technology and Software Engineering*, 2016(13):230.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

