



# Accelerate the Modernization of Public Opinion Governance of Colleges and Universities

Pei Guo<sup>1,\*</sup>, Jiaqi Guo<sup>2</sup>, Tong Wang<sup>3</sup>

<sup>1</sup>University of Electronic Science and Technology of China, Chengdu, China

<sup>2</sup>Qingdao Agricultural University, Qingdao, China

<sup>3</sup>Sichuan Hongxin Software Co., Ltd. Mianyang, China

\*Email: guopei6174@163.com

**Abstract.** The theory of collaborative governance in the West has provided a new field of vision for my country's promoting the "localization" of universities' governance capabilities. This article attempts to analyze political logic, theoretical logic, and practical logic. Analysis of the lack and the advantages of the integration of collaborative governance theory in the integration of public opinion management in my country. In order to thoroughly strengthen the innovation and development of the longitudinal and horizontal collaborative governance of public opinion management of universities and achieve the "integrated goal" of "civilized literacy -value identity -mission responsibility". Set "Standardize the Code -Facts -Identification -Identification -Awareness of Words and Dedication" is followed to explore and improve the smart collaborative management system of colleges and universities in the new era.

**Keywords:** modernization, collaborative governance, public opinion governance.

## 1 Introduction

In the "20th National Congress" report, the Communist Party of China pointed out: "Improve the comprehensive network governance system and promote the formation of a good network ecology." As a university with a heavy responsibility of the training of modern talents, my country's higher education is currently facing new strategic opportunities, strategic requirements, strategic requirements, strategic requirements Task. Digital technology -driven provides means and ideas for the upgrading of contemporary universities governance thinking, ideological and political education upgrades. Based on the perspective of collaborative theory, examining public opinion of colleges and universities is of great significance for improving the public opinion governance capabilities of colleges and universities, innovating the public opinion governance of colleges and universities, and optimizing the strategy of public opinion governance of colleges and universities. The goal of collaborative governance of Internet information services in China is to avoid fragmentation of governance, improve

governance efficiency, realize subjective value, maintain network security, and provide high-quality Internet information services to the public<sup>[1]</sup>.

## **2 Research Status of Collaborative Governance at Home and Abroad**

The theory of collaborative governance originated from the classmates founded by German physicist Herman Hakin. The basic idea is to achieve governance goals through negotiation, coordination and joint cooperation between multi-party subjects. It is a governance model with democracy, openness, collaboration and sustainability, and has a strong application. In 1998, China promulgated the "Reform Plan for Administrative Management System", marking that the theory of collaborative governance entered the country. In 2017, Fu Zuojia believed that it was necessary to regulate the scope of responsibilities between social governance subjects. Social governance arrangements, in 2023, Lu Zhikui and Yi Yating proposed to build a urban public safety element information platform and operation management service platform. In the past 10 years, more than 200 related documents in CNKI databases. At present, the actual application of "collaborative governance" is still in some urban management. It is mainly concentrated in the "governance capacity", "governance system" and "governance system". The systemic research results of collaborative governance theory lack the analysis and research of criticality. The interpretation and application of synergy in collaborative governance is not enough, and especially lacks research on the basic experience, models and mechanisms of collaborative governance of public affairs in China. Especially for colleges and universities, the study of the interrelationship between subjects in the process of synergy governance is relatively weak, and it has not revealed the actual state of the interrelationship between each subject in the process of synergy. There is a lack of in-depth research in benign interaction. Universities cannot complete the transformation from a single subject to a diverse subject. Other social forces participating in online public opinion governance also lack enthusiasm and channels for participation.

## **3 Dilemma and Reasons for the Collaborative Governance of Colleges and Universities**

With the development of technology, the two tools of technological governance and institutional governance have different positions in different periods, basically showing an alternating state of "strong institutional governance, weak technological governance, strong technological governance, and weak institutional governance"<sup>[2]</sup>. College is a combination of multi-departments, multi-level, and multi-factor, and a cutting-edge position for ideological work. The modernization of public opinion governance of colleges and universities is a specific requirements and specific embodiment of the modernization of national governance. The public opinion of colleges and universities has the characteristics of timing dynamics, mul-

ti-dimensionalness, jumping, derivative, feedback, and great uncertainty. The intermediary forces of factors, carrier factors, and object factors indirectly promote the evolution of online public opinion. Systemic, as a school's planning and starting point of the top-level design, lacks integrity and systemicity at the vertical level of the horizontal field and specific governance methods of the specific campus management, and lacks dynamic follow-up of common management of public opinion. The pattern of coordination and division of labor is still not improved, and the process and results of colleges and universities cannot be visualized.

The fundamental reason: First, the regulatory and governance methods are not true. The public opinion management of colleges and universities still uses traditional public opinion monitoring methods. It is mainly manually collected and analyzed. It is difficult to effectively monitor and early warning online public opinion incidents. Lack of technical support and data analysis, and lack of applications such as big data technology, artificial intelligence technology in public opinion monitoring, affection analysis, and trend prediction. Second, the technical role of network regulators is not enough. The rigid public opinion disposal and speech review often ignores risks such as cyber attacks and information leakage, and lacks security agreements and encryption technologies for public opinion monitoring. In the face of online public opinion, colleges and universities often lack systemic thinking, often regard online public opinion incidents as independent events, treat online public opinion from a static perspective, and ignore the superposition effect of online public opinion in colleges and universities. At the same time, the backwardness of public opinion governance thinking in colleges and universities. Facing the public opinion of colleges and universities, most colleges and universities are often used to the "back-up" governance thinking. Some colleges and universities adopt compulsory means such as blocking, enclosure, etc., which not only cannot resolve contradictions from the root causes, but also may cause the public to suspect and increase the public. Difficulty in governance. The third is the lack of the combination of IoT technology, blockchain technology and smart campus system, and cannot improve the credibility, efficiency, and intelligent level of public opinion governance. Fourth, the subjectivity and ability of college students to participate in the governance of public opinion on the Internet. Due to the active thinking of college students, publicity, and a certain sense of critical awareness, the topic of public opinion discussions of colleges and universities is gradually breaking through the scope of life in the school, and continuously blending and colliding with the public field. They mostly do not recognize the governance of public opinion in colleges and universities, and at the same time, they are easily affected by external opinions. They will help and deepen the misunderstandings and doubts about the internal management of colleges and universities.

#### **4 The Practice of Modernization of Public Opinion Governance in Colleges and Universities**

The evolution of online public opinion exhibits phased characteristics in terms of popularity, themes, and emotions<sup>[3]</sup>. Under the guidance of the concept of integration,

from the perspective of reducing the influence of risk events and rationally solving the Internet public opinion incident, it provides corresponding ideas, measures, and plans to form the theoretical methods and systems of public opinion solutions to colleges and universities, which will help promote efficiency. The purpose of ecological improvement and sustainable development of ideological and political education.

#### **4.1 The First is to Promote the Scientificization of Colleges and Universities**

Under the power of new media, the public opinion of colleges and universities shows that there are many sensitive incidents, fast outbreaks, high complexity, multiple vulnerability, diverse types, waves of development, and extensive influence. As a single governance subject, colleges and universities are difficult to obtain information in time and accurately when facing complicated information. On the other hand, the lack of negotiation in the process of public opinion governance in colleges and universities is often difficult to coordinate the interests of various parties. In the era of information explosion, Internet technology, especially the Natural Language Treatment of Big Data Technology (NLP), began to widely use it as factual verification technology, providing theoretical foundation and data support for the ideological and political education of colleges and universities. The laws and characteristics of education work, through comparative analysis of relevant data, propose a social emotional prediction model based on the theme label and theme information enhanced by the characteristics of social media, and find hidden valuable information, so as to do active early warning work in advance. In order to adapt to the development requirements of technology and new forms in the context of the new era, clarify the development prospects of big data technology in the ideological and political education work of universities in the future.

#### **4.2 The Second is to Promote the Democratization of the Governance Process of Colleges and Universities**

Injecting the value gene of "good governance" into the governance of the network environment through the rule of law can effectively enhance the inherent public rationality and participation skills of various subject elements in the network<sup>[4]</sup>. As an intermediary of information dissemination, the "Opinion Leaders" of colleges and universities are usually attracted and followed by young students with their unique personality charm, rich sources of information, and good communication ability, and play an important role in the process of public opinion dissemination in colleges and universities. Stimulate the subjectivity of young students, cultivate "opinion leaders" to participate in public opinion governance, can realize interaction and exchanges between colleges and universities and the subjects of all parties, and enhance the participation awareness and sense of responsibility of the subjects of all parties. Coordinated governance integrates in the development strategy of colleges and universities. It is not only to complete basic work, but also a high-level form for coordinated development in various regions within the university. The right to build and adhere to the public opinion position, make public opinion governance and students participate

in the "integration" vitality and vitality, promote the integration of "school students", linkage development, and achieve substantial results. The public opinion situation of colleges and universities is changing, and the Internet is full of the content of the communication of true and false, blurring, mixed emotional and incredible discourse. Guide to correctly guide colleges and universities to public opinion; all departments and links integrate their respective advantages into overall advantages in the dislocation development, so that integration can truly become the community of campus regional communities, development communities, and community of destiny. The public opinion should not be blocked, and colleges and universities must abandon authoritative management methods and replace them with guided behavior models. In the face of public opinion, the transformation of colleges and universities from managers to guiders can not only effectively understand the people's conditions, unblock public opinion, and reconcile the value concept of diversified differences, enhance the public's recognition of the management of colleges and universities, and further maintain college as a socialist spiritual civilization. The image of an important position in construction is more conducive to cultivating and improving the self-organizing ability and vitality of students and the public, cultivating a rational, peaceful, and positive social mentality, and reducing the load of public opinion governance of universities.

### 4.3 The Third is the Rationality of the Structure Governance Structure

The challenges of regulation to which regulators have to respond vary across the different regulatory tasks of detection, response development, enforcement, assessment, and modification<sup>[5]</sup>. In response to the pain points of the structure, the network collaboration system of "three-level public opinion control"+"integrated participation group" of colleges and universities is not the simple addition of multiple governance subjects, but in the organic fusion of multiple subjects, Produce a collaborative governance effect of  $1+1 > 2$ ,so the first of which is to plan the top-level design, set up a special working group, improve the relevant system and management regulations, establish a coordinated mechanism between departments. For the basic conditions of synergy governance, for the public opinion governance system of colleges and universities, the main subjects of public opinion mainly include colleges, media, "opinion leaders", and ordinary netizens. They are not managed and managed. For equal collaboration relationship. At the same time, a multi-wheel drive is set up to ensure classification and control, improve the entrance and audit mechanism of the online public opinion platform on the school, equip full-time public opinion information monitoring staff, establish the image and role of the mainstream propaganda platform in the school, and implement normalized or very state-based matters. Provide a practical and feasible system and mechanism guarantee for integration. Focusing on the "1" of public opinion governance, planning the "1+N" path system, to target the management and service capabilities of first-class colleges and universities in China, enhance policy synergy, empower each other to speed up, strengthen advantage docking, specifically in the following aspects to work hard:

Seizing "variables" and "quantitative", quantitative is the goal of maintaining network security and campus stability. Variables are different network public opinion events and possible risks; The public opinion governance thinking of universities with flexible adaptability is "customized by customization." Some studies have pointed out that facilitators' use of power takes the form of a pendulum movement between authority and argumene flexibility and adaptability of governance thinking is reflected in the liquidity of governance forces. In the universities, the responsibility of guiding should be guided in the governance of network security and the stability of the campus, and other variables are included in the governance process. You can learn from the advantages of blockchain technology. For variables to improve the platform barrier of the school forum, different network platform partitions set different entry thresholds to distinguish different information channels, reduce the participation of each partition, form the effect of control, and reduce The hidden dangers caused by network information. The development of science and technology provides more technical support for the governance of public opinion in colleges and universities. Through quantitative information analysis of netizens' comments, social relations, regions, and forward volumes, data modeling is calculated, data correlation is tapped, and the situation and trend of public opinion are predicted; By analyzing related public opinion cases, the development of the entire Internet public opinion is predicted.

To solve "online" and "offline", public opinion is "table", and the facts are "books". The online public opinion guidance and online social governance are integrated. Public opinion is sent to relevant departments. The online public opinion should be sparse or not, improve the governance of the source of public opinion on the Internet, strengthen the refined and forward-looking of online supervision, solve the demands of netizens, and achieve the ideological work under the Internet. The contradictions are all solved. The key groups of the Internet and the Internet are strictly controlled. When the emergence of public opinion, gradually rising, and excited, all departments of colleges and universities should keep calm and prudent speeches. Based on the incident itself, in -depth investigations, at the same time, colleges and universities should take the responsibility of guidance in collaborative network public opinion governance, incorporate other subjects into the governance process, and focus on the "management" to "management" to "handling the governance forces between each governance force. "Relationship", give full play to the effectiveness of guidance. Taking into account both "explicit" and "hiddenness", from network 1.0, 2.0 to the current network 3.0, online public opinion fermentation based on audiovisual information seems to be "pictures and truths". After building a data set, we compare the data sets with other datasets to help solve explicit problems. Based on semantic identification, emotional analysis and other technologies, it can be seen that the newly proposed data set can better reflect the relationship between online topics and public opinion monitoring. We also analyzed the combination of social emotions and found that social emotions with complex meaning are more likely to be selected by users. Therefore, public opinion monitoring is not only limited to text analysis of public discourse expression, but through various structured and non -structured, non -structural and non -structured The emotional analysis of data, the psychological mo-

tivation, value appeal, emotional attitude, emotional tension, social relationship, etc. behind monitoring.

## 5 Summary

Coordinated governance can achieve real-time, high-speed cleaning, mining, classification, and judgment of online public opinion, but its underlying logic is people-oriented. Promoting online public opinion collaborative governance is the inevitable result of the student's growth law and the laws of running the school. Phase, communication paths, guidance elements, etc., to produce synergy effects is the ultimate goal. Universities should seek the possibility of synergy governance as much as possible, fully integrate resources to improve the effectiveness of public opinion governance of colleges and universities, so that college public opinion systems can realize autonomy and co-governance, and actively intervene in the Internet Public opinion is to actively help improve students' individual development and school's intelligent management level.

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