Online Public Opinion Guidance Strategy in the Era of We Media among Sichuan Film and Television University Students in Chengdu Sichuan China

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Abstract. With the rapid development of Internet and information technology, a new type of interactive media communication mode, we-media, has gradually entered the public's vision and become popular. With the development of we-media, college students' awareness of participating in online public opinion is gradually rational, and the discourse power of colleges is gradually improved, and we-media platforms are fully utilized. Problems such as low utilization efficiency of the guiding platform, weak execution of the guiding body, and rigid and obsolete guidance methods still exist, and some college students are resistant to online public opinion guidance. This study adopts qualitative research method, and the interviewees are from Sichuan Film and Television University. A total of 25 students participated in focus group discussions and 10 experts participated in expert interviews. Through group discussions and interviews, In view of these problems, this paper puts forward the strategy of network public opinion guidance in the era of we-media. Face up to the challenges of online public opinion guidance, strengthen the construction of guidance teams, improve the execution of guidance subjects, innovate guidance methods, and improve the pertinence and effectiveness of guidance. Through effective online public opinion guidance, it can help college students form correct ideas and promote the development of ideological work in colleges and universities, which is of great significance for improving college students' network literacy and promoting the harmonious development of colleges and universities.

Keywords: We Media; University Students; online public opinion; Guidance strategy

1 Introduction

In recent years, with the continuous progress of mobile Internet, many instant messaging platforms have gradually emerged in China, such as QQ, Weibo, WeChat, etc. The public can freely speak and express their views and opinions on these We Media platforms[1]. Although self media platforms provide the public with a space for free-

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dom of speech, due to their non restrictive nature and lower entry barriers, they have formed a unique social network. From the perspective of self media platforms themselves, their public opinion field is formed at a fast pace, with high public opinion heat and strong inducement. If the control is not strict, it is easy to make extreme remarks, which can mislead the public. Contemporary college students are the "Z generation" born after 2000, with distinct characteristics such as being born with the internet, having a prosperous life, diverse thinking, active thinking, emphasizing equality, having broad hobbies, and emphasizing experience. In the era of we media, with complex information and diverse voices, it is important and necessary to do a good job in guiding public opinion.

Secondly, college students' online public opinion is an inevitable product of the we media era. The freedom of online speech, the anonymity of online speech, the efficiency of online communication, the interactivity of online communication, the irrationality of online emotions, and the group polarization of college students and netizens can easily lead to distortion and loss of control of online speech. In the process of public opinion dissemination and guidance, college students' online public opinion plays the role of "gatekeeper" and "processor" of network information, as well as "master" and "guide" of campus online public opinion. Therefore, public opinion guidance for college students plays a very important role.

2 Literature Review

For self media, both academia and journalism in the United States attach great importance to it. In 2002, scholar Dan Gillmore first referred to it as "We media"; Subsequently, in his research report on self media (2003), he defined "We media" as "Self media," also known as self media. Compared with traditional media, self media gives ordinary people more autonomy to obtain the information they need and share their own insights, and uses digital technology to build links between individual citizens and the global knowledge system, achieving "communication between everyone".[2]

Bi(2024)Media convergence is evolving towards the era of intelligent media, bringing new variables and new opportunities to news publicity and online public opinion management[3].

Tang (2024) pointed out that guiding public opinion on sudden public events is an important issue in news and public opinion work, which is of great significance for promoting the modernization of the national governance system and governance capacity[4]. The article adopts a combination of case studies and communication theory. It is found that responding to and highlighting key issues in the first time after the occurrence of sudden events, grasping audience needs, responding to social concerns[5]. Innovating communication methods, and improving communication efficiency have a positive effect on timely grasping the initiative of public opinion, responding to social doubts, and guiding netizens' emotions. Suggestions are proposed to improve the quality of information dissemination, enhance agenda setting ability, pay more attention to humanistic care, innovate reporting and communication methods, and reasonably and effectively guide public opinion in sudden public events[6].

Huang (2024) pointed out that the rapid development of information technology has brought new opportunities and impacts to ideological and political education in universities, and the work of guiding online public opinion is becoming increasingly heavy. The construction of campus network culture, as an important lever for ideological and political education, has a subtle guiding effect on college students' online public opinion. Starting from the connotation of campus network culture in universities, this article elaborates on the logical relationship between university network public opinion management and campus network culture construction, and proposes the basic ideas and practical paths for the integrated development of the two, aiming to expand the effectiveness of network culture education and effectively enhance the attractiveness, cohesion, and centripetal force of ideological and political education[7].

3 Research Problem

Based on the current mainstream information dissemination method of information recommendation in the online society, and based on existing research on public opinion dissemination and guidance, this paper proposes a public opinion guidance strategy based on the we media era to adapt to the current situation of online public opinion in the modern internet information age. It provides more theoretical ideas for better exploring the complex reality of social public opinion dissemination and public opinion guidance governance strategy research.

4 Research Design

This study adopts qualitative research method. This study is supported by theories such as education, communication, and psychology, n, but also further enriches and develops the theory of online ideological education. The main purpose of this study is To propose the guidance strategies of university students 'Public Opinion Response Strategies in the We Media Era. The research object of this paper is Sichuan Film and Television University. Sichuan Film and Television University is a modern art university with a strong artistic atmosphere and excellent teaching traditions. The experts and interviewees for this study will be selected from the teachers and students of the college. Due to its ability to cultivate a large number of broadcasting and television talents and its profound academic background in the field of public opinion communication, Sichuan Film and Television Academy was chosen as the research object. Currently, Research objective 1 requires 5 experts and 5 focus group discussions, each consisting of 5 people, for a total of 30 people. Research objective 2 requires 5 experts.

Table 1. Population and Sample

Research objectives	Survey Tools	Sample composition	Sampling Technique	Number
Sample1	interview with an expert Focus group discussion	Student and Expert	random sampling	25+5
Sample2	interview with an expert	Expert	random sampling	5

5 Results and Discussion

5.1 Guiding College Students' Online Public Opinions Has Multiple Significance

Based on the research content, this study proposes that guiding college students' online public opinion has multiple meanings in the era of self media. Firstly, it is an important way for college students to express their opinions and exchange ideas, and correct public opinion guidance helps college students form correct values[8].Secondly, participating in online public opinion guidance can improve the information literacy of college students, enabling them to learn how to distinguish and filter information, and better adapt to the information society. In addition, by guiding online public opinion, it is possible to timely understand students' ideological dynamics and hot topics of concern, adjust educational content and methods, and better meet students' needs. Finally, guiding college students to become staunch believers, pioneers, and active disseminators of socialist core values has significant historical significance, and can also enhance their media literacy, enabling them to better adapt to and utilize the self media environment.

5.2 Public Opinion Guidance Strategies Based on the We Media Era

Based on the student group discussions drawn from Table 1.In the era of self media, the significance of guiding college students' online public opinion lies in promoting the formation of correct values among college students, improving their information literacy and media literacy, timely understanding students' needs and adjusting educational methods, and disseminating socialist core values.

There are different descriptions of the stages of online public opinion guidance for college students in the research. WGR believes that it is currently in a relatively early stage and further exploration is needed; CY believes that in the era of self media, the guidance of online public opinion among college students is gradually maturing and becoming increasingly important; HZM believes that it is in a stage of diversification, complexity, and high activity; FLL mentioned that it is in the initial development stage; LF mentioned starting to realize the importance of online public opinion guidance. Overall, although the specific expressions are different, they all reflect that the guid-

ance of online public opinion among college students is a developing, gradually maturing, and increasingly important field in the era of self media.

In terms of regulating online public opinion among college students, WGR mentioned establishing warning mechanisms, conducting real-time monitoring, and strengthening online public opinion warning mechanisms; CY mentioned the use of social networking platform, WeChat official account, Zhihu platform, campus radio, etc; HZM mentioned using big data analysis to predict public opinion trends and strengthening interaction with students through social media platforms; FLL mentioned promoting online ideological and political education for college students, occupying the battlefield of online ideological and political education, and smoothing feedback channels; LF mentioned strengthening the influence of mainstream media, building a team of online commentators, and cultivating "opinion leaders".

5.3 The Model of Public Opinion Response Strategies in the We Media Era

Based on the student group discussions drawn from Table 1, in the era of We Media, the popularity of the Internet and social media has accelerated the spread of information and expanded its scope. As active users of the internet, college students' online public opinion behavior has a certain impact on campus and even society. However, the complex network environment (as described by CQY) and the immediacy and breadth of information dissemination in the era of self media make online public opinion guidance particularly important and challenging. Therefore, establishing strategies for guiding online public opinion among college students is to cope with this complex and ever-changing online environment and ensure the healthy development of online public opinion. Proposes to establish a petition mechanism channel on the official platform to provide a formal way for college students to express their opinions and demands, which will help guide online public opinion. JCX emphasizes strengthening interaction with college students and establishing a comprehensive network governance system, which is an important strategy to promote the formation of a good network ecosystem. YQL proposes to build a proactive information dissemination system, which can help reduce the spread of online rumors and maintain social stability. ZCP suggests starting from the teacher-student relationship and strengthening emotional communication between teachers and students, which can help create a harmonious campus atmosphere and thus affect the healthy development of online public opinion. ZPP proposes to integrate relevant education into classroom education, which is an effective way to improve the media literacy and online public opinion guidance ability of college students. In summary, in the era of self media, strategies to guide college students' online public opinion include establishing channels for petition mechanisms, strengthening interaction with college students, building a positive information dissemination system, strengthening emotional communication from the perspective of teacher-student relationships, and integrating relevant education into classroom education.

6 Conclusion

Based on the characteristics of the self media era, this study proposes multiple meanings for guiding college students' online public opinion, including promoting the formation of correct values, improving information literacy and media literacy, etc. This study proposes specific guidance strategies, including establishing warning mechanisms, real-time monitoring, and utilizing various social media platforms, providing practical guidance for universities and related institutions. This study constructed a network public opinion response strategy model, providing a strategic framework for dealing with complex and changing network environments.

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