

Study on Mechanism of Public Opinions based on Network Management in Universities

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Keywords: Mechanism of Public Opinions; Network Management; universities; college students

Abstract. With the rapid development of Internet, the traditional public opinion pattern has changed. The young's thoughts and discussions about the social conflicts tend to evolve into hot topics on the Web. Social negative emotions are spread by the Internet, quite easily influencing the social values of college students and causing mood swings of both teachers and students in universities. The study on mechanism of public opinions based on network management in universities is more vital importance on maintaining stability. The mechanism of public opinions is necessary in order to keep the teaching and help college students to develop the correct world outlook, outlook on life and values.

Introduction

The rapid development of the Internet profoundly changing the pattern of mass media in China, increasing natives changed the main structure of public opinion, the influence of traditional media gradually weakened, and gradually strengthen from sound media platforms; development of information technology, especially mobile Internet explosion has changed the propagation path information, breaking the blockade and space constraints; the use of new Internet technologies, micro-blog, micro letter, circle of friends and other media forms emerge exacerbated fragmentation of dissemination of information, forming a network of "Invisible opinion field. "

Social Transformation and contradictory realities pressure accumulation, convenience of the network, open to expression and dissemination of information has brought great convenience to, anonymity, diversity has brought a lot of unknown. On the one hand, cyberspace, "freedom of expression" has become a social individual release of pressure, to vent discontent window, point-like individual emotions through cyberspace gather aggregated, forming a huge public pressure. On the other hand, the main use different opinion, "freedom of expression" the formation of public pressure to achieve their own aspirations and practical interests, is disrupting the normal expression of public opinion and mass media, the formation of a complex of public opinion the current chaos. Throughout the hot public events in the community in recent years, "Xue Manzi prostitution case" and "Tian a case" and "Xiamen bus fire case," "Southern Weekend event", "Housing sister event" and so on, the network mass media in these events formed a strong public pressure, exacerbated by the breadth and depth of the incident spread, showing the network of public opinion "turbulent" Aggregation trend.

Currently, 80, 90 has become the main group of college students in our country, they are also the subject of Internet users. 80, 90 after media literacy is high, a strong desire to participate, dare to express their attitude, the courage to maintain their own power, public opinion has gradually become the backbone of network events. In the current environment of social transition, the reality of social contradictions highlight the pressure, negative social mood spread through the network spread easily affect the values of college students, university teachers and students resulting in mood swings. Part of the network media in pursuit of traffic, specializes in manufacturing dissemination of false information and bad information, including university students in attracting users click, to pose a threat to the healthy development of college students. Traditional education has become increasingly difficult to cope with the impact of the network, pluralistic society values a direct result of education mode "dislocation", especially ideological and political education has been gradually reduced to a "weak", and even a large number of "Cancel ideological and political education," the voice.

College enrollment continued to put pressure on management functions universities, university management rights topics often become a hot social concern. Universities network public opinion work is in these complex situations produce not only universities Right View feedback channels, for thought

of college students, improve management decision-making level, maintains stable campus has very important value.

Security is teaching orders, but also trains university students' personality, ampere college student's comprehensive development. The party and the country have always attached great importance to the important influence of the Internet on University Students. The party's 18 report also proposed to strengthen the construction of Internet call, through the network management according to law, to make it more effective service life of society. The Ministry of Education has repeatedly stressed to strengthen the university network culture construction and management of the network of public opinion the right to speak to master the universities, colleges and universities to protect network security. Universities network public opinion has been more work authorities and university administrators' importance of education at all levels, university network public opinion has become an important insight into the way public colleges and universities, and for unimpeded feedback channels, for thought of college students, improve management decision-making level, maintains Campus stability is very important value.

For 2013 relates to the university network public opinion Papers content analysis, including the following: First, the network of public opinion and ideological and political education, Ming Yi Jing explained in "Ideological and Political Education of College Students from the Perspective of network public opinion" in the difficulties in network ideological and political education of college students brought a stressed network construction will be combined with the ideological and political education work; the second is a network of public opinion and cultural construction of university networks, Nie Yu stone in the "Universities Network guiding public opinion in campus cultural activities Propaganda Application Analysis" proposed the use of network management to strengthen public advocacy of campus culture; third is the study of college emergent group incidents, Sun Ying in the "student public opinion supervision" under the new media perspective emergencies universities propose new media Universities, public opinion play in the event of a role in fueling, universities should by strengthening public administration, construction spokesperson system, strengthen propaganda and public opinion guidance to deal with unexpected mass incidents; four is the study of the university network platform of public opinion, once Run hi "BBS : university network public opinion barometer" in the proposed campus BBS become the main channel through the university network brings together public opinion research university BBS role; Jiang Guang science in - that "public opinion, public opinion on the university network propagation of a comprehensive guide to the Peking University Weiming BBS exploration research Case" in the network of public opinion for the different characteristics of the university network to effectively guide public opinion; Fifth, public opinion on the value of the university network the study, "information Environment university network public opinion research and crisis management" in the proposed public understanding of the two sides of the university network, the network of university governance to take public opinion sparse block combination.

Academic Significance

According to the status quo and the main results can be seen in recent years, public opinion research hot on the network, especially for public dissemination mechanisms microblogging platform, government microblogging development, governments and enterprises to cope with aspects of policy research network of public opinion has tended to Perfection. College Network public opinion relative lack of development of the situation, one fifth of the total literature research papers less than the total amount of network public opinion research, public opinion research network growth and presents only the hot compared to a steady growth trend. Research content, research university network public opinion focus more on ideological and political education with traditional research campus BBS platform to study public opinion against the university network management mechanism is relatively fragmented, most from a management perspective to start talking about the university network management; research angle content is lagging behind. This study is based on the nature of the university network public opinion, features, analysis of public opinion propagation mechanism network, through the investigation interviews, found that the management of the university network public opinion existing problems, and for the ideological and political education, network culture, propaganda and ideological work of a complete set of the university network public opinion management

mechanism building programs. Through this study, we can further enrich communication, media science, management science disciplines; and the establishment of the university network management mechanism to improve public opinion to explore, to accelerate the universities establish a sound mechanism for network public opinion.

Public opinion and public opinion network

Public opinion is a "public case" for short, represents a comprehensive reflection of public opinion on a particular topic. Current scholars of public opinion awareness are broad and narrow sense. In a narrow sense, the famous American scholar Walter Lippmann • Communication classic in its definition of "Public Opinion Studies" in the public opinion as follows: public opinion is to some through collecting, sorting and classification of the facts after a perception interpretation.

Our public opinion research scholar Wang China believes that public opinion mainly refers people to government policies and rhetoric of political attitudes. Thus, public opinion is still not out of the narrow scope of public opinion, mainly public opinion on specific events, attitudes, tendencies. Broadly speaking, the range of public opinion, public opinion has far exceeded the scope of the manager's decision-making activities that occur or any chain reaction that may arise can be called public opinion. "National Decision: Mechanism and public opinion," the author Zhangke Sheng said: generalized public opinion

Love refers to the living conditions of all people, the social environment and the subjective will, which is commonly called "public opinion."

With the rapid development of Internet technology, especially the widespread use of microblogging, letters, and other new media applications, networks are increasingly becoming public "fermentation tank", more and more people choose the network platform sound. Compared with the traditional channels, the network has unparalleled advantages: quick expression, and spread rapidly, a huge audience, information pluralism, media forms, and so on. Internet public opinion has become an extension of the development of society and public opinion, interaction between the two, enlarge mutual influence on political order and social stability is growing. At the same time, the lack of expression of the identity of the covert network, legal regulation and moral constraints, resulting in human flesh search, online rumors, paranoia have occurred when the non-rational or even reactionary remarks and other bad behavior. In 2013 public opinion hotspot network, for example, "Southern Weekend" New Year's Message event, funded by the "house girls" House of Love Gong case, Xue Manzi prostitution incident, Shenyang and other news vendors kill urban case hot spots are caused uproar on the Internet, there has been strong Opinion concussion, some radical rhetoric to incite users, if disposed of improperly, can easily lead to excesses and even mass incidents. Thus, the network public opinion has become a social stability "probe" to keep abreast of society and public opinion, to resolve social conflicts have an important role.

Practical significance

Internet mainstream and non-mainstream, rational and irrational, positive energy and negative energy intertwined, and through various means of communication are compatible, enriching the public channels of expression, promoting social democracy, but also to bring a lot of social management challenge. Mobile Internet surge, new technologies in the field of Internet technologies emerge, new features, brings a new social risk management, network security issues become increasingly prominent public opinion. Microblogging, letters and other network applications to become a network of public opinion the most active place, but also become the network hot events "brewing device", the power of microblogging onlookers formed a huge public pressure, exacerbated by the loss of law and crisis management network. For the university network public opinion research it must be based on the development of the Internet and social media features through the network public opinion and university network public opinion analysis commonness and individuality, to explore the main features of the university network public opinion, and thus the establishment of a network of public opinion effectively Universities management mechanism.

Public opinion is to do network management needs to maintain stable development of universities. The rapid development of the Internet on the one hand greatly facilitates the teaching of higher education, the sharing of information through the network, transmission of information has become essential for higher education teaching tool means; on the other hand, the convenience of network media exacerbated the chaos university network a large number of negative, sensitive information flowing into the campus network, individual paranoia apt to cause radical speech groups, public opinion on the university network damage to the environment. The number of college students dense, easy to incite emotions, campus safety, health and other issues easily spread upgrade, group rights events, affecting the normal education and teaching in Universities. Work through the university network public opinion, public universities can discover the problem and coordinate the school administration in time to avoid the expansion of the developments and maintain stable development of universities.

Summary

Network public opinion to do the work is necessary to develop student-taught. Under the background of globalization, social thoughts tumult, Internet prominent public pan-ideological situation, foreign forces through the infiltration of western ideology network of university teachers and students caused a serious erosion of values, ideological and political education grim. At the same time, the network is filled with a large number of pornographic, violent and vulgar, rumors slander and other information, college students self-control is relatively poor universities, susceptible to negative information, is not conducive to the formation of healthy personality and values intact. Through the university network public opinion and ideological and political education combination, to keep abreast of the ideological trend of college students, to reduce the impact of negative information of college students to provide a good space for protection of students.

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