

## **Research on Guidance Strategies of Online Public Opinion of University Student Emergencies in We Media Era**

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**Abstract.** With the rapid development of China's economy and the continuous progress of science and technology, mobile phones, computers and other mobile terminals have changed the communication form of college students to a large extent. In the era of we media, college students accept the information more widely and faster. Based on this background, colleges and universities need to face greater challenges in dealing with college students' emergencies. Based on the concept of college network public opinion and according to the characteristics of the occurrence of emergencies, we focus on the strategies to guide and manage the network public opinion in college students' emergencies in this paper.

With the rapid development of our society, has come from the media era, college students can use micro-blog, WeChat and other platforms to conduct free speech, greatly changing the traditional pattern of public opinion. Based on this background, when the incident occurred when, if not timely control, it is easy to cause other problems, expand the adverse effects of emergencies, thus impeding the sustainable development, therefore, the relevant personnel management in Colleges and universities should strengthen the guidance and management of emergency of university students, advances in positive control of network public opinion to promote the healthy growth of college students.

### **Concept and features of university online public opinion in we media era**

Public opinion refers to all levels of the public, based on a certain social context, the sum of the opinions, attitudes, and suggestions about something related to their own interests or concerns. In different social stages, public opinion plays an important role. At present, in the context of the media era, public opinion has been given a deeper meaning, which is analyzed as follows:

Network public opinion public opinion belongs to the special form of the mobile Internet and computer terminal based, and the college network public opinion is an important part of network public opinion, at present, the number of college students increases continuously in China, college students rely on the network and a higher degree, therefore, the college network public opinion increasingly complex, specifically, the main body of the network public opinion the university is divided into two parts, the community people, each part of the body is different, the people including university employees, decision-makers, administrative staff in Colleges and universities, university teachers and students; the community includes educational researchers, government spokesman, media personnel, education personnel education review and other Internet users.

Based on the we media era, the university network public opinion presents the following characteristics: one is conformity, students occupy the net citizens in China amounted for 25%, and uphold the opinion about network events, thinking more active, but the students are easily influenced by other students, in view of the expression of events unconsciously, the herd, and gradually give up their own ideas, the network public opinion climax, causing adverse effects; the students non contradiction between rationality and rationality, which refers to the students in the non-rational judgment of public opinion events, with subjective emotional color, especially in the event of unfair treatment when often, with radical rhetoric, to express their own thoughts of anger, causing public opinion intensified, and reason is that college students will use of network channels, search close the incident, and add their own views to be integrated to ensure the authenticity and objectivity of the event, but the reason is likely to non-rational; three is the object of network public opinion tends to be complex, the emergency type and form more and more, not only to enhance the network public opinion management difficulty is not conducive to college students positive energy.

### **Characteristics of university student emergencies under the background of online public opinion**

Based on the media age of Internet public opinion under the background of college students, once the unexpected events occur, its propagation speed becomes faster, students can through the micro-blog platform, freedom of emergency, so as to further expand the impact of unexpected events, for the scientific guide of Internet public opinion emergencies, we should fully understand the characteristics of college students emergencies outbreak and according to its characteristics, reasonable control.

Most of the students in the dormitory as a unit of residence, the interpersonal relationship is more intimate, when the outbreak of the incident, the students can spread the way through the rapid spread of events. At the same time, the vast majority of college students have a computer, mobile phone. Every student is likely to become the subject of communication events, with micro-blog, WeChat, QQ and other forums, communication tools. They will spread out in emergencies. Therefore, based on the we media age, the influence range of emergency communication speed, have undergone a qualitative leap, the use of the Internet, the event in just a few minutes of direct spread to every platform of the University, the incident became the focus of. In addition, University emergencies not only affect the campus, even extended to other provinces of the university campus, brothers, such as the WeChat circle of friends. When students share an event to the circle of friends, will be read and share again, making more people affected.

Unexpected events in universities have their own unpredictable features. This is also the difficulty in dealing with emergencies, emergencies before the outbreak, few people will notice or pay attention to, when really broke out, the relevant personnel may be lost in confusion, missed the event processing best time. The cause of emergencies are potential contradictions, when the contradictions have not been solved in time, the students' grievances will slowly accumulate, when reaching a certain critical point, will direct outbreak of unexpected events; followed by the emergency accident caused by a variety of. The emergency of potential contradictions has certain

predictability, but the treatment is difficult, such as dormitory, canteen. We should increase the degree of concern on student life to help students solve the difficulties of life.

College emergencies have the characteristics of sensitivity and representativeness, which are closely related to the interests of students, students in the face of unexpected events, enthusiasm. For the students without social experience, its value is still in the establishment stage, everything is still immature, although the network provides a platform for the university students to express their views, but cannot provide the actual participation in the platform, so that the students can only speak through the network and other ways, showing the emergency care. In this case, students can easily produce anxiety and other emotions, if the university does not solve in time, it will expand the adverse impact of unexpected events.

### **Guidance management measures of online public opinion of university student emergencies in we media era**

Establish and improve the monitoring system of college Students' network public opinion is an important measure for scientific management of college Students' network public opinion. At present, the network platform has become the main place of students to express views, which can be achieved by post, replies and other forms of incident attitude, therefore, university management can arrange and analysis to schools within the network of public opinion, judgment and prediction of the university students, and pay attention to Post Bar, micro-blog, dynamic forum, to understand students, grasp the initiative of network public opinion. The school staff in the analysis of network public opinion changes direction at the same time, should also make use of the monitoring system of network public opinion, to solve the specific contradictions of student life and learning the students according to the different classes, professional, public opinion management system corresponding to the establishment to reduce the chance of emergencies as much as possible.

Universities can assign somebody to take care of the school campus, WeChat public, micro-blog account, create a good image inside the school, the school to enhance the authority and the right to speak, to ensure that the school speech can guide the students, reduce the incident does not affect. Note that, when the outbreak of unexpected events, will affect the normal operation, in order to maintain a harmonious situation as far as possible, the use of new media from the media age, improve the administrative level and ability to handle emergencies.

Based on the era of wemedia, the guidance and management of network public opinion must be coordinated to promote, adhere to the protection of the basic interests of the students as the center, to consider the views and ideas of students, as far as possible to prevent the occurrence of unexpected events. In the actual work process, colleges and universities can help from the media platform to build their own things, update the development and trend of the students care for students, timely feedback issues, will solve the problem with the organic unity of the ideological education work, strictly control the source of network public opinion.

The sudden outbreak largely because of the neglect of the demands of the students, solve the problems of students, not so in the actual work process, the network public opinion managers should establish a benchmark, comprehensive research, excavate students' psychological changes,

reasonable prediction of the risk of incident broke out. Based on the we media era, universities must establish the information collection system to collect the full range of topics students sensitive, hot, or signs of analysis of the problem of orientation, grasp the dynamic changes of network public opinion.

To deal with emergencies, the staff must pay attention to time management, network public opinion first, comprehensive analysis of the reasons, the outbreak of the emergency process, treatment, pay special attention to the details of the whole process, summed up the lessons, and put forward the related improvement experience, finishing a warning for the record, rich experience in dealing with emergencies. As far as possible to avoid the incident once again broke out. At the same time, the results will be published on the internal media platform in universities, to guide students to correctly understand the unexpected events, and promote the formation of students' scientific values.

## **Conclusion**

In summary, based on the media background, gradually improve their right to speak, the difficulty of control network public emergencies increased to a great extent, in the actual management and guide the process, teachers should provide reasonable vent platform for students, create a good image of university students, so that students can more trust school, continue to establish and improve the emergency network public opinion monitoring system of college students, according to the characteristics of sudden events, influence, strictly control the source of network public opinion, grasp the dynamic changes of network public opinion, guide college students to correctly deal with emergencies, solve emergencies, reduce the influence of public opinion as much as possible and achieve common development of schools and students.

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