

Improvement and Innovation of the Government Spokesperson System Based on Use and Satisfaction Theory——Taking the "Changchun Changsheng Vaccine Event" as an Example

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Abstract. Based on the theoretical perspective of use and satisfaction, this paper takes the “Changchun Changsheng Vaccine Event” as an example to analyze the preferences and habits of the audience towards the information choosing over the Internet in the current social emergencies, and, on the basis, put forward corresponding innovations to the government spokesperson system: complying with the media contact habits of the people, accelerating the process of establishing and improving of the network spokesperson system; satisfying media contact habits of the people, training a group of opinion leaders; combining the official opinion field with the folk opinion field and guiding public opinion actively; understanding what people really want and making full use of monitoring technology for public opinion monitoring and analysis, achieving an earlier public opinion warning, and guiding the public opinion in time, appeasing social emotions.

Use and Satisfaction Theory Tracing

The use and satisfaction theory has played a crucial turning point in the history of mass communication. It originated in the 1940s and was formed in the 1970s. The previous theory of communication effects is mainly to research the influence of the information transmitted by the mass media on people from the perspective of the transmitter. But use and satisfaction theory is from the perspective of the audience to affirm the initiative of the audience. It treats the audience as individuals with specific needs; think of their media engagement activities as the process of contacting and using media based on specific needs, and ultimately getting demand satisfaction.

Katz, Bloomler, Gulevich and others published the article *"Personal Use of Mass Communication"* in 1974, they summarized the media contact behavior as a causal chain process of “social factors + psychological factors – media expectation – media contact – demand satisfaction”, and published Basic mode of "use and satisfaction process".[1]

The Use and Satisfaction of the Audience in the “Changchun Changsheng Vaccine Event”

In November 2017, Changchun changsheng biotechnology Co. Ltd. and wuhan Institute of biological products Co. , Ltd. produced a total of more than 650,000 doses of *Baibai broken* vaccine, which did not meet the standard requirements, and was ordered by the Food and Drug Administration. Identify the flow and ask to stop using the non-conforming product immediately. As soon as the event was reported, it immediately caused uproar in the whole society. At one time, the topic of “*Changchun Changsheng Vaccine*” once occupied the top of weibo’s hot search, and the heat continued to remain high. In this event, the replacement of traditional media by new media has become the main channel of communication for this event. Next, the author will analyze the preference of the audience in the “Changchun Changsheng Vaccine Event” based on the theoretical perspective of use and satisfaction.

Social Factors + Psychological Factors: Vaccines are related to the National Economy and People’s Livelihood

The vaccine is closely related to the life of each of us. It is a matter of our personal safety. Any information about it is always involved in the sensitive nerves of the whole society. In July this year, the “Changchun changsheng vaccines event” once again pushed the vaccine issue to the forefront. Once the event was released, it quickly detonated the network, causing the public to be stunned. The grievances about the problem vaccine broke out again and again, causing a “national level” hot discussion.



Fig. 1, Trends of Changchun Changsheng Vaccine Event 15th to 29th

Media Expectations: An Urgent Need for Event Progress and Related Information

Once the problem vaccine event broke out, it was widely concerned by the whole society. The information about the number, flow, harm, and responsibility of the vaccines involved in the batch of questions all touched the sensitive nerves of the society. The public opinion started from the 15th, that is, the state food and drug administration began to investigate the Changchun Changsheng Vaccine. It has probably gone through three stages: the incubation period and the outbreak period. After the recovery period, it took about 13 days before and after. In these three stages, the lyrical outbreak period is the most enthusiastic period of people’s thirst for information, and it is also the period with the strongest public opinion. In this information, the flow of vaccines about the problem, the instructions of the leaders, and the results of the survey are the focus of media reports and the core issue of public concern.



Fig. 2, Changchun Changsheng Problem Vaccine Event Keywords

Media Contact: New Medias Become the Main Platform for Information Communication

According to the 42nd “China Internet Development Status Report” released by the China Internet Network Information Center in Beijing, as of June 30, 2018, the number of Chinese Internet users reached 802 million, of which 788 million mobile Internet users, the low threshold of the Internet Anyone has the qualifications and possibilities of media contact, and it is increasingly

infiltrating all aspects of our lives with its powerful influence.[2] According to the data of the yitfang software, in the report of the “ Changchun Changsheng Vaccine Event”, the main role played by Weibo, WeChat and other new media platform, especially Weibo, is almost the event information circulation. The main platform, its information release volume accounted for 86.64% of the total amount of information. It can be said that the “ Changchun Changsheng Vaccine Event” began to ferment on new media such as Weibo, and through people’s mutual forwarding of comments and opinion leaders to follow up to expand the influence, and finally the mainstream media joined to become a hot spot in the whole society event.

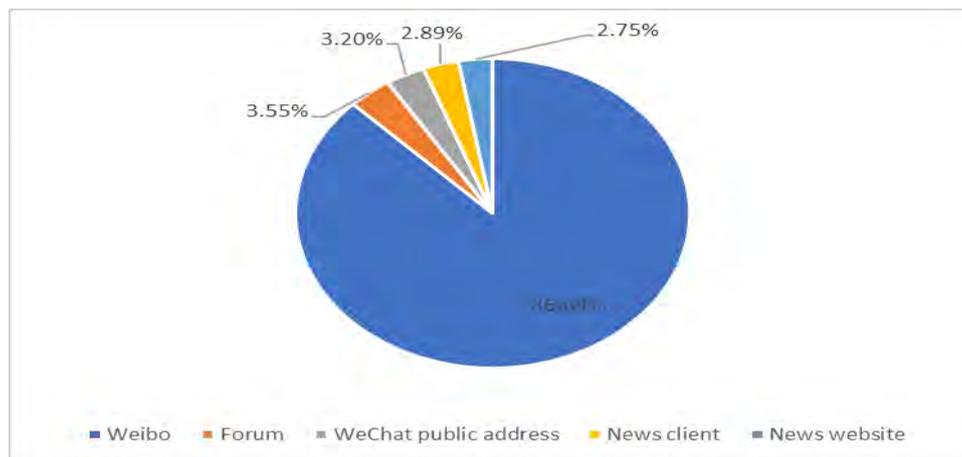


Fig. 3, Sources of reports on the Changchun Changsheng Vaccine Event

Demand Satisfaction: Under the Supervision of Public Opinion, the Vaccine Event is Finally Properly Handled

Due to the real-time nature of the Internet, the “Changchun Changsheng Vaccine Event” has spread on the Internet as a result of the Liao-like trend, and quickly occupied the top of the major network platforms, detonating Weibo hot search, people generally hold a negative and pessimistic attitude towards the event, and the focus of public opinion has always been on accountability and accountability. Trends and development have also been positively related to mainstream public opinion. With the release of the results of the 24th event processing, the relevant personnel were dealt with, and the public opinion began to slowly calm down. By combing the entire timeline, it was found that the public used the new media platform such as Weibo, WeChat to receive feedback and transmit information in real time. By forming a powerful public opinion field, the government actively made an investigation and response, and promoted the development of the situation in a benign direction. Get the proper results and get the satisfaction of their needs.

Improvement and Innovation of the Government Spokesperson System in the New Media Environment

Press Spokesperson System

The government spokesperson system in china is quoted from the West; it’s not very mature in china. “The government spokesperson system is explain the views of the department on relevant matters and publicly release the news through the media, and at the scene, answer, interpret and explain the various questions raised by journalists by designated spokes -persons and specific organs and organizations, as representatives of party organizations, governments, or important departments, agencies, and organizations at all levels.” Its aim to create an open and transparent information environment for the government.[3]

The Current Shortage of Spokesperson System

At present, there are many problems in the spokesperson system of the Chinese government such

as lack of legal system, poor timeliness and poor quality and so on, some spokespersons often play the role of readers due to certain factors, the questions they answer are different from those asked by journalists, they can't face the problem and always avoid it, they can't deliver the information that people care about most in time, and the government cannot timely feedback the questions and opinions raised by the people. Rumors is breeding, government credibility will be weakened seriously if official information cannot be passed to the public in time, for this situation, improving and innovating the government's spokesperson system has become an urgent problem.

Innovation of the Government Spokesperson System

During the new media era, government departments should make full use of the power of new media to release and transmit information in time and do a good job of two-way communication and the information feedback and communication through the way people like is the key to that. From the perspective of use and satisfaction, people are contact and use specific information or media for their own purposes, it's Invalid for one-way information transfer if the official information transmitted by the government cannot be selected and accepted by the public.

Comply with the Popular Media Contact Habits and Speed up the Construction of the Network Spokesperson System

In the new media era, numerous hot issues of social concern will endure such a mode of communication on the new media: *"individuals publish information on the new media - people forward to each other - opinion leaders spread - traditional media organizations follow up - the issue becomes a hotspot in the whole society - the government responds to the investigation"*. In this process, the new media played a crucial role. The continuous outbreak of online public opinion has gradually become a norm, and the outbreak of online public opinion will often bring a great test to the credibility of the government and threaten the stability of the society. In the era of the traditional media, the government can release information through mainstream media. However, in the new media era, the release and transmission of information is real-time, the traditional way of information release often lags behind the development trend of public opinion, and the government is becoming more and more difficult to control public opinion and public sentiment. Therefore, this requires that government departments should keep pace with the times and actively use the advantages of new media to release and transmit information.

In the "Changchun Changsheng Problem Vaccine Event", relevant functional departments actively used new media to publish relevant investigation and processing information in real time through Weibo, WeChat and other self-media platforms to timely appease social sentiment and maintain government credibility. Therefore, government departments should make full use of the advantages of new media, shift the focus of information release from traditional media to new media, speed up the establishment of the network news spokesperson system, actively explore the "internet plus government affairs" model, appoint relevant personnel to represent government departments, actively interact with the people through Weibo, WeChat and other platforms, and release state of affairs progress, government views and official information on a major social event or current situation, so as to realize real-time exchange of official and non-governmental information, pacify social mood, stabilize public opinion and establish a good image and reputation.

Meet the Expectations of the Mass Media, Cultivate Opinion Leaders, and Guide the Public Opinion

Lazarsfeld and others believe that the information conveyed by the mass media does not flow directly to the audience, but through the intermediate link of opinion leaders. Their research found that in terms of influencing people's decisions, personal influences are sometimes more direct and effective than the influence of the mass media and such an influential individual is called an opinion leader, it must pass the intermediate link of opinion leaders that the information conveyed by the mass media can maximize its effectiveness. As of March 2017, Sina Weibo and Tencent Weibo have more than 19,000 large V users with more than 100,000 fans, more than 3,300 large V users with more than 1 million fans, and more than 200 large V users with more than 10 million fans. With a

strong fan base, large V, the communication and influence in its field is no less than a mainstream media above the provincial level. They attract a large number of fans with their own characteristics and personality charm, whether it is user viscosity or loyalty. They are extremely high, and the opinions of Large V who has high-viscosity user groups are more likely to be accepted by netizens in the face of social emergencies.

In the "Changchun Changsheng Problem Vaccine Event", opinion leaders are distributed in all levels of social life, including mainstream media officials, government Weibo, stars, lawyers, doctors, athletes, players, etc. . Therefore, Government departments should fully recognize the importance and influence of these opinion leaders, properly handle the relationship with the media and large V, and integrate them into the construction of the spokesperson system to conduct reasonable management and supervision. Taking advantage of their influence to release information in a timely manner, respond to public opinion, combine official public opinion fields with folk public opinion fields, and actively guide public opinion and let the situation towards to a better direction when faced with social emergencies.

Grasping the Real Information Needs of the People, Using Monitoring Technology to Monitor and Analyze Public Opinion

In general, there are four kinds of news spokesmen in government departments in China, namely, the first is the leader in charge; the second is the chief of staff or secretary-general of the government; the third is the head of the propaganda department; the fourth is the leadership of the news media, of which the second category accounts for the majority. [4]Therefore, the biggest shortcoming of the news spokesman system in our government departments lies in the general poor quality of news spokesmen. In most cases, news spokesmen will be restricted by many factors, just coldly completing the prescribed speaking tasks, loving to speak mandarin rhetoric, instead of responding correctly to problems and playing the edge game, and people's doubts and demands would not be answered effectively. As time goes by, the credibility of the government would be greatly impacted and even fall into the Tacitus trap. The so-called "*Tacitus Trap*" means that when the government loses its credibility, whether it is doing good or bad, telling the truth or lying, it would be considered as doing bad and telling lies. To avoid such a situation, the government must attach importance to public opinion, look directly at the problem and give the people a satisfactory reply and explanation when unexpected public events occur. In order to correctly understand the trend of public opinion, government departments must make full use of advanced public opinion monitoring technology to conduct public opinion monitoring and analyze adequately, fully understand the current situation of the public opinion circumstances, the general sentiment of the public, the issues of common concern to the public, predict the trend of public opinion in advance, realize early warning of public opinion, make full preparations, take a positive and sincere attitude to respond to public opinion and control the development of the situation, instead of blindly evading and not scrutinizing the momentum of public opinion, only transmitting the information they want to transmit.

In the "Changchun Changsheng Vaccine Event", the public paid high attention to the progress of the event, the flow of the problem vaccine and the punishment of relevant personnel, and the focus of media reports also complied with the focus of public attention. Through Xinhua, CCTV, Inspection daily and other major media platforms, government departments released relevant investigation information in real time, seriously investigated and released the results in a timely manner, conforming to the public's voice and making the situation develop in the direction expected by the public. In the end, public opinion was responded to in time, and the needs of the people are satisfied, and the situation gradually subsided.

In the era of new media, the subjectivity of the audience has been greatly enhanced. People publish and transmit information through the media based on their own purposes, that requires the government to change the traditional mode of thinking when faced with social emergencies, actively innovate the spokesperson system, and say goodbye to the era of "*readings the manuscript at press conferences*". Only by fully understanding the people's information contact habits and the

preferences of information choices can we prescribe the right medicine and respond to public opinion and publish information through the way the people like. Only in this way can we effectively communicate up and down, so that social emergencies can be handled quickly and effectively.

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