

# Investigation and Analysis of Network Public Opinion in Higher Vocational Colleges from the Perspective of Network View

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**Abstract.** With the advent of the mobile Internet era, the sudden network public opinion greatly affects the shaping and cultivation of students' ideology, world outlook, outlook on life and values in Higher Vocational colleges. The state attaches great importance to the work of network education, and has formed a unique network view, which has important guiding significance for the development of network public opinion guidance in Higher Vocational colleges. This paper focuses on Xi Jinping's network view, and takes students from five higher vocational colleges in Hubei Province as the object of investigation. It mainly investigates and analyses the students' participation in and concern for the network public opinion, and the students' evaluation of the current situation of the network public opinion guidance work in Higher Vocational colleges.

**Keywords:** Higher Vocational Colleges; Network Public Opinion; Investigation and Research.

## 1. Research Design, Sample Selection and Statistical Method

In order to understand the current situation of network public opinion guidance in Higher Vocational Colleges and put forward suggestions for related work in Higher Vocational colleges, team members conducted a survey from March to May 2018. This questionnaire survey takes students of five higher vocational colleges in Hubei Province as the object of study, and adopts stratified sampling method to select the object of investigation, mainly sophomores and juniors, supplemented by freshmen. In this survey, 2000 questionnaires were actually issued, 1960 were collected and 1922 valid questionnaires were collected.

## 2. Investigation and Analysis of the Current Situation of Network Public Opinion in Higher Vocational Colleges

### (1) Students' Participation in and Attention to Internet Public Opinion

Through the analysis of the survey results, we know that vocational students prefer to use QQ, Wechat and other social chat tools to obtain information, and 42% of the students use the above tools. Twenty-two percent of students get information through microblog, 15 percent get information through posting bars and forums, 8 percent get information through portals, and 13 percent get information through other ways. It can be found that QQ, Wechat and other social functions, interactive network tools are regarded by students as the main means to keep up with the trend of the times and obtain external information. The common characteristics of QQ and Wechat are that students and network tools form a two-way interactive public opinion communication path, which has strong interaction, timeliness and dissemination. If public opinion comes into being, it will spread rapidly in the form of radiation, which is quite different from the traditional way of public opinion. Therefore, vocational colleges can focus on monitoring QQ, Wechat, Post Bar, Forum and other commonly used network tools when conducting the work of network public opinion guidance.

For the question of "whether to make comments or forward when browsing hot web events", 38% of the students chose "regular meeting", 29% chose "occasional meeting", 22% and 11% chose "rare meeting" and "never", the survey data showed that students were keen to participate in the comments of hot web events. For the motivation of participating in the discussion of Hotspot Events on the Internet, 27% of the students are just bored and purely killing time, 20% of the students are strongly sympathetic, 26% of the students are following the crowd, 18% of the students are hardly involved in any comments on the Internet, and 9% of the students choose other reasons. From this point of

view, students usually participate in online public opinion comment in order to seek some psychological satisfaction needs. In order to guide the network public opinion more accurately, the staff of higher vocational colleges need to have a deep insight into the psychological characteristics of students.

Whether higher vocational students are susceptible to the influence of network public opinion is a topic of great concern. The survey results show that 23% of the students think that they are "almost unaffected and stick to their point of view", and 63% think that they will be affected and selectively accept part of the information. The proportion of students who choose "will be greatly affected and change their original views" and "don't know" is less, 9% and 5% respectively. It shows that higher vocational students have strong self-awareness, but due to limited life experience, when facing the complex network public opinion, about 75% of the students are very confused. However, it can be inferred that if higher vocational colleges actively carry out network management work, so that the positive energy of network public opinion can occupy a dominant position, students rely on their strong self-awareness, will recognize the relevant work of the school from the heart, so as to help them establish the correct value orientation.

## (2) Current Situation of Network Public Opinion Guidance in Higher Vocational Colleges

The latter part of this questionnaire is a survey of the current situation of students' guidance of network public opinion in Higher Vocational colleges. Students' understanding of the management of network public opinion guidance in higher vocational colleges is as follows: 24% think that the management of public opinion is improper, 47% think that there is certain guidance when public opinion crisis occurs, 25% think that public opinion guidance has been carried out all the time, and 14% do not know and care about it. It can be seen that students have a negative attitude towards the effect of network public opinion management in Higher Vocational colleges. The main reason is that the sources of network public opinion information are too wide, it is difficult to monitor in real time, the amount of network public opinion information is large and random, and it is difficult to identify effectively. These are the difficulties that need to be broken through in network public opinion guidance work in Higher Vocational colleges. These students who are totally unaware of the guidance of network public opinion are the student groups that need special attention in the guidance work of Higher Vocational colleges.

Internet users are anonymous, so speech is usually arbitrary and even distorts facts. 46% of students think it is necessary, 46% think it is sometimes necessary, 5% think it is seldom necessary and 3% think it is not necessary. It can be seen from this that the vast majority of students support the introduction of a system to punish and disseminate false information in schools. Only a few students have little or no need. Xi Jinping emphasized that: "The Party's journalism and public opinion work adheres to the principle of Party spirit, and the most fundamental thing is to adhere to the leadership of the Party in journalism and public opinion work." The media sponsored by the Party and the government are the propaganda positions of the Party and the government, and must be surnamed as the Party. The reality shows that many network public opinion crises occur precisely because the management departments do not have a deep understanding, adequate preparation, and no corresponding management system.

35% of students think it is necessary, 55% think it is necessary sometimes, 2% think it is rarely necessary and 8% think it is unnecessary.

42% of students think it is necessary to build an automatic error correction platform for Weixin, QQ, Weibo and other network platforms. 50% think it is necessary sometimes. 8% think it is rarely necessary. 3% think it is not necessary.

From the above two survey data, it can be seen that the vast majority of students think that information-based network public opinion management means is very necessary. Xi emphasized: "We should follow the law of news communication and the law of the development of new media, strengthen Internet thinking, adhere to the complementary and integrated development of the advantages of traditional media and new media, adhere to advanced technology as the support and content construction as the basis, and promote the deep integration of traditional media and new media in content, channels, platforms, management and other aspects." Higher vocational colleges can

combine the traditional artificial network public opinion management and information management to improve the quality and efficiency of network public opinion management.

Through the survey, it is found that students are worried about the institutions, systems, teams, platforms and other aspects of the school network public opinion guidance work. Specifically, 29% of the students think that the guiding platform of school network public opinion is single and the actual effect is not significant, 24% of the students think that the division of labor and cooperation of school management department is unclear, 24% of the students think that the management system is not perfect, 18% of the students think that the professional teacher team is lacking, and 5% of the students think that other reasons. At present, the management departments of higher vocational colleges generally believe that the network public opinion guidance work belongs to the school propaganda department and other individual departments. In fact, this kind of thinking is the product of the fine division of labor in the industrial age, forming the traditional "counterpart" responsible thinking. However, too detailed responsibility system will also increase the difficulty of co-ordination and coordination, which will easily lead to isolation from each other. Vocational college students' network public opinion work is complex and timeliness is very strong, relying on a single department to deal with, will inevitably affect the efficiency of work. Therefore, effective guidance of network public opinion often needs to gather various forces of schools to strengthen the management of network public opinion from the aspects of institution setting, system formulation, team building and platform development, so as to achieve multi-department and multi-department collaboration.

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