

Exploring the Innovative Path of Comprehensive Management of Dynamic Online Public Opinion in China Under the Threshold of New Media

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Abstract

Internet public opinion is a dynamic process of change, which is characterised by hiddenness, suddenness, complexity and volatility. The governance of online public opinion is a systematic project that involves network communication, government governance, social organisations, public will and other subjects. Strengthening the comprehensive governance of online public opinion requires innovating governance concepts and mechanisms to solve the problem of online public opinion at source; strengthening institutional construction and collaborative governance to improve the mechanism for managing online public opinion; enhancing professional skills and media literacy to improve the ability to govern online public opinion; and innovating information dissemination means and methods to enhance the dissemination efficacy of online public opinion. By innovating governance concepts and mechanisms, integrating social resources, improving the construction of the network communication system, and enhancing the media literacy and professional skills of netizens, the capacity and level of network public opinion governance will be enhanced.

Keywords: internet public opinion, multi-collaboration, comprehensive governance, innovative paths

1. Introduction

With the development of network technology, Internet public opinion has become a major form for people to express their opinions and views. In the post-truth era of high-speed informatisation, the Internet has become an important platform for people to obtain information, learn knowledge, exchange emotions and express their personal views. With the continuous improvement of China's market economic system, the pattern of interest distribution is becoming more and more

diversified, and people's attention to hot social issues and public affairs is increasing, and it is more free and unrestrained to make speeches, express emotions and dissatisfaction on the Internet. In the process of advocating the full expression of free will, many problems and hidden dangers have arisen. (ZHANG Haoxuan & ZHANG Yan, 2021) The fast-paced life creates too many anxiety factors in people's daily life, and as negative emotions continue to accumulate, the Internet becomes an outlet for them, and Internet public opinion thus plays an

increasingly important role in social life. The emergence of online public opinion is inevitable, but whether it is good or bad has an important impact on social stability and healthy development. Therefore, the study of how to effectively guide and manage online public opinion has become an important issue for governments at all levels in China.

2. Related Concepts

Internet public opinion refers to a form of public opinion in which the public pays attention to, discusses, evaluates, and expresses opinions and attitudes on social events, people and phenomena through the Internet and other channels in an online environment. With the popularisation of the Internet, online public opinion has arisen and spread through the new medium of the Internet, and its content involves various aspects such as politics, economy and culture. (Flew, T., Fiona Martin & Nicolas Suzor, 2019) Internet public opinion has advantages that traditional media do not have, such as fast dissemination speed, wide range, large amount of information and wide coverage.

Internet public opinion consists of four main aspects: sources of public opinion information, contents of public opinion, manifestations of public opinion, and guidance and response to public opinion. Among them, the source of public opinion information is the starting point of online public opinion dissemination, and it is an important factor affecting the outcome of public opinion; the expression of online public opinion mainly refers to related information; and online public opinion guidance and response is the focus of online public opinion management and guidance.

3. Status of Public Opinion Monitoring and Early Warning

In the era of traditional media, online public opinion did not attract enough attention due to the singularity, closedness and opacity of the medium, but with the emergence of the Internet, the scale and influence of online public opinion has expanded rapidly and become a focus of attention. On 2 March 2023 the China Internet Network Information Centre (CNNIC) released the 51st Statistical Report on the Development Status of China's Internet in Beijing. The Report shows that as of December 2022, the number of Internet users in China reached 1.067 billion, an increase of 35.49 million compared with December 2021, and the Internet penetration

rate reached 75.6 per cent. From the above data, it can be seen that the Internet has become a core platform for people to understand society and obtain information.

Public opinion monitoring is one of the most important aspects of online public opinion analysis. Most of the monitoring tools for online public opinion are based on network-wide search, targeted search, and professional database search. (Hofmann, J., Christian Katzenbach & K. Gollatz, 2016) Due to the instantaneous and massive nature of network communication, this requires that public opinion monitoring must be able to detect public opinion in a fast and timely manner and provide analysis results. At present, China's public opinion monitoring platforms are represented by news websites, and their functions and technical level need to be further improved.

Since 2006, scholars such as Dai Yuan, Jin Jiebin, Wu Shaozhong, Li Shuhua, Zhao Xudong, Xie Haiguang, Chen Zhongrun and other scholars have successively put forward their own distinctive network public opinion indicator systems: Dai Yuan and other scholars based on the dissemination theme have analysed the target theme from a security perspective and established a network public opinion security assessment indicator system; Based on the propagation process, Jin Jianbin established a 5-dimensional public opinion monitoring index system by focusing on the characteristics of individual websites or forums, and established a 5-dimensional public opinion monitoring index system by focusing on the propagation process. Xie Haiguang and Chen Zhongrun established a "ten-degree" index system based on content analysis to determine the topics that need attention through content analysis. Some scholars have systematically classified the current Internet public opinion index system in terms of communication and content, and some scholars have proposed to determine the basic and inevitable indexes from the public opinion themes and topics, and to analyse the internal mechanism from the levels of content relevance, content intensity, communication characteristics, and derivation rules, all of which have achieved excellent results.

4. Dilemma of Online Public Opinion Governance in the New Media Era

In the era of new media, the impact of Internet public opinion on society has become

increasingly prominent. On the one hand, online public opinion spreads quickly, widely, and with a wide range of information content, and its influence far exceeds that of traditional media. On the other hand, the emergence and development of online public opinion are often accompanied by high emotions of netizens and uncontrolled group behaviour. The reason why some social hotspot events can trigger public opinion attention and heated discussion is often because the emotions of netizens are aroused in these events, and they use the Internet as a carrier for catharsis, forming a kind of irrational emotional expression. Such irrational expression is often generated under certain specific conditions, such as when some major events or hot issues appear, online public opinion is more likely to form a blowout effect. The virtual nature of the Internet allows people under emotional control to hide their real identities and express their views, attitudes and emotions behind the screen. It is not difficult to find that certain phenomenal hot public opinion events can easily touch people's pain points. Under the influence of their own emotions and the external environment, people tend to overreact to false information and fabricated public opinion, which prompts the generation of online rumours, and people post offensive comments to retaliate or vent their frustration, which, when formed on a certain scale, can easily lead to cyber-violence, thus causing adverse consequences and impacts. Causing adverse consequences and impacts.

5. Innovative Paths to Integrated Governance

5.1 *Constructing a Coordinated Social Co-Governance Mechanism and Promoting the Participation of Multiple Subjects*

Internet public opinion is a social phenomenon in which multiple actors participate and work together, and it is impossible for a single actor to achieve the expected results. Therefore, the governance of online public opinion requires the participation of multiple subjects (Zou Jun, 2020) to achieve "common construction, common governance, and common sharing" in the true sense of the word.

Firstly, the government and the media should work together. The governance of online public opinion requires the government and the media to work together to form a synergy and a pattern of social co-governance. Government departments provide the media with the

necessary information support through the formulation of relevant laws and regulations; the media should give full play to its unique advantage of guiding public opinion and play an important role in the discovery, analysis and research of online public opinion information, so that it can become the backbone of online public opinion governance.

Second, the online platform itself should be governed jointly. (Qian Caiping, 2019) Internet platforms should give full play to their powerful ability to guide public opinion, guide netizens to correctly express their opinions and emotions, and defuse Internet public opinion in a concerted and co-operative manner. Internet platforms are important carriers for the dissemination and interaction of public opinion on the Internet, and have the functions of gathering public opinion, collecting public wisdom and expressing public opinion. Therefore, the platform's self-construction and self-restraint are particularly important. Self-governance characterises Internet platforms as a hierarchical structure with interlocking and interlocking constraints, with stricter requirements for information acquisition and screening procedures to regulate the first loop of public opinion.

5.2 *Improve the "Technical-Legal" Dual Regulation System and Enhance the Rule of Law Guarantee for Online Public Opinion*

With the rapid development of the Internet, the governance of online public opinion is facing a series of new problems. The governance of Internet public opinion should take a two-pronged approach at both the technical and legal levels to improve the "technical-legal" dual regulation system and enhance the rule of law safeguards for Internet public opinion.

On the one hand, strengthen the technical control and content censorship of new media, further improve the legislation on information security of online public opinion, accelerate the process of network information security legislation, strictly limit the dissemination of inaccurate information by self-media, and severely crack down on the dissemination of illegal online speech; on the other hand, strengthen the study and publicity of existing laws and regulations. Through the study and publicity of current laws and regulations related to online public opinion, relevant departments, enterprises, netizens, etc. will deepen their

knowledge and understanding of the comprehensive management of online public opinion. On this basis, the whole society's awareness of the rule of law in the comprehensive management of online public opinion will be enhanced. In promoting the formation of a situation in which the whole society participates and governs together, (Zhang Quan, 2019) the guiding, regulating and mandatory roles of laws and regulations as social norms should be further brought into play, and citizens should be guided and encouraged to consciously abide by the laws and regulations, so as to fundamentally and effectively reduce the emergence and fermentation of vicious incidents of Internet public opinion.

5.3 Strengthening Cooperation Between the Government and Social Organisations and Exploring New Paths of Collaborative Social Governance

The process of Internet public opinion governance is essentially a process of cooperation between the government and social organisations, as well as a process of collaborative social governance. (Kong Jianhua, 2021) In the practice of online public opinion governance, the relationship between the government and social organisations is not simply one of managing and being managed, but one of cooperation and interaction. In essence, the cooperation between the government and social organisations is mainly reflected in the following aspects: firstly, to improve the ability of online opinion governance by bringing into play the advantages of social organisations in information collection, research and monitoring; secondly, to enhance the level of online opinion governance by strengthening the communication and interaction between the government and social organisations in the governance of online opinion; thirdly, to enhance the effect of online opinion governance by bringing into play the guiding role of the government in the governance of online opinion; fourthly, to enhance the third, to enhance the effectiveness of online public opinion governance by playing the role of the government in guiding online public opinion governance; and fourth, to promote the orderly participation of social forces by playing the role of the government in organising and leading online public opinion governance. Therefore, against the background of social transformation and the rapid development of social

organisations in China, we need to strengthen cooperation between the government and social organisations, explore new paths of collaborative governance, and achieve benign interaction between the government and social organisations.

5.4 Cultivate and Improve the Rules for the Production and Dissemination of Online Public Opinion Information, and Strengthen Public Opinion Supervision and Management

Rules for the production and dissemination of online public opinion information refer to the behavioural norms that subjects of online public opinion information production and dissemination should follow in the process of information production, dissemination, collection, processing and use, and they are the norms that constrain the behaviour of subjects of online public opinion information production and dissemination. To cultivate and improve the rules for the production and dissemination of online public opinion information, attention should be paid to the following aspects: first, legal education should be strengthened for producers and disseminators of online public opinion information, so that they will know which behaviours are prohibited by the law and which behaviours are encouraged by the law; second, the "volunteer" system should be implemented among producers and disseminators of online public opinion information, asking them to be "volunteers" in the process of information production and dissemination. Second, a "volunteer" system should be introduced among producers and disseminators of online public opinion information, requiring them to communicate the online public opinion information in their possession with their audiences in advance when producing and disseminating online public opinion information, to fully consult with their audiences, and to consciously accept public supervision; and third, a mechanism for supervising and inspecting the rules for the production and dissemination of online public opinion information should be established to strengthen the supervision of their implementation.

5.5 Make Full Use of Big Data Technology to Realise Information Sharing for Comprehensive Management of Online Public Opinion

Comprehensive management of online public opinion is a process of multi-participation and

multi-governance. In the governance of online public opinion, it is far from enough to rely solely on the government's own strength, and big data technology must be fully utilised to realise the collection, research and monitoring of online public opinion information. At present, the application of big data technology in the government's online public opinion governance is mainly reflected in three aspects: first, big data technology can monitor online public opinion information in a timely and effective manner; second, big data technology can help the government discover online public opinion events in a timely manner and make targeted treatments; and third, big data technology can provide the government with decision-making bases. (Lin Z, 2019)

In the era of big data, as the number of Internet users, the number of online media, the number of e-government platforms, and the number of microblogs and other social media platforms continue to increase, the government's ability to control online public opinion is getting lower and lower. Therefore, in order to improve the government's ability to monitor online public opinion information and the level of government governance, and to achieve positive interaction between the government and netizens, it is necessary to make full use of big data technology to achieve real-time monitoring and surveillance of online public opinion information, as well as to classify, collate and analyse the data.

6. Conclusion

In the post-truth era, online public opinion that appeals to the individual and group emotions of netizens and tends to stimulate netizens' moral sentiments is able to prompt netizens to form negative judgements about the subject of the relevant public opinion event in a short period of time over a wide area, which in turn leads to the implementation of speculative behaviours by netizens. In the absence of empirical information, "true or false opinion leaders" active in social and online social media platforms quickly become information centres, dissecting the original event solely on the basis of "conformist" inertia, leading the public to divide into multiple factions and circulating them outwards to the "fringe of the truth". The public is divided into multiple factions and passed outwards to the "people on the fringe of the truth". The hidden, episodic, and clustered nature of online public opinion in the process of generation, the

diversity of manifestations and the extension of harms have turned into exposure, inevitability, and expansion in the process of evolution, and the degree of controllability and the scope of its reach have risen by a large degree, so its governance strategy, governance approach, and governance effectiveness need to be innovated urgently.

As a systematic project, the governance of online public opinion involves a wide range of issues. The government, the media, the public and social organisations must work together to achieve the desired effect of online public opinion management. (Xiao Xiangxiong & Ding Tingting, 2015) At present, monitoring and early warning of online public opinion have received increasing attention from government departments and enterprises and institutions. Existing index systems for monitoring and early warning of online public opinion reveal the communication characteristics, theme characteristics, and content value of online public opinion from the perspectives of communication science, public management, and information science, and distill most of the monitoring points of online public opinion. However, in-depth analyses have also found that some of the indicator systems lack depth and are difficult to assess, the indicator systems are incomplete, and key elements such as audience tendency are lacking.

This paper mainly discusses the perspective of collaborative governance of online public opinion by the government and social organisations, and puts forward a new path for the comprehensive governance of online public opinion: firstly, to build a collaborative social co-governance mechanism and to promote the participation of pluralistic subjects. Second, improve the dual regulation system of "technology-law" to enhance the rule of law; third, strengthen the cooperation between the government and social organisations, and explore a new path of collaborative social governance; fourth, cultivate and improve the rules for the production and dissemination of information on online public opinion, and strengthen the supervision and management of public opinion; fifth, make full use of the big data technology to realise the sharing of information on the comprehensive governance of online public opinion.

In the current network society, controlling the spread of public opinion, guiding the direction

of public opinion, and stifling rumours and violence will become one of the focuses of governance. The emergence of public opinion monitoring indicators and early warning countermeasures superimposes and strengthens the means of online public opinion governance, and points out the direction of escape for people in the cage of fragmented information. At the same time, intelligent algorithms provide global perception and accurate delivery for the comprehensive management of online public opinion and innovative paths, accurately stifle the young shoots of malignant public opinion, and decisively send off the aftermath of rumours and violence; and as a new media, it reduces the collective pressure and alleviates anxiety with whole process, holographic, and effective reporting to give all sectors of the society a more accommodating cyber hothouse.

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