Analysis of Network Public Opinion and Enlightenment of Enterprise Crisis Management

--Take China Literature Limited Copyright Event as an Example

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Abstract: In the context of the rapid development of the Internet, the influence of public opinion on social events is further expanded. This paper uses the word frequency analysis method to study the copyright events of China Literature Limited. On the basis of obtaining the information related to this crisis event, the content is summarized and integrated. According to the time of the former, the expression of network public opinion and the response of China Literature Limited according to the trend of public opinion are analyzed. It is found that network public opinion promotes the spread of crisis events. If enterprises underestimate the importance of network public opinion in crisis management, it is easy to have a serious negative impact on enterprises. Finally, this paper summarizes the experience and lessons of China Literature Limited in crisis management of network public opinion events, and puts forward research enlightenment for enterprise crisis management in the new media era.

1. Introduction

1.1 Network Public Opinion in the New Media Era

According to the 47th Statistical Report on the Development of China's Internet Network in 2020, as of December 2020, the number of Internet application users in China has reached 1 billion. In this context, people can easily get hot information, but also can publish their own comments. However, it is influenced by freedom of speech and pre-entry in the characteristics of network public opinion[1].The one-sidedness of Internet users' understanding of Internet events and the subjectivity of their statements often result in double-edged sword in communication.

1.2 Importance of Enterprise Crisis Management in the New Media Era

The crisis is sudden, urgent and uncertain. Before the crisis, enterprises are generally unpredictable, which requires decision-making in a very short time. At present, although most enterprises have established their own public opinion supervision system, some enterprises still lack attention to the crisis of public opinion, and are affected by the problems of human resource management and monitoring technology. There are still challenges for enterprises which want to deal

with these problems at time,and guide them correctly.Therefore, the study of network public opinion and enterprise crisis management in the new media era is helpful for enterprises to improve their ability to deal with network public opinion in the process of crisis management, to some extent, to reduce the negative impact of crisis on enterprises and to turn the crisis into an opportunity.

2 RESEARCH SIGNIFICANCE

In the era of traditional media, the release of information needs to be examined layer by layer, and the main body that can publish information is few, so the enterprises are not too difficult in crisis management. But in the new media era, everyone is the media., the best time for corporate crisis response has changed from 24 hours of traditional media to 4 hours in the new media era. Therefore, the research of enterprise crisis management in the new media era can not be separated from the analysis of network public opinion.

According to the reading and analysis of the literature at home and abroad in recent years, whether Robert Sis[2],as a model of crisis 4 R, the reduction force, reserve force, reaction force and recovery force, or Zhao Dingtao, Li Bei[3].Most of the five-force models that enterprises should combine information management with environment are expounded from the perspective of model and framework. Although the research of enterprise crisis management is deepening and developing step by step, it pays more and more attention to maneuverability and practicality, but most of them still lack empirical research and case verification, and the research on network public opinion has the same problem.

Therefore, it is important and necessary to combine network public opinion with enterprise crisis management to carry out empirical case analysis, which is also the place where this paper will focus on exploration and research.

3 OVERVIEW OF RESEARCH METHODS

The main research method used in this paper is an objective and systematic "word frequency analysis method"

The object of this study is China Literature Limited copyright event. The purpose is to search and obtain the event related to the network text information from the Weibo, Quora, Headlines Today, WeChat official accounts.

First search the key words such as "China Literature "," China Literature contract" and then screen out the articles that meet the requirements and preprocess them.During the analysis of the content, we first use NVivo and Tu Yue for preliminary analysis, then use micro-word cloud and button word cloud to screen verbs, nouns and adjectives, and finally summarize the results of this study.

2. Event Review and Data Processing

2.1 Event Review

On April 27, 2020, China Literature Limited announced some of the top changes, affected by the change in management, the free and paid model behind it was put on the table, and the related copyright issues were also beginning to dispute.Subsequently, about "China Literature Limited new contract is referred to overbearing "," China Literature author contract reform" and other related topics appeared in Weibo hot search. Some provisions of the new agreement on exclusive authorization of literary works in China Literature have also been widely discussed, and the new provisions of China Literature have been pointed out by the signed network writers as "depriving the author of copyright ".

Since May 3, the heated debate on the "new contract" has continued to ferment on the Internet. Some online writers have launched the "five-five break more Festival" campaign for China

Literature Limited on Sina Weibo, Zhihu and other online platforms. To resist the new contract launched by China Literature Limited, the event led to the climax.

In the May 6 meeting, there was new progress around the contract dispute between China Literature Limited and online writers. China Literature Limited officially released a "single optional new contract ", which has a clear interpretation of copyright issues and free or paid model issues of general concern to authors. At this point, China Literature copyright incident has come to an end, and ushered in the return of the "Great God" upsurge.

2.2 Data Acquisition and Processing

Through the network data capture software-eight claw fish collector to obtain related articles a total of 117 which from Weibo, Headlines Today, Quora, and official platform of China Literature Limited.Among them, the search words "China Literature" and "China Literature contract" were entered in Weibo, and a total of 60 valid articles were obtained after screening time and eliminating duplicate articles. In China Literature Limited official public number through screening articles related to China Literature copyright events, a total of 5 valid articles.

After integrating the valid articles obtained and classifying them as nodes, That is, from 29 April to 3 May, From May 4th to May 6th, May 7 to the crisis management phase for the event occurred later. Three sets of data are put into word frequency statistics tools for calculation, Three groups of word frequency analysis data were obtained.

Through the calculation of word frequency analysis tool, the word frequency information is excavated, the word frequency statistics table is screened, the irrelevant information words and low frequency words are eliminated, and the high frequency words in nouns, adjectives and verbs are summarized. Design tables that combine related words, such as "paid" and "mode "," free" and "read ", and show word frequency and percentage in the whole article, forming three word frequency tables before, after and after the China Literature copyright event (see Table 1, Table 2, Table 3).

Through the analysis of Weibo, today's headlines, Zhihu and other social media articles, we can reflect the guidance of public opinion, while the analysis of official self-media tweets can reflect the official attitude and action in dealing with this crisis event. From the analysis of adjectives and nouns, we can find the public emotion and real-time attention point. Combined with the relevant articles and analysis data, we can get the network public opinion situation during the occurrence of China Literature copyright event, the countermeasures and the effect of China Literature Limited, and finally make suggestions for the enterprise crisis management in the new media era.

5PUBLIC OPINION ANALYSIS

2.3 Analysis of Public Opinion in the Early Period of China Literature Copyright Event

Table 1 Statistical Table Of Word Frequency in the Early Period of Copyright Events

Serial number	Key words	Frequency	Frequency (words as a percentage of total space)	
1	Tencent	500	4.5399	
2	Platform	283	3.9156	
3	Author	233	3.7813	
4	Free Reading	208	3.703	
5	Net	145	3.4544	
6	IP	132	3.3897	
7	Contract	131	3.3845	
8	Copyright	116	3.3009	
9	China Literature	73	2.9834	

10	Cheng Wu	66	2.9145
11	Adjustment	59	2.838
12	God	57	2.8145
13	Users	54	2.7777
14	Incubation	53	2.765
15	Business	53	2.765
16	Operations	50	2.7253

In the early stage of the copyright event of China Literature Limited (hereinafter referred to as China Literature), the focus of the event is the high level change event of China Literature. The public attention is mainly focused on the changes that the new high level will bring to the development of China Literature. At this time, we can see from the ranking that Tencent is in the forefront, while Writers, as the focus group of subsequent emergence, rank in the back column, indicating that in the early stage.The focus of public opinion on events is related to but not the same as that of major public events.

It can be seen from the previous public opinion that "Tencent" and "free reading ", which have high frequency of words, are focused on the payment and free differences caused by the changes in China Literature.

At this stage, China Literature Limited is first affected by the failure of high-level changes to communicate with stakeholders in a timely manner, resulting in the negative effects of its behavior being artificially amplified, coupled with the exposure of subsequent contract copyright issues, and the lack of direct explanation and crisis management.

2.4 Public Opinion Analysis in the Middle of China Literature Copyright Event

Table 2 Mid-Term Word Frequency Statistics of China Literature Copyright Events

Serial number	Key words	Frequency	Frequency	
1	Author	368	1	
2	Contract	158	0.9025	
3	China Literature Limited	130	0.898	
4	Net	120	0.8902	
5	Copyright	93	0.8699	
6	Breakdown	60	0.8053	
7	Creation	51	0.8029	
8	Mode	46	0.7785	
9	Paid	29	0.763	
10	Capital	28	0.7416	
11	Overlord	28	0.7472	
12	Losses	26	0.7351	
13	Rights	24	0.7324	
14	Resistance	24	0.7349	
15	Response	23	0.7334	
16	Boiling point	22	0.7176	

In the middle of the development of China Literature copyright event, the turning point of public opinion has appeared. It can be seen from the frequency of words that the proportion of "author" has been far greater than that of "China Literature Limited ", which can also be explained from the side that the focus of contradiction has shifted from the dispute between free and paid to the dispute over copyright.

In this crisis of public opinion against China Literature Limited, we can analyze and discuss from the following aspects. First, the main promoter of the event, the author group, is to use online

judgment to issue interests. Second, because of the voice of opinion leaders with many fan groups, the word of mouth of the head author and the cohesion of fans have guided public opinion to some extent. In the voice of various groups ," overlord "," boycott "," boiling point "and" rights protection "are the core of the attitude with high frequency of words. A large number of authors' dissatisfaction with China Literature articles broke out under the guidance of the above groups and network media. At this stage, China Literature's wind comments are mostly negative, such as "capital "," loss" and other high frequency of words, and the various media reports are also standing on the author's side of the appeal for rights.

Finally, back to China Literature Limited itself, in the whole mid-term development stage, the lack of empathy with the author group and public opinion, in the face of the continuous fermentation of events but did not send a very targeted response, At the climax of the event, China Literature Limited was particularly passive during the outbreak period.

2.5 Analysis of Public Opinion in the Late Period of China Literature Copyright Event

Table 3 Word Frequency Statistics of Late China Literature Copyright Events

Serial number	Key words	Frequency	Frequency	
1	China Literature	1241	1	
2	Contract	754	0.9413	
3	Author	405	0.9103	
4	Net	417	0.9075	
5	Violations	486	0.8984	
6	Tencent	225	0.8722	
7	Claims	261	0.8643	
8	Copyright	226	0.8564	
9	Adaptation	97	0.7977	
10	Free	106	0.7966	
11	Market	87	0.7896	
12	Disputes	105	0.7864	
13	Income	103	0.7863	
14	Ecological	73	0.7774	
15	Capital	91	0.772	
16	Rights	71	0.758	

In the later stage of the development of China Literature copyright event, the turning point of public opinion was the first writers' meeting held by China Literature Limited on 6th May. At this time, it can be seen from the frequency of words that the number of words in "China Literature" once again exceeds the number of "writers" itself, which shows that the public has transferred the attention points from the author's rights to China Literature Limited after the informal talks.

The urgent statement of this series of talks will be of great help to the image reconstruction of China Literature Limited. China Literature Limited made an explanation to the writers' core "requirement" timely in informal talks , from "single optional new contract ", to" free "and the right of final interpretation of payment, from" copyright "belongs to the author, to redefine the relationship between the platform and writers. From the later stage of the development of the event, the frequency of subjective emotion has decreased sharply. Most of the high-frequency words revolve around the specific contents of the informal talks, which also reflects the communication degree and public recognition of the China Literature Limited informal talks.

The outbreak of the China Literature copyright public opinion crisis has greatly tested China Literature Limited's ability to deal with public opinion public relations events. In today's high-speed Internet society, a small mistake may lead to a great explosion. The public opinion events analyzed

exert a short-term, wide-ranging, hot-discussed, serious consequences and far-reaching impact. What we see from China Literature events, whether it is a hasty response in the early stage of public opinion change, a damaged reputation or a lack of guidance in the middle stage of public opinion development, and the outbreak of contradictions, have sounded the alarm bell for the management of public opinion crisis in enterprises. Only by keeping in mind the continuous progress of lessons can we avoid such sudden crises to the greatest extent.

3. Research Implications

Based on the above public opinion analysis of the whole process of China Literature Limited copyright event, and then the crisis management scheme of China Literature Limited in this incident, the following important methods and principles can be added to the enterprise crisis management in the new media era.

3.1 Prevent and Control Early Crisis Communication and Public Opinion to Avoid the Occurrence of Crises

Drawing on the previous experience of China Literature Limited, enterprises are needed to communicate with stakeholders in advance when there are major changes in management or development strategy, and take the initiative to prevent the occurrence of crisis from the root. At the same time, under the condition of setting up the crisis early warning and monitoring system, the enterprise is supposed to make the corresponding handling plan[4].The core values and attitudes of enterprises are conveyed to the stakeholders and coal bodies in order to establish and convey a good corporate image in their hearts.

3.2 Adhere to the Principle of Initiative and Focus on Core Demands

From this China Literature Limited in the crisis management ,it can be seen that enterprises need to adhere to the principle of initiative, to actively solve problems,Through the positive response to gradually restore, enhance public confidence in business management, showing the magnanimity that an enterprise should have .so as to re-establish a good image of the enterprise in the public mind. Understanding, paying attention to and satisfying the core interests of the subject is the core method in crisis management. When the external image of the enterprise is in crisis, the company should pay most attention to the feedback of the target market, stabilize the image of the company in the heart of the target market, and win the satisfaction of the target market to the enterprise, which is the premise of the survival and development of the enterprise.

3.3 Respond Rapidly and Cooperate with Authoritative Media Actively

The existing network media has the advantages that can not be replaced by the traditional media in the aspect of information dissemination, but in the present society ,everyone is the media.It is almost impossible for enterprises to create the "arbitrariness" of the network world public opinion. The uncontrollable new media can lead to multiple roles in information dissemination. In this China Literature Limited copyright event, the media plays a role in the voice of the author's copyright dispute, which is caused by the neglect of China Literature Limited's influence on the media. In the face of the rapid development of network public opinion, enterprises need to respond quickly, and actively cooperate with authoritative media. With the help of the influence and conviction of authoritative media,public opinion is correctly guided and a trusted information release channel is established.

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