An Empirical Study on the Causes of College Students' Participation in Internet Public Opinion and Its Countermeasures—Based on Data from Colleges and Universities in Harbin

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Abstract: With the rapid development of the we-media industry, network public opinion not only forms moral constraints on the public to a certain extent, but also the mixing of negative speeches and false information easily disturbs public hearing and hearing, thus threatening the physical and mental health of the public and impacting the ideological consciousness of netizens. In addition, college students are in the initial stage of socialization, and their rational judgment is easy to be interfered with, thus affecting the formation of college students' correct values. Therefore, this study makes an in-depth analysis of the connotation and characteristics of network public opinion, takes the students of Harbin university as the research object, collects data through questionnaire survey and interview survey, and analyzes it, so as to explore the motivation of college students to participate in network public opinion to a certain extent, and puts forward corresponding countermeasures for these specific reasons.

1. Research Background

1.1 Purpose and Significance of the Research

In recent years, with the rapid development of network information platforms, Internet technology has continuously penetrated into the daily life of the public. The rich and diverse information platforms provide the public with equal and free communication space. On the one hand, Internet public opinion has become an important way to supervise some deviant behaviors in the society, which has formed moral constraints on the public to a certain extent. On the other hand, the mixture of negative speeches and false information disturbs the public hearing and hearing, promotes the online public opinion to be upgraded into online public opinion, and even evolves into online violence, which seriously threatens the physical and mental health of the public, and also brings severe tests to

the governance of the government.

1.2 Research Status and Development Trends At Home and Abroad

At present, the research of domestic scholars mainly includes the following aspects:

First, from the perspective of the necessity of studying the online public opinion of college students, in order to clearly obtain the data of online public opinion, it is necessary to establish the awareness of big data and form a "big data view". [1]

Second, from the perspective of communication characteristics of online public opinion in colleges and universities, Sun Lu (2021) analyzes online public opinion in colleges and universities from the perspective of communication studies, and believes that online public opinion in colleges and universities presents characteristics such as group aggregation, rapid diffusion of communication, and irrational evolution of public opinion. [2]

Thirdly, from the perspective of supervision of network public opinion, online public opinion should be used to supervise the formulation and implementation of public policies and promote the development of public policies in a more scientific, effective and fair direction. [3]

The status quo of foreign research mainly includes the following points:

First, Foreign scholars believe that in order to formulate the correct countermeasures of network public opinion governance, it is necessary to abide by the correct crisis communication rules. [4] Zhang believes that negative emotional information has a greater spreading effect. [5] Using the classical epidemic model, Li analyzed the interaction of online public opinion subjects in time and space. [6] Doan pointed out that Twitter data can be used to understand the mood of people affected by natural disasters. [7]

Secondly, Ertuna points out that mainstream media and experts are limited to setting the agenda. [8] Qazi studies the significant relationship between formal and informal information sources and perceived understanding during public health crisis. [9] The impact of cyber violence on individuals is obvious, not only causing short-term effects such as insomnia and anxiety, [10]but also causing long-term effects such as mental illness. [11]

Thirdly, Fahy has demonstrated through longitudinal studies that cyberbullying victims are twice as likely to suffer from depression. Not only were those, but teens who had experienced cyberbullying 148% more likely to report suicide. [12]Coombs believes that the development of network public opinion can be divided into four stages.[13] The Opinion delayed forwarding immune Model (OD-SFI) was constructed by combining the forwarding volume, homogeneity and heterogeneity index of public opinion information in social networks to simulate the impact of user opinions on the communication efficiency of public opinion, and the model was fitted and sensitivity analyzed by combining the actual data. Scholar Noelle Neumann. E. It is believed that when online public opinion on public emergencies occurs, if the public is dissatisfied with the local government, the local government should first appease the public sentiment, immediately state the government's position, and reduce the public sentiment to the lowest point.

2. Theoretical Basis

2.1 Theoretical Basis

2.1.1 Maslow's Hierarchy of Needs

Based on Maslow's hierarchy of Needs, most college students are pursuing social needs, respect needs and self-actualization needs in their daily lives. First of all, college students are in the youth stage, and they are still ignorant in terms of social cognition. They are eager to establish connections

with the world and others, so social needs arise. Secondly, in the era of such a developed information environment, college students also hope to obtain the recognition of others through various channels, thus producing the need for respect. Finally, as senior intellectuals, college students have the pursuit and goal of life and are unwilling to live a mediocre life, so they have the need for self-realization. Once these needs cannot be satisfied, college students may participate in online public opinion and vent their dissatisfaction through the Internet.

2.1.2 Conformity Phenomenon

Conformity is a kind of conformity behavior, which often occurs under the action of group pressure. People are influenced by psychological effects and tend to make the same choice as the majority in order to seek security. In the face of Internet public opinion, any opposing speech with a few words may be "attacked by the crowd". Therefore, in the face of public opinion, a few people who know the truth mostly choose to remain silent, thus accelerating the development of public opinion into public opinion.

2.1.3 Discussion on the Power of Public Opinion Communication and Guidance

Party committees at all levels should consciously assume their political responsibilities and leadership responsibilities, Xi said. Leading officials should enhance their ability to deal with the media, and be good at using the media to publicize policies and propositions, understand social conditions and public opinions, identify contradictions, guide social emotions, mobilize the people, and promote practical work.

2.2 Necessity of Research

From the individual level, online public opinion affects the formation of college students' values. According to the results of China Youth Daily's questionnaire on the attitudes and views of young people on Internet violence, 20.82% of the respondents think that they will be affected by Internet violence to a large extent, and 56.70% think that they will be partially affected. From the social level, online public opinion will affect the stable development of society. The Internet has the characteristics of virtuality and fast transmission speed. Some online public opinion makers, based on the commanding heights of morality and taking advantage of social contradictions, willfully destroy the ecological environment of online public opinion, causing contradictions between different genders, different nationalities and even different regions, which is not conducive to the unity among the people. From the information level, online public opinion will lead to the proliferation of false information.

3. Research Ideas and Methods

3.1 Research Ideas

Three variables were proposed in this study, with personal basic information as the independent variable, attention behavior of hot events as the intermediate variable, and participation in online public opinion as the dependent variable. Is show in Figure 1, two main points are studied: the impact of personal basic information on the reading behavior of hot events; the influence of hot events reading behavior on network public opinion participation.
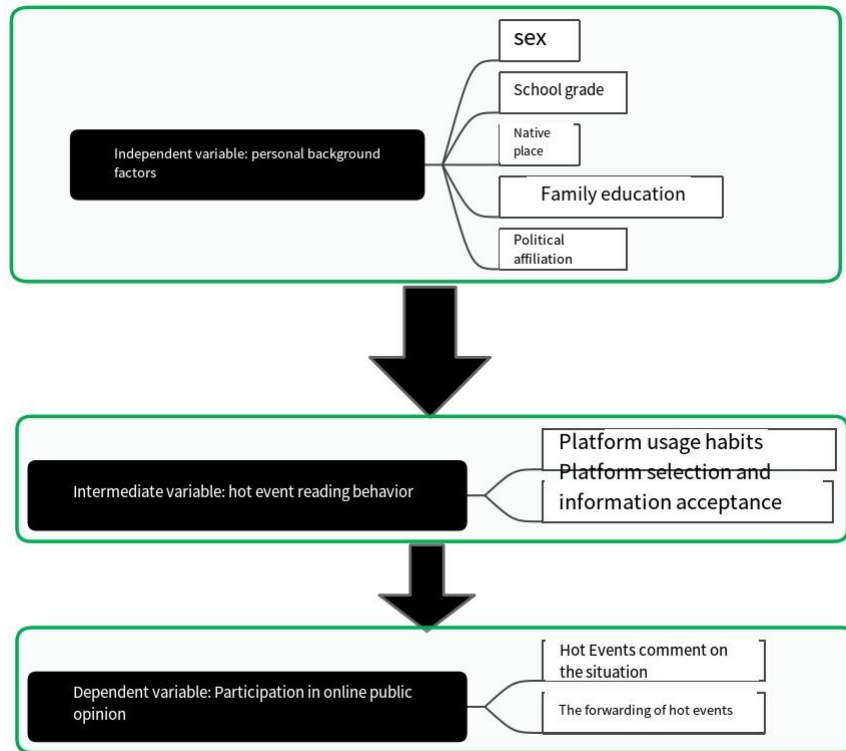
Figure 1: Schematic diagram of research ideas

4. Data analysis

4.1 Basic Personal Information of the Surveyed College Students

Is shown in Table 1, the basic situation of the surveyed college students is as follows.

Table 1: Basic personal information of college students

Groups	Groups Categories	Number of people	Percentage (%)
Gender Total	male female	786 1214 2000	39.3 60.7 100
college Total	985/211 General undergraduate institutions Junior college	246 1620 134 632	12.3 81.0 6.7 100
Native Place Total	Tier 1 cities Second-tier city Third-tier cities	300 764 936 2000	15.0 38.2 46.8 100
Political profile Total	Activists and above Member of the Communist Youth League The Masses	904 716 380 2000	45.2 35.8 19.0 100

4.2 Hot Event Concern Behavior of College Students

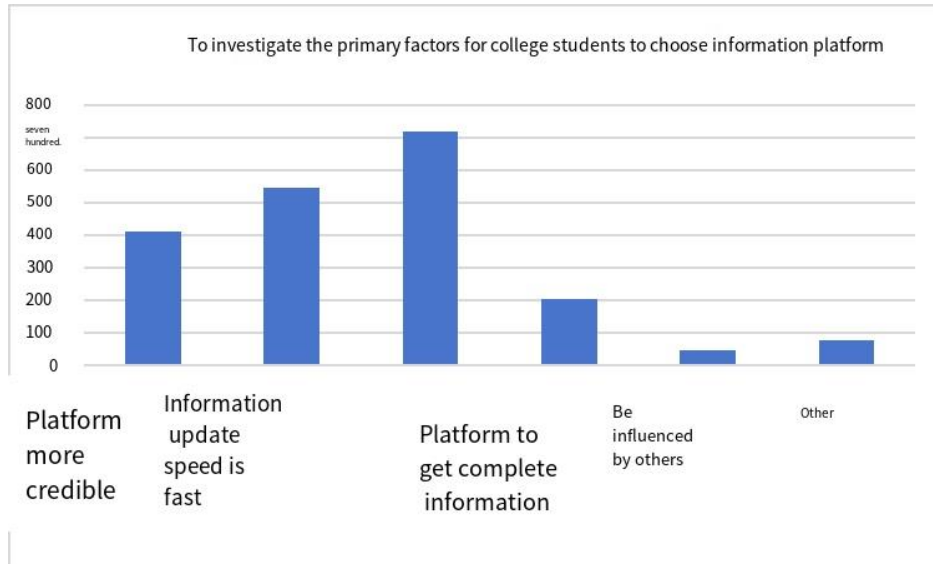### 4.2.1 Current Situation of College Students' Hot Issues Concern

Figure 2: Bar chart of the top factors for college students to choose platforms
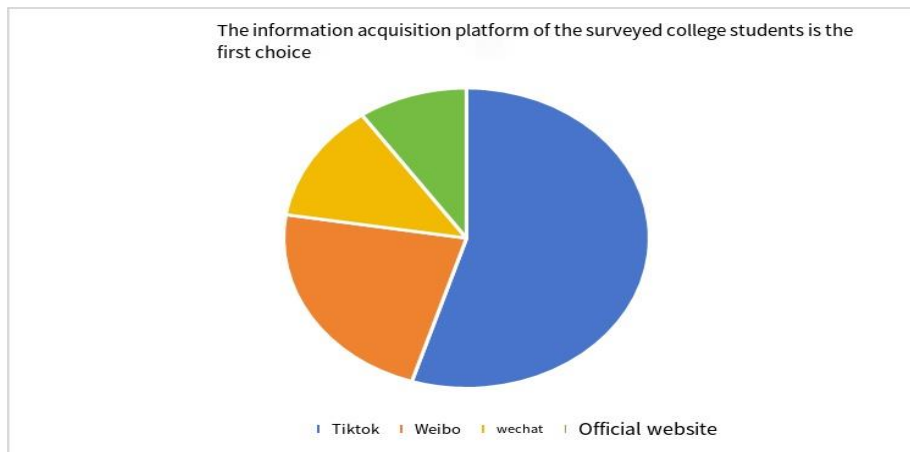

Figure 3: Pie chart of college students' choice of platform

Table 2: Statistical table of college students' attention behavior of hot events

	Number	Minimum	Maximum	Average score	Standard deviation	Number of questions	Total average
Hot event Reading behavior	2000	25	31	21.67	3.00	7	3.06
Platform usage habits	2000	2	8	5.2	1.79	2	2.6
Platform message acceptance	2000	1	4	1.77	1.01	1	1.77

Is shown in Figure 2, Figure 3, Table 2, Table 3, in general, the surveyed college students are most accustomed to using the platform to obtain information, and most of their attention and interest in hot events are at a medium level.

Table 3: Statistical table of platform usage and hot event browsing among college students

		Frequency of browsing hot events				Total
		Barely looking	Rarely watch	Watch occasionally	Watching often	
The most commonly used channels to browse hot events	Tik Tok	5.05%	6.16%	25.62%	17.87%	54.70%
	Weibo	0.62%	3.15%	11.54%	7.59%	22.90%
	wechat	0.77%	2.52%	6.00%	3.31%	12.60%
	Official Website	1.45%	1.77%	4.14%	2.44%	9.80%
Total		7.89%	13.60%	47.30%	31.21%	100%

Table 4: Statistical table of information acceptability of college students' browsing channels and platforms for hot events

		Usually browse the channels of hot events				In total
		Tiktok	Weibo	wechat	Official website	
Platform message acceptance	Very unreceptive	2.60%	0.62%	0.31%	0.79%	4.32%
	reject	5.40%	2.84%	1.10%	0.64%	9.98%
	General	33.10%	13.74%	8.34%	5.46%	60.64%
	Accepted	11.70%	5.40%	1.90%	2.10%	21.10%
	Very accepting	1.90%	0.30%	0.95%	0.81%	3.96%
Total		54.70%	22.90%	12.60%	9.80%	100%

Is shown in Table 4, nearly 90% of the people can accept the information of major platforms. It can be analyzed that college students trust the information of hot events provided by platforms.

4.2.2 College Students with Different Basic Personal Conditions Pay Attention to Hot Events Behavior Analysis

(1) A comparative analysis of the attention behaviors of hot events among college students of different genders

Table 5: T-test of attention behavior preference for hot events among college students of different genders

	Gender	Number	Average score	Standard deviation	T-value	Significance (p)
Hot events focus on behavior	male	248	21.16	4.942	2.311	0.067
	female	384	21.99	3.44		
Hot Event Attention	male	248	6.62	1.807	2.68	0.086
	female	384	6.98	1.362		
Platform message acceptance	male	248	3.13	0.901	0.694	0.588
	female	384	3.09	0.716		

Is shown in Table 5, gender does not affect college students' hotspot event attention behavior, nor does gender affect college students' hotspot event attention and platform information acceptance.

Table 6: Chi-square test of platform selection among college students of different genders

	value	Degrees of Freedom(df)	Progressive significance(bilateral)
Platform selection	4.338a	3000	0.227

Is shown in Table 6, there is no significant difference in platform selection among college students of different genders.

(2)A comparative analysis of hot issue attention behaviors of college students from different schools, places of origin and political outlook

According to the method (1), college students from different schools, places of origin and political outlook have no love difference in the attention behavior of hot events.

4.2.3 The Correlation Analysis between the Attention Behavior of Hot Events and the Participation of Online Public Opinion

(1) Correlation analysis of each subscale of hot event concern behavior

Table 7: Pearson y correlation matrix for each component of college students' hot event attention behaviors

		Hot events focus on behavior	Hot Events Focus	Platform message acceptance
Hot events focus on behavior	Pearson Y correlation coefficient	1	0.747**	0.058**
	Number	2000	2000	2000
Hot event Attention	Pearson Y correlation coefficient	0.747**	1	0.029**
	Number	2000	2000	2000
Platform message acceptance	Pearson Y correlation coefficient	0.058**	0.029**	1
	Number	2000	2000	2000
**. The correlation is significant at the 0.01 level (two-tailed).				

Is shown in Table 7, this study found that there was a significant positive correlation between hot event attention behavior and hot event attention and platform information acceptance.

(2) Correlation analysis of each subscale of network public opinion

Table 8: Pearson y correlation matrix for each component of college students' participation in online public opinion

		Online public opinion participation	Hot events comment situation	Hot event forwarding situation
Network public opinion participation situation	Pearson Y correlation coefficient	1	0.900**	0.899**
	Number	2000	2000	2000
Hot Events Comment on the situation	Pearson Y correlation coefficient	0.900**	1	0.618**
	Number	2000	2000	2000
Hot event forwarding situation	Pearson Y correlation coefficient	0.899**	0.618**	1
	Number	2000	2000	2000
**. The correlation is significant at the 0.01 level (two-tailed).				

Is shown in Table 8, this study found that there was a significant positive correlation between

online public opinion participation and hot event comments and hot event forwarding.

(3) The correlation analysis between the attention behavior of hot events and the participation of online public opinion

Table 9: Pearson y correlation matrix between college students' online public opinion participation and their attention behavior to hot events

		Hot events concern behavior	Hot Events Focus	Platform message acceptance
Participation in online public opinion	Pearson Y correlation coefficient	0.344**	0.248**	0.005*
	Number	2000	2000	2000
Hot Events Comment on the situation	Pearson Y correlation coefficient	0.300**	0.221**	0.003
	Number	2000	2000	2000
Hot event forwarding situation	Pearson Y correlation coefficient	0.319**	0.226**	0.007
	Number	2000	2000	2000
**. The correlation is significant at the 0.01 level (two-tailed).				
*. Correlation is significant at 0.05 level (two-tailed).				

Is shown in Table 9, it can be seen that among the subscales of online public opinion participation and hot event concern behavior, hot event concern behavior presents a significant positive correlation to online public opinion participation (**$p<0.01$, *$p<0.1$), and the same is true for comments on hot event and forwarding of hot event.

5. In-depth Interviews

5.1 Analysis of Interview Results

Through the analysis of interview data, it can be found that people who have experienced Internet violence are more likely to abuse others online.

The comments of cyber trolls can mislead most people. I do not know when, there have been a lot of "cyber soldiers" on the Internet. Some students, after watching the videos or posts posted by the users themselves, did not think there was anything wrong with them, but after seeing all the negative comments on the bullet screens and comment sections, their judgment was shaken.

Human beings are social animals and tend to learn and imitate behaviors from their surroundings. On the other hand, the Internet tends to form group effects.

6. Countermeasures

6.1 Monitoring Mechanism

In the management of network public opinion, monitoring mechanism is the foundation and core. Relevant departments of colleges and universities should work together to do a good job in the daily monitoring of students' online public opinion. Pay attention to hot social events and consider their possible impact on the ideology or physical and mental health of college students, and get to know

their thoughts and thoughts among students.

6.2 Prevention Mechanism

In the network public opinion management mechanism, the prevention mechanism is the key. All colleges and universities should provide reasonable channels to reflect public opinion, so that college students can fully express their demands in a correct way, so that colleges and universities can quickly improve the shortcomings.

6.3 Coping Mechanism

In the network public opinion management mechanism, coping mechanism is indispensable. Each university should have a corresponding working group. Once the online public opinion affects the college students, the administrative department of the university should make an immediate response.

6.4 Handling Mechanism

In the online public opinion management mechanism, the handling mechanism is used to deal with the aftermath of large-scale public opinion outbreaks. When large-scale public opinion breaks out, colleges and universities should focus on those college students who may be hurt in the public opinion. Secondly, it is necessary to track down those college students who maliciously guide public opinion and spread false news on the Internet, investigate their corresponding responsibilities, and severely punish them so as to serve as a warning to other students.

7. Conclusions

It can be seen from the empirical analysis that there is a close correlation between college students' attention to hot events and their participation in online public opinion. In other words, the higher the attention to hot events, the higher the frequency of college students who accept the content reported by the platform to participate in online public opinion, and the higher the probability of participating in commenting and forwarding hot events. Besides through the analysis of interview data, it can be found that people who have experienced Internet violence are more likely to abuse others online, the comments of the Internet water army will mislead the judgment of most people, and the group effect is more likely to lead netizens to take the initiative to commit Internet violence.

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