

Research on the Management of Network Public Opinion Information in Colleges and Universities

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Keywords: Colleges and universities; Network public opinion information; Management level

Abstract: With the continuous development of Chinese Internet, the campus network of colleges and universities has entered a period of rapid development. With the wide coverage of wireless network, college students have already used mobile client to communicate, so the amount of public opinion information in college network has increased dramatically. On the one hand, the rapid expansion of network public opinion information provides a new way of development for ideological and political work in colleges and universities. On the other hand, it also brings great pressure to the management of network public opinion. Based on the theory of network public opinion management, this study tries to grasp the current situation of network public opinion management in colleges and universities through literature collection and empirical investigation. Firstly, this paper grasps the problems and reasons of the management of network public opinion in colleges and universities. And then this paper constructs a comprehensive management mechanism of network public opinion, with a view to improving the management level of network public opinion in colleges and universities.

1. Introduction

College network public opinion refers to the remarks and opinions that teachers and students hold on interesting events through the network platform in a specific space of the university. Strengthening the research of network public opinion information is helpful to the development of mobile Internet era in Colleges and universities. Therefore, we should accurately grasp the ideological trends of teachers and students, timely provide public opinion trends to university managers, and provide basis for decision-making. At the same time, we can also effectively supervise the various functional departments, which is convenient for timely elimination and resolution of public opinion crisis. Through the research and analysis of the effective data collected in this study, we can understand the current situation of network public opinion management in domestic universities and the problems existing in the current management model. And then, this paper systematically analyses the causes of the problems. Finally, in order to better deal with the crisis of public opinion in Colleges and universities, this paper puts forward some suggestions for the management of network public opinion in Colleges and universities.

2. Characteristics of Network Public Opinion in Colleges and Universities

Compared with the social personnel, the personnel in Colleges and universities have a higher level of knowledge and more active thoughts, but the social experience of college students is shallow, so they have a one-sided view of the problem. At the same time, college students are not mature enough to deal with problems. Through the collision of network thinking, they are more likely to cause group adverse events. The network public opinion in Colleges and universities has the following characteristics.

First, freedom. College students can allocate their time more freely besides finishing their homework, so there is no time limit for Internet public opinion in Colleges and universities.

Second, pluralism. In recent years, the development direction of domestic universities has generally changed to a comprehensive university. So, the discipline construction on campus has become more perfect, which has resulted in a large number of preparatory talents from all walks of life in the same university. Therefore, the university network discussion information covers all walks of life.

Third, interaction. Campus network provides many kinds of interaction for teachers and students, including the interaction between teachers and students and leaders; the interaction between teachers and students; the interaction between students and alumni.

Fourth, sociality. College students' understanding of society is relatively superficial, and their contact with information is not recognized. They are easy to be used by ill-intentioned elements with ulterior motives.

3. Problems existing in college network public opinion management

First, difficulties in public opinion information collection. With the advent of the era of mobile Internet, mobile clients on mobile platform are becoming more and more popular, especially micro-blog, micro-messaging and so on. The popularity of social tools has brought great challenges to the collection of online public opinion information in Colleges and universities.

Second, public opinion information can't get effective feedback. The low number of forum visits and posts will lead to the exhaustion of public opinion information collection sources. At the same time, students' opinions and suggestions to some departments can not be effectively transmitted.

Third, single monitoring means. At present, the means of network public opinion supervision still rely on manual search of managers, which can not meet the needs of mass public opinion information retrieval and analysis. At the same time, it is prone to monitoring dead angle.

Fourth, the way of dealing with network public opinion events is single. Colleges and universities generally adopt "cold treatment" to deal with network public opinion events, which makes the appeals of teachers and students can not be explained. Sometimes, this way of handling will intensify contradictions, which leads to the intensification of public opinion events.

4. Reasons for the Management of Network Public Opinion

According to the the survey results, the main reasons for these problems come from the following four aspects.

First, we do not attach enough importance to ideology. Universities generally still follow the principle that all work should be carried out around Teaching and scientific research, which easily leads to the lack of attention to the management of network public opinion. So, neither funds nor personnel can be effectively guaranteed.

Second, the attitude is not positive enough. In recent years, network public opinion incidents in Colleges and universities have occurred frequently. The Ministry of Education and the Ministry of

Public Security have issued many documents to strengthen the management of network information security. Some managers believe that the political risk of managing public opinion forums is huge, and there is resistance to public opinion on the Internet.

Third, the training is not systematic enough. In the relevant training courses organized by departments at all levels, we only emphasize the instability and the harm caused by the expansion of network public opinion. But we generally do not mention the effective management of public opinion information.

Fourth, communication is not smooth enough. At present, most of the official websites are just information publishing platforms, which do not include interactive sections. The degree of information sharing among different departments in Colleges and universities is not high, and the procedures of information transfer among departments are complex, which is extremely unfavorable to effectively cope with network public opinion emergencies.

5. Suggestions on the network public opinion information management

College online public opinion involves many aspects, such as management decision, rights and interests of teachers and students, school reputation, campus safety and even social stability. Network public opinion management mechanism must be innovated to meet the needs of university management.

First, establish a collection, analysis and feedback mechanism. The mechanism mainly includes collecting public opinion information, timely finding and analyzing the reasons of public opinion information, predicting the direction of development, establishing feedback channels of public opinion information among various departments, and so on. We need to regularly form a public opinion report, which is helpful for the university management to grasp the public opinion dynamics.

Second, coordination mechanism. The management of online public opinion involves the coordination of multiple departments, and special personnel must be designated to take charge of the summary. We must set up a special person to supervise the coordination, early warning and crisis public relations work of public opinion information management. Only in this way, the relevant functional departments can form effective work efficiency.

Third, communication mechanism. Management departments should unify their thoughts, and then they can build an online public opinion information exchange platform with a positive attitude. Only in this way can we build a good network for expressing public opinions. We should establish communication channels and information release systems in the openness and transparency principle.

Fourth, safeguard mechanism. University network public opinion management needs necessary capital investment, personnel investment and technical support.

We need to purchase or develop software for monitoring and analyzing online public opinion information. At the same time, we need to strengthen the network public opinion management personnel training in all aspects. Only in this way, can we strengthen the network public opinion management departments among colleges and universities, as well as the communication with public security, guoan and other relevant government departments.

Fifth, the handling mechanism. College network public opinion has great influence on the formation and occurrence of college public opinion crisis. The emergence of public opinion crisis will not only affect the management, teaching and research, but also affect the stability of colleges and the society. So, it is necessary to effectively prevent and deal with the public opinion crisis in colleges and universities.

When it is found that network public opinion is fermenting, we should timely report the public opinion trend to relevant departments according to the rules, constraints and development direction of public opinion crisis. Once the public opinion event breaks out, the emergency plan should be immediately activated, and multiple departments should jointly deal with the crisis event. When dealing with online public opinions, we must ensure smooth communication channels, stabilize the emotions of teachers and students, and avoid turbulence and panic. After dealing with online public opinions, we should deal with information in a timely manner, guide teachers and students correctly, and eliminate negative influences. Only in this way can we put an end to the malicious hype and prevent the situation from recurring.

The above online public opinion information management mechanisms do not function independently, but are interrelated. Only by organic combination of various mechanisms can we truly manage online public opinion information.

6. Conclusions

With the increasing amount of online public opinion information, colleges and universities should realize the important role of management. Colleges and universities can provide free and healthy network environment for teachers and students by improving the management ability and improving the communication channel of network public opinion. Constructing the management mechanism of network public opinion can provide great help for teaching and research in Colleges and universities. We should give full play to its positive influence to build a unique and harmonious campus culture. Therefore, strengthening the management of public opinion information is great significance for promoting the campus culture construction.

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