The Function and Guiding Strategy of Network Public Opinion in the Era of Self Media

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Abstract: with the Rapid Development of the Internet, Mobile Phones, Computers and So on Have Become Popular in People's Lives, Which Has Expanded the Information Sources of Internet Users to a Certain Extent. in the Era of Self Media, Internet Users Have More Extensive Channels to Receive Information, and the Speed Has Been Accelerating. in This Context, the Impact of Internet Public Opinion on People Will Be More Profound. How to Effectively Guide According to the Actual Situation Guiding Public Opinion is a Problem We Should Explore.

1. Introduction

The era of self media is a new era of media. Everyone has a microphone to speak, and more and more people express their opinions on the Internet, including social hot spots, current affairs, politics and daily life. In this group, young people occupy a large part. As the communicators of network information, they can not carry out one by one in the face of a large amount of information Discrimination, resulting in the spread of a large number of false information, but also to bring a trace of instability to the network environment, so in order to maintain the stability of the network environment, we should guide the Internet public opinion correctly.

Fig.1 The Era of Self Media

2. The Function of Internet Public Opinion

2.1 Forward Function

The network is open. Netizens can express their opinions on the network. When they encounter unfair and illegal events, they can report them through the network. They can quickly ferment public opinion events by forwarding comments and other channels, so as to cause widespread concern of the society and make relevant departments act quickly and deal with them. With the recent case of "Professor sexual assault in Peking University", it is precisely because the girl victim posted her victimization experience on the microblog, which caused the anger of the majority of netizens, prompted the school to seriously deal with the professor, and the public security organ

also promptly filed a case for investigation, so that the offenders were punished as they should. This incident also caused more college girls who suffered from the past but suffered silently to come out and identify and prove their own violations, such as the case of "professor's sexual assault of Shanghai University of Finance and economics". All of these were due to the victims' illegal reporting by using new media such as microblog and post bar, and some traditional media also carried out public opinion dissemination, forming mutual promotion The momentum, the pressure of public opinion makes the University and the judicial department actively investigate, but also a blue sky.

There are many common news trends on the Internet that reflect the actual situation to the government. Some special groups are hard to make their own voice, and the vast majority of netizens will forward relevant policies and measures of the special groups when they see them. The government departments will pay attention to the livelihood problems of the special groups and let some individuals The issue has rapidly risen to a public issue of social nature, such as "left behind children in remote areas". These issues are brought into the public's attention by the help of the public opinion of the self media, so that the needs of ordinary people can be timely concerned by relevant departments and solved [1].

2.2 Negative Function

Internet public opinion sometimes forces public opinion to go in another direction. The "jiangge case" happened three years ago made people very sad. After knowing the truth, netizens thought Liu Xin was the main person who led to the case, but ignored Chen Shifeng as the real murderer. Jiangge's mother launched a signature on the Internet asking for Chen Shifeng's death sentence However, the online public opinion is still inclined to criticize Liu Xin, which makes the pressure of public opinion become another kind of trial, and Liu Xin is judged by the public, which weakens the authority of the judicial organ to a certain extent. We should make a correct judgment according to the law, which is also conducive to the continuous improvement of the law [2].

Fig.2 Network

3. Guiding Strategy of Network Public Opinion in the Era of Self Media

3.1 Set Up Correct Guiding Principle of Network Public Opinion

In the current network environment, there are many problems in the guidance of network public opinion, but we should guide from the principle of the root, we should stick to the principle, have our own bottom line, and adhere to the development concept of "people-oriented". At present, people have their own views on social events and are willing to make a voice, but there are some unstable political positions, Although the ability to accept new things is gradually enhanced, but the ability to identify public opinion events is not enough. With the development of public opinion, it

will fall with the wind. Therefore, we should carry out some guiding work, analyze the causes of people's ideological changes, and formulate corresponding guiding strategies according to different groups of Internet users based on guiding people's psychological quality and ideological awareness. We should also understand the real needs of netizens, realize what they really want to know in the guidance of public opinion, and truly effective guidance of Internet public opinion, not only to tell netizens what is right or wrong, but also to fully respect the right of netizens to know and participate, clarify the truth of things, so that their expression can get feedback, when they can truly return to rationality and calm Only in this way can we identify with the outcome of the event and the guidance of public opinion really play a role [3].

We should also adhere to the principle of the party governing the media. Due to the influence of western capitalism, the development situation of China's online public opinion has become more complicated. In such a large environment, to maintain a stable public opinion environment, we need to adhere to the principle of the party governing the media, adhere to the correct guidance of public opinion, and the new media writers should have the correct political position and have the correct right and wrong ideas Before publicity, we should think about the social public opinion that may be triggered, and make it clear that the speech in the Internet will also be regulated by law. But this is not to control the freedom of the media, but to require media workers to have correct values, so that some personal issues can quickly rise to public issues of a social nature, such as "children left behind in remote areas", so that these issues can be brought into the public's attention with the help of the media's public opinion, so that the needs of ordinary people can be timely concerned and solved by relevant departments, Be able to criticize the shortcomings of the times, expose the dark side of the society, pay attention to sound evidence in reporting, and be able to analyze objectively [4].
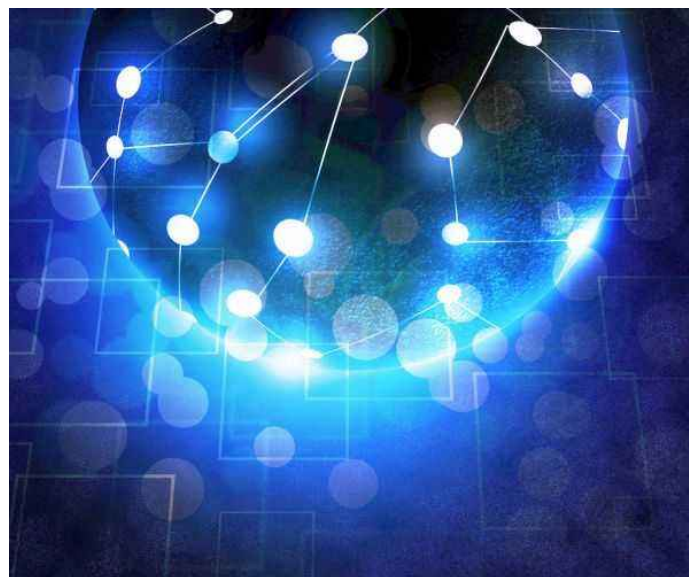

Fig.3 Freedom of the Media

3.2 Establish Public Opinion Guidance Measures

In order to improve the guidance of network public opinion, we should pay attention to the construction of network environment. First, we can choose excellent spokesmen to spread information, use the self media such as microblog and post bar to release some opinions authoritatively. When facing some questions, we should give clear answers, and carry out necessary rumor refutation on the false information of current network public opinion, so that people can be in the complex network In the world, we should avoid the influence of gossip and false information, and have our own correct judgment in the face of social hot issues. We should carry out some guiding work, analyze the causes of people's ideological changes, and formulate corresponding guiding strategies according to different groups of Internet users based on guiding people's psychological quality and ideological awareness. We should also understand the real needs of

netizens, realize what they really want to know in the guidance of public opinion, and truly effective guidance of Internet public opinion, not only to tell netizens what is right or wrong, but also to fully respect the right of netizens to know and participate, clarify the truth of things, so that their expression can get feedback, when they can truly return to rationality and calm Only in this way can we identify with the outcome of the incident, and the guidance of public opinion can really play a role. This excellent speaker should have good moral character and social credibility, which is the primary factor to build people's trust. Moreover, the content released should be authoritative, the information distributed should be well founded, the political sensitivity should be high, and the ability to distinguish right from wrong Maintain agility, answer questions rationally and avoid conflicts.

Secondly, some public opinion monitoring systems can be introduced to collect and report public opinion information to a certain extent. In the face of emergencies, there are preparations in advance. The development of the Internet makes the tracking of public opinion keywords more professional. The obtained information can be automatically classified, tested subject, and focused on special topics to achieve the monitoring of public opinion on the network and the tracking of news. For example, public opinion information about education, finance and other fields can be seen on the public opinion homepage of people's network. These findings play an important role in promoting people to understand the truth of the event. The basic work of public opinion monitoring can make public opinion lead in the right direction.

Finally, public opinion feedback channels can be established. At present, there are many operating accounts in the self media, but none of them play the role of public opinion guidance. Therefore, we should establish public opinion feedback channels maintained by special personnel, pay attention to the feedback of network information, pay attention to people's demands for social hot issues and communicate with netizens to make an effective communication with netizens Flow channel to avoid the generation of bad public opinion [5].

3.3 Strengthen the Construction of Public Opinion Guidance Team

In the work of public opinion guidance, it is necessary to ensure that the guide personnel have excellent practice and theory as guidance. The process of public opinion guidance is not accomplished overnight. It is necessary to ensure that the guide personnel have certain software and hardware operation basis, and continue to carry out theoretical training, such as psychology and pedagogy. In addition, it is necessary to enrich legal knowledge, be familiar with the use of various new media, and ensure that To ensure that they can effectively carry out the work of public opinion guidance [6].

4. Conclusion

With the continuous rise of self media, online public opinion has attracted more and more attention. We should also understand the real needs of Internet users, realize what they really want to know in the guidance of public opinion, and truly effective online public opinion guidance is not only to tell Internet users what is right or wrong, but also to fully respect the right to know and participate in the Internet users, clarify the truth of things, and let them know When they can truly return to rationality and calmness, they can identify with the event handling results, and the guidance of public opinion will really play a role, which to a certain extent increases the difficulty of controlling online public opinion. We should understand the function of online public opinion, put forward some guidance measures for the current problems, and guide the masses to establish a correct one Values, through a reasonable channel for feedback, establish and improve the network public opinion detection system, control the development trend of public opinion, and create a stable network environment for the majority of Internet users.

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