**Innovative Research on Internet Public Opinion Countermeasures of Colleges and Universities Based on New Media**

**Investigación innovadora sobre contramedidas de opinión pública en Internet de colegios y universidades basadas en nuevos medios**

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**Abstract**

In the context of new media, online public opinion in colleges and universities is one of the more special types of online public opinion. Based on the common problems of online public opinion in colleges and universities in the new media era, this paper analyzes the common problems existing in online public opinion in colleges and universities, including increasingly serious socialization, imperfect emergency response mechanisms, and outdated management methods, and summarizes the causes of the problems, and then innovatively proposes to improve the online public opinion management of colleges and universities in the new media era by improving the ability to handle online public opinion in colleges and universities, correctly guiding the direction of online public opinion, building a working mechanism for guiding online public opinion, and increasing the supervision of online public opinion. It aims to provide ideas and help to guide the public opinion management in colleges and universities out of the dilemma.

**Keywords (4):**New media, colleges and universities, online public opinion, countermeasures

## **Resumen**

## En el contexto de los nuevos medios, la opinión pública online en colegios y universidades es uno de los tipos más especiales. Basado en los problemas comunes de la opinión pública online en colegios y universidades en la era de los nuevos medios, este artículo analiza los Problemas comunes que existen en la opinión pública online en colegios y universidades, incluida una socialización cada vez más grave, mecanismos imperfectos de respuesta a emergencias y métodos de gestión obsoletos. y resume las causas de los problemas, y luego propone de manera innovadora mejorar la gestión de la opinión pública online de los colegios y universidades en la era de los nuevos medios mejorando la capacidad de gestionar la opinión pública online, guiando correctamente la dirección de la opinión pública online.También intenta construir un mecanismo de trabajo para guiar la opinión pública online y aumentar la supervisión de la opinión pública online.Su objetivo es proporcionar ideas y ayudar a guiar la gestión de la opinión pública en colegios y universidades para salir del dilema.

Palabras clave (4): Nuevos medios, colegios y universidades, opinión pública online, contramedidas.

## **1. INTRODUCTION**

With the popularization of network technology, the number of Internet users in our country has increased dramatically, and online public opinion management has become a part of social management that cannot be ignored. As an important part of society, colleges and universities are mainly targeted at college students. Once online public opinion occurs, society will pay very high attention to it. Therefore, college online public opinion is a relatively special type of online public opinion. With the widespread application of new media technology, online public opinion in colleges and universities has shown new characteristics. How to analyze the inherent laws of the new characteristics and effectively deal with the management of online public opinion in colleges and universities under the background of new media is an important manifestation of the modernization and improvement of governance capabilities of colleges and universities, and it is also related to the social image of colleges and universities.

## **2. THEORETICAL FRAMEWORK**

2.1 Current status of domestic research

2.1.1 Basic Theoretical Research on Online Public Opinion in Colleges and Universities

The earliest monograph on public opinion theory in my country is the book "Introduction to Online Public Opinion Research" written by scholar Liu Yi. Liu (2007) believes that online public opinion is a comprehensive expression of attitudes and emotions expressed by people on the Internet toward matters closely related to their own interests and matters they concerns. Zheng (2022) believes that online public opinion is the result of the interaction between words and deeds on the Internet, in which Internet audiences express their self-emotions, attitudes, and opinions around social hotspots or high-frequency topics through the Internet in verbal expressions and other ways. Cui (2021) believes that online public opinion is a form of people’s expression of their views on public emergencies based on the Internet platform.

2.1.2 Research on the Influence of Online Public Opinion in Colleges and Universities

Regarding the research on the influence of online public opinion in colleges and universities, most scholars believe that the influence of public opinion has two sides, that is, positive influence and negative influence coexist. Chen (2021) explained the positive impact of online public opinion on social stability from the four aspects of effectively resolving the main contradictions in society, improving social people's livelihood, and enhancing social cohesion; and the negative influence of online public opinion on social stability in the context of new media from the three aspects of lack of government credibility, sudden outbreak of mass incidents, and the destruction of social values. It profoundly reveals the importance of doing a good job in online public opinion work in all aspects to the stable development of society. Li (2019) believes that positive online public opinion can maintain and support the stable development of society, while anomie in online public opinion has exactly the opposite effect. According to the research of many scholars, the current research on the influence mainly focuses on social stability, the physical and mental development of college and university students, and the ideological and political education of college and university students. Some scholars also use public opinion cases as practical basis to conduct more in-depth analysis on the influence of online public opinion. From a comprehensive point of view, combining theory with practice is the focus of current and future research on the influence of online public opinion in the context of new media now

2.1.3 Research on Response Strategies of Online Public Opinion in Colleges and Universities

At present, many scholars have put forward their own unique insights and certain solutions to the problem of responding to online public opinion in colleges and universities under the background of new media. Shi (2020) believes that specific countermeasures for the research and judgment of online public opinion should include the construction of research and judgment positions and the construction of research and judgment mechanisms. At the same time, it is necessary to innovate the working methods of online public opinion research and judgment in colleges and universities, and build an indicator system for the research and judgment of college and university students' public opinion, etc. Meng (2021) elaborated on the online public opinion guidance strategy from three aspects: strengthening team building, enriching cultural construction, and optimizing environmental construction. Feng Nan et al. (2021) believe that the supervision of public opinion needs to establish relevant systems, do a good job in monitoring and early warning of online public opinion in colleges and universities, and ensure that measures for emergency response to public opinion are practical and feasible. However, with the rapid development of new media, the influence of bad public opinion information continues to expand. The current response measures alone are not enough to truly achieve efficient management of online public opinion, and further in-depth research is needed.

2.2 Current Status of Foreign Research

As a carrier of online public opinion, the Internet first began to develop in the United States in 1969. By the end of the 1990s, it quickly reached a peak period. Therefore, related research on online public opinion first started in European and American countries. In the European discourse system, there is no term "public opinion". They collectively refer to public opinion and public opinion as "publicopinion", which roughly means "public opinion". Although the concept of public opinion has not yet been unanimously recognized by academics at home and abroad, a large number of monographs and documents written by foreign scholars have provided a theoretical basis for our further research and are worthy of our study and reference. However, from a practical perspective, these foreign studies are not suitable for the current situation of public opinion response in my country. However, the relevant theoretical results of foreign countries on online public opinion can, to a certain extent, provide a theoretical basis for our continued in-depth research.

## **3.METHODOLOGY**

3.1 Research Methods

3.1.1 Literature Analysis Method

Use libraries and the Internet to search for information, and read papers, journals, published works, etc. Study other articles carefully, broaden the ideas of this paper, look for supporting materials and research gaps, and form my own innovative opinions.

3.1.2 Interview Survey Method

Understand the response strategies of colleges and universities to online public opinion based on the new media background through interviews, including visiting and investigating the publicity department and relevant departments of colleges and universities, collecting relevant introductions from staff, and obtaining true and reliable survey results.

3.1.3 Questionnaire Survey Method

The recovery rate of the questionnaire is crucial to grasping accurate information. In order to ensure a certain recovery rate in the experimental work of this paper, the questionnaire was distributed and filled out and then recovered on the spot.

3.2 Sample Situation

3.2.1 New Media Usage among Students in Colleges and Universities

Through the survey, it was found that college and university students use new media for a long time on daily basis. Learning and entertainment on new media have become part of college and university students’ daily life. In terms of channels for obtaining Internet information, 96.2% of college and university students said they obtain hot information through push notifications from micro-media such as Weibo and WeChat public accounts; 72.7% of college and university students get hot information when communicating with others online; 57.9% of college and university students choose to get hot information from push notifications from major portal websites; 37.1% of the students obtained information through school news feeds and class group forwarding; and 13.6% obtained information through traditional media such as television, radio and newspapers. It can be seen that college and university students obtain information through a variety of channels, but most of them obtain hot information through micro-media such as WeChat and Weibo, and some of them obtain hot information through communication between classmates and friends, i.e., forwarding and evaluating hot posts to each other. On the whole, college and university students are generally accustomed to obtaining the latest hot information on the Internet on the micro-media platforms that are highly interactive and have social functions.

**Figure 1. Students feedback on channels for obtaining Internet information**

3.2.2 Attitudes of College and University Students Taking Part in Online Public Opinions

The survey results on "Attitudes of College and University Students toward Participating in Commenting on Internet Hot Topics" showed that 33.9% of the respondents believed that when college and university students currently participate in commenting on hot topics on the Internet, their comments on hot events are too one-sided and it is difficult for them to analyze the events from a rational perspective; 27.4% of the respondents believe that current college and university students actively and rationally participate in the discussion of hot topics on the Internet; 48.6% of the respondents believe that the current comments of college and university students on hot topics on the Internet are group heckles, and their remarks are relatively random; and 10.1% of the respondents believe that current college and university students have extreme thoughts on the Internet and even make negative remarks. It can be seen that the current college and university students have rational thinking in the discussion of hot topics, but at the same time they also have one-sided and irrational side.

**Figure 2. Student feedback on college and university students participating in commenting Internet hot topics**

3.2.3 Management of online public opinion in universities under the background of new media

According to the survey, 52.7% of college and university students believe that the current management of public opinion in colleges and universities is average. Although relevant departments have been established, the ability of each department to deal with public opinion needs to be further improved; 20.3% think that the management of online public opinion in colleges and universities is relatively good; 17.8% believe that the management situation is not very good, and bad public opinion information often floods the campus network; 9.2% said that they do not know much about the public opinion management situation of their college or university, or even do not know that their college or university has public opinion management department. It can be seen that the current management of online public opinion in colleges and universities is generally average, and it is necessary to further strengthen the management of online public opinion to create a clear cyberspace for college and university students.

**Figure 3. Students feedback on current management of public opinion in colleges and universities**

## **4. RESULTS**

4.1 Problems

4.1.1 College and University Internet Users’ Ethical and Moral Standard Need to be Raised

With the popularization of the Internet and new media technology, every college and university student has a mobile phone and can access the Internet anytime and anywhere. In addition, as young people, college and university students are eager to actively integrate into social management, hoping to increase their sense of participation and be taken seriously. They express their opinions about the people and events around them online, and eager to communicate and interact with others. As reflected in the previous survey data, some college students go their own way when making remarks on online platforms, and some college students have no scruples at all. Due to the virtual nature of the Internet and the anonymity of Internet users, college and university students are prone to make or agree with some irrational remarks in order to win attention and gain the recognition of others.There are a large number of college and university students on campus. If online speech is not well regulated and there is a lack of online moral awareness, it may trigger public opinion on campus and cause adverse effects.

4.1.2 The Online Public Opinion Management Mechanism in Universities Needs to be Strengthened

According to the survey, some students said that when they made comments on the online platform of their colleges or universities, issues were not dealt with and feedback was not received in a timely manner. The number of management team members is insufficient, and there are few staff in the management department. They are responsible for screening and publishing content on the college and university website. The workload is heavy, the work covers a wide range of areas, and working overtime is normal. It is unrealistic to collect public opinion information by browsing websites and posting bars. The management staff is inexperienced, and the management department personnel change frequently. This is an unavoidable problem that the new staff lacks work experience. Public opinion management personnel lack professional knowledge. Most of them are journalism majors and literature majors. The job setting is biased toward material writing, and they do not pay enough attention to public opinion information work. The emergency response mechanism for online public opinion is imperfect and the emergency response mechanism within college and university is rigid, creating space and opportunities for the fermentation of online comments from all parties.

4.1.3 The Teaching Methods of Online Public Opinion in Colleges and Universities Need to be Enriched

Through the survey, it was found that some students said that the content of students’ online public opinion management of college and university is delivered mainly through the ideological and political courses carried out by the college and university, in which college and university students are guided to understand the laws, regulations and ethics of online behavior. Classroom teaching is not attractive enough. Many college and university students think that traditional ideological and political course teaching is boring. The interpretation of laws and regulations is also stereotyped, and students have poor acceptance. Classroom teaching materials are lagging behind, while teaching of online public opinion is quite time-sensitive and need to be closely integrated with current social hot issues. The current academic research on online public opinion has just started. Therefore, there is a lack of professional books to guide students and broaden the minds of front-line teachers.

4.2 Main Reasons

4.2.1 Lack of Cyberspace Ethics Courses in Colleges and Universities

At present, there are few online public opinion ethics courses in colleges and universities. Cyberspace ethics-related courses have not formed a system. With the rapid popularization of new media, colleges and universities generally do not include cyberspace related education courses into teaching plans, and there is a lack of professional teaching materials. There are only a few chapters on online moral education in ideological and political courses, and the amount of knowledge is far from suitable for teaching current students.

4.2.2 The online public opinion early warning mechanism is imperfect

Under the background of new media, the early warning mechanism for online public opinion in colleges and universities is imperfect, the early warning awareness is very weak, and the direction of public opinion event is not accurately predicted. Some online public opinions are considered to be trivial matters, and it is believed that some minor emotions of students will not develop into online public opinion events, but often it is these small emotions that may evolve into public opinion crisis events, resulting in the failure to resolve the crisis at the source in time. It is often the case that the higher-level authorities has already received the information about the public opinion crisis incident, but the public opinion management department of college or university is still unaware of it, resulting in very passive handling of the incident.

4.2.3 The complexity of the network environment brings difficulties to supervision

The network itself has a complex environment, the rapidity of network information spreading, the quality of internet users varies, and even some illegal elements are flooding the network. When a hot event ferments on the network, the speed of spreading and the degree of distortion are immeasurable. If not guided and regulated in a timely manner, the public opinion will grow louder and louder, with unimaginable consequences, even resulting in online violence. As a special group, college and university students lack social experience, lack the ability to distinguish, and are eager to gain a sense of identity. They are easily used by criminals with ulterior motives on the Internet to incite young people's emotions, causing college and university students to watch online public opinion, and venting verbal violence, which poses a great challenge to the management of public opinion in colleges and universities.

1. **DISCUSSION**

5.1 Establish Courses on Internet Media Literacy

Under the background of new media, Internet media literacy courses should include Internet norms of words and deeds, mainstream ideologies, vivid and rich life cases, and basic Internet technology operations, etc., from both the Internet technology level and Internet moral literacy level. As scientific research units, colleges and universities should be committed to the design and development of this course, the compilation and design of professional textbooks, form a standardized and system teaching model, incorporate it into student study plans, and conduct assessments and grant credits. In addition, colleges and universities should also build a professional online moral education platform, combine current hot social events and hot news on campus to give students a voice, guide students to conduct correct online communication, promptly investigate, handle and provide feedback on students' demands, and care for students life and enhance the college ’s and university's credibility.

5.2 Improve the online public opinion management mechanism

At present, each college or university has a relatively clear understanding of the main body of online public opinion management, and policy documents have been issued, but the specific implementation still needs to be further strengthened. To improve the system construction, the publicity department must dare to confront tough situations. When promoting public opinion management, they must put an end to the problem of buck-passing by relevant departments, make plans detailed and practical, and make responsibilities clear and thorough. Relevant departments should actively divide their responsibilities according to their responsibilities, put an end to the idea of "not doing things that have nothing to do with themselves", be attentive to their work, care about students, and actively investigate, verify and provide feedback on students' demands that involve their own responsibilities, and work together with multiple departments, forming a good situation of campus network culture.

5.3 Improve the handling mechanism of online public opinion

Improving the mechanism for handling online public opinion crises is an important guarantee for effectively resolving online public opinion crises and creating a healthy and positive campus environment. This includes formulating detailed emergency plans, strengthening crisis management drills, strengthening post-event recovery mechanisms, and innovating management mechanisms. It is necessary to strengthen capital investment, introduce professional software for public opinion monitoring, and at the same time do a good job in team building, build a core network commentator mechanism, let professionals do professional work, make full use of various new media platforms, and introduce big data public opinion monitor platforms and other means to improve the online public opinion handling mechanism.

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