

Research on the positive guidance agenda setting of network public opinion based on new media

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Abstract: Recently, with the vigorous development of new media, the network has become the gathering place of public opinion, so the network public opinion information transmission is facing a severe test. In the characteristics of diversified and fragmented media information, network public opinion is derived and revealed in every node of media information transmission. Is the “post-truth” era a hotbed of public opinion? Under the continuous strengthening of information technology, will the dissemination of public opinion meet the new and old media and show a new trend of development? This paper takes the communication characteristics of network public opinion from new media as the starting point, expounds public opinion in the agenda setting, and clarifies the ethical mechanism of public opinion communication, so as to reflect on the gains and losses of new media in a certain sense from network public opinion communication.

Key words: Network public opinion communication characteristics Network public opinion agenda setting network public opinion positive agenda setting innovation and excellence

I. Characteristics of network public opinion communication

The characteristics of public opinion communication can be summarized as follows: First, diversity. In the process of receiving information, the audience has a tendency of secondary processing and communication, which eventually leads to the diversified trend of public opinion communication. Second, freedom. In the communication path of new media, because the information transmission presents grid and scattering, the public shows the characteristics of multi-core freedom in the way of receiving information. Third, diffusivity. When the audience receives incomplete information, there will be reconstructed facts. At this time, the reconstructed facts will expand rapidly in a popcorn-like manner, and then the public opinion will produce a chain reaction of butterfly effect, which will quickly unfold in each circle. For the spread of public opinion, the construction of wechat circle of friends, with strong interaction and charm, causes large psychological vibration to people, and can even induce group collection behavior. □Fourth, from “centralization” to “recentralization”. Due to the strong synchronic and diachronic nature of Weibo and wechat, in their open social platforms, decentralization and deauthorization show remarkable characteristics.

II. The agenda setting of network public opinion

1. Online public opinion “opinion leaders”

The term “opinion leader” was first proposed by Lazarsfeld. He proposed that the audience should go through the intermediate link of opinion leader in the process of receiving information. This also confirms the important position of opinion leaders in the process of information dissemination. In the development of online public opinion in new media, opinions of opinion leaders will transmit their views, attitudes and even subjective emotions to ordinary netizens, which makes the information and emotions enveloped in the virtual world of the Internet. The “post-truth” theory is the opening of public opinion, and the topic setting of online public opinion also comes to the surface with the opinions of opinion leaders. The characteristics of online public opinion of opinion leaders in new media are embodied in three aspects. First, narrative level: story-based. In the process of narrative events, no matter the text is short, a relatively complete story picture can be presented to the audience. Characters, plots, and even more vivid story conflicts can be captured from the short text with strong emotional colors. In the continuous forwarding and sharing, the superposition effect is generated, and the transmission speed is accelerated. Second, topic selection: specialization. Public opinion release on the network platform takes scientific common sense and social current politics as the main position. □In the jumbled media environment, because the audience has “authority” and “science” as the guarantee, the audience is more likely to believe the information screened under the cloak of “pseudoscience” and be convinced. Third, the scope of coverage: life. It is not difficult to find that the vast majority of public opinions will closely revolve around the life propositions closely related to the public, such as healthy diet, medical care, daily life and so on. In the face of public emergencies, the audience at this time is more inclined to obtain the maximum guarantee from the perspective of their own realization. Therefore, there will be negative information of public opinion to capture the psychological characteristics of the audience. As the audience pays more and more attention to public emergencies, another branch of network public opinion appeals to emotional colors as the keynote, and opinion leaders support it with strong professional characteristics to confuse the subjective emotional appeal of the audience.

2. Network public opinion dissemination field

In the environment of new media, the phenomenon of group polarization leads to the generation and agglomeration of circles. First, there is the herding effect caused by the spiral of silence. Under the influence of the emergence of network public opinion, especially the public opinion in emergencies, the audience will be helpless and have no choice but to imitate others and respond to the public opinion by following the trend. It is precisely because of the herd mentality that they will continue to integrate the information flow, resulting in a

state of group-level diffusion and side-degree coupling. As Gustave Le Pen said in the Mob, “the members of a group are easily affected by the attitudinal tendencies of others and thus placed in a collective unconsciousness.” □ Second, because of the empathic characteristics of the circle. At the psychological level, it will lead to the dissonance of public cognition and the long tail effect of online public opinion. In the network public opinion environment of new media, the audience receives information unevenly, uncertain and constantly impacted by diversified information. When receiving information, people will fall into two or more different ideas, resulting in a state of cognitive dissonance, which is also easy to fall into the trap of Tuo Sita.

3. The ethical mechanism of network public opinion communication

(1) Personal emotion: audience sympathy and resonance

Public opinion is the outlet of personal emotions, and what is really derived behind the dissemination of public opinion is the objective phenomenon of social contradictions, and it is also the dissemination of public opinion in social network. Fundamentally, there are two main manifestations of online public opinion in personal communication. First, the high ground of personal emotion release. Driven by social stratification and interests, the long-term oppression and tension, anger and fear caused by the network media platform can be released. In the process of spreading online public opinion, the audience will be affected by the public opinion information while receiving it, thus making the audience’s emotions spread infinitely. However, the spreading process of public opinion will conform to the law of four stages in the development process of public opinion (incubation period -- growth period -- outbreak period -- extinction period), and gradually weaken and decompose with the change of time. Of course, during this period, the audience will also be immersed in negative public opinion and eager to break its predicament. Second, network intertextuality expression. The audience will draw similar news events related to each other and permeate each other from different public opinion hotspots, and carry out embedded thinking and superposition. In the individual’s own cognitive thinking mode, they will compare with the previously related events, thus stimulating the potential correlation, obtaining a sense of identity, forming the effect of doubling public opinion, and achieving the deep resonance of public opinion in personal emotions and event propagation.

(2) Social emotion: collective consciousness and social identity

On the one hand, the influence of new media network public opinion communication on social emotion can be explained to a greater extent by Lippmann’s mimicry environment □. In the information carnival of the media, network public opinion not only searches for the community, but also integrates and reconstructs its discourse and individuals with similar interests. In the virtual media space constructed by the network, the boundaries of the network society echo with the integrated groups, and the so-called circle layer is formed in similar groups. At this time, the circle groups are constantly strengthened within each other, so as to achieve the “sense of belonging” of the group and condense individual emotions into a collective consciousness with sociality. Once an unexpected public opinion event occurs, it will bring in the group emotions that are easily incited in the collective consciousness, resulting in the formation of the storm eye of online public opinion. On the other hand, when the collective consciousness condenses again, the group will appear “opinion leaders” and the “backfire effect” □ will also arise. In emergencies, the continuous diversification of public opinion will lead a small number of people to believe in their original views more and form a clear antagonistic psychology with the positive public opinion guidance, but more for the sake of affirming their own value. Due to the social nature of network media, the corresponding group selectivity is also gradually stratified. At this time, collective consciousness becomes a vane of online public opinion. If the collective consciousness emotion turns to the social identity, it is also another effective way to guide the continuous dissemination of positive public opinion and achieve timeliness, stability and controllability. Fundamentally, the ethical mechanism of online public opinion transmission is to bind emotions and morals together, no matter from individuals or society. The path of online public opinion transmission of new media is also a constant cycle from appealing to rationality, to sensibility, and back to rationality, which is also the only way for personal emotion to further sublimate and refine social emotion.

III. The positive agenda setting of online public opinion innovation and excellence

1. Building a macro vision:

(1) System level: Establish and improve early warning and monitoring mechanism

Positive guidance for online public opinion early warning monitoring mechanism, grasp the pertinence of public opinion development guided by the risk level of public opinion, and prevent the phenomenon of “public opinion backing”. The breadth of public opinion monitoring is developed to the depth on the basis of technical empowerment. The government and official media should carry out positive and benign public opinion stimulation and guide the positive trend of public opinion. The concreteness of media comes about because of mobile media, which is a platform of production relations. The defamiliarization of the audience in the new media □ is gradually weakened, and for the professional information dissemination to grow slowly, it is convenient to generate and acquire information in the new media. In addition, online public opinion dissemination also has two sides in new media. On the one hand, through the dissemination of public opinion, we can grasp the characteristics of why the audience is convinced of such information, and make fast, efficient and comprehensive comprehensive reports with the help of technical support. Secondly, through the dissemination of public opinion, a prediction mechanism for scientific control of public opinion should be established to improve the shortcomings of new media in the network platform. Finally, new media and mainstream media complement each other, and actively guide the public’s opinions and focus of attention through new media platforms. On the other hand, in the platform of new media, the spread of negative public opinion on the Internet is linked with economic

interests, which will provide a hotbed of deception for rumors. It will not only break the trend of public opinion, but also cause social panic, alienate the audience's emotions, and give way to the dominant power of public opinion. Only by building a good interactive bridge between the network public opinion and the national government agencies can the network public opinion events be solved.

(2) Channel level: mainstream discourse construction

With the help of big data, algorithm analysis and artificial intelligence, online public opinion has been transformed and improved from individual audience UGC (user produced content), OGC (professional produced content) and PGC (professional produced content) to intelligent SGC (sensor generated content), MGC (machine generated content) and AGC (algorithm generated content)□. In order to improve the information efficiency, expand the dissemination scope, and seize the opportunity for the positive guidance of network public opinion. On the one hand, strengthen the artificial network public opinion experience management; On the other hand, combining qualitative research and quantitative research to improve the empirical stage. The positive guidance of online public opinion shifts from single content to "content + audience relationship". The audience and the development of public opinion should be closely combined and coordinated, so as to draw the psychological distance of the audience, so as to enhance the flexibility and adhesion of positive public opinion guidance, and call for the social largest common factor of mainstream discourse construction.

2. Micro-development level

Under the strengthened supervision mechanism of the public sphere in interpersonal communication, individuals' control and cognition of public opinion can achieve universal consensus value on the basis of openness, equality and rational openness. Accept the views and opinions expressed by different strata, and seek common ground while reserving differences. First, the technical level. When public opinion is out of focus caused by information cocoon, it is more necessary for media workers to clarify the focus of work, master the general objective law of online public opinion, constantly supplement the big data of online platform with small data of online public opinion, and master the characteristics of public opinion information while developing and changing. The man-machine combination serves the link of public opinion governance, so as to establish and improve a comprehensive network public opinion governance system. Second, the audience level. For the professionals, it is necessary to strengthen the construction of their talent team, cultivate compound professionals, and strengthen the ethical and moral construction of media practitioners.

IV. Summary

The public opinion field of the network includes the audience, the media, the government and other factors to check each other, and the network public opinion of the new media has also broken the public opinion mode and reporting way of the traditional media. For this reason, it also forms the characteristics of pan-popularization and pan-emotional network public opinion. At the same time, it also has a degree of openness and inclusiveness that traditional media cannot achieve. The spread of online public opinion survives in the dichotomy between old and new media, seeking common ground while reserving differences. For the spillover and resonance brought by public opinion, it has also become a countervailing medium in information transmission. In the post-truth era where information diffusion has grown exponentially, how do we think when the truth is manipulated? To some extent, it reflects the advantages and disadvantages of media platforms in network communication, and has a certain reference for how to seize the commanding heights of information and public opinion under the positive agenda setting of network public opinion.

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