

# Research on online public opinion response and Strategy of University Emergencies under new media environment

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**Abstract:** New media environment not only brings convenience to people's life, but also brings great influence. In the network public opinion events, university emergencies account for a large proportion. University emergencies not only have a direct impact on university teachers and students, but also bring a lot of adverse effects on the regular teaching activities of universities and colleges, and also bring severe challenges to the emergency management of network crisis events in universities and colleges. In line with the development trend of new media, the study of online public opinion responses and strategies of university emergencies plays a vital role in improving the management ability and level of the university, ensuring the stable conduct of various education and management of the university, and maintaining the stability of the university and the society. This paper mainly studies the characteristics and coping strategies of online public opinions in college emergencies under the new media environment, including the basic situation of existing online public opinions in college emergencies, the characteristics of online public opinions in college emergencies under the new media environment, the actual problems existing in online public opinions in college emergencies and the specific coping strategies.

**Key words:** New media environment University emergency Online public opinion research

Based on the development process of new media, the concept of new media was found that as early as 1967, Goldemack, director of the Technology Research Institute of CBS Corporation, first put forward the concept of "New Media (new media)". The network public opinion of emergencies is an effective analysis of the network public opinion with the network as the carrier and the subjective emotion, attitude, opinion expression, communication and interaction of the majority of netizens.

## 1. Research on the characteristics of new media

New media is a form of communication that uses digital technology to provide users with information and services through computer networks, wireless communication networks, satellites and other channels, as well as computers, mobile phones, digital TV sets and other terminals. From the perspective of space, "new media" specifically refers to the media that is corresponding to "traditional media", supported by digital compression and wireless network technology, and can cross the geographical boundary and finally realize globalization by using its large capacity, real-time and interaction.

Li Yan (2010) believes that new media has the characteristics of hypermedia, hyperspace-time, openness, interaction and virtual nature, so it has incomparable advantages in communication compared with traditional media. Yuan Min (2013) pointed out that the new media combines text, pictures, audio and other information in the new development platform, which increases the interest and expands the scope of dissemination. Chen Zhiyong (2020) pointed out that new media is a network tool and platform for people to share information, experience and views with each other. It has become an important channel for college students to obtain information and communicate, and changes the cognitive mode, values and even behavior habits of college students with their specific communication mechanism.

## 2. Characteristics of online public opinion communication of college emergencies in the new media environment:

Compared with ordinary online public opinion events, the online public opinion dissemination of emergencies in colleges and universities has the characteristics of fast speed, wide range, and great actual influence.

Under the promotion of new media, the scope of public opinion and the negative impact of college emergencies have increased rapidly. Because colleges and universities themselves are the focus of the society, once emergencies are uploaded to the Internet, they will be bound to spread widely according to the bidirectional and interactive characteristics of new media, disrupt the normal teaching order of the school and staff, and cause a certain bad social impact.

### 2.1 Online public opinions of university emergencies involve the particularity of subjects

With the rapid popularization of Internet technology in China, college students have begun to become important participants in online life. More and more college students participate in problem discussions through online media, express their personal opinions, and generate online public opinions. According to the 47th Statistical Report on the Development of China's Internet released by the China Internet Information Center (CNNI) in February 2021, the number of China's Internet users had reached 989 million by December 2020. In the survey report, Chinese students account for 21% of the total number of Internet users, accounting for the largest proportion of Internet users, among which those with junior college education and those with bachelor's degree or above account for 10.5% and 9.3% of the total number of Internet users. Compared with other network contacts, college students have a good knowledge level and active thinking. In some hot issues, they will actively participate in and focus on discussion, and are easy to be influenced by others, blindly follow, and become the promoter of online public opinion. Moreover, college students belong to social groups. Once the network hot issues occur, the network public opinion is formed, it is easy to ferment and spread quickly in the school.

## 2.2 The network public opinion of university emergencies has multiple properties

Due to the diversified characteristics of online public opinion on emergencies in colleges and universities, it is more difficult to deal with the practical problems. For example, it involves the nature of contradictions between college teachers and students, such as college students being criticized for failing to say hello to their leaders, and incidents involving the rights and personal interests of college teachers and students. For example, during the COVID-19 period, universities requisition students' dormitories and throw their belongings without advance notice; such as incidents involving the reputation and reputation of the university, such as plagiarism of a university in Shanghai; conflicts between university students, such as the cutting of people at a university, etc.

## 3. In the new media environment, the existing problems of online public opinion response to emergencies in colleges and universities

In the new media environment, the factors affecting the online public opinion of universities are complex and changeable, and there are still problems in the management of the online public opinion of universities.

### 3.1 Lack of online public opinion information grasp in colleges and universities

The public opinion information of university emergencies is complicated, which brings great difficulties to the investigation of multiple information of relevant departments of universities, and the relevant information of the online public opinion is highly hidden, which increases the difficulty of grasping the public opinion. At present, many universities have not yet set up online public opinion prediction and monitoring centers, so it is impossible to predict and judge the rapidly spreading online public opinion in advance. As a result, some very serious online public opinions spread for a period of time, before universities paid attention to them and intervened and controlled them, but it was too late. In addition, the information of online public opinion participation in colleges and universities is mostly students, and the participation is wide, and the transmission speed is fast. Colleges and universities lack a comprehensive investigation of various online public opinion information on campus, resulting in many important public opinion information can not be controlled, which brings serious negative impact to the school. This shows that the network public opinion information is scarce, and the organization and management ability is backward. In addition, some universities lack experience in public opinion management. Once an unexpected event occurs, they have no rules to follow, so they often scramble to temporarily assign non-professional personnel to deal with public opinion problems, resulting in counterproductive consequences.

### 3.2 The rights and responsibilities of the network public opinion management departments are unclear

In the new media environment, the management and promotion of online public opinions in universities are still lacking. Generally, colleges and universities will set up the school propaganda department and the network center to manage the network public opinion problems. Therefore, many people think that once there is an online public opinion problem, as long as the two departments participate. In fact, it is not. The network public opinion management of university emergencies is a comprehensive management affair, which requires the cooperation of multiple departments. Online public opinion management not only involves the publicity department and the network center, the school's student affairs office, logistics department, security department and the secondary branches all need to participate in it. In colleges and universities, the responsibilities and obligations of various functional departments are often very clear, but the communication between departments, departments and branches, and branches and branches is relatively less, which leads to problems, and the buck-passing is not rare.

### 3.3 The management mechanism of network public opinion is not perfect enough

In the management of online public opinion in universities, due to the rapid development of public opinion and the complexity and diversification of the target groups, the network supervision is faced with many problems. Moreover, at present, the online public opinion security education for students in colleges and universities is relatively weak, and the students' awareness of network security is very weak, making it easy for schools to spread quickly among the students after the occurrence of emergencies. Therefore, if the lack of certain network public opinion management mechanism, and departments lack of consciousness, in real-time data analysis, emergency warning and emergency management, afterwards security can not get certain control and response, the emergency network public opinion will be unable to stop, even accelerate the spread of public opinion.

### 3.4 No professional public opinion management team has been established

At present, the main members of the public opinion team in colleges and universities are full-time teachers and full-time counselors in secondary branches. These teachers are younger and have worked for a short time, and lack professional backgrounds in psychology, sociology, journalism and communication. In addition, these teachers are busy with daily affairs, so it is difficult to make the overall layout and improvement of public opinion guidance. Therefore, when dealing with all kinds of emergency public opinion, only one shot can be fired to fill a hole, which lacks of anticipation and professionalism.

### 3.5 The ideological and political education of online public opinion guidance for college emergencies is weak

The ideological education carried out by network public opinion guidance in colleges and universities is not timely and comprehensive. Ideological educators generally lack the professional knowledge and systematic training of online public opinion. Each link of the network public opinion guidance is not clear, and the stage of grasping the emergency is not timely. And the ideological education in colleges and universities is not deep enough. Only in the classroom, a single theoretical indoctrination to students, the lack of after-class ideological guidance.

## 5. Online public opinion response and strategies for university emergencies in the new media environment

In the new media environment, the quality of online public opinion handling of university emergencies will greatly affect the survival and development of the university. The positive guidance of college students' network public opinion has become the top priority in the work. Therefore, colleges and universities must pay attention to the early warning, supervision and disposal of online public opinion, and all departments should realize the importance of online public opinion to the development of schools.

5.1 Use big data system to establish online public opinion early warning information platform for emergencies in colleges and universities

In the new media environment, online public opinion communication is characterized by abruptness, timeliness, concealment and diversity. With the advent of the era of big data, the traditional manual monitoring of online public opinion has been unable to meet the current work requirement. In the face of massive information, it is necessary to rely on the collection and analysis of big data to support the real-time monitoring, early warning, tracking and analysis of online public opinions. Therefore, universities should establish an online public opinion early warning mechanism based on big data as an information platform, and all departments should cooperate in a unified way to share data information resources and break the phenomenon of "data island" in the traditional mode. In order to achieve comprehensive, accurate, detailed public opinion monitoring to provide powerful help.

5.2 Strengthen the team strength of online public opinion work in university emergencies

The handling of online public opinion in most universities is basically only handled by student line teachers and secondary branch counselors. Therefore, in order to achieve better guidance and handling of online public opinion on emergencies in colleges and universities, the university should hire or train professional personnel to provide guidance, and expand the scope of professionals to psychology, journalism, publicity, information network science and other majors. And constantly conduct regular training for the above personnel to improve the level and specialization of network public opinion handling. Ensure that the relevant personnel can learn the latest knowledge at different stages, to achieve the purpose of improving the work ability.

5.3 Further improve the guidance system of online public opinion in colleges and universities

In order to better deal with the online public opinion events in universities, universities should establish a special public opinion response system, and make timely responses and feedback to the online public opinion. Grasp the "golden 4 hours" of public opinion processing. Feedback on all public opinion issues should be truthfully reported, and be true and effective. The emergency should be handled within 4 hours as far as possible to avoid large-scale expansion of public opinion. Secondly, when answering questions, we must be careful of words and actions, and cannot exaggerate or ignore the facts at will. In the era of new media, any information spread on the Internet is very fast and transparent. Exaggerating or covering up facts will not only help to deal with problems but also bring more negative effects. Finally, colleges and universities should choose teachers with excellent political abilities and strong language expression ability as news spokesmen to immediately announce the process and results of incident handling to the society and provide online guidance to ensure the development of public opinion in the right direction and reduce the negative impact of public opinion on schools from the root.

5.4 Strengthen the internal construction of the campus

In order to prevent the spread of online public opinion in universities, schools should do emergency warning and education in advance. Increase the construction of psychological and legal and other related aspects. Through ideological and political courses or collective activities, college students are taught to treat online public opinions rationally, not to believe or spread rumors. Colleges and universities can increase the number and time of psychological counseling on the basis of the original, open the president's mailbox and other effective ways to help students solve the difficulties encountered in life or study, eliminate doubts.

Online public opinion has become the focus and hot spot of national and social attention. Colleges and universities should pay more attention to the response and guidance of online public opinions and give full play to the role of new media in the daily management of colleges and universities. Colleges and universities should establish a more perfect network guidance mechanism, adopt more scientific and effective methods, and do a good job in the early warning, control, response and treatment of online public opinions. Better promote the construction of campus atmosphere, promote the development of higher education.

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