

Ecological Change and Analysis of Public Opinion under Social Media Environment

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Abstract

In the all-media era, new changes have taken place in the dissemination, guidance and influence of public opinion on society. With the wide application of Internet technology and smartphones, the scale of Internet users is also expanding. According to the latest statistics of CNNIC's 49th report, as of December 2021, the number of Internet users in China has reached 1.032 billion, the network penetration rate has reached 73.0%, and the scale of mobile Internet users has reached 1.029 billion, which means that mobile Internet users account for the vast majority of the total Internet users. At the same time, various mobile apps, such as Weibo and WeChat, are increasingly becoming important ways for people to obtain information and express their views. With the development of social media, the information environment dominated by traditional media has changed, and the environment guided by public opinion is more complex, especially in the "post-truth society", where emotions have a great influence on the audience's attitude. Social media has had various impacts on the environment of public opinion, and the rapid development of social media will inevitably have a certain impact on the ecology of public opinion. In view of the rise of social media, the media and the public put forward some thoughts, that is, how to promote the healthy development of public opinion ecology. Public opinion needs the participation of the public, opinion leaders, media and government. Constructing a sound network public opinion guidance system is of great significance to promote the harmonious and stable development of our society from the aspects of creative consciousness, content production and communication quality.

Keywords

Social Media, Public Opinion Environment, Post-Reality Era, Guiding Mechanism

1. Introduction

1.1. Research Background and Purpose

In today's society, the Internet is becoming more and more important in people's lives, affecting people's lives from all aspects of life such as making friends, traveling, entertainment and study. It can be said that the Internet has become an indispensable and important tool in people's lives. The Internet has also become an important and even main channel for many people to obtain public opinion information. On this basis, social media platforms are developing day by day, and users are increasing day by day. Social media, represented by Weibo and WeChat, has become the most important channel for netizens to receive foreign information and express their opinions because of its large user base and developed communication atmosphere. This paper is based on this research background.

Social media platforms, based on the increasing number of netizens on the Internet and characterized by open sociality, break the single communication between disseminators and audiences of traditional media, further expand the time and space of information flow, and gradually become the mainstream channel of new media communication. Social network has also become an important news communication channel in current society. Social media platform not only changes the living habits of netizens, but also changes the environment of traditional public opinion dissemination.

With the continuous development of China's economy and the improvement of people's ideological level, the people also need a more convenient platform to make their own voices, and their willingness to participate in the discussion and management of public affairs is getting stronger and stronger. These changes not only bring new requirements to our journalism, but also bring new challenges. With the rapid development of information technology, such as data and informationization, the modes and subjects of communication are more diversified, the right to speak of individuals and social organizations in information communication is significantly improved, and there are more and more communication tools dominated by them.

On the basis of these changes, with the popularity of social media such as WeChat, Weibo and Vibrato, the public not only receives a large amount of news information, but also actively participates, which promotes the sustainable development of public opinion. The environment is changing. If the management measures do not change, new social problems will inevitably arise. Therefore, on the basis of this change, it is the first step to accurately recognize the changes of public opinion ecology in the current media environment and study its characteristics.

1.2. Research Status at Home and Abroad

At present, the research of public opinion mostly focuses on the mechanism of

information dissemination, discussing the scale, nodes and ways of information dissemination, but the process of information dissemination is changing rapidly, and the mechanism of information dissemination is often closely related to the content of information, and the dissemination of information is constantly changing. Social media public opinion is greatly influenced by emotions, and social emotions exist stably in society. In the dissemination of public opinion, there are certain social emotions, and its transmission mechanism is also regular.

At present, the research of public opinion focuses on information science and communication. However, with the deepening of public opinion, the study of public opinion should be examined from a macro perspective, that is, the relationship between new media and social movements. Its influence lies not only in its own dissemination, but also in its impact on social psychology and behavior, which is the problem that social movements have to face, and its application in “grand narrative” will be more extensive.

Zhao Yifan pointed out in today’s media magazine “Ecological Changes and Analysis of Network Public Opinion in the Context of Social Media” that the influence of social media on traditional media has undergone tremendous changes. The public depends on the Internet platform and becomes the creator of content, which leads to the deconstruction of the discourse power of professional media. Social media has had a great impact on the public opinion environment in three levels: information environment, professional media and the public. The rapid development of social media has also brought great challenges to the public opinion ecology.

In addition, Yang Kai thinks in the article “Analysis of New Media Public Opinion and Ecological Construction of Network Public Opinion” that the research of public opinion under the new media environment should also discuss the common thinking orientation of the public as a whole, so as to provide reference for future government management. The construction of network public opinion ecology must be unified with the consensus that the government is in power for the people, so as to further consolidate the ruling foundation of the government. Network public opinion supervision is an important part of network public opinion supervision. To build healthy and upward network public opinion ecology, we must strengthen the construction of network public opinion supervision system, master the latest public opinion orientation and guide the positive development of network public opinion.

Many foreign scholars have studied social media, but most of their studies have political tendencies, such as the “Brexit” incident, in order to study the influence of emotions on public opinion and politics in social media. The political research report of California Institute of Technology, which involves social media, roughly uses social media data to measure the change of political feelings. The emphasis of foreign research content is different from that of domestic research content.

2. Present Situation and Characteristics of Public Opinion in the Era of Social Media

2.1. The Current Situation of Public Opinion Ecology in the Era of Social Media

Social media refers to the Internet platform that allows users to produce content, share opinions and interact with each other. On this platform, people can freely share their views, opinions and experiences, etc., and tens of thousands of users communicate every day by sharing information through various social media (Liu, 2019a). The emergence and development of social media and the development of web2.0 complement each other. Users can produce and consume content on social media, which has the characteristics of focus, niche, openness, community and so on. It is a kind of free media that gives users great space to participate independently, such as Weibo and WeChat, which are typical social media.

Mobile Internet is increasingly occupying a dominant position in the “network world”. With the development of mobile Internet, We Media communication has also developed conveniently, and the main body and content of communication are more extensive and rich. We Media people, as personal and popular communicators, spread information to the public by modern digital means. Mobile Internet is increasingly becoming the main channel to obtain information, and at the same time, information is becoming more and more open.

Nowadays, the influence of mass media is often manifested by tracking hot topics and activities in social media, and it seems to be the “leader” of new media, which makes them embarrassed in the formation and guidance of public opinion.

The current situation of public opinion in the social media era is as follows:

Public opinion ecology is a state of interaction between interpersonal environment formed by various public opinions and various factors that promote the orderly development of public opinions.

First, Internet media is becoming more and more important. Before the emergence of the Internet, people obtained information through traditional media such as newspapers, television and radio. With the rise and development of the network, people’s information is constantly changing, and people can get more information from the network. Today, social media represented by Weibo and WeChat have become an important way for people to obtain information with their great influence and communication ability. In particular, the launch of WeChat products has undoubtedly had a great impact on the ecology of public opinion in China (Li & Zheng, 2014). With the development of the times, compared with traditional media, the proportion of Internet media is increasing and its influence is strengthening day by day.

Second, the main body of communication is diversified. In the era of traditional media, the identity of communication subject and audience has been de-

terminated, and the communication mode is one-way. Media organizations control the information communication channels facing the public and act as “gatekeepers”. The emergence of social media provides a platform for the public to speak out to the public. Everyone can share content through social media, which lowers the threshold of communicator identity. While enriching the way of information dissemination, it breaks through the limitation of identity between traditional media disseminators and audiences, so that the masses who are not practitioners in the media industry also have communication channels for the masses, and the right of communication is no longer monopolized by media organizations. The interactivity of the Internet also enables information to be transmitted from the audience to the communicator, and the identity of the communicator and the audience changes. Every audience can become a communicator, and the main body of communication is diversified, and the right to speak of communication also shifts.

Third, the rise of online communities occurs. The Internet realizes the real-time exchange of information, so that the transmission of information can be carried out in real-time communication like face-to-face conversation. As a result, social interaction has been put on the network, and groups with common interests, hobbies, values and interests have gathered together through various media to form a community in the network, such as QQ group, WeChat group, friends circle, post bar, and so on. The formation of this community is based on the development of network information communication technology, which supplements and extends the communication relationship between people offline by ignoring the characteristics of distance. Gathering individual voices into the voices of a group, this relationship enhances the influence of individuals on online public opinion.

Fourth, the phenomenon of public opinion reversal occurs frequently. Public opinion reversal means that public opinion discussion is triggered after an event, and then public opinion changes greatly because of other reasons related to the event. On May 10, 2021, a netizen repeatedly tweeted that his son Kobayashi, who was studying in Chengdu No. 49 Middle School, fell from the school corridor and died. The school mentioned by Kobayashi’s mother in Weibo refused parents to enter the school and did not provide monitoring information, which aroused social concern. Because the school did not release the relevant information at first time, a large number of rumors appeared on the Internet, which affected the public’s emotions and the trend of issues. After investigation, on the evening of May 11th, Ping’an Chenghua issued a circular again. On May 13, Xinhua News Agency restored the incident, clarified the key issues such as how the fall occurred and whether the key monitoring was missing, and revealed that there were some problems in Kobayashi’s mental health before his death.

The frequent occurrence of public opinion reversal reflects the impetuosity of the news media industry in the Internet age. Due to the development of online

media, the release of information is more convenient and the speed of dissemination is greatly accelerated. At the same time, the communication channels are extremely rich and the competition in the communication industry is fierce, which are the reasons for the frequent occurrence of public opinion reversal.

2.2. Characteristics of Public Opinion Ecology in the Era of Social Media

First, the information environment: the communication mechanism that emotions are greater than facts

In such a network age, Internet users use social media to share content, It is very convenient to express ideas. In this process, the content conveyed is more emotional, but lacks rational thinking, and the views expressed are more impulsive and emotional. There is a word that can describe the current situation of online public opinion—"post-truth". The so-called "post-truth era" means that the truth has not been tampered with or questioned, but has become very minor. People no longer believe in the truth, only believe in feelings, and only want to listen and see what they want to hear and see. The development of social media platforms has also accelerated the arrival of "post-truth" (Zhao, 2021), so the current media era can also become "post-truth era". In the current "post-truth era", emotions come first and truth comes later. Truth is often buried under public emotions, and the truth can gradually surface after the public ends a round of venting on emotions. "News reversal" and "public opinion reversal" have become the basic manifestations of post-truth in the news communication industry and public opinion environment.

On various social platforms and short video platforms, especially the latter, many netizens often can't think rationally when looking at events. They don't think about the truth first, but judge according to their own inherent cognition first, which often distorts the facts. When they publish their irrational cognition, they will lead more people to their emotions and form a vicious circle of public opinion.

Second, professional media: The dispersion of discourse power makes it difficult to grasp the real situation of public opinion

In this era when everyone has a microphone, the effect of the traditional mass communication mode is gradually weakening because the communication mode of traditional media is "elite", that is, communicators are in a dominant position, and the right to speak is mainly in the hands of media organizations and communicators. However, under the new situation, with the development of new media, the threshold for individuals and social organizations to publish information on the platform is lowered, and everyone plays the role of disseminator and audience of information. Any individual can rely on the Internet and social media to publish what he sees, hears and thinks to the public, but the content of its dissemination may need to be investigated and confirmed.

With the development of new media, the original fact-checking system of traditional media is no longer suitable for today's fast-spreading information, and

the anonymity of network users and the phenomenon of “everyone is a communicator” make the role of “gatekeeper” of traditional media absent or ineffective; As a result, the contents in the current public opinion environment are mixed, and it is difficult to distinguish between true and false. It is an arduous task for the media to verify and dispel this complicated information, and the speed of dispelling rumors often cannot catch up with the speed of spreading rumors, which leads to rumors and lies drowning out the truth, and then the phenomenon of public opinion reversal will appear.

Third, the masses: group prejudice and group polarization brought by community relations

The transmission of information on the Internet can be as real-time communication as face-to-face conversation, which shortens the time and space between media and users, and community groups are the center of the network. Gather together through various media, community is a group with common interests, hobbies, values and interests. The formation of this community is based on the development of network information communication technology, which supplements and extends the communication relationship between people offline by ignoring the characteristics of distance. Gathering individual voices into the voices of a group, this relationship enhances the influence of individuals on online public opinion. In such an Internet age, people’s social interaction has gradually shifted from reality to online platform, instead of sticking to real interpersonal relationships; they have developed friend relationships in virtual environment.

At present, public opinion forums such as Weibo and Zhihu often play a key role in the development of public events and the dissemination of public opinion. The online communities on these platforms mainly rely on emotions, which makes them more closely connected. People are more receptive to views that agree or are similar to their own ideas, and by the same token, they are more likely to avoid those that do not agree with their own ideas. Because of this, it is more difficult to break the gap between communities, and it is easier for them to “hold a group”, which may even lead to the polarization of group opinions and collective behavior. Opinion is “the skin of our society” in two senses (Noelle-Neumann, 2013). In such a “post-truth” era, emotional public opinion expression has gradually become one of the main expressions, and anonymous expression on the Internet has increasingly become a window for self-catharsis and collective position expression, which affects other insiders. Emotional expression in public opinion can be both a destructive force and a valuable resource for public opinion governance (Guo, 2019).

In addition, when it comes to some special symbols and labeled titles, the emotions of netizens on social platforms are easily mobilized, for example, the descendants of soldiers are bullied on campus. Soldiers and bullying on campus are sensitive words, and the bullied parties are very likely to be in an advantageous position in the field of public opinion. In this case, events with these sensitive words can easily lead to people’s emotional thoughts, and then lead to public

opinion with obvious bias, and may even develop into group events.

3. Development Trend of Social Media Public Opinion

3.1. The Mode of Social Media Public Opinion Environment Is Constantly Enriched

Mode 1: Platform type

With the continuous development of network and new media, the organizational form of social media is constantly changing, and gradually forming an influential media. Media platform takes various technical means, service products and platforms as carriers, which provides necessary conditions for the operation of media economy. As the largest public information publishing platform in China at present, Weibo plays a particularly important role in public opinion in China, especially in public emergencies. At the same time, based on the social relations of users, social media has formed a platform for content production and trading, which makes the economy of new media move towards relational economy.

Mode 2: Community type

With the development of Internet and big data, social media platform has become an important bridge for people to establish mutual contact, and the group that has established network relationship is also a new relationship group-network community. Network community is a group with real-time communication function and close contact with each other. At the same time, the media with instant messaging ability can also develop into a new type of social media. WeChat is the most representative social media at present, besides Douban, Zhihu, Vibrato and other social platforms. A community is a group with common interests, views and values. The characteristics of the Internet and the people-oriented trend promote the rise and prosperity of "community". "Community" pays more attention to the belonging and collective identity between people, that is, the close connection between groups.

Taking WeChat as an example, WeChat group and WeChat WeChat official account are the concrete embodiment of community characteristics. WeChat group is based on real relationship, and it is also a supplement to real relationship such as family group, work group, shopping group and spelling group. There are WeChat groups based on strong relationships, such as family groups and work groups. There are also WeChat groups based on weak relationships, such as spelling group and shopping group. People in the group can communicate in the group and form a sense of belonging. Social media provides a new way to establish interpersonal relationships, and realizes the construction of three-dimensional social relations from reality to virtual without discrimination.

Mode 3: Tool type

There are also many tool social media, such as Didi, such as Netease Cloud Music. In today's economic and social development, in order to meet people's "taxi" demand, Didi Company launched "Drips and Windmills". Netease Cloud

Music not only meets the music needs of users, but also adds functions such as commenting and sharing. The application of tool social media includes five key factors: mobile devices, social media, big data, sensors and positioning systems. The tool-based social media model is based on the premise of meeting the needs of users, and then developing corresponding social applications according to different needs.

Mode 4: Ubiquitous

As its name indicates, “ubiquitous social media” is a kind of “ubiquitous” social relationship, not an independent medium, but “embedded” into other media forms through social content and services. For example, webcasting, which is very popular now, belongs to ubiquitous social media.

In the era of mobile network, two-dimensional code has become the most important connection mode in the network, which can be used at will on any occasion, any time and any medium. Nowadays, voice, face recognition, fingerprint, etc. can all become access products, showing a trend of all-round communication, and gradually entering the era when everything is media.

3.2. The Marketing Function of Social Media Continues to Expand

The huge number of users of social media also makes enterprises pay attention to its powerful consumption potential. In the new media era, traffic is a kind of resource. Unlike traditional e-commerce platforms like Taobao and JD.COM, which rely on an entire open public domain traffic, Social media relies on private domain traffic circles composed of social relationships among users, Combined with the characteristics of each private domain traffic circle and the analysis of users by big data, the marketing methods based on social media can far exceed the traditional e-commerce marketing methods based on public domain traffic in pertinence, and many people and enterprises have noticed the marketing significance of social media.

The most important thing about social media is its sociality, which is the sharing of users’ own content. Allowing users to shop online on social media has been realized on some social media today. After purchasing goods, users can also share shopping experience and use experience through social media, and realize the secondary dissemination of commodity information in the social circle where users are located. And the nature of social media itself makes it easier for people to accept the information spread in their social circles.

3.3. New Technologies Will Continue to Integrate into Social Media

From the initial text communication, to pictures and texts, to voice and video, the greatest significance of the existence of the Internet lies in changing the way of information transmission between people. The development and innovation of Internet technology is constantly upgrading the way of communication between people, and the new communication methods brought by these new technologies are bound to be integrated into the future social media. For example,

VR technology, which is booming at present, if the technology is further developed and matured, people's communication on social media will no longer be limited to words, pictures, videos and languages, but more realistic face-to-face 3D effects. Whether it is VR, 3D or 5G, I think that social media will no longer be a single form in the future, but will continue to integrate and innovate, thus becoming a social network platform relying on powerful technologies.

3.4. The Functionality of Social Media Platforms Will Be Expanded

As mentioned earlier, in the new media era, traffic is a kind of resource. Attracted by the unique private domain traffic of social media, more functions will gradually integrate into social media, which penetrates into all aspects of daily life, is closely related to our real life, and is an important link between the network and the real world. Just like the current WeChat platform, the payment function of WeChat will be used when shopping, and some functions such as transportation, shopping and consumption will be integrated. In addition, social media is very important for people to discuss public affairs (Zhang, Duan, & Yang, 2019). In the COVID-19 pandemic of the past two years, the health code, travel code and place code used for epidemic prevention work have also been integrated into the port of WeChat platform because of the huge user group of WeChat. It is conceivable that the functions of social media will be more extensive in the future, covering people's daily life. In the future, social media will be an "all-encompassing platform" that will penetrate all aspects of society.

4. Countermeasures for Advocating Public Opinion Management of Social Media

In the context of the new era, a series of major changes in the ecology of public opinion is both timely opportunities and challenges (Liu, 2019b).

4.1. Change the Previous Concept of Media Communication

1) Strengthen the audience's media quality in the era of social media

In the era of traditional media, only a few people can become communicators of a society. Now everyone has a microphone in their hands. Because of the changes in the media, in the past, the disseminators were professionals with professional education and training or some social elites and government agencies, forming a monopoly on news; in the new media era, with the rapid development and application of the Internet, everyone can act as a communicator, and the requirements of the communicator are reduced. Besides, the role of the communicator is also facing changes at any time. In some emergencies, the role of the communicator may change into the role of the audience.

With the development of social media, the boundary between the main body of communication and the audience is becoming more and more blurred, which is not as clear as before. The management system applicable to the original traditional media for communicators is not completely applicable to social media be-

cause of its definition of communicators. In the development of social platform, everyone is an audience, and everyone is also a communicator. Everyone can share what they want to share through social media. This greatly weakens the role of the original traditional media supervision measures in social media.

Everyone can be the disseminator and creator of information. This is characteristic of the social media era. The change of audience and communicator's identity is a major difficulty in the management of social media public opinion. Therefore, in the management of social media public opinion, managers should no longer focus on communicators in the traditional sense, but pay more attention to the broad audience, because they are all potential communicators.

2) Grasp the role of "post-truth" emotion

The "post-truth" has become a new reality in the global public opinion ecology (Meng, 2020). In the Internet age, the speed and scope of information transmission have greatly surpassed everything, and people can see the newer and farther world on the Internet. However, looking at the world through the Internet is like looking through a filter, and public opinion is likely to be intentionally or unintentionally influenced by the emotions of communicators or audiences, or even deviate from the truth. In the era of social media, everyone has the right to speak, as if opinions have become freer. But things have taken a subtle turn—no one cares about what the truth is. It seems that Schrodinger's cat is locked in a box. Everyone can discuss the life and death of this cat from "feeling", but no one will really open the box and see this cat. However, it does not mean that emotions should not appear in communication. A proper grasp of the role of emotions can make the information conveyed by cold words and pictures warm.

Moreover, ignoring the role of emotions is against human nature, and people's emotions are complex. Expressing their emotions under social media is the use demand of social media users. And there are reasons for the audience's emotions. To understand the origin of people's thoughts and emotions, correctly understand and guide the audience's emotions and respond to these emotions in time is what managers should do. Only in this way can we turn emotion into rationality and better present the truth of the matter to the public.

4.2. The Important Functions of Opinion Leaders Need to Be Brought into Full Play Reasonably

The rapid development of the Internet has changed the mode of mass media, changed the form of interpersonal communication, and greatly enriched the forms of communication, such as individual to individual, individual to many people, many people to many people, and so on. The mode of communication has changed from the original single-thread mode from communicator to audience to the diversified network communication structure. In such a network communication structure, opinion leaders are nodes of the network, which play an important role in the stages of information release, dissemination, discussion and interpretation. Opinion leaders are a very wide group, and their ideas have a very wide influence.

Opinion leaders are often an unofficial status, which is determined by their unique status. Therefore, they can represent the interests of the public more effectively and make the voice of the public. And the masses are more willing to rely on these opinion leaders to make their voices heard in society. Paying attention to the role of opinion leaders can make the management of social media get twice the result with half the effort.

However, everything has two sides, and the influence of opinion leaders has its good side and negative side. He can not only promote the transmission of public opinion and lead the social trend of thought, but also spread rumors and cause social unrest. However, some wrong values of opinion leaders have not been corrected, and after being spread by his influence, they will also have an impact on mainstream values. All these make us pay more attention to the role of opinion leaders, taking their good and avoiding their evil.

4.3. Establish a Normalization Mechanism for Network Public Opinion Analysis and Processing

1) Establish a network public opinion monitoring mechanism

In the propaganda work of enterprises, public opinion orientation is a very meaningful method. Today, with the rapid development of network digital technology, how to construct the working mechanism of public opinion guidance and management?

a) Establish and improve the accountability mechanism to effectively promote the implementation of job responsibilities;

b) Establish a sound early warning response mechanism of public opinion, collect and grasp online public opinion timely and accurately, and provide the foundation and guarantee for the disposal of online public opinion; at the same time, on the basis of ensuring openness and transparency, an important feedback mechanism should be established to widely collect and understand public opinions. Public opinion events appearing on the Internet should be tracked comprehensively, carefully and dynamically;

c) Establishment of quick response and disposal mechanism. It is necessary to establish a team of public opinion guidance and management, and make use of various propaganda means to effectively supervise, guide and manage network public opinion.

In a word, the response to online public opinion should be considered comprehensively, and the early warning, guidance and feedback mechanism of online public opinion should be established and improved (Zhang & Li, 2021). Grasping public opinion in time is an important means to guide public opinion. Although some new features will occur in the development of public opinion with the passage of time, no matter how it develops, the collected information should be taken as the top priority. Only by mastering this information can we provide a strong basis for the analysis and treatment of future social events of a sentence.

2) Strengthen the network information release mechanism

There is a lot of bad information in our country at present. It is necessary to carry out network public opinion governance from the strategic height of national governance (Wang & Yang, 2021), so we should strengthen the effective supervision of network information to ensure its authenticity.

a) Establish a professional network information publishing organization to publish online public opinion timely and accurately;

b) Implement the system of “authoritative spokesman of Internet news”, and build a platform for communication and interaction between enterprises, society and the masses based on and guided by enterprise spirit.

3) Enhance the ability of departments to use social media platforms

The emergence of social platforms also provides a new choice for the government to understand people’s feelings and get close to the people through social platforms. Nowadays, many social media have official government accounts. They can communicate with the public on social media, and make themselves an audience on social media. High-ranking managers go deep into the masses to enhance their ability to control the dynamic direction of social media public opinion.

4) Establish a professional talent training mechanism

To construct and improve the working mechanism of public opinion guidance and management, we must realize the effective integration and connection of process and content in various ways, so that they can work together. No matter how standardized and perfect the system is, it depends on the effective implementation of employees in order to achieve the expected results. This requires us to strengthen the cultivation of talents.

a) Improve the performance evaluation system of employees. In the dissemination of public opinion, the most important thing is to have a group of high-quality professionals, and the guidance, management and governance of public opinion are also essential. Enterprises should adapt to the new development trend and give full play to the advantages of network technical talents. Inject new vitality into public opinion guidance and management, cultivate loyal and proficient professional and technical personnel, and correctly guide the views of netizens.

b) Improve the professional quality of leaders. Public opinion reflects the opinions of the relative majority (Lin, 2019). In the guidance and management of public opinion, leaders of enterprises must play a leading role in the guidance and management of public opinion. After the occurrence of public opinion, they should intervene at the first time, deal with the events correctly, be good at communicating with the media and actively accept the supervision of public opinion. Through effective cooperation and collaboration, it provides strong support for the development of enterprises.

Mainstream news media play an important role in guiding public opinion, but now with the rapid development of the Internet, various new media and social media platforms, the communication subjects are more diversified, the communication environment is more complex, and various public opinion voices come one after another. In such a “post-truth” era, the audience’s views and viewpoints

on events are greatly influenced by emotions, which often come first and objective truth comes second. In this case, it is even more necessary for mainstream media to do a good job in guiding and managing online public opinion. The public and the media jointly become the main body of supervision of online public opinion, and establish healthy and upward online public opinion ecology (Yang, 2020).

First of all, with the rapid development of new media and various We Media, there are various online public opinions. In order to purify the online public opinion environment, when facing some sudden events, mainstream media should take the initiative in time, occupy a favorable position, restore the facts, let the audience know the truth objectively and timely, reduce the influence of “post-truth” emotions, and improve the public opinion environment.

Secondly, the mainstream media should also strengthen the monitoring of network public opinion. In the age of network information, if we can't respond to news facts at the first time and seize the opportunity, it will have adverse consequences and influences. To find public opinion events as soon as possible and do a good job in information detection, it is necessary to grasp useful information timely and accurately and make good use of big data means in such an era of information explosion.

Finally, regardless of the mainstream media, the government, individuals, etc., they should learn to guide in a timely manner, that is, to guide the public's emotions in a timely manner according to the changes of public opinion. Learn to use emotional cards, because the audience is greatly influenced by emotions at present, and can publish some positive guiding words on the Internet to promote the whole event to develop in a good direction. At the same time, we should pay attention to the active guidance of public opinion and strengthen the authority of public opinion. Public opinion guidance should have authoritative public opinion guidance, guide and guide the emotions of netizens, and form a healthy and orderly social public opinion. We should strive for the initiative and right to speak of public opinion, and let it become a mainstream media army that can be controlled by the government and trusted by netizens. In the era of scarce attention, it is necessary for authoritative media websites to strengthen their ability to report and dig into important issues in depth, publish authoritative information on the Internet, pay attention to the competition of positive news on the Internet, gather popularity and strengthen the power of public opinion.

In addition, we should coordinate the focusing effect of opinion leaders or public intellectuals on major issues in order to seek consensus and enhance the influence of positive public opinion. The “two-wheel drive” public opinion guidance strategy and public opinion supervision strategy have created a new situation in the public opinion work of the Chinese Party and become two peaks in the ideological field of the Party and the country.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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