

Research on Strengthening the Leadership of Network Public Opinion Control and Countermeasures

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Abstract: Emergencies in colleges and universities are prone to form public opinion hotspots, and its ability to control public in emergencies directly affects campus stability and social harmony. In view of the current situation that the spread of public opinion is fast and extensive, and the difficulty of public opinion is great, there is still a lack of leadership. It is proposed to strengthen the multi-dimensional capacity building of college and university leadership, build a trust-driven community, and form a solid and powerful leadership force for online public opinion control in emergencies in colleges and universities.

Keywords: Emergency; Leadership; Online Public Opinion; Prevention and Control.

1. Introduction

With the popularization of the Internet and the revolutionary development of social new media technology, the rapid spread of online public caused by emergencies in colleges and universities has a wide range of influence, and it shows the characteristics of fast transmission speed, significant group polarization effect and strong online and offline .As an important part of society, the thoughts of teachers and students in colleges and universities are active, and they have a strong stickiness with the Internet agencies in colleges and universities are more likely to form public opinion hotspots. The ability of public opinion management of emergencies directly affects campus stability and social harmony. Therefore, puts forward higher requirements for the leadership of college and university managers.

2. Current Research Status

2.1. Current Status of Network Public Opinion Prevention and Control

At present, domestic research mostly focuses on characteristics of public opinion dissemination, the law of evolution and the coping mechanism. For example, the network public opinion of emergencies in colleges and universities is defined as the of emotions, attitudes and opinions expressed by college students through the Internet around emergencies, which has the characteristics of fast dissemination, diversified expression, complex content and easy trigger group events. Some scholars analyze its generation mechanism from the perspective of communication and management, and believe that emergencies are the fuse, college students are the main communication forces, and network technology is the media tool.

Regarding the public opinion management mechanism and technical means, universities mainly control through various models, such as the "Tripartite Interactive Control Model" which combines technology and management), and the "Monitoring and Early Warning Mechanism" (which includes the full cycle of management from incubation period, outbreak period recession period). Some universities have established public opinion monitoring systems, adopting a

combined mode of "manual screening technical monitoring" to strengthen the ability to capture and analyze information [1].

On the role of leadership in public opinion management. Colleges and universities enhance their responsiveness by perfecting emergency management mechanisms and building professional teams . as news response teams and public opinion analysis teams). This requires that university leaders also possess a sense of crisis and decision-making ability, and that the university party play a central role in the management of online ideology, by regulating the online behavior of party members and young employees to strengthen risk control [2].

2.2. Network Public Opinion Prevention and Control Dilemma and Problems

1) The disconnect between theoretical research and practice

Existing research results mostly remain at the macro level, with insufficient integration of disciplines and a lack of detailed analysis of specific dimensions of leadership (such as decision-making, communication, coordination, etc.). Part of the research content is unbalanced, overly focusing on technological means while neglecting the cultivation of strategic thinking among university leaders and managers.

2) The mechanism for responding to public opinion is not sound

Some universities tend to prioritize post incident handling over pre warning, with low sensitivity of monitoring systems that make it difficult to identify risks during the latent period. In addition, the lack of specialization in the public opinion response team and the absence of cross departmental collaboration mechanisms have resulted in delayed or inappropriate responses, exacerbating the spread of public opinion [3].

3) Lack of teacher-student participation and trust

Universities often find themselves in a passive position due to low levels of information transparency. For example, students tend to speak out through We media due to a lack of trust in the school, leading to a loss of control over public opinion; The role of teachers as "opinion leaders" in guiding public opinion has not been fully explored.

4) The challenge of balancing technological means and ethics

Excessive reliance on technological monitoring may lead to privacy controversies, while relying solely on moral education is difficult to cope with complex public opinion. So, how to balance technological control and humanistic care is still a difficult point in the leadership construction of public opinion control for emergencies in universities.

3. Countermeasures and Suggestions for Strengthening Leadership in Network Public Opinion Control

3.1. Strengthening The Multidimensional Capacity Building of University Leadership

Strategic decision-making power: Establish an emergency management mechanism that combines peacetime and wartime, develop scenario specific public opinion plans (such as dormitory conflicts and public health incidents), and enhance the rapid response capability of university managers.

Communication and coordination skills: Promote cross departmental collaboration (such as coordination between publicity departments, academic departments, and technology centers), and improve team collaboration efficiency through regular drills.

Public opinion guidance: Strengthen the special training for university managers on new media communication, crisis public relations, legal compliance, etc., to enhance their practical ability to respond to public opinion ; At the same time, cultivate the media literacy of university managers, encourage them to actively voice their opinions through official platforms, and work together with student party members and teacher backbones to build a "positive energy dissemination circle".

3.2. Building a Trust Driven Campus Community

Enhance information transparency: Timely disclose the progress of events through official platforms to reduce suspicion caused by information asymmetry.

Strengthen online ethics education: Incorporate online literacy courses into general education to cultivate students' ability to express themselves rationally and discern information.

Activate the participation of teachers and students in governance: Establish the position of "Student Public Opinion Observer" to encourage teachers and students to jointly participate in the design of public opinion response plans and enhance their sense of governance identity.

Innovative ways of guiding public opinion. Adopting the "agenda setting" strategy, actively releasing authoritative information to seize the high ground of public opinion. Play the role of opinion leaders, invite experts or student representatives to participate in public opinion interpretation, and enhance credibility.

4. Ways to Strengthen Leadership in Online Public Opinion

4.1. Scientific Decision-Making: Building a Rapid Response and Hierarchical Disposal Mechanism

Activate the emergency plan and clarify the division of

responsibilities. Universities can develop a 'Public Opinion Response and Handling Plan for Major Campus Related Events' in advance, clarifying the classification of events, response levels, and responsibilities of each department. For example, establishing an emergency response team composed of school leaders, propaganda department, student work department, security department, etc., to ensure that contingency plans are quickly activated after an incident occurs and avoid decision-making delays.

Develop strategies based on risk assessment. Real time evaluation of the impact range, public opinion tendency, and potential risks of events through public opinion monitoring systems (such as artificial intelligence analysis tools), combined with legal basis and campus actual situation, selects differentiated strategies such as "active disclosure" or "graded guidance".

Graded response and dynamic adjustment. Activate emergency responses at different levels based on the severity of public opinion. For example, general events are handled by the publicity department, while major events require direct command from school leaders, and response plans are adjusted based on public opinion dynamics during the process [4].

4.2. Effective Communication: Transparent Information and Diversified Channels

Authoritative information dissemination mechanism. Designate an official spokesman to release the progress of the event as soon as possible through the school's official website, WeChat official account and other channels to ensure information transparency. For example, actively announcing investigation results during emergencies can reduce the space for rumors to spread.

Media cooperation and public opinion guidance. Establish long-term cooperative relationships with mainstream media, invite media to participate in event briefings or campus open days, and convey positive voices. Meanwhile, guiding rational discussions through student opinion leaders (such as counselors and student cadres) on social media.

Two ways communication between teachers, students, and the public. Establish online feedback platforms (such as campus forums and principal mailboxes) to promptly respond to concerns from teachers and students. For parents and the public, the progress of handling should be communicated through open letters, press conferences, and other forms to enhance trust.

4.3. Resource Allocation: Ensuring Human, Technical, and Financial Support

Build a professional team. Establish a multidisciplinary team consisting of public opinion analysts, legal advisors, and psychological counselors, responsible for information monitoring, crisis public relations, and psychological intervention. For example, introducing a third-party public opinion monitoring company to conduct 24-hour network scanning.

Technical and financial support. Invest special funds to purchase public opinion analysis software (such as keyword monitoring tools) and build a campus public opinion database. At the same time, reserve emergency supplies (such as communication equipment, promotional materials) to respond to sudden demands.

Normalize training and drills. Regularly conduct public

opinion response simulation exercises to enhance the information literacy and emergency response capabilities of faculty and students. For example, training teachers on how to identify sensitive information and avoid the occurrence of secondary public opinion through case studies.

4.4. Long Term Management: Early Warning Mechanism and Follow-Up Evaluation

Pre warning and daily monitoring. Build an "artificial intelligent" monitoring system to identify sensitive words and emotional tendencies, achieve closed-loop management of "precise identification rapid judgment graded warning", screen keywords on campus forums, social media and other platforms, and identify potential risks. For example, using big data analysis to predict public opinion hotspots and develop response plans in advance.

Flexible strategy for handling public opinion: adopting a "combination of easing and blocking" approach to promptly dispel rumors, establish feedback channels for reasonable demands, and avoid secondary crises caused by "one size fits all" suppression.

Post event evaluation and improvement. After the incident, organize a cross departmental review meeting to analyze the shortcomings in the handling process and optimize the contingency plan. For example, evaluating the satisfaction of teachers and students with event handling through questionnaire surveys and improving communication strategies accordingly.

Cultural shaping and public opinion ecological construction. Advocate rational expression and enhance teachers' and students' sense of identification with the school through campus cultural activities such as debate competitions and lectures. At the same time, establish a "public opinion weekly report" system, regularly analyze the campus public opinion ecology, and prevent the accumulation of collective emotions.

5. Conclusion and Prospect

In short, the control of public opinion in sudden incidents in universities is a systematic project that requires systematic reform, starting from multiple dimensions such as mechanism construction, capacity cultivation, technical support, and ethical norms; The leadership needs to take scientific

decision-making as the core, supplemented by transparent communication and resource guarantee, to form a full cycle management loop of "prevention response recovery". In the future, with the deepening application of artificial intelligence technology, the accuracy and efficiency of public opinion management will be further improved, but the combination of humanistic care and institutional innovation remains key. However, in the future, we can further explore the guidance mode of "emotional rational" balance, such as enhancing students' media literacy through case teaching, or using virtual simulation technology to simulate public opinion scenarios to optimize emergency response. Only by establishing a dynamic and sustainable governance system can we effectively maintain the stability and reputation of universities, and form a stable and strong leadership in the management and control of network public opinion in emergency events in universities.

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