

# Research on the Leadership of Network Public Opinion Prevention and Control in Colleges and Universities

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**Abstract:** With the popularity of the mobile Internet and the arrival of the intelligent era, everyone can become a disseminator of information. This not only significantly enhances the diffusion speed and radiation influence of negative public opinion, but also reflects the lack of leadership of colleges and universities in the prevention and control of online public opinion in emergencies in the new era. Based on the analysis of the different stages of the development of online public opinion, this paper aims at the problem of how to prevent, work and manage public opinion, and reveals the problems existing in the prevention and control of public opinion, such as weak awareness of independent learning, weak awareness of network supervision, lack of coping ability and lack of discrimination ability, and puts forward that leading cadres in the new era should strengthen political leadership, ideological leadership, social appeal and mass organization to effectively deal with the challenges of online public opinion.

**Keywords:** Emergency; Network Public Opinion; Prevention and Control; Leadership.

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## 1. Introduction

Recently, a university suffered a major impact of online public opinion because of the incident of "10 yuan instant noodles drove away 3 yuan instant noodles", which once again sounded the alarm for universities to strengthen the prevention and control of online public opinion in emergencies. It is widely used in artificial intelligence technologies such as ChatGPT. In 2025, China's own AI technology DeepSeek was born. In the era of intelligence, the traditional work and life patterns are undergoing profound changes.

With the help of all kinds of intelligence. Various social networking tools are more convenient to record and share daily life, and new media is experiencing explosive growth. Based on the network convergence effect, even some scattered, weak and subtle social voices may quickly aggregate into powerful network public opinion, which will have a far-reaching impact on the real society. How to effectively deal with the "butterfly effect" in the intelligent era has become an important issue that leading cadres must face in the new era. Leading cadres in the new era must base themselves on the complicated cyberspace field, constantly strengthen network governance, guard against network public opinion, and continuously promote the modernization of network governance system and governance capacity to reflect our party's strong leadership, leading power, appeal and organizational power.

## 2. The Analysis of the Current Situation of Public Opinion Prevention and Control of Unexpected Events in Colleges and Universities

In recent years, a series of unexpected events driven by the media have aroused widespread concern in the society, such as the barbecue in Zibo, Shandong, and the Erbin Meinan Action. However, there are also many negative cases

frequently exposed in the field of colleges and universities, such as the instant noodle incident in a college in Jinan, the student molestation incident by a professor in a college in Shanghai, etc. These incidents not only damaged the image of colleges and universities, but also exposed the shortcomings of some colleges and universities in the prevention and control of online public opinion.

In the face of emergencies, there are many colleges and universities that respond quickly and handle them properly; However, there are still some problems in some colleges and universities, such as poor official response and "bureaucratic jargon", which further intensifies the fermentation of negative public opinion. The occurrence of this series of problems reveals the urgent needs of colleges and universities in the construction of network public opinion prevention and control system and the promotion of leadership.

## 3. The Lack of Leadership in The Prevention and Control of Online Public Opinion in Colleges and Universities

### 3.1. The Awareness of Lifelong Learning is Not Strong

In the era of intelligence, the speed of knowledge updating is changing with each passing day, and even it is caught in a situation of knowledge abuse. As "Moore's Law" reveals, the renewal cycle of the world is getting shorter and shorter. If we stay for a while, we may be abandoned by the times. This requires leading cadres in the new era to keep pace with the times on the basis of traditional social governance ability, strengthen the study of digital literacy and network governance ability, so as to draw closer to the people, and thus carry out mass mobilization work more efficiently at critical moments.

Leading cadres in colleges and universities, in particular, are faced with young people with high network literacy. As managers and educators, we should educate ourselves first,

especially to make up for the shortcomings of digital literacy, take the lead in learning computer knowledge, and be familiar with network public opinion communication and network rumor management. Constantly improve the leadership of network governance with media literacy as the core, so as to effectively respond to the challenge of network public opinion in the intelligent age, and then realize the proper meaning of network governance modernization. [1]

### **3.2. Network Awareness is not Strong**

General Secretary Xi Jinping has long emphasized that "being good at using the Internet to understand public opinion and carry out work is the basic skill for leading cadres to do a good job under the new situation." "Where the masses are, our leading cadres will go". However, in reality, some departments' websites exist in name only, and the channels for expressing online opinions are not smooth, so it is difficult to effectively supervise online public opinion, let alone carry out prevention and control. [2]

And colleges and universities are the fundamental mission of Lide Shuren. The object of work in colleges and universities is students' weak sense of self-discrimination subjectively and external factors objectively, which not only seriously affect the construction of education quality, but also involve the development of ideological education security. Therefore, leading cadres in colleges and universities should attach importance to cyberspace ideologically, and the channels for expressing opinions on the internet should be kept smooth, so that teachers and students can know their voices deeply and keep the information released smoothly when facing major problems.

### **3.3. Lack of Ability to Deal with New Problems**

Complex and changeable public opinion environment. In particular, because of the different positions of different subjects, it often comes from the differences of interests and even leads to a binary opposition, that is, the opposition between official media and self-media, self-media and self-media. The difficulty of managing and controlling network public opinion in emergencies has increased significantly. Therefore, the prevention and control of network public opinion in colleges and universities needs a professional team. Apart from traditional educational skills, they can also skillfully use relevant network tools, master the ability of searching, analyzing and processing network information, and have the ability of foreign exchange, and so on.

### **3.4. The Ability of Political Discrimination Is Not Strong**

The core of leadership lies in winning people's recognition and support. There is no denying that online public opinion is sometimes the same as a scourge, but the key lies in "governance." As a borderless existence, the network breaks a restrictive norm of time and space, industry and so on. "Blocking" and "covering" can't solve the problem. The key to improving leadership lies not in a top-down command and power of the party to the people, but in a bottom-up recognition and satisfaction of the people to the party. Only by always adhering to the people's position, the fundamental political position, and providing the corresponding "supply side" according to the people's "demand side", so as to meet the people's yearning for a better life, and then make the people consciously turn the party's line and principles into conscious actions in a sense of happiness, this is the secret of

strong leadership. The party history of more than a hundred years proves that a party that always adheres to the principle of "from the masses to the masses", resolutely implements the principle of serving the people wholeheartedly, and wins the sincere support and follow-up of the people must be a party with strong leadership.

## **4. From the Evolution Process of Network Public Opinion Communication to See the Ability That Leading Cadres Need**

"Public opinion leadership", that is, the ability to mobilize and construct various positive factors, effectively guide and motivate the main body of pluralistic governance 3. This kind of leadership is not fixed, but should be constantly adjusted in the process of dynamic change, which varies from person to person, from time to time and from place to place. Through the analysis of the communication stages of online public opinion, it can be found that the factors affecting leadership are different in different stages of public opinion "latent-outbreak-recession". [3]

The first is that the incubation period should be "defensible". The outbreak of public opinion is also traceable, which requires forward-looking thinking and ideological leadership, and there is every chance to avoid the crisis.

Secondly, it is "manageable" during the outbreak period. The characteristics of online public opinion outbreak are "fast", and cooperation and communication are strengthened to make quick decisions. At the same time, only by raising the sense of responsibility and taking the lead in demonstrating can we have social appeal and mass organization.

Finally, the public opinion event has ended and entered a recession, and "reflection" is very crucial. Power and responsibility clearly reflect political responsibility, which is also an inevitable requirement for strengthening network political leadership.

Despite ten years of the new era, political leadership, ideological leadership, social appeal and mass organization have been significantly enhanced. However, judging from the current situation of public opinion prevention and control, it is necessary to prevent, work and manage it, and effectively improve network leadership, and it is also necessary to strengthen it from the basic "four forces". [4]

### **4.1. To Strengthen Political Thinking and Enhance Political Leadership**

Political leadership refers to the party's political leadership ability, that is, the ability to seek happiness for the people of China and the rejuvenation of the Chinese nation. Adhering to the correct political direction and the ability of centralized and unified leadership of the CPC Central Committee is the core of the party's political leadership and an essential ability related to the rise and fall of the party. Since its founding, the Party has made clear its initial intention, overcome difficulties in the past 100 years, United and led the people to realize their great dream of standing up, getting rich and becoming strong, and demonstrated strong political leadership.

From communist party's aim, why people serving is the party's initial intention. For example, in epidemic prevention and control, we always adhere to the position and principle of people first and life first, and we must never adopt it when dealing with the epidemic. In order to protect people's health and life safety, based on scientific understanding, the state

constantly adjusts and optimizes the joint prevention and control plan to balance the prevention and control of epidemic situation and protect people's livelihood. Epidemic prevention and control is also a political task, which requires people-centered stance, value orientation, and political thinking, that is, adhering to political positions and principles, to analyze and handle things. This may be the core and key of leadership.

Leading cadres in the new era should adhere to the correct political direction, take the people as the center, examine and analyze media information with a political eye, and make scientific judgments.

In today's world, all countries attach great importance to network security. Before Russia attacked Ukraine, the network war had already started, and it is still the second battlefield of Russia and Ukraine. The network is a battlefield where you can't see the smoke, and it is also a battlefield where hostile forces compete for the hearts of the people. In recent years, there is no precedent for external forces to make a fuss about epidemic prevention and control. These western countries have been distorting and attacking China's prevention and control policies, ignoring their own failure in epidemic prevention. Imagine, once the people believe in the western temptation and give up the "dynamic zero clearing", what are the consequences of the epidemic out of control in a country with a population of more than 1.4 billion?

Internet public opinion will not directly affect people, and its most successful place lies in exerting party influence on people's shadow. The essence of prevention and control is the work of being a human being. The political thinking of the people's center is the ideological weapon, and the media literacy of leading cadres is the weapon in their hands. In fact, the people's feelings and mission are also one of the advantages of our party's governance. Whenever there is a crisis, we can play a central role and quickly mobilize a large number of human resources and material resources. If the relevant responsible subjects respond improperly, they will further pursue their responsibilities and further reflect, summarize and improve the relevant prevention and control system. Demonstrate strong execution and influence.

## **4.2. To Cultivate Forward-Looking Thinking, Highlighting the Leading Power of Thinking**

Ideological leadership refers to the party's ability to adhere to the "two combinations" method and guide great practice with new ideological and theoretical achievements. During the new-democratic revolution, the Communist Party of China (CPC) formed an important experience of theoretical innovation with Marxism in China. Since the 18th National Congress, the General Secretary has put forward a series of new ideas, such as the great spirit of party building, and Socialism with Chinese characteristics, a new era in Xi Jinping, is the action program to realize the great rejuvenation of the Chinese nation.

Ideological leadership requires leading cadres to pay attention to network dynamics, be good at collecting information from network opinions, predict risks and formulate coping strategies in advance. By establishing a sound early warning system and crisis handling plan, we can ensure that we can respond quickly and effectively before the outbreak of public opinion.

Especially under the background of two overall situations in the new era, the incidents of grey rhinoceros and black swan cannot be avoided, and the outbreak rate of emergencies

is extremely high. The explosive power of the network is beyond people's imagination. For example, during May Day in 2023, a children's song named "Dig and Dig" suddenly exploded, with a short-term page view of over 1 billion. Strong explosive power is one of the characteristics of public opinion in the media era, and it can't be hidden or passively dealt with. We must build consensus and form a joint force in our thoughts in order to release the "maximum positive energy" of the Internet.

Of course, it is very necessary to establish and improve the early warning system to monitor everything. Modern monitoring technology and means can provide technical support for early detection of symptoms, and at the same time, it is necessary to establish a crisis handling plan, so that before the public opinion actually happens, who will handle it and how to handle it will be prepared. Once important information is found, it can be quickly reported and issued, and properly handled in time, so as to prevent the formation of problems from signs and tendencies. [5]

## **4.3. Strengthen Cooperation and Communication, and Enhance the Organizational Power of the Masses**

Unity is strength, and organization will multiply strength. Relying on the Party's organizational system to organize party member and mobilize the masses has completely changed the fate of China being divided up in the past. Since the rise of the media, the public has become the subject of online public opinion, and it is an equal subject. The first object of cooperation and communication is the people. It is the debate of truth, not authority, that can dominate the direction of public opinion. In August, 2023, a local government in Henan Province insulted the whistleblower when responding to the masses' opinion that the sculpture of Cowherd and Weaver Girl was too expensive. Later, the whistleblower even received a threatening letter, and the results of the later treatment were familiar to everyone.

After the traditional management mode has lost the mandatory power factor, leading cadres must face up to the public's opinion power, learn to listen carefully to the change of identity, carry out dialogue between equal subjects, respond in time and pay attention to the way of response, and can't play "bureaucratic", which requires leading cadres to stand on the standpoint of the masses and need to conduct in-depth research in a down-to-earth manner. In fact, the trend of investigation and research in Daxing was originally a family heirloom of our party, and Comrade Mao Zedong attached great importance to it and kept the work habit of investigation and research. The investigation and research in the new era must be combined with the characteristics of the times, that is, it is necessary to keep close contact with the party and the people, come from the masses, go to the masses, listen to the voices of the people and truly respond to their demands. [6]

Sensitive points prone to online public opinion often involve multiple departments, and information collection, reporting and processing also need the coordination of multiple departments. In the process of public opinion processing, strengthen coordination and cooperation with various departments to form a joint force to jointly meet the challenges of online public opinion. Through effective cooperation and communication, improve the organizational power of the masses and ensure that public opinions are properly handled.

#### 4.4. Enhance the Sense of Responsibility and Give Play to Social Appeal

At the "July 1st Medal" awarding ceremony, General Secretary Xi said that "communist party people have the strength of personality to win the hearts of the people". In the 28 years of the new-democratic revolution, there are only more than 3.7 million recorded sacrifices to party member. In modern times, there are nearly 20 million martyrs who have sacrificed their lives to realize the great rejuvenation of the Chinese nation. In order to achieve the goal of building a well-off society in an all-round way in the first century, more than 1,800 party member cadres have given their lives to fight poverty. Looking back on the history of the party in the past century, communist party people took on the great responsibility of national rejuvenation with the great spirit of party building. In the process of relay struggle from generation to generation, they formed the spiritual pedigree of communist party people. The outstanding Communist party member and their spirit emerged constantly, which won the trust and support of the people with struggle, sacrifice and great achievements, and also inspired the broad masses of the Chinese people to strive for the first place and be willing to be "foolish". Under the unity and leadership of the party, they removed the "mountains" on the road of development and created one after another.

During the outbreak of network public opinion in emergencies, it is necessary for party member cadres to have a sense of responsibility, give full play to the power of party organizations, and make quick and correct decisions. The characteristic of the network is fast. In the event of an emergency, it is the key to quickly reflect and make decisions and seize the "golden four hours". This requires leading cadres to dare to take responsibility. If they report and ask for instructions at different levels, they will "think twice before acting" and "think carefully", which is very likely to miss the prime time of public opinion processing. The slow speed may lead to a series of unexpected events spreading out of control and distortion. In addition, openness brings a variety of ideas. In the online public opinion events, the parties may be driven by different positions or interests, and there may be a "Rashomon" in public opinion. How can the party organizations exert their convincing and obedient power? In fact, it is the most intuitive force to unite the people and resolve contradictions to ensure that the party has strong leadership on the Internet, "pioneers are the most appealing, models are the most leading, and personalities are the most infectious", and cadres' excellent style and strong personality strength are the most intuitive forces.

## 5. Conclusion and Prospect

Theme education in Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is being carried out in all aspects, among which innovation and improvement of online publicity is undoubtedly one of the main ways. As an important position of ideological and political propaganda, colleges and universities should establish network thinking, strengthen network public opinion guidance and network public opinion control, grasp the time, degree and effect of network public opinion guidance, use the law of network communication, carry forward the main theme, stimulate positive energy, let the network play the role of ideological and political education, and take the online public opinion work as a long-term task.

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