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Research on the guidance of network public opinion under the background of epidemic situation

-- Taking the epidemic situation in Shanghai in 2022 as an example

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Abstract: The COVID-19 in Shanghai in March 2022 has witnessed significant changes in the early stage of public opinion compared with the past, which is mainly reflected in the slow release of information by the mainstream media and the declining dominance of public opinion in the mainstream media. A large number of untrue information in the square and the circle of public opinion has evolved into "information plague" through disorderly dissemination and continuous fermentation. The mainstream media release authoritative information through timely adjustment of reporting methods, and the mainstream public opinion field guides the rhythm of public opinion; Couple emerging intelligent technologies; The strategy of cooperation and integration with the square and circle public opinion field has returned to the commanding heights of public opinion guidance. By analyzing the network public opinion guidance work in the COVID-19, it is concluded that the mainstream media should pay attention to improving the public opinion guidance, the effective behavior participation in the square and circle public opinion field, and the experience that the audience's media literacy needs to be improved.

Keywords: Online public opinion; Mainstream public opinion field; Square and circle public opinion field; Public opinion guidance.

1. Summary of negative network public opinion

During the outbreak and response of the COVID-19 in Shanghai, the information includes the original information related to the epidemic and additional information derived from the information. Some of these information are accurate and some are not, but it is undoubtedly an "information plague" for ordinary people who lack scientific knowledge. At the early stage of the epidemic, the mainstream media failed to meet the audience's needs for information about the epidemic progress and epidemic prevention and control in time, resulting in the loss of the leading power of public opinion in the early stage of the mainstream public opinion field, and the public opinion field at the square and circle level seized the first landing point. The main body of the square and circle public opinion field mostly relies on social media and We-media platforms. These media platforms are dominated by the principle of "traffic is king" and "interests are supreme". In the early stage, there were large areas of irrational voices and rumors in the square and circle public opinion field.

2. Derivative causes of negative network public opinion

"In the information society, the core resource of society is information." [] In the era of all-media, the media of information has changed greatly. The Internet has the characteristics of sharing, interactivity, virtuality and universality. It relies on the new media spread derived from the Internet and has obvious "operability". As a modern mobile terminal where everyone is a communication node, social media lowers the threshold of audience's voice, opens up a wide range of ideas and exercises the "supervision" function of the media; However, improper use will lead to information alienation, and bring negative effects such as information explosion, information overload, information garbage, bad public opinion and network violence. In the context of the continuous integration of traditional mainstream media and various intelligent platforms, the public opinion field has become an emerging and complex public opinion field, including mainstream (media) public opinion field (newspaper, radio, television, etc.), square (microblog, post bar, etc.), and circle (circle of friends, etc.) public opinion field.

2.1. Rumors of "public opinion field in the square and circle" are rampant

In the Internet environment with rapid and convenient information dissemination, the negative public opinion about the COVID-19 is also spreading in a spiral way due to its own dissemination attribute and the strong public opinion field gathered instantaneously. Zhang Taofu stated that there are two phenomena in the public opinion field of this epidemic: first, from the perspective of the global public opinion field, there has been external information pouring back into the internal information of China, and these information is not completely accurate, some even rumors; 2、 In the domestic public opinion field, the folk public opinion field composed of We-media and new media has rapidly become noisy, and all kinds of irrational and inaccurate news are flooding. [] For example, in order to avoid contact, Shanghai epidemic prevention personnel threw materials on the ground for distribution; Residents resell 200000 donated materials; A warehouse storing vegetable materials in Baoshan District was deliberately burned; The former leaders of Beicai Town in Pudong New Area resell the guaranteed supplies; KFC group purchase led to positive information of 55 residents.

At the early stage of the epidemic, the public was eager to learn about the progress of the epidemic and how to prevent and control it. At this time, mainstream media are often still in the process of confirming information and constructing

language. While social media and We-media pursue economic interests and commercial value, and release the news of catching shadows without verification after "embellishment", "graft" and "reverse the black and white". Zhang Taofu: We-media is a snare. It leaks everywhere. The more extreme the voice is, the easier it is to "side leak" and be amplified. The fermentation results in special, exceptional and extreme situations. 2 The exaggerated and extreme news is easier to attract people's attention than the regular report. The popularity of yellow news at the end of the 19th century is a good example. Under the epidemic environment, social instability factors increased, and negative and exaggerated information spread faster and wider than usual. First of all, it is transmitted layer by layer in the circle of acquaintances, and spread quickly on the short video platform. This "information plague" caused by the information overflowing in the square and circle and expanding infinitely makes it impossible for the vast audience to objectively and rationally distinguish the true and false information, and becomes the training medium of negative network public opinion.

2.2. The leading power of public opinion in the early stage of the mainstream public opinion field fell

Zhang Taofu believes that the public opinion field of this wave of local epidemic in Shanghai is very complex, and the whole transmission pattern has undergone tremendous changes. The production capacity of the mainstream media that we used to be more confident about has suddenly become passive and helpless in the early stage. two

In the early stage of the epidemic, due to the unreasonable agenda setting in the early stage of the epidemic, the official propaganda caliber lagged behind the dynamic change information, and the leading power of public opinion fell, leading to the public opinion field in the early stage of the epidemic mainly dominated by the square and the circle of public opinion. As mentioned above, at this time, the square and circle are the cultivation medium of negative network public opinion, full of various rumors and audience's doubts about the government and epidemic prevention and control policies. The mainstream media missed the first landing point, and the follow-up can only follow the rumor to refute it. Although rumors can be deleted, the negative emotions generated by rumors in the audience increase the breeding rate of social instability. The spreading effect of refuting rumors is less than half or even lower than that of rumors, and there is no way to completely hedge. According to the internal mechanism of negative public opinion and rumor propagation put forward by communication researcher Olbert, the occurrence of public emergencies and the fermentation of negative public opinion are in direct proportion to the degree of fuzziness of the event propagation. When the government's public power media loses its voice in the new network field, and the words of the mainstream media have no strong guiding mechanism, it is bound to accelerate the spread of negative public opinion, and also enhance the destructive power and harmfulness of rumor propagation. [] The official reports released by the mainstream media lag behind, and rumors spread to the audience first. With regard to rumors, people have no patience to verify the truth. In addition to the anxiety of the audience during the special period, the early public opinion field was chaotic and rumors were rampant.

In addition, because of the epidemic prevention and control policy in the early stage of mainstream media, most of them were isolated at home and worked online, so they could not carry out on-site reports and first-line verification. 2 Mainstream media people have professional media literacy and have high requirements for the authenticity of news. In the face of various rumors in a special period, they can't use accurate reports to hedge them at the first time. Unlike We-media, they don't care whether the information is true or false or the source channel. Listening to the wind is the rain, even inverting the black and white; Moreover, mainstream media people adhere to the objective reporting principle, and there will be no extreme and subjective reports, while self-media is mostly subjective and irrational noise. At that time, the tense social environment and people's anxiety made the audience more inclined to accept subjective self-media reports. Faced with the "excess liquidity" and irrational clamor of We-media, the decibel of official media is much weaker.

3. Strategies of leading network public opinion by mainstream media

3.1. The mainstream public opinion field guides the rhythm of public opinion

The mainstream media should first adjust the strategy of information release related to the epidemic. First, we should strengthen anti-epidemic reporting, do a good job of authoritative release, and use a large number of true and objective reports to hedge the distortion and extreme rumors of We-media. Most of the official media reported the epidemic prevention and control in Shanghai in a large amount by increasing the length, length and multi-angle of the report. It is more obvious that the four news programs of Oriental Satellite TV, "See the East", "30pm", "Oriental News" and "Tonight", cover epidemic prevention and control with more than 70% of the total length of the program; The six news programs of "Shanghai Morning", "People's Daily Online", "Media Search", "News Report", "News Night Line" and "News Workshop" in the news comprehensive channel account for about 60% of the total time of the whole channel. Second, we should adjust the focus of the report, based on the needs of local audiences, and highlight the characteristics of home, practical, people-friendly, and grounded. In the case, experts and volunteers from the National Health Commission were invited to explain the "COVID-19 Antigen Self Test Tutorial" in detail to demonstrate simple and effective self test methods for the audience; The content of home fitness broadcast by the comprehensive news channel "Fitness Times Selection"; Life service programs, such as "Well-keeping by Famous Doctors", "Poetry, Calligraphy and Painting", "Tasting Shanghai", and so on. [] Third, plan the program arrangement to relieve the anxiety of the audience. Oriental Satellite TV has increased the broadcasting of spy dramas, family dramas and other classic and popular TV dramas. The audience can relax, pass the time and ease their mood by following the drama.

3.2. Couple emerging intelligent technologies

In today's Internet society, it only takes 45 to 60 minutes from the event to the ferment of public opinion. The Internet of Everything has created a new extension of cloud communication, providing a variety of fast and direct platforms for cloud communication; The Internet changes the media form and technical system of human information transmission, such as intelligent search system, cloud computing, personalized push, etc; The Internet will also

transform the content form and public opinion ecology of human information dissemination. In terms of content form, different from the traditional media products of newspapers, radio and television in the past, there are new media products such as live broadcast, graphic and online reports. In terms of public opinion ecology, there used to be only a single public opinion field, the mainstream public opinion field. With the development of social media, there have been squares, circles and other public opinion fields, which have become an important part of China's public opinion field. Through the capture of the dynamic data of "everything" on the Internet and the characteristics of the complete synchronization of the information world and the physical world led by the "data twin" technology, we can make up for the practical holes such as the asymmetry of information dissemination in the form of gossip and the unsynchronization of the information world and the physical world. [] Mainstream media listen to the public opinion with the help of "blockchain" technology. "Blockchain" has two core characteristics: data is difficult to tamper with and decentralization. Citizens can express their opinions and form public opinion through "blockchain"; Mainstream media promote the integrated development of media. Dong Lianjun of People's Daily pointed out that media integration is an endogenous transformation of media driven by technological iteration, and also a profound reform planned and promoted by the national top-level design. In this epidemic, Shanghai News Radio has created rich media content to help fight the epidemic, and the all-media news matrix has created the "epidemic" news eye and the "epidemic" information flow to bring all-media products to the public.

3.3. Focus public opinion field cooperation and integration

During this public health emergency, the mainstream public opinion field and the public opinion field such as the square and the circle have undergone rapid changes in different periods of the epidemic. Most of the topics of the two public opinion fields have changed from competition to cooperation and mutual integration. The two fields have experienced the development process of independence - overlap, divergence - consensus, difference - convergence.

In this epidemic, mainstream media strive to reduce or eliminate the derivative harm of negative public opinion in the early stage and occupy the commanding point of public opinion guidance. However, in terms of some social concerns, the mainstream media agenda setting lacks closeness and popularity, which is easy to cause the audience's resistance and reverse interpretation. Therefore, we should accelerate the cooperation and integration of the mainstream public opinion field, the square and the circle public opinion field. First, the information flow complements each other and promotes the integration of information flow. In the crisis transmission of major epidemic, the full exchange of information is an important factor in handling and resolving the crisis. By taking advantage of the unique advantages of the social media platform of the square and circle, the mainstream media has opened up the interactive field of the mainstream public opinion field and the square and circle public opinion field, allowing the subjects in different fields to conduct fully staggered information flow and blending, and to some extent changing the "Balkan phenomenon" presented by the network community. The special plan of "Direct to 996" created by Shanghai Broadcasting - Direct to the epidemic prevention hotline, which can call the live hotline for help, solve the livelihood problems, and realize the information flow and integration of the two public opinion fields; The second is to stimulate the audience's empathy through the interaction of resonance points. At the early stage of the epidemic, there will be many subjects who do not know the truth in the We-media spreading rumors wantonly, causing negative public opinion. The mainstream media urgently adjusted their reporting methods and made detailed arrangements. Shanghai Radio's "990 Morning News" clarified the necessity and scientificity of a new round of screening. Record and close-up show the warm feelings of watching and helping each other at the grass-roots level, and pay attention to the latest progress of epidemic prevention and control. The highly responsible attitude and effective measures of the mainstream media have explored the resonance of the audience, met the actual needs of various emotional subjects in the square and circle, soothed the public's panic, and played a positive role in promoting the epidemic work; Third, enhance the information synergy between different media. In the spread of the epidemic, the two kinds of public opinion fields both include the release of specific epidemic related information and the release of a large number of opinions and social needs. The mainstream media undertakes the professional mission of releasing authoritative information in a timely manner and at the same time releasing the path for public participation and feedback. The square and circle public opinion field have the media attribute of rapid dissemination, and timely spread the information released by the mainstream media to the audience. For example, the donation announcement issued by the mainstream media was forwarded by the main body of the square and circle public opinion field, and was quickly responded and implemented on the social media platform.

4. Reflection on the experience of public opinion guidance in the COVID-19

4.1. Mainstream media enhance public opinion guidance

According to the Marxist view of news, the news media has the functions of reflecting public opinion, expressing public opinion, organizing public opinion and guiding public opinion. Among these four functions, guiding public opinion occupies the most important position and is the most important task of modern newspapers, magazines, radio and television. [] China is a socialist country that follows the path of socialism with Chinese characteristics. Public opinion is guided by the Party as the core and the mainstream media as the main body.

In the context of the development of the Internet and the changes of the media, the dominant power of public opinion of the mainstream media has been lost, and the guidance of public opinion has reached an impasse. Mainstream media should clarify their political position, improve their political standing, strengthen their pertinence, adhere to the principle of professionalism, and pursue integration and innovation. With the rapid development of science and technology, mobile internet has penetrated into all aspects of people's life. Compared with the past, the needs of the audience have changed greatly. The needs are more diversified, in-depth and interesting, and higher requirements are also put forward for

the timeliness and transparency of information. Traditional media can no longer meet the needs of audiences, and mainstream media should actively innovate and take the initiative. First, by coupling new media technology and using the cloud platform to carry out new intelligent means such as cloud live broadcast, cloud interaction, cloud mutual assistance, etc., expand the common topic field of the public opinion field; Second, innovate the narrative mode of communication content. By strengthening the content to achieve public opinion guidance, from the previous single-dimensional content to multi-dimensional real-time 3D content; Third, enrich the media discourse system. The mainstream media will realize intelligent transformation on the release platform, combine with the emerging mobile terminal, create the official media account of the intelligent integrated media platform, build the new media communication matrix, and realize the main role of the mainstream media in the public opinion field.

4.2. Effective behavior participation in the public opinion field of the square and circle

In the context of media changes and the development of mobile internet, audiences use UGC's media communication tools, from simple communicators and receivers to content producers and active communicators. The square and circle public opinion field encourage the audience to participate, and rely on the content production and information circulation operation with the audience. Numerous individuals in the field of public opinion are no longer limited to the distance of time and space. They independently participate in the information exchange and discussion in the field of public opinion. With the guidance of opinion leaders, they form a powerful "one voice", which greatly affects the audience's rational discrimination of the truth of information and the decision-making of social public affairs. In the COVID-19, driven by the awareness of national consensus and human consensus, countless individuals, especially the audience of social media, have an unprecedented rise in personal sympathy, empathy and social responsibility. Individuals in the public opinion field actively transform their sense of responsibility into effective action, actively participate in the public opinion field, promote the flow and integration of information, assist in resource allocation, and actively participate in the governance of social and public affairs, Actively respond to the authoritative information released by the mainstream media, fight side by side with the government to combat the epidemic; In the event of major public health emergencies, individuals in the squares and circles of the public opinion field have the courage to assume social responsibilities and social missions, actively and spontaneously carry out positive interaction with the mainstream media, and forward and disseminate the content released by the mainstream media in a wide range by virtue of their rich media forms. On the one hand, the audience of the square and circle public opinion field should adhere to the correct value orientation, present the visualization and accurate data of the epidemic situation in a timely manner, actively spread the correct popular science knowledge, have a certain ability to distinguish the rumors, actively refute the rumors, unite the public, and stabilize the morale of the army; The plaza and circle should be good at taking advantage of the unique advantages of the new media platform, and actively assist the flow and blending of information related to the epidemic, resource allocation, determination of the scope of infection, etc. We should have the courage to assume the responsibility of public opinion supervision of the media, uphold social justice, and actively participate in the work of public opinion supervision of the media.

4.3. Audience's media literacy needs to be improved

In the era of "post-truth" with prominent emotional orientation, the increasingly popular Internet application and rapidly developing media technology have led to the continuous strengthening of the right of access to media. Most audiences have the ability to obtain and disseminate information, but do not have the media literacy to match it, which is characterized by the prominent phenomenon of group polarization and the intensification of the evolution of public opinion storm. At the early stage of the COVID-19, a large area of irrational voices and rumors were rampant in the square and circle of public opinion. The reason for the rapid spread of rumors is, on the one hand, the problems brought by human-computer interaction in the era of artificial intelligence - a large number of robot sailors confuse public opinion; On the other hand, most of the audience lack professional and basic media literacy, and do not have certain discrimination and immunity to rumors. In the normal period, most of the audience can also identify rumors through rational thinking and multiple verifications. In the period of major public health emergencies, it is difficult for the audience to achieve rational thinking and patient verifications. The spread of rumors is faster than in the normal period, and the spread effect is strengthened. The mainstream media should actively cooperate with social organizations to carry out popularization activities of basic media knowledge, improve the media literacy of the audience, and enhance the audience's ability to distinguish rumors and immunity.

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