# Response and Disposal of Online Public Opinion in Universities from the Perspective of New Media

Xu Yi-chao[1]*

[1]School of Law, Jiangsu University, Zhenjiang, Jiangsu 212013, China
*e-mail: 1336207764@qq.com

**Abstract**— The management of public opinion has practical effectiveness, but the lack of network public opinion management in universities has led to an endless stream of network public opinion incidents. At present, most research is still in the experimental stage of problem collection and methods, on the one hand, it has not excavated the root causes of public opinion problems and the trend of dissemination and evolution. On the other hand, the practical application ability is insufficient, and the scientific research results on the logic, evolution trends, and response strategies of online public opinion in universities are not yet rich enough. Therefore, this project aims to strengthen empirical research on online public opinion in universities and propose feasible disposal measures.

**Keywords**— New media; College online public opinion; Response; disposition.

## I. INTRODUCTION

Today, the rapid development of network technology has not only brought great convenience to people's daily lives, but also brought new impacts to the online public opinion environment. As one of the important fields of online public opinion, university online public opinion has consistently ranked high in recent years, with explosive growth in quantity and complex and variable characteristics. There are still many shortcomings in the theoretical, applied, and practical aspects of online public opinion in Chinese universities. From a theoretical perspective, as a product of the big data era, the basic theoretical research of online public opinion in universities is lacking, and the related basic concepts are unclear and the extension definition is unclear; From an application perspective, the generation and dissemination of online public opinion in universities often have the characteristics of combining online and offline, and the construction of relevant platforms and teams in universities is insufficient; From a practical perspective, the guidance of online public opinion in universities is still in the initial stage of exploration, and there are some biases in the direction, methods, and focus of guidance. Therefore, how to analyze and establish a warning mechanism for online public opinion in universities, how to improve the ability of universities to respond to online public opinion, and how to create a harmonious campus atmosphere to reduce the negative impact of online public opinion on society have important theoretical value and practical significance.

## II. ANALYSIS OF THE CHARACTERISTICS OF ONLINE PUBLIC OPINION IN UNIVERSITIES

### 2.1 The structure of public opinion subjects is similar, presenting a gathering trend

The environment of colleges and universities is relatively closed, so the participants of online public opinion in colleges and universities are often specific, mainly including college students, college staff and college administrative personnel.

First of all, college students are the topic makers and propagators of online public opinion in colleges and universities, and are the core subjects of participation in online public opinion in colleges and universities. From the micro point of view, as individuals, college students have distinct personalities, dare to express their own views, are sensitive to things, and have strong ability to accept new things. However, they often lack the ability to distinguish and are easily affected by various external factors, and some public opinion topics are often inseparable from the individual college students. From a macro point of view, college students, as a group, have similar age levels, highly consistent values and similar interest focuses, which gives the information dissemination in the university environment with significant characteristics of group communication.

Secondly, as an important force to maintain the normal operation of the order of universities, the administrative personnel of universities and colleges play an important role in the response and disposal of public opinion and play an important role in the participation of online public opinion in universities and colleges. Some administrative personnel in colleges and universities have backward management concepts, single management methods, and are not good at using new media technology, which makes it difficult to guide students in ideological and political education by using new media. When online public opinion occurs in colleges and universities, the coping strategies and disposal measures for public opinion are often inappropriate, thus further expanding the negative impact of online public opinion in colleges and universities.

Finally, college teachers, as the leaders of ideological and political education of college students, are important subjects to participate in online public opinion. College teachers often have high knowledge and are good at using new media technology, and have their own opinions on current affairs. Some college teachers have great influence and are often authoritative experts in their regions, and their every word and action often receive the attention of students and some media workers. Therefore, college teachers need to be more careful when speaking on the Internet.

### 2.2 The content types of public opinion are diverse, covering many fields

The rise of new media provides an efficient and convenient channel for teachers and students to accept new ideas, learn new knowledge and obtain new information. The application of new media broadens the social range of teachers and students and broadens their vision. On the one hand, as an important position of talent innovation and training, colleges and universities shoulder the important mission of realizing national high-level science and technology self-reliance, and also bear the important function of serving local economic and social development. On the other hand, with the rapid development of modern science and technology, teachers and students in colleges and universities are often able to quickly find and discuss topics of interest in new media, especially hot topics of public opinion in colleges and universities, which are easy to arouse emotional resonance among teachers and students. For the above two reasons, universities are easy to be highly concerned by public opinion, and therefore universities have become a place of high incidence of online public opinion crisis. In the ranking of global hot topics in the past year, the content related to universities ranked eighth, and the sound volume of the whole network exceeded 3 million, which can be seen that the influence is large and the communication is wide.

## 2.3 Public opinion objects closely follow current events and synchronize social hot spots

The object of online public opinion in colleges and universities, that is, the object of public concern when public opinion occurs, mainly covers all kinds of hot topics closely related to colleges and universities. These topics may be social hot issues that go beyond the scope of daily life on campus but are deeply concerned by teachers and students, or they may be events that occur inside the campus and attract wide attention from teachers and students. It is worth noting that these public opinion objects are sometimes related to the ideological field, or events that have ideological influence due to the fermentation of hot issues. By summarizing the top ten public opinion events in universities in 2023 and analyzing the contents of online public opinion emergencies in universities, the types of online public opinion in universities can be divided into the following four categories: campus management, teacher and student ethics, campus safety, and policy education.

Therefore, in the relatively closed communication environment of colleges and universities, hot events in colleges and universities can trigger huge public opinions, and even some seemingly insignificant campus events may trigger a chain reaction, spreading like a "domino effect". The convergence of certain emotions and attitudes enables teachers and students in colleges and universities to find a breakthrough for emotional catharsis. As a result, the heat of the topic and social attention soared, giving birth to more types of opinions and ideas, and finally resulting in the outbreak of online public opinion in colleges and universities.

## 2.4 Public opinion carriers are mainly manifested in the rise of new media and the decline of traditional media

Traditional media is the use of classical means of communication, according to a certain period of time to convey information to the public, its representative categories mainly include newspaper, radio and television three carriers. Due to the single means of communication, the high cost of production and reception, the influence of traditional media on university teachers and students is gradually declining. As new media is more personalized than traditional media, the modern communication technology used by new media can facilitate teachers and students to freely choose the time and place of receiving information. At the same time, new media can bring visual enjoyment, and teachers and students can independently choose the form of information transmission to obtain the information they want according to their personal preferences. From the perspective of the communication channels of online public opinion in colleges and universities, new media has become the first channel of public opinion in colleges and universities, and the social platforms Sina Weibo and WeChat account for more than half, accounting for the largest proportion. The second is news media, including news websites, news apps, etc. In order to let off the accumulated emotions in their hearts, teachers and students pay more attention to micro-blog and WeChat chat tools. Sina Weibo and WeChat account for more than half of the public opinion incidents involving universities, indicating that the influence of social media such as Sina Weibo and WeChat in the information dissemination of universities is gradually increasing.

## III. THE PROBLEMS OF ONLINE PUBLIC OPINION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF NEW MEDIA

### 3.1 Network public opinion research and judgment early warning mechanism is lacking

The time point of guidance is very important, and missing the best time point to curb the spread of public opinion will often bring bad social impact to colleges and universities. At present, most colleges and universities do not have a systematic public opinion research and judgment early warning mechanism, and they cannot analyze, summarize, research and judge the collected information by big data. As a result, colleges and universities have obvious lag in responding to online public opinion, and they cannot contain the spread of negative influences in a timely manner. At present, most colleges and universities do not invest enough and pay enough attention to the monitoring of public opinion. On the one hand, after the occurrence of hot events, colleges and universities lack the ability to respond in time. On the other hand, some colleges and universities ignore the demands of students and take negative measures such as criticizing education and deleting relevant inappropriate remarks to deal with online public opinion, which often backfires, resulting in further intensified contradictions.

### 3.2 The establishment of the network public opinion guidance platform was delayed

First, universities lack a platform to solve public opinion problems. Most schools set up channels for teachers and students to solicit opinions, but due to the numerous processes and long feedback cycle, teachers and students are more inclined to express their opinions on network channels, which is reflected in the online solicitation of opinions from "netizens". Once public opinion problems occur, colleges and

universities often "circle" in the form of hot search. As a result, a large number of teachers and students gathered on social software such as WeChat, TikTok and XiaoHongshu to discuss the rights and wrongs of the incident in the form of comments. The root cause is that the existing school channels do not fully play a role, and the lack of recognition of teachers and students. Second, the official response channels of universities are relatively unitary. The responses to online public opinions of colleges and universities are often made through the university's official website, Sina Weibo and WeChat. Although most colleges and universities actively carry out campus media integration, but only a variety of different campus media "accumulation", cannot really realize the linkage in cyberspace.

### 3.3 Network public opinion management team construction is insufficient

First, it has not yet formed a professional team. At present, many colleges and universities have not yet equipped with full-time personnel in the management of online public opinion, and usually staff in other positions concurrently hold this position, resulting in blurred boundaries of responsibilities, and it is difficult for staff to fully devote themselves to the management of public opinion, thus breeding disorder in the management process. Network public opinion management requires managers to have high ideological and political literacy and new media operation ability. At present, most universities in China lack new media-related training and public opinion management experience exchange, and it is difficult to effectively prevent public opinion when it really happens. Second, the management authority of the staff is limited. Since there is no separate management post for online public opinion in colleges and universities, cross-management exists. In the case of managers with multiple positions, they often need to complete the approval and management process reported at various levels due to insufficient work authority and corresponding ranks, and cannot quickly mobilize resources to carry out public opinion management, thus missing the best time point to curb the spread of public opinion.

## IV. MEASURES TO DEAL WITH ONLINE PUBLIC OPINION IN COLLEGES AND UNIVERSITIES

### 4.1 Dynamic monitoring to improve the ability to deal with online public opinion in universities

First of all, for the monitoring of public opinion big data, corresponding technical means are needed to guarantee. Through the use of technical means, it is possible to deeply analyze the social attitude toward public opinion events, the fermentation status of public opinion information, the evolution trend of communication, etc., so as to summarize and report to the public opinion management team accurately and timely, so as to assist the public opinion management team to carry out correct evaluation and decision-making. Secondly, colleges and universities should strengthen capital investment, use emerging technologies to build a public opinion network monitoring system, real-time summary of school-related information, and improve the data analysis ability of public opinion on this basis. Finally, in daily campus management, the school emergency management department and public opinion management department should keep the linkage, prepare coping strategies in advance, and take timely measures under the guidance of policies when public opinion really comes, so as to achieve effective prevention.

### 4.2 Real-time guidance, to create a university network public opinion guidance platform

First of all, we should strengthen the construction of campus official platform. Colleges and universities should take the platforms widely used by students in daily life, such as WeChat, Sina Weibo and Zhihu, as the core carrier, systematically layout and build a new media matrix, so as to achieve effective information release and interactive communication, establish a good image of colleges and universities in cyberspace, enhance their influence, and form a multimedia integration situation of online propaganda of colleges and universities. Secondly, colleges and universities should actively carry out school-school linkage, build a good school official platform, and attach importance to the construction of official platforms of secondary units. Teachers and students with network influence can be called on to preach and guide online public opinion in colleges and universities with the help of new media, so as to achieve the multi-dimensional and all-round construction of online public opinion guidance platforms in schools. Finally, the university public opinion guidance platform should realize the key voice. When faced with unexpected public opinion events, universities should integrate all resources in time, take the initiative to grasp the discourse guidance and control of public opinion, and strive to restrain the breeding and spread of false information and rumors to the greatest extent.

### 4.3 Effective control, the construction of university network public opinion management team

The network public opinion management team in colleges and universities is mainly composed of two parts: First, the core management team is jointly formed by leading cadres at all levels of the university and full-time network public opinion management personnel. Among them, this kind of management team should have a high ideological and political quality and necessary experience in public opinion management, they must be based on their own administrative posts, uphold the professionalism and dedication attitude; The second is the network public opinion management team composed of student cadres, student party members and other student backbone elements. Teachers and counselors should be regularly invited to carry out training for them to improve their professional knowledge and coping ability. In daily life, this team can actively carry out online public opinion dynamic monitoring and risk research and judgment work; In addition, it is also necessary to regularly conduct publicity through new media, solicit opinions and suggestions from teachers and students through online public opinion guidance platforms in colleges and universities, release positive information and respond to online public opinion.

## REFERENCES

[1] Bin Xu & Ying Liu.The role of big data in network public opinion within the colleges and universities[J].Soft Computing,2022,Vol.26(20): 10853-10862.

[2] Liang Fu;Yanfang Du;Lianfeng Lai;Weijie Chen.Handling of college students' network public opinion crisis based on big data analysis[J].Journal of Computational Methods in Sciences and Engineering,2022,Vol.22(3): 883-891.

[3] Guan Q..Research on the data mining of public opinions of college students' network behaviors[J].Basic and Clinical Pharmacology and Toxicology,2019,Vol.125: 105.

[4] Hu, X (Hu Xia);Zhang, Y (Zhang Yan);An, BW (An Bowen).The Mechanism and Influencing Factors of Herding Effect of College Students' Network Public Opinion[J].ANTHROPOLOGIST,2016,Vol.23: 226-230.

[5] The Influence of Network Public Opinion on College Students' Ideological and Political Education and the Countermeasures[J].Journal of International Education And Development,2020,(9).

[6] Jing Jiang;Juanjuan Ren.Chinese Universities' Image Repair after Network Public Opinion Events: Strategy Choice and Effect Evaluation[J].Discrete Dynamics in Nature and Society,2022,Vol.2022

[7] WenNing Wu;ZhengHong Deng.The Analysis of Public Opinion in Colleges and Universities Oriented to Wireless Networks under the Application of Intelligent Data Mining[J].Wireless Communications and Mobile Computing,2022,Vol.2022

[8] Shengyu Xu;Jiayu Liu;Kan Chen;Yuling Yang.Research on the Communication Path of Public Opinion in University Ideological and Political Network for Big Data Analysis[J].Journal of Sensors,2022,Vol.2022

[9] Jing Song;Yun ke.A Bayesian Early Warning System of Public Opinion in Social Networks in Colleges and Universities.[J].International Journal of Simulation -- Systems, Science & Technology,2016,Vol.17(15): 4(1-17)

[10] Bin Xu;Menggang Li;Tingting Ye.Provincial Management System of University Network Public Opinion Based on Information Technology[A].ICISCAE 2021: 2021 4th International Conference on Information Systems and Computer Aided Education[C],2021