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THE GUIDANCE MECHANISM AND MODEL CONSTRUCTION OF WE-MEDIA PUBLIC OPINION FIELD IN UNIVERSITIES

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ABSTRACT

The we-media public opinion field in colleges and universities is a new type of media discourse space in the Internet plus era. The carrier is mobile, the topic is real-time and interactive, the scene is immersive, and the group is agglomerate. Under the combined effect of the psychological field, social field, media field and political field, the we-media public opinion field in colleges and universities is both the "pressure reducing valve" of college students and the "microscope" of social problems, and it also forms an impact on mainstream public opinion. Therefore, the correct guidance of we-media public opinion in colleges and universities is the focus of we-media research field. This paper elaborates three kinds of guidance mechanisms, including latent guidance, case-solving guidance and interpretation guidance of we-media public opinion field, as well as the subject, object, carrier and important figure of the construction of we-media public opinion field in colleges and universities, providing reference for the construction of positive, healthy and upward guidance mechanism and model construction of we-media public opinion field in colleges and universities.

General Terms: Public opinion field, guidance mechanism

Keywords: We-media; university; public opinion field; guidance mechanism; model construction

1. OVERVIEW OF WE-MEDIA PUBLIC OPINION FIELD

1.1 We-media public opinion field and its constituent elements

With the continuous innovation of media technology, the public opinion field in China has gone through the historic transformation from the social field dominated by traditional media to the community field dominated by PC, and to the we-media public opinion field in the mobile Internet era. The nature of media tends to produce a bias in civilization, which is favorable to the concept of time or space. The public opinion field in the traditional media era is monotonous, silent and moralistic official discourse service agency [1-3]. In the PC network era, the public opinion field is a rich, moderate and interactive virtual community of intellectual expression. And the public opinion field in the we-media era is a lively, mobile and dramatic grassroots entertainment place. The public opinion field in the traditional media era is not only limited by time, but also restricted by space. Although the public opinion field in the PC network era has relieved the restriction of time and space to a certain extent, it is always "dancing in shackles", and the communication effect is more than nothing. In the era of mobile Internet, the we-media public opinion field has got rid of the limitation of time and space to the greatest extent. Accordingly, its communication effect has been maximized. The we-media public opinion field is a new kind of media speech place which is open, interactive and dynamic. Firstly, it is a new place or platform for public opinion expression. Compared with the traditional mass media, we-media, with its characteristics of mobility, convenience and interactivity, has set off a hot wave of popular application. We-media includes Weibo, WeChat, live broadcast platforms and various mobile APP clients. Secondly, the participation main body of public opinion, that is, the media users, also can be collectively referred to as netizens. These netizens often use the media platform to spend empty, lonely, boring leisure time, or wantonly vent to seek psychological comfort, spiritual sustenance, or seek social relief because of sudden situation. The diversity of netizens' demands is the internal motive force to push the public opinion surging from the we-media public opinion field. The third is the discussion object of public opinion, namely various social hot events or focus topics. The topic of we-media public opinion field covers a wide range of topics, ranging from international current affairs, political field, economic field, education field and social livelihood field. The diversity of topic content provides abundant materials for the formation of public opinion. Finally, the atmosphere of the public opinion field, which runs through the whole process of public opinion from germination to extinction, has a sudden change and strong appeal, and is a necessary factor to promote mass incidents [4-8]. The four constituent elements of the we-media public opinion field complement each other and are indispensable. They jointly build and maintain the operation of we-media public opinion field.

1.2 Characteristics of the we-media public opinion field

(1) The carrier is always moving. In the era of mobile Internet, smart phones and tablet computers are the carriers of we-media public opinion field, among which smart phones are the most widely used. Since the Mobile phone functions become more intelligent and the media applications become more popular, a wave of "citizen journalism" has been launched. It has spawned a large number of citizen journalists, who can record things around them from time to time with only a mobile phone. They have the advantage of being on the spot and use vivid pictures and strong infectious video to report phenomena that are often overlooked by traditional media. They have a great social impact. On the other hand, a smart phone integrates such client applications as WeChat and weibo, which makes it possible for netizens to obtain information, social contact and entertainment anytime and anywhere, and also facilitates the topic update and real-time interaction in the public opinion field. The arrival of smart phones also facilitates the external physical conditions for the we-media public opinion field, which makes the we-media public opinion field have the characteristics of moving at any time [9-12].

(2) Topic interaction in real time. The common feature of we-media public opinion field based on different we-media platforms is the real-time interaction of topics, but the differences in the technical characteristics of different we-media platforms will affect the openness or characteristics of the real-time interaction of topics. Weibo, WeChat, live platforms can also carry out cross-platform interaction through "sharing" or "forwarding", forming grand interactive landscapes based on multiple Spaces and multiple periods of time. The reason is that the continuous conflicts and contradictions in the society are the foundation. The gap between the rich and the poor, the solidification of the class and the disputes of interests make the long-hidden social problems gradually emerge. These problems are bound to become hot topics in the public opinion field. Netizens generally tend to be fond of the new and tired of the old, and their attention and patience are also limited. When the newer and more hot topics come into their sight, their attention will be quickly shifted [13-15]. The existing scenes will end and the new scenes will start slowly.

(3) The scene changes from time to time. "Scene" refers to the scene in general, and the original meaning is the picture in film, drama and literature. It includes not only the material factors such as environment and scene, but also the non-material factors such as atmosphere and scene, that is, the sum of the relationship between people and surrounding objects. The change of scenes creates new participants and relationships, and reconstructs a new paradigm of public opinion production, namely intertextual production. Intertextual production includes citation, context and scene interaction. The forwarding of Wechat articles belongs to

citation interaction, while the dynamic changes of Weibo and Friendship Circle belong to context interaction. Citation and context interaction constitute scene interaction together[16,17].

1.3 Effectiveness of we-media public opinion field

In the link of various relations within the we-media public opinion field, there is a game of various forces, mixed with the conflict of different viewpoints. The initiative of every netizen in the field can be activated and mobilized to the greatest extent. If we consider from a larger space perspective, the we-media public opinion field is not only a media field in the large media environment, but also a social field in the whole social environment. It also has a close relationship with the political field in the political environment. Since the we-media public opinion field is deeply restricted by the media field, the social field and the political field, it also has an impact on the media field, social field, political field[18-20].

(1) Netizen own "pressure reducing valve". Risk society has come, not only from the natural and institutional environments in which we live, but also from every decision, every choice, and every action we make as a collective or individual. For example, daily news that report about natural disasters, factory explosions, and traffic accidents often haunt the public's ears, which invisibly causing great psychological pressure. In the face of all the above pressures, from the perspective of their own health, netizens urgently need a convenient and safe platform to vent their anger, while the technical characteristics and rich topic content of the media public opinion field make it the first choice for many people to relieve pressure and vent their anger.

(2) The "shock wave" of mainstream opinion. In the eyes of some netizens, the mainstream public opinion tends to start from the macroscopic Angle, The "shock wave" of mainstream opinion. In the eyes of some netizens, the mainstream public opinion usually starts from the macroscopic Angle. In the content, big and empty, ungrounded gas. In form, the language is luxurious and unreal, caviar to the general. In attitude, positive more than negative, praise more than criticism. Netizens have basically formed a stereotyped impression of the negative image of the mainstream public opinion. They often stay away from the mainstream public opinion, They even resorted to the "we media" public opinion field to fight against it in order to safeguard their rights and interests and express their dissatisfaction.

(3) "A microscope" for social problems. The we-media public opinion field has broken through the limitations of various factors such as region, time and space. Each of the netizens plays the role of "police" and "detective". They play their own geographical advantages, industry advantages or professional advantages, and simply "cook" the small problems around them for the public to "enjoy". The we-media public opinion field is more to play the role of the "microscope" of social problems, and even presents the problems that traditional media dare not touch or cannot touch in detail through the form of speech. New media cannot change Chinese society by itself. What determines social change is the extent to which new media is adopted, used and combined into the social structure. At present, many hot social events are originated from "we media", they have been promoted or amplified by "we media" public opinion, which has attracted the attention of mainstream media or government departments. Finally the parties involved and the participants of public opinion can get a satisfactory explanation.

2. THE GUIDANCE MECHANISM OF WE-MEDIA PUBLIC OPINION FIELD

We-media public opinion field is a dynamic place of speech flow. Because of the complexity of participants identities and different levels of knowledge, many people can't rationally control the "degree" of speech. When their speech expression is excessively emotional, extreme or inadvertently used by illegal elements, the public opinion field will be turbulent and crisis. The consequence is unbearable. To maintain the normal operation and play its positive individual efficiency, media efficiency, social efficiency and political efficiency, it is particularly necessary to guide it timely and moderately through external forces[21,22].

2.1 Latent guidance

Latent guidance refers to opinion leaders, mainstream media or government staff lurk in some important we-media public opinion field as ordinary netizens. Through the grasp of the current situation of the public opinion field or the prediction of the development trend, they constantly guide in the anonymous status. The latent guidance is mainly targeted at young people who are mainly born in the 1990s or 1995, these people have low knowledge and media literacy and have a strong sense of rebellion. Because of surfing the Internet for a long time and being heavily influenced by the unhealthy factors in the youth sub-culture, this kind of crowd has the characteristics of great emotional fluctuation and strong rebellion. If leaders or mainstream media list their identities and guide young people with great fanfare, the results will often be counterproductive. But the latent guidance will be easier to be accepted, because they will not be resistant to the gap of identity and knowledge.

In addition, latent guidance has certain difficulty and risk. On the one hand, as an ordinary netizen, discourse is not very persuasive to these young people. Unless the views and facts are echoed and justified, and the ways of discourse expression conform to the public's psychological acceptance ability, it is difficult to gain their trust. Second, if the identity is exposed or something disadvantage are leaded, it will always lead a secondary public opinion disaster. Light making one's reputation permanently damaged, or reducing the credibility of the media and the government departments represented by the individual. Therefore, from the perspective of the government or the media, there is a high standard for the selection of latent guidance personnel, which not only requires them to have rich professional knowledge or media experience, but also to master the skills of network communication and have sensitive public opinion research ability and the ability to be flexible.

2.2 Case-solving guidance

Netizens are divided into two categories: News susceptible group and news sense group. News susceptible people have very low interest and emotional points, lack of judgment, and can be easily induced. Any news event can arouse their great concern and actively participate in the event. Whereas news insensitive people are completely the opposite. Many major online public opinion events or frequent public opinion reversals are closely related to the promotion of news susceptible people. The mainstream media or government departments should take appropriate guidance measures for this kind of news susceptible population, that is, case-solving guidance. Case-solving guidance means that mainstream media or government departments should give play to their industry advantages, resource advantages and power advantages to guide public opinion with convincing evidence through multiple investigations and evidence collection. Compared with emotional persuasion, case-solving guidance emphasizes convincing by reason and distinguishing right from wrong by evidence. From the importance of news, the focus of public opinion that adopts case-solving style guidance is inevitably the news event that attracts wide attention of society. The discussion of the event is in full swing and it has a tendency to deviate from the established track. Generally, case-solving guidance mainly applies to two situations: one is in-depth investigative reporting and the other is public opinion reversal. In-depth investigative reporting is remarkable for its depth of digging events and breadth of coverage, and it also has strong social value. In addition, the process of in-depth investigation of news reports is the process of continuous exploration, evidence collection and verification, and it is better to guide public opinion through the reporting process.

The public opinion reversal phenomenon refers to the repeated reverses of the news reporting process cause the reversal of the netizens' consensus opinion, or under the influence of the self-purification mechanism in the public opinion field, the netizens re-establish new viewpoints through the collective wisdom. Every reversal is a loss of trust and patience for the netizens. At this time, the mainstream media should take timely guidance to the public opinion. Case-solving guidance also needs to use certain skills. Instead of directly pushing the evidence to netizens, it needs to tell the evidence to the netizens in the way of storytelling. It is often more effective to adopt case-solving guidance to the we-media public opinion field.

2.3 Interpretative guidance

In the we-media public opinion field, because of netizens' inadequate grasp of news facts or misunderstanding of government meetings, documents and policies, public opinion disasters are also common. In this case, we should use the way of interpretation to guide public opinion. Interpretive guidance is applied to one-sided speech in the media of public opinion. The mainstream media or government officials explain or interpret in detail to ease the netizens' extreme emotions and guide public opinion. Interpretive guidance can be applied not only to one-sided speech that caused by the excessive amplification of partial facts based on news events, but also to the one-sided speech caused by netizens' subjective imagination because of their incomplete understanding of the new policy or the spirit of the new conference. In addition, for the media, interpretive guidance requires the media to grasp the news events comprehensively and carefully, so as to solve netizens' doubt and introduce their one-sided thinking into the normal track. For government officials, interpretive guidance requires them to have a thorough understanding of meetings, documents and policies, so as not to lead the netizens astray and trigger political crises. Interpretative guidance is a kind of guidance commonly used in we-media public opinion field. It not only inspects the carefulness and patience of public opinion guidance personnel, but also tests their sincerity and determination to serve the people. Of course, not all the surface of public opinion is suitable for interpretative guidance.

3. CONSTRUCTING THE MODEL OF THE WE-MEDIA PUBLIC OPINION FIELD IN UNIVERSITIES

3.1 The model of the we-media public opinion field in Colleges and Universities

The model is shown in Figure 1. In the model, the subjects include college administrators, faculty, student organizations or groups, opinion leaders and individual students. Topics include social hot spots, campus management, academic employment life,

campus events, etc. The carriers include radio, newspaper, TV, magazine, microblog, WeChat, website, BBS, etc. Content has information class, opinion or suggestion class and emotion class.

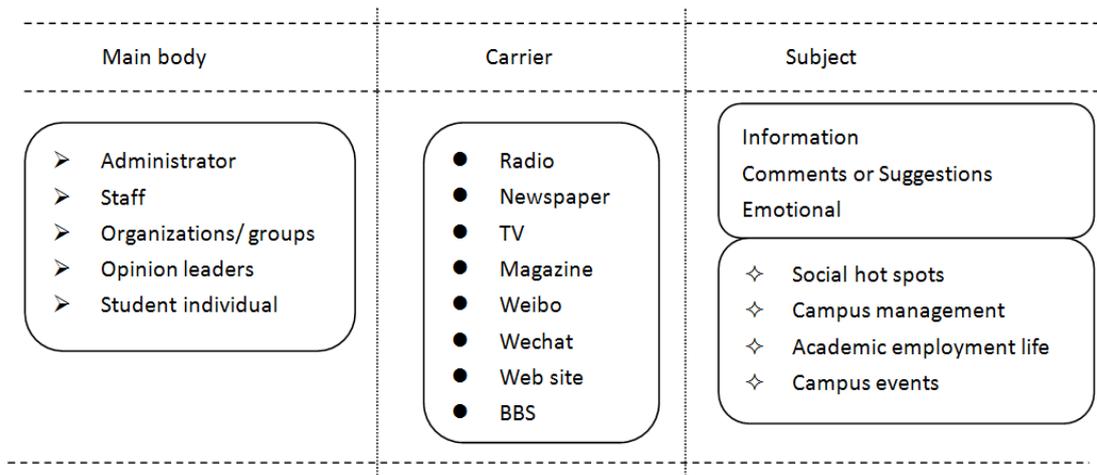


Figure 1: Model of we-media public opinion field in universities

3.2 The main body of the media opinion field model in Colleges and Universities

According to different groups, the subject types of the we-media public opinion field in colleges and universities can be divided into the management of colleges and universities, student organizations, teaching staff and students. The university management includes all the party and government functions, and also includes the departments and classes. Student organizations include both formal groups such as student union, society, league organization and dormitory, as well as informal groups such as fellowships and fraternities. Faculty and staff mainly refer to professional teachers, party and government officials and other employees. The student group includes both undergraduates and postgraduates. In general, the higher the grade is, the more authoritative it is.

3.3 The object of the media opinion field model in Colleges and Universities

The object content of the we-media public opinion field in colleges and universities is the summation of the public's beliefs, attitudes, opinions and emotions expressed in the real society. It has relative consistency, intensity and sustainability, and can exert certain influence on the social development and the process of relevant events. And the content mainly comes from the general audiences and opinion leaders, which can be roughly divided into information, emotion and opinion. Information is the basic representation form of the object in the we-media field of public opinion. It can be not only the school's rules and regulations, decision-making behavior, but also the social events, individual behaviors or opinions. It has not been processed for two times, so it is the raw material of the we-media public opinion field in colleges and universities. Emotion mainly refers to the subjective emotion and psychological state of the object in the we-media public opinion field in colleges and universities. The emotion is negative, extreme, positive and mild. The emotion in the public opinion field can be either the catalyst of the upgrade public opinion or the lubricant for the harmonious operation. Opinion is the main form of the content. It is an objective behavior that opinion leaders and the general audience make judgments or provide solutions and reflections after understanding and analyzing the object. As the audiences come from different groups, their thinking mode also has some limitations, so the communication after the expression of opinions is particularly important. The collision and debate of different opinions are the real essence of the public opinion field. The issue is the form of public opinion in the we-media public opinion field in colleges and universities. It mainly includes social hot spots, campus management, academic employment life, local school events and so on. As universities are the gathering place of elite groups, their focus is not limited to the events directly related to their own interests, and hot spots such as social, economic, political and cultural can also arouse strong resonance. Campus management, such as the construction of the campus, the handling of disciplinary issues will be immediately controversial within the university's wide discussion. The problem of study and employment is a problem that students pay more attention to. In addition, students, as the main body of the campus, also determine the management, teachers and student organizations in Colleges and universities to pay more attention to this aspect. For example, problems such as the reform of GET4 and GET6, the reform of judicial examination are hot topics in the public opinion field of many we-media. Of course, some major events in the school center living area often become hot topics on campus.

3.4 The important figures of the we-media public opinion field model in colleges and universities.

The important figures in the we-media opinion field in colleges and universities are opinion leaders. The so-called opinion leaders are those who are active in the interpersonal communication network and often provide others with information, opinions or suggestions and exert personal influence on them. Opinion leaders play an important role in mediating and filtering in the formation of mass communication effect. College opinion leaders, in the media public opinion field, is not only a two-stage transmission information processors and bearer in the theory, but also the link between the event and the public, he can not only more thoroughly transmit the information to the audience, but also collect and sum up public opinion effectively. In this way, people and institutions in charge of relevant events respect public opinion, deal with problems more reasonably and make decisions prudently.

3.5 Carrier and tool of college we-media public opinion field model

The so-called media of public opinion mainly refers to the material carrier of the field of public opinion, and the tool of public opinion mainly refers to the tool available to the body of public opinion to express opinions. Colleges and universities from the carrier and tool in the media public opinion field both in newspaper school, the school radio station, TV station and other traditional media, also including emerging in website, BBS, micro letter, news client, led by the network media, such as two media fusion, complement each other, formed the entire media pattern, the operation of common colleges and universities support from the media public opinion field. The main function of the media media's media field of public opinion is to make the individual or organization's opinion have the exchange channel and the place of integration. On this basis, opinion leaders have an intense debate, which makes the debate more public attention, and thus attracts wider and deeper public opinion.

4. CONCLUSIONS

Relying on smart phones and other devices, the we-media public opinion field has the characteristics such as carriers can move easily, conversation can be real-time, scenes can change from time to time and interact in groups. Under the combined effect of psychological field, social field, media field and political field, the we-media public opinion field is both the "pressure reducing valve" and the "microscope" of social problems of net citizens, and it also impacts the mainstream public opinion. Aiming at the existence of colleges and universities since the media public opinion field in improper speech put forward three guiding mechanism, latent type guide, solve guiding, reading guidance, there is no clear line between the three and dividing standards, is the emphasis of the guide, in some cases, sometimes at the same time using the above two or even three guide way, the choice of specific guidance should vary with from time to time, due to the matter. In the construction of the college we-media public opinion field model, we should focus more on the subject, object and carrier of the model, and at the same time strengthen the role of important figures in the model.

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