

Discussion on the problems and governance of the current network society

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Abstract

The emergence and popularization of the network, to promote social development, improve people's lives have a very positive significance, but the emergence of the network has also brought many problems. How to effectively manage the network social problems is not only related to the better play of network value, but also related to people's life and social problems. This paper will focus on the summary of the main problems of the network society, and targeted countermeasures.

Keywords

Network society; problems; Countermeasures.

1. Introduction

Statistics show that the number of Internet users in China has exceeded 800 million so far, and it is still increasing [1]. The network plays an indispensable role in people's life and work today, and has completely changed people's way of life, and even built a virtual network society for people outside the real society. They are inseparable, but there are great differences. Because of its many characteristics, network society not only brings people positive significance, but also causes many problems.

Characteristics of network society

There is an inseparable relationship between the network society and the real society, and at the same time, it has very significant characteristics which are different from the real society.

First, it is covert. The main body of network behavior is invisible to each other. Communication is realized through symbols and codes, and is completed by machine as the medium. Therefore, network participants have the characteristics of concealment, which can break through various limitations in reality and have different network identities. Second, it has the characteristics of trans space and time. People can communicate with each other at any time across regions, and information can be transmitted in real time. Third, complexity. There are a variety of participants in the network society, not only a large number of subjects, but also a variety of types, including individuals, groups, social organizations and government organizations. Fourth, it has high liquidity. The mobility in the network society is very great, which is not only reflected in the flow of personnel, but also in the flow of concerns [2].

2. Problems of network society

2.1. Internet addiction is serious

The network society is convenient, fast and rich in content, which greatly expands people's vision and brings a lot of fun to life. These are the positive effects that the network brings to

people. However, the information in the network society is multifarious, and the content is mixed. For some people with insufficient willpower, especially the young people, they are too keen on novelty. On the one hand, they are easy to indulge in them and have dependence on the network, which is often called Internet addiction. On the other hand, they lack sufficient judgment ability to the information in the network, which makes the network become bad information Source, and indulge in it.

2.2. Frequent network group events

At the same time, people can get rid of the social limitations of the network because they can get rid of the social limitations. Especially when there is a social hot time, it often causes the high attention of netizens, and even has the effect of "echoing each other". However, this kind of concern and voice is often not based on a comprehensive understanding of the event, but a response and feedback based on one-sided understanding combined with one's own understanding. On the one hand, such participation is not rational enough, on the other hand, it is easy to be guided by public opinion, and easy to be used by Internet rumors or intentional people, which has an impact on social stability [4].

2.3. Network information security is worrying

The network society brings personal convenience, at the same time, the network information security problems are also very serious. On the one hand, the network itself has risks, which will be attacked by viruses and hackers, and then cause the loss of information and data, which may lead to serious economic losses. On the other hand, with the deep participation of people in the network society, the degree of personal information exposure in the network is becoming more and more serious. Once these network information is used illegally, it may not only threaten personal property, but also be used by hostile forces, which will affect the overall security of the society.

2.4. Cyber crime is becoming more and more serious

Network society not only brings convenience to personal life, but also provides new ways and channels for crime. The current network crime mainly has two forms, one is the attack on the network, namely network hacker, virus attack and so on. The other is to use the network as a tool to obtain illegal benefits, such as various telecom fraud cases, network dating fraud cases, online gambling, etc., these activities have low cost and high efficiency. Statistics show that in 2015 alone, the economic loss caused by telecom fraud was as high as 20 billion, so it has become an urgent task to combat the scope of the network [5].

3. Governance strategy of network society

3.1. Strengthen collaborative governance

To solve the problems in the network society, we need not only correct guidance, but also perfect management and supervision, which requires all social subjects including government, enterprises and individuals to play their due responsibilities and cooperate with each other to solve these problems effectively. First of all, we should adhere to the dominant position of the government and give full play to the leading role of the government. Through active communication with the majority of netizens, we can understand the social dynamics, have good public opinion guidance ability and crisis public relations ability, and can effectively deal with network group events; and strengthen the control of false and illegal information and dissemination of the network, give full play to its own guiding and regulatory role, and strengthen the government's governance ability to the network society. Secondly, to enhance the sense of social responsibility of enterprises, enterprises should not focus on economic interests in the use of the network. They should attach importance to the construction of

platform content, strengthen the innovation ability of the platform, standardize the development path of the platform, and give full play to their responsibilities for the content. For the content of the network platform, enterprises should strengthen the screening, reject illegal content outside the platform, and become addicted to the Internet We should establish a targeted mechanism to avoid the problem and the problem of teenagers using the Internet. In addition, for individuals, they should constantly improve their ideological quality and strengthen their sense of independent thinking; instead, they should be able to actively participate in the construction of network social conscience, promote activities such as Network Anti-corruption and industry autonomy, and be able to maintain enough rationality and be responsible for their own behavior.

3.2. Guide health information dissemination

The characteristics of the network itself make its positive and negative effects are very significant, especially when it brings us massive information, pornographic, violence, rumors and other negative information also roll in, which is an important threat to the physical and mental health of young people, and also has a great impact on social public order and good customs. Therefore, it is necessary to strengthen publicity and education, guide health information dissemination, and integrate ideological and political education into network information publicity. For example, we should strengthen the propaganda of Ideological and political education in micro-blog, friends circle and shaking voice, and adopt the way of netizens' tiktok to launch ideological and political education, thus giving positive guidance to the netizens' thoughts. For example, in various video websites, public service announcements are broadcast and positive energy story collection activities are launched on social platforms, so that the majority of netizens can be imperceptibly educated, improve their ideological quality and build a civilized network society.

3.3. Speed up technology research and development

The emergence of network society is inseparable from the development of computer technology and network technology, so the solution of many problems in the network society is also inseparable from the research and development of technology. Especially in the face of the increasingly serious problems of network information security and network crime, speeding up the speed of technology research and development is the key to solve the problems. Whether it is hacker intrusion or virus attack, the use of network system vulnerabilities, so the fundamental way to solve these problems is to have technical advantages, in order to effectively prevent and prevent such activities. By speeding up the research and development of technology, and constantly improving the firewall technology, system identity authentication technology, encryption technology and so on, the defense ability of the network is constantly improved. Therefore, on the one hand, we need to increase capital investment, on the other hand, we should support technological innovation.

3.4. Improve the system of laws and regulations

The fundamental way to solve the real social problems is to perfect the law. In fact, it is also the fundamental method to solve the network social problems. The virtual network society needs to rely on the law to regulate and restrict the network behavior. China promulgated the "network security law" in 2016, to a certain extent, to protect the rights and interests of Internet users. However, on the one hand, the network society involves a wide range of fields, which needs a more comprehensive legal system to give more comprehensive protection; on the other hand, the rapid development of the network society, so the relevant laws and regulations must be constantly improved to really play its due role; in addition, the network society has many characteristics such as concealment and high mobility, so the law must be more targeted And

operability. Only by making the network society have laws to abide by, can we truly realize the healthy development of the network society.

4. Summary

To sum up, the network brings us a lot of convenience, but also brings many problems. In order to effectively solve the network social problems, we must strengthen the collaborative governance, strengthen the guidance of health information dissemination, accelerate the speed of technology research and development, and improve the system of laws and regulations. Only in this way can the network play a better role and make greater contributions to the society.

Acknowledgements

This paper is a partial result of the Major Fine Arts Project "Network Culture Security Studies"(19ZD12) supported by National Social Science Fund of China.

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