

Research on the University Network Public Opinion Supervision System in Response to Emergencies: Taking the New Crown Epidemic as an Example

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Abstract

With the strong attack of the new media era and the improvement of citizens' media literacy, the term public opinion supervision has become a high-frequency vocabulary. As an important position of ideology, colleges and universities produce advanced culture and cultivate socialist builders and successors. They are important venues for public opinion supervision and have unique advantages and importance. Especially in emergencies, it is necessary to do a good job in the supervision of network public opinion in colleges and universities, so as to help the correct guidance of social public opinion supervision.

Keywords

Emergencies, colleges and universities, network public opinion supervision, new crown epidemic.

1. Emergencies and online public opinion supervision

From the perspective of emergencies, they refer to natural disasters, accidents, public health incidents, and social security incidents that occur suddenly, cause or may cause serious social harm and require emergency response measures. Generally, it has the characteristics of suddenness, instant gathering, behavioral destructiveness, state imbalance, rapid spreading, and unpredictability. Once it occurs, it will cause widespread concern in society and even globally, and it needs to gather all social forces together. solve. At the end of 2019, a sudden new type of coronavirus pneumonia spread rapidly, breaking the lively and peaceful Spring Festival, and affecting the hearts of people across the country. In order to stop the spread and spread of the epidemic and protect the lives of people across the country, the whole country will work together to fight the epidemic. As a major public health emergency, the nationwide first-level response to the new crown epidemic is a typical emergency. representative. At present, the prevention and control of the epidemic has not yet achieved a complete victory, and public opinion on the epidemic is still overwhelming and constantly changing.

Online public opinion supervision refers to people's understanding of national affairs through the Internet, extensive and adequate exchanges and expressions of opinions and suggestions, and praise and evaluation of national political, economic, legal, cultural, educational, and administrative activities. With the strong attack of the new media era, the number of netizens in my country has reached 904 million. Among them, university students have become the main force of netizens. They are widely used through new media channels such as Weibo, WeChat, QQ, Douyin, other short videos, and various forums. Make speeches, forward information, and participate in the public opinion supervision system. However, in colleges and universities, college students who have become a large group of public opinion supervision, have independent thinking, behavioral initiative, channel diversity, and lack of rational speech. Their understanding and evaluation of emergencies are often not accurate enough. Therefore, the process and results of public opinion supervision of the incident will be affected. Have a two-

way impact. Therefore, colleges and universities should have a comprehensive and correct understanding of online public opinion supervision, and constantly standardize and improve the public opinion supervision system, so that colleges and universities will become truly clear and lively online public opinion venues, and contribute to the construction of the social public opinion supervision system.

2. The Characteristics of University Network Public Opinion Supervision

Colleges and universities are important venues for online public opinion supervision, and they have the following characteristics: First of all, the main body of college online public opinion supervision is diverse. The majority of teachers and students in the school, as independent individuals, have their own distinctive ways of thinking, forming a diversified consciousness group. Various channels can be used to disseminate information and make speeches. They are the recipients and disseminators of information; secondly, the channels for university network public opinion supervision are diverse. As the production cradle of advanced culture, colleges and universities cultivate new-age talents with advanced thinking and high-tech. With the continuous innovation of technology and the strong attack of new media, teachers and students have been able to make good use of various new media (such as Weibo, WeChat, QQ, Douyin, other short videos, various forums, etc.), and Integrate traditional media (such as radio, newspaper, television, etc.) channels to obtain information and disseminate opinions; thirdly, the way of online public opinion supervision in colleges and universities is interactive. This kind of interaction is reflected in the interaction between the network supervision media, the network supervision content, and the network supervision subject. The media disseminates the content to the main body, and the main body feeds back to the media based on its own cognition, and the media revises the dissemination content and method based on the feedback, and loops in turn; again, the content of university network public opinion supervision is extensive. It is not only the supervision of public opinion in social life or a certain aspect of colleges and universities, but also the supervision of public opinion on all events that can generate social concern; finally, the supervision of online public opinion in colleges and universities is timely. As college intellectuals, they have a unique perception of social hot topics, can distribute topics of interest in time, and actively participate in the expansion and reproduction of topics, which have an important impact on the process and results of events.

3. Problems in the supervision of network public opinion in colleges and universities

Colleges and universities are important places for public opinion supervision and must occupy the high ground of public opinion. However, with the rapid development of the Internet, the double-edged sword effect brought by new media has become more and more obvious. On the one hand, because of the interactivity, mass of information, convenience, and efficiency of the Internet, it has brought information floods to people. On the other hand, because of the anonymity, complexity, and network of the Internet, it seems that the vast majority of netizens have become extra-legal. Ground. There are also some problems in the online public opinion supervision system of colleges and universities, which are manifested in: the main body of public opinion supervision is diversified, and the views on the incident are varied, and they lack rational thinking. Some teachers or students even excessively defend their freedom of life and right to speak, and vent their personal emotions. Disregarding social responsibilities, resulting in extreme views and behaviors; deeply influenced by "microculture", freely trusting the content of the Internet, without discrimination and rational judgment, freely commenting and forwarding, causing information and distortion and distortion; not paying attention to campus networks The role of the platform does not know how to use the campus network platform to

conduct public opinion supervision; the lack of a complete and complete network public opinion supervision system in colleges and universities has led to unfounded supervision, lax supervision, and fruitless supervision.

4. The construction path of the network public opinion supervision system in colleges and universities-taking the new crown epidemic as an example

The outbreak of the new coronavirus in 2019 is not only a big test for all mankind, but also a test of whether the public opinion supervision system in the whole society is sound, and it is a test of whether the network public opinion supervision system of colleges and universities is perfect for ideological and political education. Taking this epidemic as an example, an analysis of how to establish a complete network public opinion supervision system in colleges and universities can sum up experience, prepare emergency plans for future emergencies, and provide a basis for reference.

First, strengthen the construction of campus network media: Media is an important channel and technical support for public opinion supervision, and the network media platform should be improved and perfected. Campus network media include campus radio, campus cable TV, campus news website, campus official WeChat public account, campus official QQ platform, campus official Weibo, etc. These campus network media are used by universities to carry out ideological and political education and publicize the party's line, policy, Policies, reporting on the school's teaching, scientific research, and channels for publishing important tasks and information. In addition, it also shoulders an important public opinion supervision function. However, the function of public opinion supervision is often weakened by many other uses. Therefore, it is necessary to strengthen the characteristic construction of online media public opinion supervision, such as special broadcast channels, website columns, official microblogs, etc. In this epidemic, colleges and universities should make extensive use of these campus network media, such as websites, broadcasts, online photography exhibitions, online painting exhibitions, etc. to spread positive energy topics, heroes, and moving events.

Second, strengthen the supervision of campus network media: media is the mouth, eyes, and ears of the party and the people, and campus media are also representatives and spokespersons of the school. In the face of a complex network environment, a network supervision system should be established and improved so that campus network management has laws to follow and evidence to check. The group of colleges and universities is a broad range of teachers and students with independent thinking and diverse personalities. These supervised objects should be characterized by character portraits and managed separately. Vigorously promote the positive energy of the Internet, set an example, and increase the punishment of groups who ignore Internet supervision. At the same time, the campus network supervision department should strengthen the construction of campus network and set up sensitive keyword screening to ensure that distorted thoughts that do not conform to the mainstream value of society can be detected and stopped in time. In the prevention and control of the epidemic, it is necessary to closely grasp the behavior and ideological trends of the entire school's teachers and students, special management for special populations, and strict control of the dissemination of inappropriate speech.

Finally, strengthen the cultivation of the comprehensive ability of the campus network public opinion supervision department personnel, and establish a professional team with high moral quality, good business ability, strong sense of innovation, and overall view. Public opinion supervision is a major issue related to social stability and people's happiness. The effectiveness of the supervision of public opinion in colleges and universities also affects the development of a school. Therefore, higher requirements are placed on public opinion supervision departments.

As the gatekeeper of online public opinion in colleges and universities, relevant departments should strengthen the study of relevant theoretical knowledge, firmly grasp the latest social developments and hot events, timely grasp the ideological trends of school teachers and students, and have a keen sense of events that have occurred and may occur. And predictability. It is necessary to proceed from reality and seek truth from facts, but also to obey the overall situation of school development and management and follow the principle of moderation.

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