

Research on Internet Public Opinion Governance under the Background of the Novel Coronavirus Epidemic

Jinshuai Qu¹, Jing Fan¹, Aijiao Liu^{2, *}

¹University Key Laboratory of Information and Communication on Security Backup and Recovery in Yunnan Province, Yunnan Minzu University, Kunming, China

²Associate Professor, Yunnan Police Officer Academy, Kunming, China

*Corresponding author

Abstract: This article uses the 2020 new crown pneumonia epidemic as a research background to explain the development status of relevant online public opinion, and point out that public panic, insufficient government credibility, commercial interests, and foreign hostile forces infiltration are the spread of negative online public opinion of the new crown pneumonia epidemic. The reason for this is that methods such as scientific dissemination of information, improving government credibility, improving network laws and regulations, and increasing network supervision are positively guiding the development of negative online public opinion, which is conducive to maintaining social harmony and stability.

Keywords: COVID-19, Internet public opinion, analysis, social governance

1. Introduction

Internet public opinion, as a kind of social public opinion based on online media, is the opinions and remarks with obvious tendency and greater influence published by the public on hot or focal issues in reality.^[1-9] Since the media era, when public opinion occurs, if relevant government departments take active and effective measures to supervise, they can dynamically grasp the trend of public opinion and guide the development direction of public opinion, thereby suppressing the negative emotions of the public. On the contrary, the government is in a passive state. When there is a phenomenon of public opinion on the Internet where the power of public opinion from all parties is swarming, there may be a zooming and conversion of public opinion, and even negative public opinion on the Internet, which is not conducive to social harmony and stability. In December 2019, a case of infectious pneumonia caused by the new coronavirus occurred in Wuhan City, Hubei Province, and it quickly spread to the whole country. Faced with the ever-increasing number of confirmed cases of new coronary pneumonia, people across the country fell into panic. At the same time, the media broke out online public opinion, and negative online public opinion also appeared immediately. The dissemination of negative public opinion on the Internet can easily arouse the irrational emotions of the public, because group behaviors that endanger society, etc., and have a negative impact on government management and social stability. For this reason, it is of great significance to clarify the correct guidance strategy for the negative public opinion of the new crown pneumonia epidemic.

2. The emergence of negative public opinion on the new crown pneumonia epidemic

When the new crown pneumonia epidemic first broke out, because the public did not understand the current situation of the epidemic, the route of infection was unclear, and the symptoms after infection were unknowing, they fell into panic, helplessness and curiosity. Some criminals used the public to desire to obtain information about the epidemic. The psychology of the Internet is to increase personal attention and the number of fans by spreading negative public opinion on the Internet, and affect the harmony of the Internet environment. As of February 16, 2020, my country has dispelled as many as tens of thousands of rumors about the new crown pneumonia epidemic. The persons involved have been detained in accordance with the law, and the false statements they have spread have also been clarified. On the other hand, the negative public opinion on the Internet during the high-incidence period of the new crown pneumonia epidemic can be roughly divided into three categories: status quo, prevention and treatment, and people's livelihood.

The "status quo" network of negative public opinion is mainly based on the number and itinerary of unfounded confirmed (suspected) cases of new coronary pneumonia spread through the Internet. For example, on January 24, 2020, Ningbo Chen published the text and photos of "This person carried a large number of viruses back to Cixi from Wuhan, and I hope everyone will forward it" in WeChat Moments; on January 27, 2020, Hao in Zhangjiajie was in his WeChat group Issued "Zhangjiajie New Coronavirus Infection Prevention and Control Order No. 1"; what's more, in the early stage of the epidemic, it was rumored that hundreds of thousands of people had died of new coronary pneumonia in Wuhan... These man-made negative opinions on the Internet have greatly triggered the public Panic disrupted social order.

Negative public opinion on the "prevention and treatment" Internet is mainly spreading through the Internet the prevention or treatment of new coronary pneumonia with no scientific basis. For example, "Academician Zhong Nanshan recommends that Shukou prevent the virus from entering the body." "Drinking Banlangen and Shuanghuanglian oral liquid can prevent new coronary pneumonia." Some people peddled in WeChat Moments that a company's 150 yuan unit price could be used to detect new coronary pneumonia at home. The kits... led to long queues in front of supermarkets and pharmacies late at night, and the whole people rushed for the drugs in the rumor.

Negative public opinion on the "people's livelihood" network is mainly spreading false statements that slander and maliciously slander our governments at all levels through the Internet. For example, on January 26, 2020, Mr. Tang in Zhenjiang City published "New pneumonia was brought out by researchers of Wuhan Institute of Virology" in his WeChat group, and on January 27, 2020, Mr. Sun from Zigong published in his WeChat group. The epidemic was caused by the spread of the virus by the People's Liberation Army and other rumors, which caused extremely bad social effects.

3. Reasons for the spread of negative public opinion on the new crown pneumonia epidemic

(A). Public panic

At the beginning of the outbreak of the new crown pneumonia epidemic, traffic was blocked and logistics throughout the country were blocked, food prices rose sharply, and protective equipment such as masks and disinfectants were in short supply. The number of confirmed (suspected) cases rose rapidly, causing great panic among the public. When basic survival needs are difficult to guarantee and future expectations are not clear, people will inevitably feel confused and easily intensified. The intensified public mood and the current social situation during the epidemic have paved the way for the spread of negative public opinion on the Internet. It is easy for the public to believe and blindly follow the negative online public opinion of the new crown pneumonia, which leads to dissatisfaction, suspicion and even defaming of the government.

(B). Insufficient government credibility

Today, China is in a critical period of social transformation, and social contradictions are gradually emerging. The constantly exposed incidents of abuse of power, dereliction of duty, rude work style, and corruption have caused some people to resist the government and severely damaged the credibility of the government. For example, during the new crown pneumonia epidemic, as the number of confirmed cases in Huanggang City, which was only below Wuhan, Tang Zhihong, director of its Health and Health Commission, knew little about the inquiries of the Central Supervision Team and CCTV reporters and could not answer; CCTV reporters visited Wuhan City Hong The Cross Club warehouse was blocked by security, and the live broadcast watched by 12 million online netizens was forced to terminate, all of which had a great negative impact on the credibility of the government. In the absence of government credibility, the public will inevitably question the government, and negative online public opinion naturally controls the public's thinking.

(C). Driven by commercial interests

With the development of self-media in the Internet era, the ways and means of information dissemination are increasing. Weibo, forums, blogs, WeChat, QQ, Kuaishou, Douyin and other network platforms emerge in endlessly, and the public's desire for expression and right of expression have been unprecedented. Satisfy. The network platform has unparalleled advantages in the field of information transmission. In recent years, it has developed rapidly and competition has also entered a fierce stage. In order to gain an advantage in the competition of Internet platforms, individual information publishers deliberately fabricate negative online public opinion such as "Fahua News, the truth of things" through Internet platforms, hot issues are mixed with lies, and use the lack of public scientific knowledge and the network herd mentality to spread Negative Internet public opinion, in order to attract the attention of the

public, increase the number of fans, and then bring commercial benefits.

(D). Infiltration of hostile forces

In the face of the rapid economic and social development of our country, foreign hostile forces are unwilling to give up. They promote negative comments on social hot issues and sensitive events through external networks and other channels, discredit the Chinese government, in order to arouse public dissatisfaction. For example, during the new crown pneumonia epidemic, overseas IPs often log on Weibo to post false information in order to resonate, and use the dissatisfaction and sympathy of the unclear social public to expand the spread and breadth of negative online public opinion, and undermine the harmony and stability of Chinese society .

4. Suggestions for positive guidance of online public opinion on the new crown pneumonia epidemic

(A). Scientific dissemination of information to enhance the public's immunity to panic

The social panic caused by the new crown pneumonia is mainly because the epidemic has threatened the life safety of individuals. The stress response of the public in seeking their own protection is essentially due to the incomplete, untimely and related information of the public on the new crown pneumonia epidemic. Lack of knowledge. To this end, government departments should seize the initiative, timely and accurately capture the "hot search topics" of the public, use mainstream media to make a splash, positively publicize information about the new crown pneumonia epidemic, clarify rumors, and positively guide the development of online public opinion, and at the same time carry out extensively Online and offline scientific knowledge popularization and education activities enable the public to correctly examine the received information, use science as a weapon, criticize negative speech and pseudo-science of negative Internet public opinion, and enhance the public's immunity to panic.

(B). Build a government credit accountability system to enhance government credibility

In response to major emergencies, if the government wants to enforce orders and prohibitions, it must strengthen the construction of the credit system and increase the trust of the public. During the new crown pneumonia epidemic, the key to the positive guidance of negative online public opinion is the openness, justice and fairness of the truth. Leaders at all levels of the government should take the lead in accepting media interviews, express their stance, and give out an authoritative voice. Their credibility is particularly important. To this end, it is necessary to build a government credit system, improve the government's untrustworthy accountability mechanism, strengthen the supervision of popular projects, and disclose data on the non-fulfilment of responsibilities and administrative promises by leading cadres through the government information platform. Government staff at all levels will be severely punished, and the appointment, rewards and punishments of leading cadres will be based on a perfect credit accountability system in order to enhance the government's credibility.

(C). Improve Internet-related laws and cut off the interest chain of negative Internet public opinion

During the new crown pneumonia epidemic, negative online public opinion grew and spread, including fabricated public incidents, as well as slander against governments and individuals, which greatly affected the harmony and stability of society. The reason why negative online public opinion is unscrupulous is inseparable from the imperfection of relevant laws and regulations on the Internet. In addition, the production and spreaders of negative online public opinion deliberately try to achieve the purpose of becoming famous, and then seek commercial benefits through the so-called "net celebrity effect". The soil for the spread of negative online public opinion. To this end, the government has established and improved relevant network laws and regulations to prevent negative online public opinion from being outside the law. For illegal network gains, legal means should be used to cut off the interest chain of its dissemination; at the same time, various network platforms should enable network real-name systems and social The public self-discipline and supervision system is used to strengthen the supervision of network information, and to reduce the living space of negative network public opinion by establishing a public reporting reward mechanism.

(D). Increase network monitoring and block the information dissemination of foreign hostile forces

Since the outbreak of the new crown pneumonia epidemic, foreign hostile forces have released a large amount of so-called "truth" and "facts" and other related information in an attempt to attract widespread public attention, thereby expanding the impact of the situation, exerting pressure on the party and the government, and attempting to bring about a harmonious and stable society. A mass incident that is a great threat. To this end, relevant government departments should increase the supervision and inspection

of online platforms such as WeChat, Weibo, and QQ, and strive to find the negative online public opinion maliciously spread by foreign hostile forces as soon as possible, eliminate them as much as possible in the budding state, and conduct timely investigations. The creators and dissemination planners of negative Internet public opinion are cleared, and provide a factual basis for the government's punishment decision. At the same time, delete sensitive and agitating speeches suspected of being released by foreign hostile forces to prevent the situation from expanding, and to the greatest extent possible block the malicious distribution of politically inclined online information by foreign hostile forces.

(E). The focus of new crown pneumonia treatment should focus on secondary public opinion

The enthusiasm for dominant public opinion will only fade after the epidemic is effectively controlled. It is the result of the joint action of all levels of society in the country. The core lies in the prevention and control of the epidemic, which cannot be handled naturally by an institution or department. Compared with the primary public opinion, the secondary public opinion has a low heat value, but the absolute heat value is high. Therefore, in the disposal process, the main energy should be placed on the disposal of the secondary public opinion. The disposal method is the same as that of other periods. For example, the well-known British crisis management expert Richey put forward the "three T" principle of crisis management, that is, we should provide the information mainly, provide the information quickly, provide all the information, combined with the official response, the principle of quickness, timely law, strengthen information disclosure, etc. Disposal methods of online public opinion will greatly reduce the impact of secondary public opinion, so I won't repeat them here.

In summary, the three types of online public opinion generated by the new coronavirus infection pneumonia bring the following enlightenment: First, the main public opinion of the new crown pneumonia firmly occupies the leading position in the public opinion trend graph, and the generation of the secondary public opinion of the new crown pneumonia and other major public opinions No influence on the main public opinion. The second is that if there is no major public opinion of new coronary pneumonia, in other time and space, the influence and popularity of the secondary public opinion of new coronary pneumonia will be very high, and the difficulty of handling it will increase. That is to say, there are multiple secondary public opinions covered by other main public opinions in the future, and each secondary public opinion still needs to be taken seriously and handled in time. The third is that in the process of handling, it is necessary to follow the previous handling measures of online public opinion incidents, and not because of the existence of the main public opinion, laziness and laziness should not be generated, causing public opinion to get out of control. The fourth is that in the process of epidemic prevention and control, when the government releases policy measures, it should not ignore the evaluation of the impact of the policy due to tight time. Try to consider it in advance and make a handling plan to effectively avoid the generation of secondary public opinion.

5. Conclusion

The dissemination of public opinion on the Internet is helpful to a certain extent in assisting the state in reviewing the work attitudes of local governments, and has played a good role in supervising government management. Since the outbreak of the new crown pneumonia in Wuhan in December 2019, information related to the new crown pneumonia has become a hot spot of online public opinion. At the same time, some negative public opinion on the Internet that disrupted social harmony and stability has also spread, leading to high public dissatisfaction and putting considerable pressure on government work. Therefore, positively guiding the development of negative online public opinion through scientific dissemination of information, improving government credibility, improving relevant online laws, and strengthening online supervision are important means to promote the construction of a harmonious society.

Acknowledgements

The project is funded by the National Social Science Fund (No.19BGJ081), and the MOE (Ministry of Education in China) Project of Humanities and Social Sciences (No.20YJCZH129), Yunnan Natural Science Foundation of China No. 2018FD055.

References

[1] *On the Internet Public Opinion Storm Formula [J]. Kuang Wenbo, Zhou Yu. International Journalism.*

2019 (12)

[2] *Analysis of Internet Public Opinion Dissemination Based on the "Amplification" Mechanism of Social Emotions—Take the "Red, Yellow and Blue Kindergarten Child Abuse Incident" as an example* [J]. Zhu Daiqiong, Wang Guohua. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition)*. 2019 (03)

[3] *Research on the Evolution Mode of Emergencies Network Public Opinion Based on Multiple Cases* [J]. Du Hongtao, Wang Junze, Li Jie. *Journal of Information*. 2017 (10)

[4] *From group polarization to public polarization: the approach and turn of polarization research* [J]. Xia Qianfang, Yuan Yongtao. *Journalism and Communication Research*. 2017 (06)

[5] *The construction of the correlation model of the emotional dimension elements of big data network public opinion information* [J]. Huang Wei, Liu Yingjie, Wang Jiejing, Han Ruixue. *Library and Information Service*. 2015 (21)

[6] *Social resentment and media construction* [J]. Yu Hong, Wang Qing. *Journal of Huazhong University of Science and Technology (Social Science Edition)*. 2015 (03)

[7] *The structure and dynamic mechanism of social emotions: the perspective of social mentality* [J]. Wang Junxiu. *Journal of Yunnan Normal University (Philosophy and Social Sciences Edition)*. 2013 (05)

[8] *The basic structure of emotions: controversy, application and prospects* [J]. Yue Guoan, Dong Yinghong. *Nankai Journal (Philosophy and Social Sciences Edition)*. 2013 (01)

[9] *Probe into the emotional energy of the resurgence of Tibetans' "life-paying price"* [J]. Xiong Zheng. *Qinghai Social Sciences*. 2012 (04)