

Research on the evaluation and risk prevention and control of college network public opinion and ideology emergency management ability

Pengfei Liu, Junwei Shi*, Huaheng Lu, Bingqi Liu, Yundan Li

School of Management Science and Engineering, Shandong Technology and Business University, Yantai, China

**Corresponding author: Junwei Shi*

Abstract: *Since the 21st century, with the continuous improvement of my country's economic and cultural level, my country's network technology is also developing rapidly, and the Internet has become an indispensable tool in our social life, providing social ideological and cultural and public opinion information dissemination huge help. The Internet is now an important carrier of cultural education in colleges and universities. On the one hand, it provides convenience for college students' study and life, helps college students master knowledge, broaden their horizons, and becomes a new platform for guiding college students' social value orientation and shaping correct ideas. On the other hand, the authenticity of network information is uneven, the speed of dissemination is alarming, and the ability of college students to identify public opinion information is poor, making colleges and universities a distribution center and a high-incidence area for the fermentation of network public opinion. Strengthening the governance of network public opinion in colleges and universities plays an extremely important role in improving college students' ability to understand and analyze problems and their media literacy. Starting from the emergency management capability of online public opinion risk in colleges and universities, this paper aims at four aspects that affect the emergency management ability of online public opinion risk in colleges and universities: students' understanding of online public opinion, students' attention and attitude towards online public opinion, colleges and universities' detection of online public opinion, colleges and universities Ability to research, judge and warn of network public opinion, design questionnaires and put forward hypotheses, use SPSS software to analyze the reliability and validity of the obtained data, use AMOS software to build a structural equation model, conduct factor analysis and path analysis, and verify hypotheses, so as to better To provide pertinent and feasible suggestions for improving the emergency management ability of network public opinion in colleges and universities. This paper uses SPSS and AMOS software to analyze, verify the hypothesis and draw conclusions.*

Keywords: *college network public opinion; emergency management capability; structural equation model; SPSS; AMOS*

1. Introduction

With the rise of self-media platforms such as webcasting, short videos, Zhihu, Weibo, etc., new media platforms featuring openness, timeliness, interactivity and publicity, with voice, video, pictures, and text as the main means of communication The media is changing the way of life and thinking habits of college students, providing convenience for college students' life and study, helping college students to increase their knowledge and expand their horizons. The media's discourse power of public opinion is being challenged like never before. The entire online world is an extension of the real world, and the crisis of online public opinion in colleges and universities is the internalization of various contradictions and demands among teachers and students, and to a certain extent reflects the small problems and actual situations in colleges and universities across the country. Moreover, grasping the industry development trend of network public opinion in colleges and universities, and being able to accurately find its governance method is the top priority of ideological and political work in colleges and universities.

In recent years, there have been frequent Internet public opinion incidents in colleges and universities. Due to the absence of Internet public opinion management and the weakening of supervision in colleges and universities, a single control method cannot be applied to the spiral

diffusion of information in the era of self-media, which may easily lead to out of control of public opinion incidents. Network public opinion governance in colleges and universities is an important part of the modernization of the national governance system and governance capacity. The harmonious and stable development of colleges and universities is related to the harmony and stability of the entire society [1]. How to effectively guide the network public opinion in colleges and universities, explore the new mode of network public opinion governance in colleges and universities in the new era, and propose more operational value and widely applicable network public opinion governance strategies have become a difficult problem that must be solved in front of college administrators.

In this context, this paper comprehensively discusses the emergency management capabilities of domestic colleges and universities network public opinion risks, from the students' understanding of network public opinion, students' attention and attitude to network public opinion, the monitoring situation of network public opinion in colleges and universities, the research and judgment of colleges and universities on network public opinion and There are five aspects of early warning ability, prevention and handling of network public opinion in colleges and universities, comprehensive evaluation, reduce the negative impact of network public opinion, and improve the emergency management ability of network public opinion in colleges and universities, and put forward improvement measures according to the results.

2. The evaluation index system of the emergency management ability of network public opinion in colleges and universities

Table 1: Indicators of emergency management capability of network public opinion in colleges and universities

latent variable	observed variable	Symbolic representation	Specific questions
Students' understanding of network public opinion	Understand situation	X1	Do you understand network public opinion?
	What is the impact of online public opinion	X2	How much impact do you think online public opinion incidents will have on the construction of colleges and universities?
	Will it change the evaluation of colleges and universities?	X3	Will you change your evaluation of this university because of the university's online public opinion incident?
Students' attention and attitude towards online public opinion	The degree of attention to network public opinion	X4	How concerned are you about the online public opinion incidents in colleges and universities?
	Attitude to Internet Public Opinion	X5	What do you think about college public opinion events on the Internet?
Universities' detection of network public opinion	Importance	X6	I think the school attaches great importance to the monitoring of online public opinion and the collection of relevant information
	Validity	X7	I think schools can effectively monitor online public opinion
	Monitoring technology	X8	I think the network public opinion management technology that the school is monitoring is relatively advanced
The ability of colleges and universities to judge and early warning of network public opinion	Detector	X9	I think the school has professional network public opinion monitoring and collection staff
	The validity of the judgment	X10	I think the school's network public opinion research organization can accurately grasp the situation and trend of network public opinion
	Satisfaction with research	X11	I think the school has done a satisfactory job in judging online public opinion
	Early warning mechanism	X12	I think the school has established a relatively complete early warning mechanism for normal network public opinion
The emergency management of network public opinion in colleges and universities	Early warning effect	X13	I think the school's early warning effect on online public opinion is more significant
	Coping plan	Y1	I think the school has a plan to deal with online public opinion incidents
	Crisis awareness	Y2	I think the administrators of the school have the awareness to deal with the crisis of online public opinion
	Processing speed	Y3	I think schools are quicker to deal with online public opinion
	Approach	Y4	I think schools are more scientific when dealing with online public opinion
	Scope of information disclosure	Y5	I think the school can make a wide range of network information disclosure when dealing with network public opinion
	Processing stage	Y6	I think our school can nip online public opinion in the bud
	Boot effect	Y7	I think schools have a good guiding effect on online public opinion
Control effect	Y8	I think the school has a better control effect on online public opinion	
	After the fact	Y9	I think schools can implement effective measures to restore their image after dealing with online public opinion

Generally speaking, the level of emergency management ability of network public opinion in colleges and universities is reflected in two aspects: on the one hand, it is reflected in the students' awareness, attention and attitude towards network public opinion; Students' awareness, attention and attitude to network public opinion mainly determine whether colleges and universities can successfully guide students to express positive remarks when network public opinion occurs, which in turn can reflect the emergency management ability of network public opinion in colleges and universities. The monitoring, judgment and early warning of colleges and universities mainly reflect the emergency management ability of colleges and universities in the face of online public opinion by measuring the measures taken by colleges and universities in the face of online public opinion. Therefore, based on the structural equation model, this paper draws on relevant domestic and foreign indicators to construct standards, and divides the risk emergency management ability of colleges and universities into network public opinion. The four exogenous latent variables of colleges and universities' judgment and early warning ability of network public opinion, these four factors interact, and then have an impact on the endogenous latent variables of colleges' network public opinion risk emergency management ability. And the specific questions are shown in Table 1.

3. Evaluation model of college network public opinion risk emergency management capability

3.1. Establishment of Structural Equation Model

The process of establishing a structural equation model is shown in Figure 2. First, model setting is performed, and then model identification is performed. If the identification is successful, model estimation is performed. Otherwise, model setting is performed again, and model estimation is completed after model estimation. Evaluation, model correction is carried out according to the evaluation results. If the correction conforms to the structural equation model, the establishment of the model is successful, otherwise the above process is repeated until it is successful.

The equation for the Structure Model is:

$$\eta = \mathbf{B}\eta + \mathbf{\Gamma}\xi + \zeta \quad (1)$$

The equation for the measurement model is:

$$\mathbf{x} = \mathbf{\Lambda}_x\xi + \delta \quad (2)$$

$$\mathbf{y} = \mathbf{\Lambda}_y\eta + \sigma \quad (3)$$

3.2. Main theoretical assumptions and model construction

Structural equation model is a confirmatory factor analysis method with latent variables, which can be used to explore the causal relationship between variables and is an important quantitative analysis method [2]. This paper uses the analysis method of structural equation model.

According to the above analysis, in order to verify the theoretical model constructed, the following assumptions are put forward: H1. Students' understanding of network public opinion Students' attention to network public opinion has a two-way effect.H2. The monitoring of network public opinion in colleges and universities has a direct positive effect on the emergency management ability of network public opinion in colleges and universities.H3. Students' attention to network public opinion has a direct positive effect on the emergency management ability of network public opinion in colleges and universities.H4. Students' understanding of network public opinion has a direct positive effect on the emergency management ability of network public opinion in colleges and universities.H5. The judgment and early warning of network public opinion in colleges and universities have a direct positive effect on the emergency management ability of network public opinion in colleges and universities.

Build the behavior path model of college network public opinion risk emergency management capability, as shown in Figure 1.

According to the above five assumptions, a structural equation model for the evaluation of the emergency management capability of online public opinion risk in colleges and universities is established. SPSS software conducts reliability test and exploratory factor analysis, and uses AMOS

software to perform model fitting. The analysis results are obtained to verify the theoretical assumptions, and the analysis results can support the theoretical assumptions through continuous optimization. Finally, conclusions are drawn, and suggestions on improving the risk of online public opinion in colleges and universities are proposed. Countermeasures for emergency management capabilities.

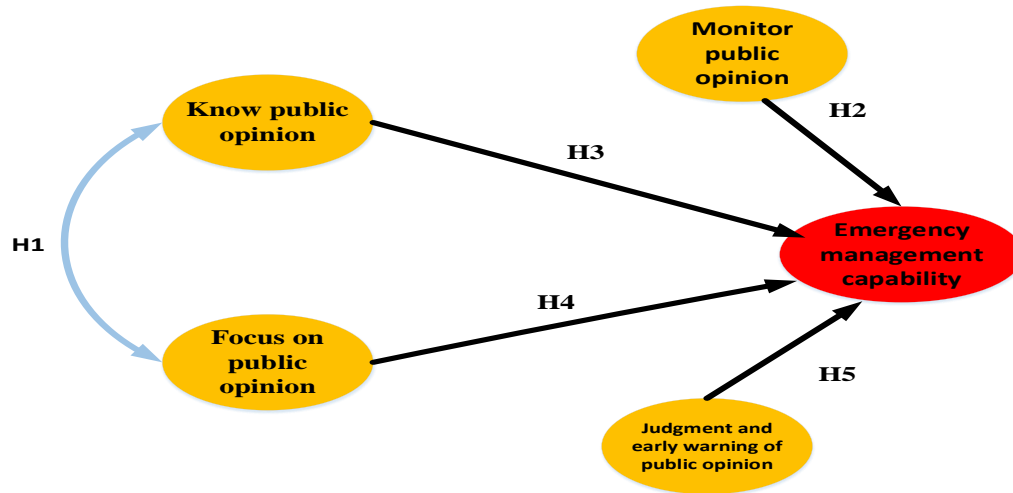


Figure 1: Behavior path model of college network public opinion risk emergency management capability

3.3. Design and Analysis of Questionnaire

By analyzing the factors that affect the ability of colleges and universities to manage network public opinion risk emergency management, there are four types: students know network public opinion, students pay attention to network public opinion, colleges and universities monitor network public opinion, and colleges judge and warn network public opinion. Based on these four influencing factors and the proposed theoretical assumptions, a total of 26 questions were designed in the questionnaire. The first three topics are set for the basic information of statistical samples, and the sample information is shown in Table 1.

An online questionnaire survey was conducted on the students of our school, mainly to investigate the risk emergency management capabilities of the colleges' online public opinion. A total of 200 questionnaires were distributed this time, and 143 were effectively recovered, with an effective recovery rate of 71.5%. See Table 2 for the distribution table of the specific situation of the sample subjects.

Table 2: Sample basic information

	Classification	Number of samples	Percentage
Gender	Male	52	36.36%
	Female	91	63.64%
Grade	Freshman	4	2.8%
	Sophomore	19	13.29%
	Junior Year	112	78.32%
	Senior Year	8	5.59%
Profession	Science	31	21.68%
	Engineering	75	52.45%
	Liberal Arts	17	11.89%
	Arts, Sports	6	4.4%
	Medicine	14	9.79%

As can be seen from Table 2, because of this test, from the perspective of gender, the ratio of male to female participants in this test is about 6:4, and the ratio of male to female is within a reasonable range and meets the sampling requirements. Most of them are third-year students, accounting for 78.32%. The majors of the surveyed students are mainly engineering, accounting for 52.45%, followed by science, accounting for 21.68%. The effective number of samples and questionnaires basically meet

the sampling design requirements. In general, the distribution of the questionnaire samples is reasonable and can meet the survey requirements.

3.4. Test and Analysis Based on Structural Equation Modeling

3.4.1. Reliability test

Reliability refers to the level of consistency of the data. Consistency mainly reflects the relationship between the items in the questionnaire, and examines whether each item measures the same content. The higher the consistency, the higher the reliability. The method used to test the reliability is the Cronbach coefficient method, and when the value of the Cronbach Alpha is greater than or equal to 0.700, it means that the scale has higher reliability^[9]. Reliability analysis was performed with the help of SPSS software for Bartlett test, and the test results are shown in Table 3. The coefficient of the running result is 0.954 greater than 0.7, indicating that the data has good reliability^[3].

In this study, the actual data was obtained by means of a questionnaire, and the SPSS software was used to test the reliability of the data using the Cronbach Alpha value, an internal consistency coefficient commonly used in academia. The results obtained are shown in Table 3. The Cronbach Alpha value of the variable is above 0.700, indicating that the scale has high reliability and can be further studied.

Table 3: Reliability Statistical Test Results

Reliability Statistics	
Cronbach Alpha	Number of items
0.954	23

3.4.2. Validity test

The matrix scale questions in the questionnaire were tested for validity using SPSS software using KMO measure and Bartlett's sphere test. Input the questionnaire data into the software system, and get the results of exploratory factor analysis, as shown in Table 4. It can be seen from Table 3 that $KMO=0.941>0.6$, $significance=0.00<0.05$, indicating that the matrix scale question is suitable for exploratory factor analysis.

Table 4: Exploratory factor analysis results

KMO and Bartlett's test		
KMO Sampling Suitability Quantity.		0.941
Bartlett's sphericity test	Approximate chi-square	3400.618
	Degrees of freedom	136
	Significance	0.000

From the data results in Table 5, it can be seen that the matrix scale questions should be divided into two dimensions, and the cumulative variance contribution rate of these two dimensions is 82.084%>60%, which can be seen to be relatively reliable.

Table 5: Dimensional Analysis of Matrix Scale Questions

Total variance interpretation									
Constituent	Initial Eigenvalues			Extract the sum of load squares			Rotational load sum of squares		
	Total	Variance percentage	Accumulation %	Total	Variance percentage	Accumulation %	Total	Variance percentage	Accumulation %
1	12.774	75.141	75.141	12.774	75.141	75.141	7.203	42.369	42.369
2	1.180	6.943	82.084	1.180	6.943	82.084	6.752	39.715	82.084
3	0.604	3.551	85.635	—	—	—	—	—	—
4	0.465	2.737	88.372	—	—	—	—	—	—
5	0.314	1.849	90.221	—	—	—	—	—	—

Extraction method: principal component analysis method^[4].

The above is the whole process of using SPSS software for exploratory factor analysis and validity test.

3.4.3. Analysis of the model results

The model results are analyzed with the help of AMOS software as follows:

Table 6: Model-standardized path coefficient estimation results

Path	Standardized coefficient	P
Emergency management capability <--- Know public opinion	0.54	***
Emergency management capability <--- Pay attention to public opinion	0.69	***
Emergency management capability <--- Judgment and early warning of public opinion	0.78	***
Emergency management capability <--- Monitor public opinion	0.64	***
Know public opinion <--> Pay attention to public opinion	0.60	***

Note: " * * * " in the table indicates that the value is close to zero, the one-way arrow "<---" in B<---A indicates that A may affect B, but B does not affect A, B<--> The two-way arrow "<-->" in A indicates that A and B have two-way influence.

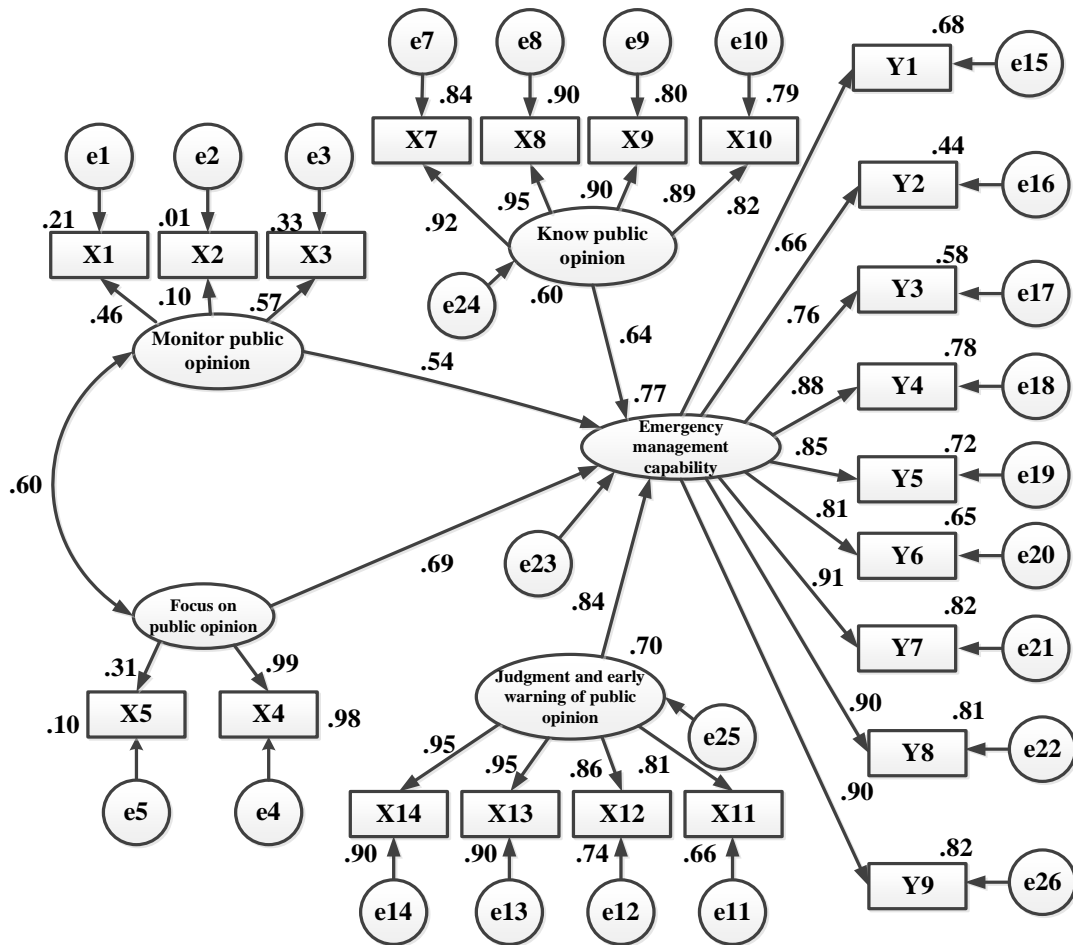


Figure 2: Normalized path diagram and parameter estimation of the influence model

In structural equation modeling, the path coefficients support the research hypothesis. From Figure 2 and Table 6, the path coefficients between understanding public opinion, paying attention to public opinion and emergency management capability are 0.54 and 0.69, respectively, and the path coefficients between monitoring public opinion, researching and early warning public opinion and emergency management capability are 0.64 and 0.78, respectively. The path coefficient between knowing public opinion and paying attention to public opinion is 0.60, and the above path coefficients are all positive values, indicating that students' understanding of network public opinion has a direct positive effect on the emergency management ability of network public opinion in colleges and universities (H4). Public opinion emergency management ability has a direct positive effect (H3), colleges and universities monitoring network public opinion has a direct positive effect on college network public opinion emergency management ability (H2), colleges' judgment and early warning

network public opinion have a direct positive effect on college network public opinion emergency management ability Effect (H5), students' understanding of network public opinion and students' attention to network public opinion have a two-way effect (H1), the hypothesis can pass the test.

In the measurement indicators that reflect the monitoring public opinion, research judgment and early warning public opinion, the path coefficients are all greater than 0.60, indicating that it is the main influencing factor of emergency management capability.

In examining the measurement indicators of monitoring public opinion, the most important influencing factor of monitoring public opinion is the effectiveness of monitoring network public opinion X8, and the path coefficient is 0.90 greater than 0.60. In the measurement indicators of public opinion research, judgment and early warning, the main influencing factors of public opinion research and early warning are the establishment of a relatively complete network public opinion normal early warning mechanism X13 and the early warning effect on network public opinion is more significant X14, and the path coefficients are both 0.95 and greater than 0.60. At the same time, among the 9 influencing factors reflecting the emergency management capability, the most significant one is that the school has a better control effect on network public opinion Y7, and the path coefficient is 0.82.

Table 7: Parameter estimates for the confirmatory factor analysis

			Estimate	S.E.	C.R.	P
Emergency management capability	<---	Know public opinion	0.648	0.348	1.862	***
Emergency management capability	<---	Pay attention to public opinion	0.650	0.085	7.647	***
Emergency management capability	<---	Research and judgment and early warning of public opinion	0.779	0.077	10.117	***
Emergency management capability	<---	Monitor public opinion	0.205	0.041	5.054	***
Know public opinion	<-->	Focus on public opinion	0.439	0.022	19.955	***
X1	<---	Know public opinion	1.000	—	—	
X2	<---	Know public opinion	0.501	0.632	0.793	***
X3	<---	Know public opinion	1.291	0.753	1.715	***
X4	<---	Focus on public opinion	1.000	—	—	
X5	<---	Focus on public opinion	0.333	0.400	0.833	***
X7	<---	Monitor public opinion	1.000	—	—	
X8	<---	Monitor public opinion	1.069	0.052	20.753	***
X9	<---	Monitor public opinion	0.958	0.055	17.453	***
X10	<---	Monitor public opinion	0.976	0.057	17.000	***
X11	<---	Judgment and early warning of public opinion	1.000	—	—	
X12	<---	Judgment and early warning of public opinion	1.129	0.091	12.442	***
X13	<---	Judgment and early warning of public opinion	1.193	0.082	14.549	***
X14	<---	Judgment and early warning of public opinion	1.203	.083	14.571	***
X15	<---	Emergency management capability	1.000	—	—	
Y1	<---	Emergency management capability	0.835	0.095	8.823	***
Y2	<---	Emergency management capability	0.932	0.087	10.724	***
Y3	<---	Emergency management capability	1.060	0.079	13.371	***
Y4	<---	Emergency management capability	1.032	0.082	12.591	***
Y5	<---	Emergency management capability	1.001	0.086	11.609	***
Y6	<---	Emergency management capability	1.062	0.076	13.977	***
Y7	<---	Emergency management capability	0.995	0.072	13.785	***
Y8	<---	Emergency management capability	1.056	0.076	13.947	***

Through theoretical research and empirical analysis, it is verified that there is a causal relationship between students' understanding of network public opinion, students' attention to network public opinion, college monitoring network public opinion, college early warning and judgment of network public opinion, and college network public opinion risk emergency management ability.

Table 8: *Fitting index for the confirmatory factor analysis*

Index	Absolute fit index			Relative fit index			
	CMIN/DF	RMR	RMSEA	GFI	NFI	CFI	IFI
Suggested value	<3.00	<0.05	<0.1	>0.90	>0.90	>0.90	>0.90
Fitted value	2.86	0.046	0.09	0.92	0.91	0.93	0.92
Adaptation judgment	yes	yes	yes	yes	yes	yes	yes

Note: CMIN is the chi-square value, DF is the degrees of freedom, CMIN/DF is the ratio of the chi-square degrees of freedom, RMR is the root mean square residual, RMSEA is the approximate root mean square error, GFI is the goodness of fit index, and NFI is the benchmark The fitness index, CFI is the comparative fit index, and IFI is the incremental fit index.

According to the three parameters of the standardization coefficient path β , CR value and P value of the article, the hypothesis of the structural equation model proposed before is verified. H1: The standardized path coefficient β of students' understanding of network public opinion and students' attention to network public opinion is 0.60, greater than or equal to 0.60; established. H2: The standardized path coefficient β of university monitoring network public opinion on the emergency management ability of university network public opinion is 0.64, which is greater than 0.60; significant effect, the hypothesis holds. H3: The standardized path coefficient β of students' attention to network public opinion on the emergency management ability of network public opinion in colleges and universities is 0.69, which is greater than 0.60; influence, the assumption holds. H4: The standardized path coefficient β of students' understanding of network public opinion on the emergency management ability of network public opinion in colleges and universities is 0.54, which is less than 0.60; influence, the assumption is basically established. H5: The standardized path coefficient β of colleges' judgment and early warning network public opinion on the emergency management ability of college network public opinion is 0.84, which is greater than 0.60; Large significant effect, the hypothesis holds.

From the perspective of "understanding public opinion", students' awareness of network public opinion is positively correlated with the improvement of emergency management capabilities in colleges and universities. In the case of network public opinion, students can be better guided to express relevant positive remarks on the Internet, which is beneficial for colleges and universities to grasp the initiative of public opinion on college campuses. Among the secondary indicators, the importance of "whether it will change the evaluation of colleges and universities" is the most significant, indicating that online public opinion will have a greater negative impact on the image of colleges and universities. Therefore, controlling the fermentation of online public opinion is extremely important to maintain the image of colleges and universities important role^[5].

From the perspective of "focusing on public opinion", the degree of students' attention to network public opinion is positively correlated with the improvement of college emergency management capabilities. It has a positive propaganda effect, but it is very likely to cause a certain negative impact and public opinion from all walks of life, which is not conducive to creating a clear cyberspace. In the secondary indicators, it reflects the importance of "the degree of attention to network public opinion".

From the perspective of "monitoring public opinion", the monitoring of network public opinion by colleges and universities is positively correlated with the improvement of emergency management capabilities of colleges and universities. Among the secondary indicators, the importance of "the effectiveness of monitoring network public opinion" is the most significant, indicating that effective monitoring Network public opinion can accurately capture the development trend of network public opinion, and then take corresponding emergency measures.

From the perspective of "judgment and early warning of public opinion", the judgment and early warning of network public opinion in colleges and universities are positively related to the improvement of emergency management capabilities of colleges and universities. The judgment and early warning of network public opinion can be said to be the bridgehead for dealing with the early stage, and it is also the key to preventing the occurrence of bad information. If the early warning is accurate, colleges and universities can respond to complex situations in a targeted manner; if the early warning is timely, colleges and universities can quickly issue corresponding emergency plans, decisively and accurately control the development of events, and guide the direction of public opinion. In the secondary indicators, the importance of "early warning mechanism" and "early warning effect"

are both significant, indicating that after the analysis and judgment of the network public opinion early warning mechanism, according to different public opinion conditions, colleges and universities can take targeted emergency measures. In turn, it can improve the university's network public opinion risk emergency management ability.

4. Countermeasures to improve the emergency management ability of public opinion online in universities

4.1. Construct a multi-collaborative network public opinion governance and organization system

Network public opinion governance in colleges and universities is a complex systematic project, so it is necessary to build a multi-coordinated and systematically complete network public opinion governance organization system^[6]. From the perspective of colleges and universities, an organizational system for public opinion collection, public information delivery, and public opinion response should be constructed covering the school party committee, publicity department, and secondary units, and a centralized and unified public opinion response work leading group should be established. Carry out public opinion work in colleges and universities. After a major public opinion incident occurs, it is necessary to divide the labor and cooperate and quickly link up. Relevant school leaders should quickly coordinate and control the situation, and all relevant units of the school should do a good job of maintaining order within the scope of their duties; the heads of scientific research institutes, counselors and class teachers should do their jobs in a timely manner to guide public opinion in the school. From the outside of the school, on the one hand, it is necessary to report public opinion trends to the education authorities and the relevant departments of the local party committee and government in a timely manner; on the other hand, it is necessary to manage media relations and do a good job in media public relations. Report relevant public opinion trends to the media in a timely manner, welcome media supervision, strengthen public opinion propaganda for profit, eliminate public opinion propaganda for profit and loss, and lead the trend of online public opinion^[7].

4.2. Build a complete network public opinion governance and management mechanism

First of all, colleges and universities should set up various offices and executive agencies specializing in the management of online public opinion education in schools, arrange corresponding leaders, set up a leading group for online public opinion education, collect, upload, and distribute online public opinion in colleges and universities, and select specialized technical personnel. Analyze and filter various information. The Network Public Opinion Education Management Office is responsible for the admission, assessment, management, and supervision of other team members, as well as the assessment and comparison of staff performance and educational results, and establishes a complete assessment and supervision mechanism. The construction of this kind of management system can improve the sense of responsibility of managers and team members, and finally promote the active cooperation of various departments to do a good job in grass-roots management.

Second, restrict the behavior of college teachers and students to participate in network public opinion management. Internet public opinion occurs on campus, so it requires the cooperation of teachers and students in colleges and universities. First of all, colleges and universities need to establish a network public opinion management system, standardize the management of college internal websites, forums, and online platforms, and strictly require teachers and students to participate in online comments in accordance with various laws and regulations of the country. Designated person for processing. The school arranges and selects some network informants and comment supervisors to strengthen the management of online behavior of teachers and students, and conduct regular education and training for them, so as to find out the network public opinion, and organize them through questionnaires, scientific research, discussions, etc. Continuously improve the level of internal network public opinion management in colleges and universities.

4.3. Build a professional team of online public opinion governance that integrates knowledge and action

In the era of self-media, the occurrence of online public opinion is "instant"^[8]. How to grasp this "moment" and prevent this "moment" from transforming and erupting, it is necessary to capture this "moment" at the first time. Therefore, it is necessary to build a professional team of network public opinion management that integrates knowledge and action on campus.

First, determine the university network spokesperson. Internet news speakers in colleges and universities should not only understand the media, but also understand the laws of network communication. The online news speech of colleges and universities is an important part of the publicity work of colleges and universities, and it is also a very challenging and creative task. In addition to publishing the most reliable and accurate information from colleges and universities, representatives of the college network will also be on the web platform to answer questions from teachers, students and ordinary citizens.

Secondly, with the help of the relevant departments of the party committee and the school administration, with teachers as the leading role and students as the main role, a team of online commentaries with a civilized network will be established. This cyber-civilized online commenting team can assist universities to control online public opinion in a timely and organized manner, apply some concepts of new media integration based on the actual situation of the university, and mobilize teachers and students to express themselves on various new media platforms. Positive opinions and views on events.

5. Conclusion and outlook

Under the new situation, the construction of national ideology has put forward a more urgent task for the research of network public opinion in colleges and universities^[9]. The evolution of the social and political ecological environment in the era of big data has put forward broader requirements for the study of network public opinion in colleges and universities. The construction and innovation of the highland of network public opinion put forward higher requirements for the research of network public opinion in colleges and universities.

According to the above research, it can be concluded that there is a causal relationship between students' understanding of network public opinion, students' attention to network public opinion, college monitoring network public opinion, college early warning and judgment of network public opinion, and college network public opinion risk emergency management ability. In addition, students' understanding of network public opinion, students' attention to network public opinion, college monitoring network public opinion, and college early-warning and judgment of network public opinion all have a direct positive effect on the university's network public opinion risk emergency management ability, that is, the deeper students' understanding of network public opinion, the higher the degree of attention. The stronger the ability of monitoring, judging and early warning of network public opinion in colleges and universities, the better it can show the better emergency management ability of network public opinion risk in colleges and universities.

Future network public opinion research needs to build a precise research framework and form a convincing basic theory. The emergence of the Internet not only means the development of information communication technology and the adjustment of the communication media pattern, but also has a profound impact on people's political behavior and the country's political operation model^[10].

In view of the shortcomings of this paper and the author's further thinking, it is suggested to improve in three aspects: First, improve the questionnaire measurement terms. By consulting experts in relevant fields, the measurement items are revised in detail to improve the accuracy of written expression, and the reliability of the questionnaire is improved by adding some quantitative measurement items. Second, expand the number and scope of the questionnaires to improve the representativeness and scientificity of the samples^[11]. Third, optimize the data of the structural equation model to make the structural equation model fit better.

Acknowledgement

This research was supported by the Ministry of Education's Humanities and Social Sciences Research Youth Fund Project (21YJCZH135): Research on the evaluation mechanism and control system of major disaster risk in coal mine based on complex system theory.

References

[1] Liu Yan, et al. *The characteristics and management countermeasures of network public opinion in colleges and universities [J]. Research on Ideological Education, 2009, (4)*

- [2] Xin Shibo, Chen Yan, Zhang Chen. *A review of the application research results of structural equation model theory* [J]. *Industrial Technology Economics*, 2014(5): 61-71.
- [3] Li Jiawen. *Research on the Governance Mechanism of Whole Process Engineering Consulting Projects from the Perspective of Network Structure* [D]. *Kunming University of Science and Technology*, 2021. DOI: 10.27200/d.cnki.gkmlu.2021.000171.
- [4] Duo Shujie, Yi Xueling. *Comparison of the current situation of school-enterprise cooperation in vocational education in my country and analysis of influencing factors: Based on a survey of 20 vocational colleges across the country* [J]. *Vocational and Technical Education*, 2015, 36(25): 48 -52.
- [5] Zhang Kaili. *Research on the early warning mechanism of network public opinion monitoring in colleges and universities* [J]. *Journal of News Research*, 2021, 12(12): 110-111.
- [6] Zeng Runxi, Wang Guohua, Xu Xiaolin. *The control and guidance of network public opinion in colleges and universities* [J]. *Intelligence Theory and Practice*, 2009, 32(11): 79-82.
- [7] Wang Chen, Wang Haiwen. *A new strategy for college network public opinion guidance from the perspective of "four complete" media* [J]. *Journal of Tianjin University (Social Science Edition)*, 2021, 23(5): 403-406.
- [8] Wang Shan. *Research on Internet Public Opinion Guidance Strategies in Colleges and Universities in the Age of We-Media* [D]. *Nanjing: Nanjing University of Posts and Telecommunications*, 2015.
- [9] Huang Qin, Guan Peng, Pei Minjun, Zhou Lingling. *Analysis of hotspots and trends in domestic college network public opinion research* [J]. *College Counselor Journal*, 2018, 10(05): 76-82. DOI: 10.13585/j.cnki.gxfdyx.2018.05.017.
- [10] Yang Shufang. *Research on the Problems and Countermeasures of Citizen Network Public Participation* [D]. *Soochow University*, 2012.
- [11] Liu Xue. *Research on the sense of belonging of college students' associations* [D]. *Nanjing Normal University*, 2016.