

Social Governance of Smart Media Communication

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Abstract: People can learn more about the latest developments in the country, government, and enterprises through the Internet, and at the same time, they can put forward opinions and suggestions in time and participate in public crisis events. The purpose of this article to study the role of smart media communication on social governance is to improve the modernization level of social governance. This article mainly uses the method of investigation and case analysis to analyze the application of smart media communication in social governance. The survey results show that 66% of people agree with its role in social governance. Therefore, smart media can still play a role in social governance.

Keywords: Smart media, Social governance, Information dissemination, Analysis and research

1. Introduction

Relevant government departments should strengthen the education of citizens' awareness of political participation and improve people's political literacy. Improve the quality of netizens through a series of measures. The use of new media such as Weibo to conduct public opinion supervision and guide citizens to use the Internet correctly, and other measures have provided strong support for my country to comprehensively promote the governance of an informatized society.

There are many theoretical results of analysis and research on social governance of smart media communication. For example, some people have suggested that the rapid development of artificial intelligence in the field of new media communication is profoundly changing the function and effect of public information communication. The full penetration of intelligent algorithms in the information dissemination link has become a phenomenon-level topic [1, 2]. Some people also said that with the rapid development of new media technology, the space for public discourse continues to expand, and a new trend of online rumors has also emerged. Therefore, they use content analysis to analyze the basic attributes and governance of new media rumors, which is the basic method to improve the governance of new media rumors [3, 4]. In addition, some people say that as an evolving digital interactive tool, new media exhibits the characteristics of limited diffusion in the process of "recentralization" of the right to speak, and there is no cluster behavior in the network carnival state [5, 6]. So this article has conducted an in-depth study on the social governance of smart media.

This article first studies smart media. Secondly, it analyzes the construction of social responsibility governance system. Then it elaborates on the social responsibility of the media. Then the social network analysis method is described. Finally, in the form of surveys, people's attitudes towards the role of smart media in social governance are counted, and data results are obtained.

2. Analysis of Social Governance by Smart Media Communication

2.1. Smart Media

Smart media refers to a new form of information dissemination that takes the network as the core and uses a variety of multimedia technology methods to integrate computers, mobile phones and other communication terminals into user-end equipment. It not only has the advantages that traditional media does not have: First, it can realize real-time sharing. Use digitization, image and video transmission functions to report news events. The second is the ability to realize the integration and interaction of new media in the multimedia development model. The third is a high degree of intelligence that can meet the needs of different levels and put forward higher requirements for content production and release methods [7, 8].

Smart media refers to the use of modern information technologies such as network technology and computer communication technology to transform and innovate traditional communication methods to achieve information transmission and reception. Many advanced scientific and technological methods have been applied in our country's social governance. Among them, big data analysis and management is a new model that uses the Internet to complete governance work and is compatible with the information age. There is also a cloud-based computing platform that uses smart media as a carrier to solve the problems encountered in people's daily life or some related departments can perform real-time monitoring when they need to deal with things [9, 10].

Smart media is a combination of information technology and Internet technology. In the field of computer networks and mobile communications, advanced science and technology such as multimedia, data and cloud computing are applied to the process of social governance. It uses a computer network as a platform, and uses digital communication technology and information processing software to realize the combination of multimedia, data, and virtual reality interactivity to form a certain degree of influence and can have a wide range of social value [11, 12].

The framework of the media communication network is shown in Figure 1:

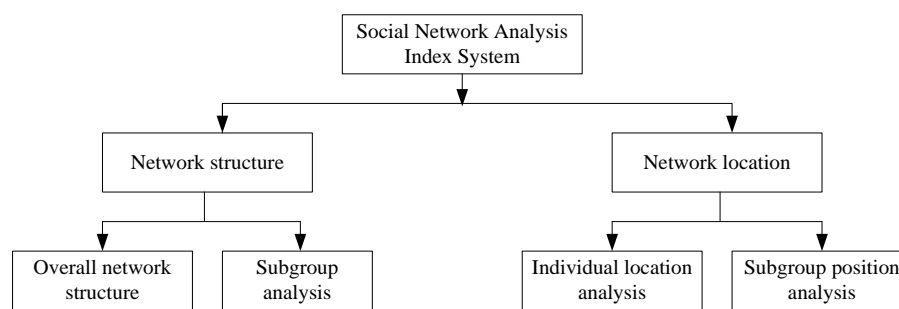


Figure 1: Media communication network framework

In this new era, people use various media to obtain the content they need and communicate and interact, so as to achieve effective communication and feedback between social governance, national public affairs management goals, and cultural construction goals. Smart media has become an indispensable and important part of modern information society. It is an emerging means, method and way of communication.

Information dissemination refers to the effective description of related matters between different classes, groups and organizations in human society through certain technical means, and to pass its meaning to other people in this open communication and interaction process. Smart media is a product derived from the development of information technology. It has the characteristics of interactivity and openness. On the one hand, direct communication between users can be achieved. On the other hand, it can realize information resource sharing and real-time communication functions. In modern society, people use the media more to obtain knowledge or data such as external sounds, images, etc., and perform integrated processing to achieve self-interest needs or satisfy goals. Rather than simply receiving or receiving messages from the outside world. It contains information from traditional media to new media to emerging networks. It can also be said to be an innovative way of thinking on the issue of governance in our country.

In the process of information dissemination, in order to effectively transmit and store useful, valuable and harmless information, it must be presented through various media. Traditional media use text and voice as the carrier to convey news facts to the public through newspapers, television, radio and other forms. In the context of the new media era, an intelligent and diversified network platform has developed. At present, my country mainly uses Weibo, WeChat and other social networking sites to publish relevant information. And as citizens in society generally use smart phones for entertainment activities, a communication mode with mobile phone applications as the main body has gradually formed.

2.2. Construction of Social Responsibility Governance System

Social governance mainly refers to the leading role of the government in the process of public administration, including safeguarding and guaranteeing citizens' rights and interests, and taking

measures on public affairs issues. The main body of social governance is the state and government, and its main task is to effectively control the rights of citizens. In today's information age, media communication and management methods are becoming more and more modern. The traditional "party governance" model no longer meets the needs of development. In the new era, people have a more in-depth understanding of their own interests and require more and a higher level of attention to their responsibilities and obligations, and other factors have made social governance subjects continue to move towards diversification. The Internet is more convenient and efficient for information transmission. It mainly includes the construction of democracy and the rule of law and the public administration system, economic development and growth, cultural soft power, infrastructure conditions, and so on. In this process, netizens carry out information dissemination, communication and interaction through online platforms. In the process of social governance, the network platform is an important means. It can make communication between citizens and the government more convenient and effective. At the same time, ordinary people can participate in the management of national public affairs.

This part mainly starts with the governance connotation of the network media social responsibility governance system, the principles of the construction of the network media social responsibility governance system, and the content of the network media social responsibility governance system. The governance of social responsibility of online media should follow the six principles of participation, coordination, enforceability, dynamic balance, functionality and national compliance, and construct the social responsibility of online media from five aspects: self-discipline, informatization, and restraint. The monitoring and evaluation governance system aims to provide a comprehensive and effective governance system for the lack of social responsibility of online media.

2.3. Social Responsibility of Media

This article believes that the definition of the connotation of media social responsibility should be broader: media social responsibility refers to the media's responsibility for the impact of decision-making, operation and communication activities on various stakeholders. The purpose of all inner and outer values. In terms of its main tasks, the media is a relatively independent individual organization; according to their characteristics, they undertake the internal and external tasks of each organization, including the role of media communication and institutional responsibilities to the market. In terms of its role, it includes not only the country and the public, but also shareholders, communities and the environment.

It is particularly interesting that the social responsibility of the media is oriented towards the maximization of overall value: it emphasizes internal and external communication, interaction and coordination in the management process, while the scalability of external cooperation is only aimed at self-discipline and leading media organizations to optimize government and industry organizations. The participation and promotion of third-party organizations and other social entities.

Our society is currently in the "deep water stage" of reform. As the diversification of interests brings about the blooming of social vitality, social problems continue to emerge. The old and new contradictions overlap, and the social environment is complex and diverse. In this process, profound changes have taken place in social structure, organizational forms, lifestyles and values. In order to resolve many contradictions and deal with the challenges faced by many parties, it is necessary to change the original one-dimensional and government-dependent social management methods, and comprehensively and in-depth advance social governance reforms.

In such a variable social environment, the fields and ways in which citizens obtain the right to use media have a profound impact on social governance. "The media not only plays the role of information dissemination, propaganda spokespersons and regulators, but also extends and penetrates to a certain extent to build a diversified social interest organization. Various exchanges to express interest, collect opinions and public opinions, and gather public consensus. The development of media provides unprecedented opportunities for various social forces to resolve social conflicts. The media is an important participant in social governance, and the media is an important participant in the operation of the social system. The management has a far-reaching and far-reaching influence.

In particular, assuming social responsibility as the main body of social governance is the key for the media to play an active role and respond to different interests. In other words, the social responsibility of the media is the intersection of social governance and the role of the media. And social governance must also take advantage of the positive energy of the media to bring about positive changes in

governance concepts, governance methods, governance models, and governance attitudes that meet the needs of development. As the object of social governance, the social responsibility of the media provides consensus and means for all subjects to participate in the common governance of the media. Responsible media development is inseparable from the joint promotion of the media, government officials and social organizations.

Carrying out media corporate responsibility research from a governance perspective will help to develop media management thinking, transform social responsibility theories into practical results, serve the social public management, and serve the common governance of the media.

2.4. Social Network Analysis Method

A social network is a group of social participants (agents) and their connections. Social networks are formed by using nodes to represent social participants and edges to represent relationships. The concept of "social network" was first proposed by Barnes. According to Baidu Baike's popular interpretation of social networks, social networks refer to "a social structure composed of nodes of multiple individuals or organizations, which become the bond between each node through accidental acquaintances or close family relationships.

The most important indicators in social network analysis are density, centrality, centrality, and related subgroups.

The network scale refers to the size of the network capacity, which depends on the number of nodes in the social network. The measures of node centrality are some centrality, narrow centrality and intermediate centrality.

Point degree centrality measures the degree of association between a specific node and other nodes in the network. The absolute centrality of a node can be expressed as:

$$D_c(X_m) = \sum_{k=1}^h a_{mk} (m \neq k) \quad (1)$$

The centrality calculated using this formula reflects the degree of correlation between nodes in the network. In order to correct the influence of the network size on the calculation results, a standardized measurement formula is proposed:

$$D'_c(X_m) = \frac{\sum_{k=1}^h a_{mk} (m \neq k)}{x-1} \quad (2)$$

The x in the above formula represents the number of nodes in the network, and x-1 is the largest possible absolute centrality in the network. Proximity centrality is an indicator of how close a particular participant is to all other participants. Intermediary centrality measures the degree to which a node plays an "intermediate" role in a social network, that is, the degree to which a particular node is relative to other nodes.

3. Investigation and Analysis

3.1. Purpose of the Investigation

The rapid development of smart media makes social governance face new opportunities and challenges. At present, our country is in the midst of a major historical task of building a well-off society in an all-round way and realizing the Chinese dream. At present, my country's governance issues are mainly based on the government, with low citizen participation and low enthusiasm. Although some netizens use smart phones for social interaction and community management activities, it has improved the efficiency of communication between people and promoted the construction of harmonious neighborhood relations. However, there is no lack of network security crises caused by untimely or inaccurate information release.

3.2. Survey Data

A total of 25 valid questionnaires were collected in this survey. From the collected questionnaires,

the average number of writers and editors participating in the survey was 72%, and that of media managers was 28%. More than 10 years of media experience accounted for about 34%, 5 to 10 years (including 10 years) accounted for about 42%, and 3 to 5 years (including 5 years) accounted for about 16%. Some employees with less than 3 years of experience (including 3 year). The concerns of interviewed media representatives covered many aspects including ecological and environmental protection, transportation, information economy, light industry nutrition, tourism and leisure, financial services, culture and education.

3.3. Investigation Process

Based on the above discussion on the specific content of media social responsibility, the questionnaire design includes the media's practice in the five main areas of responsibility management, market responsibility, corporate responsibility information, environmental responsibility and social responsibility, with particular attention to the personal and media environmental factors' impact on media responsibility. Perceiving the effects of media practice includes three levels of observation.

4. Analysis of Survey Results

4.1. The Role of Smart Media Communication on Social Governance

This article sorts out some data results based on the survey. Among them, the role of smart media in social governance is embodied in five areas: responsibility management, market responsibility, information responsibility, environmental responsibility, and social responsibility. The specific support situation is shown in Table 1:

Table 1: The role of intelligent media communication on social governance

	Agree	Disagree	Commonly
Responsibility management	10%	4%	6%
Market responsibility	12%	3%	5%
Information liability	15%	2%	3%
Environmental responsibility	13%	1%	6%
Social responsibility	16%	2%	2%

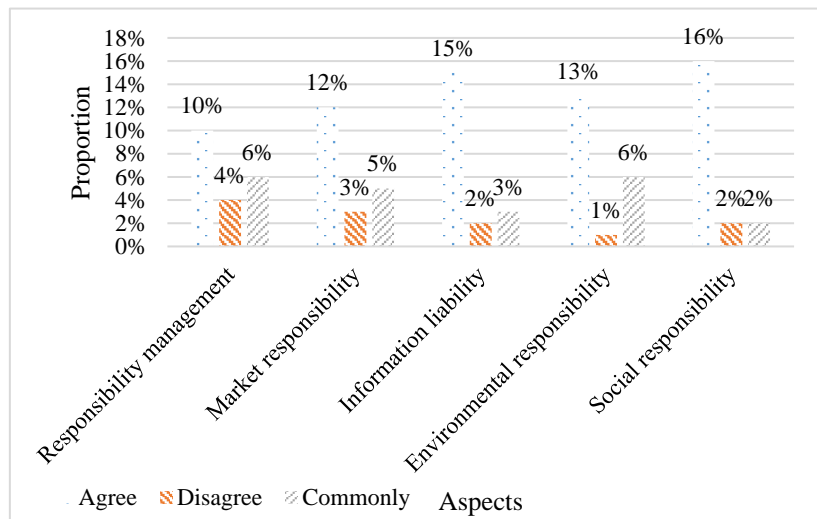


Figure 2: The role of intelligent media communication on social governance

As shown in Figure 2, we can find that people recognize the role of the media in social responsibility. In addition, 15% of people think it is also very important in terms of information. There are also 13% of people think it is of great benefit in creating an environment.

5. Conclusion

Smart media communication plays an important role in social governance. However, since there are

relatively few researches on the development of smart media in our country, this article conducts an in-depth analysis on it. Through research, we know that the development of smart media in my country is still in its infancy, and related theories and practices are not mature. In such a complex, open, and fast-updated era, how to use new technologies to promote continuous innovation in social governance is one of the important issues facing the current government. In the process of social governance, the communication power and guiding role of smart media have an important impact on governance effects.

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