

Research on the Problems and Countermeasures of Enterprise Management Model under the Background of Online Public Opinion

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Abstract: *In recent years, with the rapid development of information technology and the emergence of online media, a virtual world other than the real world has been opened up for people. News participants have also shifted from passively accepting news in the past to actively participating in news topic discussions, disseminating personal opinions, and so on. As a result, the entire public opinion pattern has undergone tremendous changes. At the same time, for enterprises, the ability to respond to online public opinion is becoming increasingly important in the context of new media. Therefore, enterprises must also make corresponding changes and constantly adapt to new situations in order to seek greater space for their own development. This paper mainly studies how to provide effective solutions for enterprise management in the context of the development of online public opinion.*

Keywords: *online public opinion, enterprise management, new media*

1. Introduction

In the previous social environment, public opinion was generated in interpersonal communication, and its scope was only limited to minority groups. Only by making great efforts to promote it could it break the geographical and time limitations and spread widely. At present, with the prevalence of the self-media industry, network media can easily do it. That is to say, if enterprises still treat the traditional media approach to the network media, will be one after another network public opinion storm washed down. Nowadays, online public opinion has become one of the important forces leading the trend of the whole social opinion[1]. On the one hand, enterprises should do a good job in risk prevention, on the other hand, they should also keenly observe the era of the wind, and seek a broader space for development with the help of online public opinion. This paper mainly studies how to effectively deal with the situation in the era of online public opinion.

2. Sorting out the concept of network public opinion

In a broad sense, online public opinion refers to all kinds of opinions and opinions that are spreading on the Internet. It neither limits the subject of public opinion nor defines the scope of the issues discussed. In other words, as long as the opinion is popular and spread on the Internet, no matter it is right or wrong, it can be included in the scope of online public opinion. However, generally speaking, it is defined in a narrow sense, that is, the group discussion and opinions expressed by Internet users on specific events on the Internet [5]. The emergence and development of the Internet provides more diversified ways for Internet users to express their personal views. On this platform, users have almost complete freedom of expression, that is to say, users can express their views on anything, and in many cases do not need to bear certain responsibility for their own speech. Online public opinion generally originates from the expression of individual opinions, which will become more and more intense as the opinions of other groups gradually attach to them. If uncontrolled, it may be derived into a series of social events in the end. Behind the outbreak of every online public opinion event is the opinion collection of a group or even the whole society. Especially for those groups whose opinions cannot be freely expressed for a long time, this is undoubtedly a perfect opportunity to vent their emotions, which makes many online public opinions evolve into extreme trends in the end.

3. Characteristics analysis of network public opinion

If an enterprise wants to do a good job in dealing with online public opinion, it must understand its characteristics. If an enterprise does not understand the characteristics of online public opinion, it will not be able to make an accurate judgment on the cause, process and treatment method of the whole event in the first time. Blind handling is likely to hurt the enterprise itself. The following is a detailed analysis of the characteristics of network public opinion:

3.1 Concealment of the subject of communication

Because the Internet itself is a virtual architecture, there is no coercive force, so network users are often anonymous when they express their opinions [2]. In other words, network users can completely disappear in the network world after making a speech, and their so-called identity on the social platform is just a virtual symbol. Users can choose to register according to their own information in the real world, or they can change it at will, which does not have a high reference value. On the one hand, it can guarantee the free voice of network users. Users can speak freely on this platform and enjoy enough freedom without constraint. On the other hand, it makes it harder to track wrongdoing, and because there is no price to pay for speech, many people have a nasty taste for hurling insults at others or companies. In recent years, some groundless rumors abound on the Internet, which have dealt a severe blow to the corporate image after being widely spread. In the absence of effective guidance means, there is bound to be a large number of people who lack the ability to think independently and blindly denigrate or boycott an enterprise, causing irreparable losses to it. However, in many cases, the rumor makers are still at large without any responsibility. Therefore, in recent years, relevant departments have cleaned up and controlled the Internet, and made it clear that "the Internet is not a place outside the law", and relevant problems have been solved.

3.2 The publicity of public opinion content

In the past, because of the slow speed and limited scope of information dissemination by traditional media, it took a long time for any public opinion to ferment, which gave enterprises ample time to deal with it. In the past, reading newspapers required strong reading and comprehension skills, which unintentionally limited many people [3]. However, online public opinion is different. On the one hand, its transmission speed is extremely fast and the scope is extremely wide. Often, what happens in one part of the earth can spread to the whole world in a second. On the other hand, the threshold of reading has fallen. Different from the long-winded way of traditional media, the Internet provides people with a variety of ways to acquire information, such as short videos and fragmented reading, which basically enables the vast majority of people in the whole society to acquire information and participate in it. On the plus side, the public's right of supervision can be exercised to the extreme to reduce social problems. But for enterprises, once they fall into the vortex of public opinion, it is difficult for them to get out without paying a huge price.

3.3 Richness of online public opinion content

The Internet is open, and people of almost any age can participate in it as long as they have mastered the basic network knowledge. Moreover, due to the huge differences in various conditions of individual network users, the popular content on the Internet platform is varied, even called complicated, which contains both valuable knowledge and information and a large number of bad information. The sheer volume of information that poisons people's minds increases the cost of right and wrong, increases the ability of the public to think for themselves, supports and supports what is considered vulgar, and pays little attention to valuable information, all of which are ubiquitous on the Internet. If enterprises want to do a good job in dealing with online public opinion, they must have a macro vision, extract the most critical part of a large number of information and concentrate their efforts to avoid unnecessary information interfering with the normal operation of enterprises.

4. The significance of online public opinion for enterprise development

If traditional information dissemination is easy to control due to the influence of time, space and other realistic conditions, then the Internet era is completely different. In many cases, some incidents have been fermented or even erupted on the Internet, causing a stir in the whole society, but the

enterprises do not pay attention to this aspect, resulting in great losses before the response. However, in the process of spreading online public opinions, it has been in an irreversible situation, and the enterprise is likely to suffer huge losses. For example, on the Internet, it is common to see users complaining about the existence of such and such problems in the products of an enterprise. If one of them touches the nerve of the public or is involved by some network promoters, it is likely to become the fuse that detonates the network public opinion [4]. The enterprise will instantly be in the focus of the public, and any deficiency will be amplified. Enterprises even face the fate of bankruptcy delisting, this is absolutely not alarmist, such examples in recent years are common, but also to the relevant enterprises sounded the alarm. Network public opinion brings not only risks but also opportunities to enterprises. Compared with any traditional media, network is extremely powerful. Both the speed and breadth of information transmission show inherent advantages. Greatly improve the publicity effect. Through the collection and guidance of online public opinions, enterprises can establish a good corporate image, thus forming a large number of loyal user groups and bringing more and more stable sources of benefits for enterprises. Even if there is a negative trend in online public opinion, the enterprise can timely clarify it under the guarantee of the early warning system and resolve a bigger storm of public opinion. Through the study of network public opinion, it can provide reference for enterprises to formulate scientific and reasonable management system. First of all, enterprises should understand the characteristics of many network new media, and arrange special personnel responsible for the voice on these platforms. Secondly, enterprises can properly adjust the proportion of brand publicity and distribution, and put more energy into the network public opinion guidance. Finally, refer to other enterprises on the network public opinion of the correct way to deal with, sum up experience.

5. Coping strategies of enterprise management under the background of network public opinion

In the new media environment, most emergencies are first exposed by Weibo, WeChat and other media platforms, and then reprinted by major websites. When more and more people pay attention to the event, people will enter the discussion stage, and finally the leader's opinion will be formed, which will set off the climax of public opinion, and then the crisis of public opinion will appear. At present, many enterprises are not fully aware of the transitional nature of new media communication, and the research on the law of public opinion communication in the new environment is not deep enough [6]. Therefore, some enterprises do not open their official Weibo or WeChat public accounts. In case of emergencies, the company cannot make an effective voice in time, resulting in the lack of effective public opinion guidance in the initial stage of the development of the event and the failure to seize the opportunity to control the escalation of the event.

5.1 Improve the awareness of public opinion control and change the concept of handling online public opinion events

First, constantly change the concept of work, change the idea of work. Today, with the rapid development of information technology, network technology changes with each passing day, which directly promotes the vigorous development of various intelligent undertakings. At the same time, it also provides a new situation for people, and produces a series of new social and economic behaviors, which inevitably requires enterprise employees to follow the pace of the era. If public opinion supervision is to be law-based, it is necessary to strengthen online public opinion guidance, actively use big data and other new technologies to do a good job of public opinion supervision, and achieve timely discovery and timely response.

Second, constantly improve the information reporting system. In order to better standardize the supervision of public opinion, it is necessary to strengthen the construction of the information submission system of the supervision of public opinion, it is necessary to train a public opinion supervision information reporter in the enterprise, timely collect all kinds of information related to the enterprise, do a good job in information collection, so that the supervision of public opinion work forward. At the same time, enterprises should also strengthen the contact with the government, through the communication with the government, better deal with emergencies, prevent negative news impact on enterprises.

Third, strengthen the research and development of technical forces, and truly control the continued fermentation of public opinion events through network control work. In view of the current enterprise online public opinion monitoring means cannot keep up with the pace of the era, it is necessary to strengthen the research and development of enterprise online public opinion monitoring technology, so

as to better adapt to the requirements of online public opinion monitoring in the Internet era.

5.2 Integrate values and lay the ideological foundation

Technological change has changed the way of public attention to public opinion in the era of new media, improved the influence of public opinion, and changed the way of public opinion generation and communication. The three-dimensional freedom of communication and expression transcends the limitation of space and brings new interpersonal interaction and information sharing. As the degree of Internet users' informatization and the degree of media integration are different, enterprises are faced with more complex network environment and must face more difficulties when guiding network public opinion. Therefore, in the era of new media, enterprises must find the right position in the event, adhere to the correct political direction, win the initiative of public opinion guidance with the concept of symbiosis, sharing and diversity, and with an inclusive and open mind, and consolidate the mainstream public opinion consciousness by always paying attention to the people's livelihood.

5.3 Do a good job of public opinion supervision and analysis, and establish an early warning mechanism

Although emergencies cannot be predicted, they can be monitored and warned. After the occurrence of public opinion, the public opinion guidance personnel of the enterprise should quickly find the cause of public opinion events, analyze the psychological sensitive points of the public, comply with the objective law of the development of the event, quickly start the emergency plan, guide and deal with it, which can effectively avoid the negative impact of public opinion on the enterprise. Therefore, enterprises must establish an early warning mechanism to supervise and collect information and hot issues on the self-media platform, and grasp the trend of public opinion through the early warning mechanism. It is worth noting that giving full play to the incomparable information gathering ability of traditional media can timely and effectively suppress the widespread noise. The important variable that determines the trend of online public opinion is to keep the information open and transparent, and pay attention to the combination of speed, temperature and attitude. With the help of scientific standard system, and then through the guidance of human interest to stimulate the emotion and thought resonance of Internet users, it makes the Internet users trust the published content, so as to achieve good guidance effect.

5.4 Promote the integration of content, platform, channel and management to promote coordinated development

Nowadays, with the rapid development of new media, public opinion communication presents the trend of diversification, which brings certain difficulties to the supervision of enterprise public opinion. At the technical level, the current regulatory technology fails to keep pace with the development of new media. Emergencies are often first disseminated by individuals, which leads to the blind spot in the monitoring of public opinion by enterprises. At the same time, due to the existence of a large number of WeChat groups and QQ groups, the dissemination of new media information has strong privacy. Many contents of public opinion information belong to personal privacy, and it is difficult to effectively monitor them. Therefore, in the context of the development of new media, enterprises should first strengthen their website construction if they want to better grasp the initiative of supervision by public opinion. Because many news media currently rely on the Internet to obtain information, enterprises can release information through the official website, so as to let the media know in the first time. In addition to building their own official websites, enterprises can also open their own official Tiktok accounts, WeChat public platforms, blogs, etc., through various media channels, to better collect the public's views on hot events, strengthen communication with the public, and do a good job of public opinion feedback.

6. Conclusion

In general, information technology brings the following two aspects to enterprises. On the one hand, there are opportunities. Network users can upload their views on enterprise products anytime and anywhere with the help of the convenient and fast Internet. The summary of these data can help enterprises better suit the symptoms and create products that users prefer. On the other hand, enterprises also have to face enormous public pressure, the slightest mistake, will be swallowed up by it.

Therefore, enterprises should attach great importance to the combination of management system and network public opinion to seek more benefits for the development of enterprises.

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