

# Smart Campus Network Public Opinion Security Governance Strategy Based on Big Data

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**Abstract:** *With the coming of the information age in an all-round way, big data has brought earth-shaking changes to human production and social life, and made fundamental changes in people's lifestyle. As the pioneer of social development, colleges and universities should actively respond to the requirements of the era of big data. This paper uses the research methods of literature and logical reasoning to put forward a series of governance strategies, and discusses the governance path of smart campus network public opinion from three aspects: firmly holding the initiative of ideological and political education in smart campus, building the information management platform of smart campus network public opinion in the era of big data, and building the governance and publicity matrix of smart campus public opinion in the era of big data.*

**Keywords:** *big data, smart campus, network, safety and quality, information platform*

## 1. Introduction

With the advent of the era of big data, severe network security is also in front of us. In smart campus, the Internet is highly popular. College students can use their mobile phones to study, socialize and entertain online at any time [1]. They can obtain information, express appeals and participate in social activities on the Internet. Due to their weak awareness of network security and strong awareness of participation, the attention of smart campus students to public opinion events has increased. They focus on network hot events and participate directly or indirectly, affecting the trend of events to a certain extent. Smart campus colleges and universities should give college students accurate guidance and governance in the process of public opinion outburst, dissemination and diffusion, understand the ideological dynamics of college students, and actively face the higher requirements of smart campus in dealing with and responding to network public opinion.

## 2. New challenges faced by public opinion governance in smart campus network in the era of big data

### 2.1 The network power strategy in the era of big data puts forward new requirements for public opinion governance in smart campus

At present, smart campus is the main target of ideological infiltration of external forces. With the advent of the era of big data, advanced technologies such as 5G technology, artificial intelligence, Internet of Things, AR/VR, and unmanned aerial vehicles have broken through geographical location and national boundaries. With the help of big data technology, western capitalist ideology has seriously affected college teachers and students in smart campus. China attaches great importance to the work of Internet information and security. It has always adhered to the principle that positive energy is the general requirement, that can be managed is the absolute principle, and that can be used well is the real skill. It is necessary to scientifically understand the laws of network communication and improve the level of network governance. The relevant departments stressed that the work of online public opinion is the top priority of propaganda and ideological work. According to the national directive spirit, smart campus should strengthen the ideological security construction, strengthen the mainstream discourse power of campus ideology, and create a clear smart campus network environment.

## ***2.2 New risks faced by public opinion governance of smart campus network in the era of big data***

In the era of big data, the guidance of network security awareness of college students in smart campus has an important position. Ideological security education has a long way to go. The governance of network public opinion in smart campus is facing new risks [2]. It is essential to correctly guide the increasingly complex network public opinion. It is necessary to correctly grasp public opinion guidance, public opinion warning and response to public opinion crisis. We should start from the four levels of "emotion, subject, system and technology". Solve many existing dilemmas and improve the ability of network public opinion governance. Many problems in higher education have led to a high degree of attention to public opinion on the Internet in colleges and universities, which often leads to public opinion in colleges and universities; at the same time, the new technology under the background of big data also makes the public opinion management of universities in smart campus uncertain. The emergence and rapid development of Microblog, WeChat, short video, Internet of Things, mobile communication, etc. have greatly changed the way of obtaining and disseminating information. The network has become a battleground of ideology, and the situation of public opinion governance has become increasingly severe. At the China Network Security and Informatization Work Conference, it was particularly emphasized that the Internet has increasingly become the main position, main battlefield and forefront of ideological struggle. We should resolutely win the ideological struggle on the Internet and effectively safeguard the national political security with the security of regime and system as the core.

The ideology of smart campus colleges and universities has been greatly impacted by big data, especially in western countries, which have the technological advantages of big data and constantly infiltrate the ideology of smart campus [3]. College students in smart campus are simple, lack self-control, willing to participate in social discussion activities, good at expression, and easy to become the initiator and communicator of public opinion in smart campus. Big data technology creates new cultural concepts, cultural exchanges, cultural products, and cultural forms, but also brings regulatory difficulties and gaps. Western values take advantage of the opportunities. Capitalist ideology promotes its way of life, values, and ideas through Internet movies, books, music, and online public opinion, which increases the cluster effect of public opinion on smart campus, and makes public opinion management on smart campus have potential risks. Therefore, we should strengthen ideological education of smart campus ideology and let college students identify with the socialist system with Chinese characteristics.

## **3. Current situation of public opinion security governance in smart campus network in the era of big data**

### ***3.1 The network public opinion governance response mechanism is not perfect, and the governance means are single and backward***

China attaches great importance to the network information security and public opinion information work, and the education authorities and smart campus of universities pay more attention to the guidance and governance of network public opinion, and have made important progress. However, the rapid development of big data technology and full media has increased the difficulty of public opinion governance in smart campus.

At present, the vast majority of smart campuses have not built and improved the intelligent campus network public opinion information management platform, resulting in the unsound network public opinion governance response mechanism, the single and backward governance means, the lack of public opinion early warning plan, the lack of technical support platform, the lack of professional talent team for public opinion governance, and the single and backward public opinion guidance and governance means. The information data collected in the era of big data has great application value. The thinking habits and behavior characteristics of college students are displayed when using the Internet. The personal traces of college students on the Internet, such as what information they browse, what items they often buy, what entertainment and social activities they often participate in on the Internet, job hunting trends, learning content, personal comments, etc., are collected through big data. The analysis contains great value [4]. If these valuable data are well used by the public opinion guidance and governance workers, it will play a positive role in guiding the ideological and political work on campus. If the analysis and application are stolen by the western hostile forces, it will cause great harm to the ideological and morphological security of campus. The western hostile forces collect,

analyze and use these data, to infiltrate college students' thoughts imperceptibly. Therefore, smart campus should pay attention to public opinion work on campus, attach importance to college students' activities on the Internet, and establish a smart campus public opinion early warning system. Due to the lack of network public opinion information management platform, the intelligent campus network public opinion management means are more administrative orders, such as mandatory deletion of posts, blocking of information and other administrative management means. This "blocking" is more than "dredging" method is easy to make public opinion develop in a negative direction. At the same time, there is a lack of clear management mechanism, fear of taking responsibility, multi-reporting, level-by-level approval, and lack of adaptation to local conditions and innovative spirit. The response speed to emergencies is slow. In the face of sudden public opinion, the response and response speed of smart campus public opinion often determines the trend of network public opinion events. Smart campus colleges and universities are not efficient and fast in responding to network public opinion, which is easy to make the problem more complex and make the school fall into the vortex of network public opinion, and the destructive energy will be released quickly.

### ***3.2 The information technology support for the governance of public opinion on the smart campus network is not perfect, and the information management platform of public opinion on the smart campus network has not been built and improved***

Big data technology has spawned new education models and virtual reality technologies in the big era, such as "Mooc education", "Online education", "Air class", "Living room education", and AR/VR virtual space [5]. The education in the big data era has been infinitely extended, and the education form of smart campus has also been infinitely extended. The intelligent campus has not invested enough funds in the prediction and monitoring software and hardware of network public opinion, and has not built a complete intelligent campus network public opinion information management platform based on big data, resulting in insufficient technology to detect, screen and analyze relevant big data information. In the ideological and political education of the infinite extension of intelligent campus, the difficulty of network public opinion governance has been increased.

### ***3.3 The new media publicity channel for public opinion management in smart campus network is not strong enough***

Big data technology has expanded the learning space of college students, and at the same time has brought great challenges to ideological education. Western hostile forces use big data technology to monitor the ideological trend of college students and incite incidents, such as the use of social corruption and other issues to induce social conflicts to intensify and reduce the discourse power of mainstream ideology in smart campus. In the smart campus, college students' political identity, ideological identity and emotional identity face the risk of being weakened by the influence of the mainstream discourse, which greatly affects college students' identification with socialism with Chinese characteristics. In the face of the governance of public opinion on the smart campus network, the new media propaganda cannot keep up, especially in the construction of the smart campus website. The campus website lacks ideological and ideological education content. Therefore, we should vigorously promote socialist values on the website, strengthen the publicity and management of the website, and strengthen the influence of the new media.

### ***3.4 The construction of intelligent campus network public opinion management team lags behind***

In order to work for college students, the key is to have a smart campus network public opinion management team. At present, there is a general lack of a working team with big data thinking and big data technology research and application ability, understanding network culture, high political theory literacy, familiar with the characteristics of college education, and being able to carry out college ideological and political education through the use of big data, new media, new technology and network carriers. It is difficult to do a good job in education under the condition that the construction of network public opinion management team is relatively lagging behind.

#### **4. Countermeasures for the governance of public opinion in the smart campus network in the era of big data**

##### ***4.1 Hold the initiative the smart campus firmly***

The era of big data will change the traditional mode of ideological construction of smart campus. It will have a profound impact on the ideological security of smart campus. Smart campus should become an important position to spread Marxism and promote the core socialist values. Big data is a new science, new industry and new thinking, which has a profound impact on the education of smart campus in schools, especially the education on campus. Smart campus bears the heavy responsibility of cultivating successors and builders by virtue. China has always stressed that the Internet is increasingly becoming the main battlefield, the main battlefield and the forefront of ideological struggle [6]. We should resolutely win the ideological struggle on the Internet and effectively safeguard the national political security with the security of regime and system as the core. Vigorously cultivate a positive, healthy and upward network culture, strive to make the network space full of positive energy and high theme, and truly become an important position to spread the core socialist values. According to the latest instructions of the country, China should base itself on the initiative and commanding point of ideological and political work education on smart campus, assess the situation, and correctly study and judge the impact of big data on ideological and political education of college students on smart campus. At the university stage, the outlook on life and values of college students are gradually maturing, and the ideological and political work is particularly important to cultivate high-quality college students with both political integrity and ability. We should give full play to the positive role of big data in maintaining the ideological security of smart campus, innovate new ways of ideological and political work of smart campus, clarify the potential negative impact of big data technology on the ideological security of smart campus, maintain the talent training and scientific research of college students in smart campus, and firmly hold the voice and leadership of smart campus ideology. Put network security throughout the smart campus and consolidate the Marxist ideology of college students. We should give full play to the leading role of big data in socialist theoretical education according to the situation, and we should purposely resist the infiltration of capitalist ideology. To strengthen the correct guidance of college students' online speech, prevent the emergence of online public opinion crisis, and manage online public opinion in a timely manner, smart campus has an unshirkable responsibility, and is also the top priority of strengthening ideological and political work in smart campus universities.

##### ***4.2 Build a smart campus network public opinion information management platform in the era of big data***

We should make full use of the convenience of information collection to build a smart campus network public opinion information management platform. By collecting early warning, researching and analyzing network public opinion, we can timely obtain data information about the effectiveness of education on the network, and help educators develop strategies for education on the smart campus network, targeted education of network ideology in smart campus. First, use the data information acquisition platform to establish and improve the dynamic monitoring mechanism of network public opinion information. Data information acquisition is the basis of the entire management platform. In the era of big data, college students have a strong attraction to do a regular routine monitoring and key monitoring of these data, automatic tracking and collection around the clock, real-time dynamic monitoring, and use the collected deeply related data to lay a good foundation for dynamic monitoring and scientific analysis of network public opinion. Secondly, use intelligent screening, integration, clustering, analysis and statistics, and in-depth mining to realize the analysis and judgment of network public opinion information. Finally, establish a smart campus network public opinion judgment and early warning mechanism, and form a smart campus data feedback platform. Big data technology is used to accurately track and scientifically judge college students' speech and emotional changes. Big data provides more governance resources for resolving public opinion security risks. Through comprehensive judgment such as automatic splitting and clustering, subject detection, thematic focus, trend analysis, etc. of data information, it can provide and predict college students' action tendency feedback, and achieve effective governance of public opinion on smart campus network.

##### ***4.3 Publicity matrix for public opinion governance of smart campus in the era of big data***

According to the latest requirements of the country, on the new media publicity matrix of smart campus construction information publicity, information communication and information feedback,

public opinion monitoring is carried out from all directions and angles, promoting the integration of big data and campus network, so that positive energy can always fill the campus network space. In the era of big data, the guidance of smart campus network discourse and network public opinion is very important. We should strengthen the positive publicity and guidance of the official media. Promote ideological and political education on campus through the promotion and use of network technology and new media. In the era of big data, smart campus should make full use of Microblog, WeChat, Tiktok, QQ and other new online media platforms, and use direct broadcast, video, audio and other intuitive ways to carry out, enhance the spread of mainstream information, and achieve the guidance and governance of online public opinion. Smart campus should build a good network ecological environment, vigorously publicize the socialist core values through the smart campus network, so as to play the role of guiding public opinion through the network, so that college students' ability to respond to network public opinion can be continuously improved, college students should be allowed to express their own views, and college students' network discourse should be positively guided, actively publicized, and clear up vague understanding. Make full use of the new media publicity matrix, so that the new media technology and the work of schools can be deeply and organically integrated. Strengthen college students' ability to respond to network public opinion, realize the guidance and governance of network public opinion, and do a good job in ideological and political work of smart campus network in the era of big data.

## 5. Conclusion

In the era of big data, smart campus is facing college students with active thoughts, so it is more important to monitor public opinion. Through the network, college students can express their thoughts and opinions. At the same time, they must actively guide college students to express positive and positive online opinions, and prevent negative and harmful online expressions. College students' thoughts need to be guided correctly. We must strengthen the monitoring and governance of public opinion on the smart campus network. The monitoring and governance of public opinion of college students on smart campus should keep pace with the times, innovate constantly, and maintain the good order of the ideology of smart campus.

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