

The Origin and Influence of Online Public Opinion in Universities in the Era of "We-Media"

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Abstract

The rapid development of "we-media" has opened a new era of network interaction, which has strongly changed people's way of life and communication. In the process of using "we-media", a lot of online public opinions have emerged among young people in universities and colleges. This paper analyzes the social background and inducement of the generation of online public opinion in colleges and universities in the era of "we-media", and puts forward the positive and negative impacts of online public opinion in colleges and universities in the era of "we-media", providing ideas for the managers of colleges and universities to use "we-media" for guiding education.

Keywords

We-media, universities, network public opinion.

1. Introduction

With the rapid development of the Internet, especially the emergence of "we-media", China has exerted a great influence on information dissemination and public opinion expression. At the same time, along with the development of The Times, our country's higher education has been development from elite education to popular education, the number of students in colleges and universities, the young mind active but thought not mature enough, values, plus the use of network more, makes the university network public opinion events occurred frequently, caused the bad social influence.

2. Social Background and Inducement of Online Public Opinion in Colleges and Universities

Universities' online public opinions are exposed through we-media apps such as douyin, social networking sites and weibo. These "we-media" have a fast development speed, a large number of users, and strong sharing, interaction and mobilization power. After exposure on these platforms, their information is presented on the network at a split speed and becomes a hot spot. In addition, there is no strict audit mode for the information released by we-media platforms, and its information content is highly inflammatory to platform users. With the spread of topic information, higher attention is generated, resulting in frequent and continuous occurrence of online public opinions in universities.

For the current China, the media pattern has changed with the social transformation and rapid economic development. For colleges and universities, they also face various crises brought by the risk society. Such as the acquisition of knowledge, media awareness and so on. In addition, some information released by "we-media" is arbitrary, uncertain, exaggerated and fictional, which tend to cause people's illusion and panic, thus increasing social anxiety. This phenomenon also exists in the process of online public opinion communication in colleges and universities.

At present, college students are basically "95", the access to information turned into smart phones or computers, in the current situation, colleges and universities have no right to publish,

spread, reprint and other content of students for review and monitoring. By its individual We-Chat circle of friends, Weibo, microblogging platform, students comment, the contents of all the above platform belongs to individual behavior, technology can be used to track information source, but doing so has certain legal and ethical controversy, some scholars believe that, if to monitor private account means the violation of human rights and privacy. Therefore, the monitoring and supervision system of public opinion in colleges and universities has not yet been formed. Moreover, the construction of network ethics lags behind, which makes the actual moral standards invalid in the process of online public opinion communication in colleges and universities, and fails to impose moral restrictions and pressure on the makers and participants of online public opinion.

The subjects and types involved in online public opinion events in colleges and universities are complex, covering the daily management and service of schools, as well as related fields such as campus health and safety. From the outside of the campus, it contains the contradiction between the school and the society. At present, the majority of online public opinions in colleges and universities are characterized by weak information and strong emotions, thus arousing wide resonance among followers and making public opinions enter a period of high tide. The participants of public opinion in colleges and universities are mainly teachers and students. However, in the process of public opinion dissemination, the followers of public opinion come from all directions and all sectors of society. In such an era of "we-media", the transmitters of public opinion seldom make rational analysis, and most of them follow the opinions of others, which ultimately leads to the difficulty in controlling public opinion. In addition, it is also a difficult problem for the disposal of public opinions in colleges and universities. Teachers and students in colleges and universities often take an uncooperative attitude towards the disposal of public opinions, which leads to great difficulty in dealing with public opinions.

3. The Influence of Network Public Opinion in Universities in the Era of "We-Media"

The influence of online public opinion in colleges and universities has two sides, both positive and negative. For teachers and students in colleges and universities, the rise of "we-media" has provided them with a better, faster and more comprehensive communication platform. It has also facilitated the management and policy implementation of colleges and universities, and made it more convenient to grasp students' thoughts. At the same time, it can also give the community to understand the development and change of colleges and universities. On the other hand, some online public opinions in colleges and universities have become hotbeds of false information and online violence, which easily leads to the weakening of mainstream public opinion, stimulates group events, and has a great negative impact on students, colleges and society.

The positive influence of college network public opinion includes the following four aspects. First, it provides a platform for teachers and students to safeguard their rights and interests. The emergence of "we-media" platforms encourages teachers and students who pay attention to online public opinions to express their views and positions. In the process of expression, teachers and students can speak freely. At the same time, also to the majority of teachers and students you provide rights protection, in recent years, the media exposure of rights protection events have been widely concerned by all walks of life, and the relevant government departments to deal with the rights protection events of good attitude, good results. Second, it provides a channel for teachers and students to vent their emotions. Due to the rapid development of the society, contemporary college students are facing greater pressure, including learning pressure, graduation and employment pressure, etc., which leads to some students' coke oven, depression and other bad emotions, and serious psychological problems

leading to suicide, homicide and other phenomena. College teachers are also under pressure from research, work and family. College teachers and students need a place to vent their negative emotions, and we-media provide them with a good platform to vent their negative emotions. Thirdly, it provides a platform for college students to exchange ideas. The university stage is an important period for the development of college students' spiritual and social self-cognition. By participating in online public opinions in colleges and universities, they can meet some of their needs. By paying attention to national affairs, college students can enhance their social responsibility, enhance their democratic consciousness and public spirit. Fourth, it provides an opportunity for universities to carry out ideological and political education. For some negative network public opinions in colleges and universities, they can be used as negative teaching materials in ideological and political education to guide students to form a positive attitude towards life and correct their outlook on life, world and values.

The negative influence of college network public opinion should include three aspects. First, influence the image of universities. In the process of online public opinion communication in colleges and universities, there are false information from the mass media. In addition, college students lack social experience, so they tend to believe these false information blindly, which leads them to question the authority of the university. If students lose the sense of trust in universities, it will seriously affect the image of universities in the public mind. Second, it breeds Internet rumors and violence. In the process of spreading online public opinions, some students become disseminators and co-conspirators of Internet violence. Internet topics are set by Internet users with ulterior motives, and they become tools to incite netizens' emotions. They may also become victims of Internet violence, affecting students' physical and mental health. Third, group polarization and social panic. In the process of spreading public opinions, the public adopts false identities on the Internet to get rid of moral constraints, and speaks or fabricates rumors according to their own mood, which leads to negative public opinions and social hidden dangers. Some media will seize information resources, without screening and auditing, and report false information, causing misunderstanding and negative network emotions.

Acknowledgements

Project: study on the network public opinion management and guidance mechanism of the communist youth league in colleges from the perspective of "we-media".

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