Research on the Prevention and Control of the Generation of Social Public Opinion Risk in Network Events

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Abstract: The social public opinion risk of network events evolves with the development of public opinion, and it can be divided into trust risk, social stability risk, information security risk, and values risk. The main reasons for these risks are government and media work failures, and the masses have problems in emotional control, technology use, and values establishment. Based on the above reasons, some requirements for management of government and media can be put forward, and there are feasible suggestions in maintaining information security cutting off untrue statements and shaping values and self-confidence.

Keywords: Public Opinion; Risk Prevention and Control; Risk Reasons

1. Overview of the basic concepts, development stages and corresponding risk evolution of social public opinion in network events

The social public opinion of network events is the total response of the masses to the focus of the Internet platform[1], and its development can be divided into three stages: the stage of events evolution, the stage of intensified public opinion, and the stage of dissipated public opinion[2]. During the first stage, the masses comment on and spread the event since they cannot get the truth in time, so that the event turns into a focus event[3]. By this time, the risk is generated in the society. During the stage of public opinion intensification, the focus event expands to a certain scale and triggers the deep discussion, and the masses resonates at this time, the public opinion continues to intensify, and the risks increase further. During the dissipation of public opinion, the authoritative departments and the media continues to intervene to resolve the incident, and the masses' emotions are stabilized and the risks weaken.

2. Classification of social public opinion risks in network events

The masses will be affected by the attribute of the incident, personal experience, and subjective attitude when they reflect on the incident, so that public opinion has different forms and corresponds to different public opinion risks[4]. According to the different consequences that public opinion may cause, the public opinion risks are roughly divided into these four basic types of risks:

The first category is trust risk. The government is the main body of risk management. When the government improperly manages or even lacks management in the process of risk evolution, it will arouse public suspicion and the public opinion will make the government authority being strongly questioned.

The second category is social stability risks[5]. The social services, social security, legal system management and

other issues involved in various types of focus issues are on the opposite side of the masses' pursuit of a better society, which arouses social conflicts and endangers social security and stability.

The third category is information security risks. The rapid development of science and technology has enabled the masses to have more ways to obtain information. When the incident is delayed, some acts of stealing the private information of the parties under the guise of "justice" will occur.

The fourth category is values risk. Due to the low threshold for online platform participation, freedom of expression, and the uneven quality of the masses in our country, some people are easily shaken by public opinion, thus making an overreaction and an impact on values.

3. Analysis of the causes of social public opinion risks in network events

3.1 Government management dereliction of duty

Government managers lack a sense of responsibility in judging and responding to public opinion. Adhering to the attitude of "more is worse than less", they choose to replace reporting with silence. The habitual fluke mentality has injected sufficient fuel into the outbreak of public opinion. In the stage of public opinion intensification, the government did not pay attention to the importance of the use of media resources. The cautious way of investigating and reporting has been unable to adapt to the fast pace of the Internet era. Untimely authoritative statements have made the government lose the opportunity to speak at this stage, which leads public opinion into an unfavorable direction. The government has concealed the information when it was released, and the management has not been translucent, reducing the trust of the masses in the government [6].

3.2 The media operation ability is not strong

When the media releases information, it is easy to ignore the uneven cultural qualities of netizens in our country. The cumbersome written language has caused some people to have obstacles in the reading process. The influence of the media is increasing day by day, but no timely and effective action has been taken when the focus issue is pushed to the teeth of the storm. In the daily operation process, the maintenance of the government's authoritative image is neglected, and there is a lack of positive publicity for similarly handled network incidents, so that when the focus problem breaks out, the masses become emotional and skeptical about the work of the government, which stimulates social conflicts and affects social stability.

3.3 The masses' emotions are out of control

Most of the focus issues are close to the lives of the masses. The exposure of these issues will connect the masses to daily phenomena, which will aggravate their dissatisfaction with the society, and this part of the masses can often find their own sense of existence in the interaction of event comments. When the opinions on the online platform are consistent with individual subjective thoughts, the masses can get a great degree of emotional resonance, thereby further opening up their hearts, accepting the views of others, and gradually losing their self-analysis ability under the continuous rendering of group emotions. Emotions are out of control, echoing what others are saying, and overwhelming public opinion has become their emotional vent[7]. As the subject of public opinion, the masses will increase the risk of public opinion once their emotions are out of control, making it difficult to manage public opinion.

3.4 Improper application of technology

Any technology has two sides. People are emotional animals. When they feel threat from society, they will be uneasy and long for a way to relieve danger. In the face of sudden focus problems, the truth often fails to surface due to various reasons. Then individuals seek to answer the question and use technology to illegally obtain the privacy of the parties to the incident. Due to the high degree of attention to the focus problem, this information will spread indiscriminately in a short period of time to trigger a new wave of heated discussion, and even personal attacks, causing

the parties to be greatly violated and information security and social order to be jeopardized.

3.5 Values are shaken

In the Internet era, information is changing at a high speed, and the masses have long received fragmented information that is time-sensitive, so it is difficult to form solid values. There are thousands of opinions on the focus issues, including some guided public opinion, which characterizes the incident before it reaches a result. Anything that violates common sense is wrong, and this kind of pseudo-justice public opinion can easily arouse the approval of the masses. If the truth is the opposite, it creates a false sense of deception among the masses, which leads them to question social values in turn.

4. Risk prevention and control of social public opinion in cyber incidents

4.1 The government makes good use of the media, transparently and publicly manages its work, and enhances its credibility

The incidence of public opinion continues to increase with the popularity of the Internet. The government should incorporate public opinion prevention and control into its daily work with good use of the media for work promotion to establish a good image, and at the same time, mass education should be carried out to raise the awareness of group risk, which is conducive to the prevention and control work. In the course of work, the government must share everything to the masses, especially transparent and open information. What's more, using the online platform to collect mass feedback, enabling the masses to participate in management, giving full play to the ideology of "the masses are the masters", enhancing credibility and maintaining social stability are all crucial.

4.2 Draw lessons from experience, improve emergency handling capacity, one-size-fits-all management is taboo

The government should be good at summarizing, reflecting on the shortcomings in the prevention and control of public opinion, drawing lessons from experience, making risk plans, and improving emergency response capabilities.[8] In the management of public opinion, the early stage of the evolution of the incident must be grasped and dealt early when it is discovered. The right of discourse is seized before the momentum of public opinion rises, and authoritative information is released as soon as possible to make official voices become the mainstream. Meanwhile, it is necessary to avoid mandatory management. Due to the particularity of people, the one-size-fits-all approach will make risk prevention and control counterproductive, aggravation of the bad mood of the masses, and intensification of social conflicts. Considering the interests of the masses, the government should actively listen to the voice of the masses with scientific decisions and proper management.

4.3 In connection with public psychology, media instant information stabilizes the subject's emotions and guides public opinion to stabilize

In the network society, the masses' demand for media information has increased, requiring media to improve their work standards. In the process of public opinion prevention and control, the media, as an auxiliary force of the government, should strengthen two-way communication with the masses when standing on the masses' standpoint, and it should experiences the mass psychology in the development of public opinion, so that the information can be effectively connected with the masses' psychology and reasonably appease the masses. Among them, in information processing, attention should be paid to differences in group qualities, and as far as possible to make the text closer to "civilization". The efficiency of risk prevention and control should be improved.

4.4 Increase personal illegal costs, strengthen information management capabilities, and ensure the security of personal information

At present, there is still a gap in network information management, which needs urgent attention. First of all,

relevant laws and regulations[9] should be improved to raise the cost of personal violation and provide strong support for relevant departments to crack down on personal privacy theft. Secondly, the skills training of the information management department are strengthened, increased investment on human resources is put, and the management methods and management techniques are comprehensively improved to restrict the development of various types of information theft technology. Personal privacy leakage is prevented, and the security of personal information from the source is ensured to maintain the social order of the network.

4.5 Through the real-name system, online public opinion authorizes access to information and cuts off the spread of untrue speech

Network anonymity[10] not only condones the spread of false information, but also greatly hinders the risk prevention and control work. In order to change this situation, management agencies should effectively identify sensitive information on the network and set access rights according to the actual situation. It prohibits the secondary use of unofficial personnel, so as to cut off the source of rumors and avoid unnecessary panic to the masses. Simultaneously, it is necessary to implement a real-name system for online public opinion publication, so that the masses can clearly clarify the consequences of disseminating false information in a calm attitude in front of public opinion. With better ability of speculation and responsibility, and they will not easily publish public opinion.

4.6 Strengthen the guidance of excellent values and shape the self-confidence of values in the network age

The correct values can play a positive role in guiding people and saving them from the impact of the Internet tsunami. To make the masses build excellent values, they need to work together in many ways. First of all, the media should strengthen the promotion of the values of the regime, so that the people can be internalized in a subtle way and lay a good foundation for the establishment of values; Secondly, the government should take the lead and guide the people in practice to jointly practice the correct values; Finally, it is necessary for the people to take the initiative to receive ideological education and improve moral cultivation, solid values and confidence in personal values.

5. Conclusion

Through the analysis of the social public opinion risk of network events, many reasons for public opinion risk have be obtained, and relevant countermeasures were put forward according to the reasons. In the Internet age, public opinion has a higher frequency and greater impact. Risk prevention and control needs to be highly valued. The government, the media, and the masses should work together to identify inadequacies and make efficient improvement by means of scientific and technological legal system, so as to enhance the public opinion risk prevention and control ability from different levels.

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