

# On the Governance of Government Network Public Opinion in the Era of Short Video

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**Abstract:** The popularity of short video has a profound impact on the communication ecology in the new media era. The massive resources and personalized push of short video, the characteristics of "short", "low", "fast" and wide coverage, two-way interaction and interest relationship make it the most popular platform at present. At present, network public opinion has become a major problem in social management. According to the multiple difficulties faced by the government in the short video era, it is proposed that the government should seek ways to improve the public opinion monitoring mechanism, establish the trust mechanism between officials and people, and optimize the demand response mechanism, so as to improve the government's credibility and leadership.

**Keywords:** Short Video; Network Public Opinion; Governance Path

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## 1. The popularity and characteristics of short video

### 1.1 Massive resources and personalized push

The introduction of short video has created a new way of cultural communication. Everyone can have the opportunity to share personal experience and literary works. Its massive resources and personalized push have brought strong experience to users. First, there are massive resources. In the short video field, everyone can become the producer and disseminator of video content. There are not only annual hot topics such as "in 2021, police officer Lao Chen will be happy to go out of the circle, and the people's awareness of anti fraud will be enhanced", "the best child of China Aerospace", "the awakening age yyds", but also scenes such as "how college students can adapt to the current situation of internal examination" and "all sectors of society will focus on learning from the Sixth Plenary Session of the 19th Central Committee".

### 1.2 "short", "low", "fast" and wide coverage

Short videos can be played on platforms such as Tiktok, Kwai and wechat. Compared with text, short videos can bring users a better visual experience. Because of the time limit, users need to output information in "seconds". Therefore, the essence content delivered by short video producers can enable users to use fragmented time for learning. The shooting and creation of short videos have lower threshold requirements for creators than traditional videos. Everyone can participate in video shooting. Short videos can be shot, produced and uploaded only by using smart phones. Compared with the traditional media, the dissemination of short videos uses Internet technology to spread information in a timely manner. The release and dissemination of short videos are fast-paced, and the information will be delivered to users as soon as possible. With the popularization and promotion of 4G and 5g networks, short video software has risen rapidly with the proliferation of users.

### 1.3 Two way interaction and interest relationship

Users can like, comment and forward each other. When the works get a certain amount of traffic, it will bring a strong sense of satisfaction to the creators to stimulate their motivation to continue publishing videos. The interactivity of short

video reflects the adhesion and communication between users, and further increases the time users use the short video platform. For example, after the release of the promotional video "pursuit" of "the 100th anniversary of the founding of the Communist Party of China", all sectors of the society expressed their affectionate wishes for the Centennial birthday of the Communist Party of China on the short video platform, and received huge hits and praise. Many netizens expressed "too touched" and "bless the prosperity of the motherland". Some netizens also published "Party member stories" about their own homes. On the basis of the two-way interaction of short videos, short videos also create an interest relationship between users.

## **2. The dilemma of government network public opinion governance in the short video Era**

### **2.1 Lack of supervision on false public opinion and spread of false**

#### **information**

In the era of short video, short video users continue to grow. The online voice channel is wider, the information dissemination is faster, the resources of short videos are wider, and the stickiness between users and short videos is strong, which gives some false information the opportunity to "exploit the loopholes". For example, a man in Yuhang, Zhejiang, recorded a video of a woman taking express delivery from a community express site. He and his friends fabricated false information about the "female owner cheating courier" by playing the role of "female owner" and "express brother". They also maliciously create and spread rumors and confuse the public to provoke public sentiment, so as to reap traffic and obtain benefits. At the same time, the supervision of relevant departments also plays an important role in network public opinion events.

### **2.2 "Information cocoon room" exists and network groups are polarized**

With the help of big data and algorithms, the short video platform has a deep understanding of users' needs and psychology. Through a series of algorithms and big data, it accurately pushes the eyeballs that users need, and the short video spreads quickly. However, such accurate user portraits also indirectly lead users to not notice the passage of time, and users will lose themselves and enjoy the satisfaction brought by the short video, resulting in the narrowing of user information. For example, on the Tiktok platform, by 2021, Tiktok has more than 600million daily active users and 400million daily video searches. As a product and work of media technology, Tiktok has had an important impact on users. Some special effects such as makeup, background rendering and scene movement on Tiktok bring a cognitive deviation to users.

### **2.3 Public opinion guidance and control "long tail effect", public relations mechanism lags behind**

The long tail effect is a concept in the field of economics. It uses the normal distribution curve to describe the main and secondary parts of events. In the spread of public opinion, the long tail effect can mainly be used to explain that public opinion events have a prolonged cycle, strong user interaction and continuous influence under multiple influencing factors. In the era of short video, because the information released by Tiktok, Kwai, wechat and other platforms is often approved by a large number of Internet users, thousands of content fragments gather into a super long "tail", and the weak voice of the grass-roots class will increase the communication effectiveness through aggregation, produce a huge discourse field, and have a great impact on the government's public opinion guidance and control. For example, in the incident of "the Maserati female driver in Nanchang, Jiangsu Province involved in drunk driving for 66 times", the woman suspected of drunk driving was seized by the traffic police, but refused to cooperate with the air blowing test for various reasons.

### **3. The path of government network public opinion governance in the short video Era**

#### **3.1 Strengthen risk prevention and control awareness and improve public opinion monitoring mechanism**

In the era of short video, short video has become one of the most popular forms of network information media for Internet users. It not only provides convenient and interesting information for the majority of Internet users, but also accelerates the development of public opinion. Public opinion prevention and control has become a compulsory course for government management. First, the government needs to strengthen the awareness of risk prevention and control. They should give effective early warning to public opinion emergency response, make a reasonable judgment on the trend and scale of the possible real crisis, find the signs of the crisis as soon as possible, and take preventive measures. Secondly, we should improve the public opinion monitoring mechanism.

#### **3.2 Improve the public's network literacy and establish a trust mechanism between officials and the people**

On the short video platform, the public is very easy to be in the "information cocoon room", and those who have the same views will regard their views as truth, and after being recognized by the "alliance", they will evolve into extreme thoughts and even make extreme remarks. As the main body of network public opinion, the public urgently needs to improve their online media literacy and their ability to identify short video messages. Therefore, we must lead the public to use short video platforms and make comments in a civilized manner, avoid using extreme words, and convey correct values to them. At the same time, the government's official video account should keep abreast of the people's livelihood trends, avoid bureaucracy, actively interact with the people, use big data technology to collect public opinion, grasp the people's information needs, guide and drain the potential energy of negative public opinion, avoid irrational emotional confrontation, and guide the people to speak out.

#### **3.3 Create a closed loop of public opinion guidance and control, and optimize the demand response mechanism**

Based on the "long tail effect" of public opinion guidance and control, it is not a good idea to keep people silent in Internet public opinion events in short videos. Deleting posts and delaying are not conducive to the government's public opinion guidance and control. Therefore, the government should earnestly perform its duties, timely adjust the emotions of Internet users, avoid collective behavior, create a closed loop of public opinion guidance and control of "monitoring, handling and reflection", and refine and extend the process of public opinion guidance and control, Timely monitoring in advance, reasonable handling in the process and active reflection after the event should be done to make every step linked and clear. In addition, it is also necessary to meet the information needs of the "long tail group" to the greatest extent, avoid the group's attention diversion caused by poor access to information, and cause public opinion crisis events.

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