

# Communication Mechanisms and Governance Strategies of Network Emotions: New Media Communication Perspective

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**Abstract:** In the era of new media, online communication has undergone tremendous changes at the technical and content levels, in which network emotions demonstrate the irrational face of contemporary online communication and crises. With the development of new media, the emergence and spread of network emotions have become more convenient, rapid and efficient. It resulted in cyber violence, harming netizens and social groups and undermining network ecological security. Due to a large number of incidents erupting out of negative emotions, the new media industry has faced significant difficulties in safety governance and in controlling public opinion. We can correctly comprehend and grasp the risks and social hazards of the spread of network emotions by exploring the psychological mechanisms of network emotions and the elements of their transmission, and thus strengthen the monitoring and guidance of network emotions and promote the modern construction of China's internet ecological civilization.

**Keywords:** Network Emotion; Communication Mechanism; Opinion Monitoring; Network Governance

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## Introduction

Since mankind entered the 21st century, new media technology and cyberspace have profoundly shaped and changed the daily life, work forms and communication patterns of the whole society. In the era of new media, people's every move is profoundly influenced by online information and dominated by fragment information. Network emotions refer to some more extreme emotions, such as anger, sadness, disgust, sympathy, empathy, etc. These emotions are transmitted, fused, evolved and influenced by the audience on a large scale in cyberspace through network technology. However, after counting some 246 network emotional incidents over the past three years, it was found that negative emotions led to nearly 92% of the incidents counted, with positive emotions such as praise and compassion accounting for only 8% of the total. Thus, in the current context, the keyword "network emotion" is more often used to denote the gathering of negative netizen sentiment (When the term appears below, it also refers specifically to negative network emotion). It brings about "mass carnival" and irrational, counter-rational, physiological impulses, thus creating more barriers to online communication and a negative impact on the ecological civilization of the network.

## 1. Psychogenetic mechanism of network emotions

From the perspective of human action types, network emotions is an irrational impulse, and thus it is an anti-logical, anti-rational social behavior. In his analysis of a critical issue for future communication research, renowned scholar Yu Guoming argues that irrational-based online sentiment is not only the result of the one-way leading of audiences by network anchors and network opinion leaders but is also constrained by the reverse choices and pluralistic positions of network readers at the same time. He argues, "The audience participates in real social interactions, resulting in a mechanism of mutually focused emotions and attention, and a reality shared with each other in the present moment. As a result, an emotional resonance and relational identity is formed ..... This is the critical role and value of irrational elements in the future social construction and communication mechanisms." <sup>[1]</sup>

There are many ways to observe the occurrence mechanism of online emotional events, such as through online information flow, network agglomeration effect, official response patterns, and audience emotional orientation. After statistically analyzing hundreds of cases of communication of network emotions based on the basic model of empirical research, the results of data analysis show that it is

better to explore the psychogenesis mechanism in terms of online audiences. Depending on the cause of the incident, network emotions can be divided into three models: spontaneous, induced, and blind obedience.

## **1.1 Spontaneous Network Emotions.**

Spontaneous network emotions refers to the emotional fluctuation or resistance that occurs naturally in response to a particular phenomenon on the network. For example, in response to the current situation of high psychological pressure and emotional depression among college students, some students from Tsinghua University, Fudan University and other universities have launched the online group activity "Praise Chat Group" since March 2019. This activity allows participants to post their behaviour in a chat group, where others will then praise them for their behaviour. Many participants in the activities praised many positive campus phenomena, but some members also gave bottomless praise to lateness to class, absenteeism, cheating and stealing. Even though such irrational behavior seems non-utilitarian and harmless, it actually produces a spontaneous expansion that violates the law and seriously confuses the views of college students about right and wrong and the rule of law, which has caused a naming criticism from the public of the Central Committee of the Communist Youth League of China. The "Praise Chat Group" and other emotional expressions in networks aren't malicious or even well-intended, but they have objectively caused spontaneous and irrational impulsive behaviors that are harmful to the rule of law-based society to some degree, especially to the ideological condition of many college students today.

## **1.2 Induced Network Emotions**

Induced network emotions refer to the emotions inspired by information disseminators who induce empathy in netizens with topics such as nationalism and feminism in a specific atmosphere in order to enhance the effectiveness of propaganda. For example, Li Dan, a well-known Chinese show host, posted an advertisement for underwear with the text "This is an outfit that makes it easy for women to win in the workplace", after which many netizens considered it an insult to women and attacked him as a group, calling him disrespectful to women, which eventually led to an online gathering and an online emotional outburst. Another example is the out-of-context online attacks and emotional outbursts by some Internet users against a speech on women given by Yu Minhong, the founder of New Oriental, which show that this is an incident of online violence with a specific purpose, guided by some businessmen or some "public intellectuals". It is worth being alert that induced network emotions usually occur for a specific political purpose, commercial purpose, or a more subtle ideological purpose. Induced network emotions are exceedingly destructive to social harmony, the public's right to know, the construction of the rule of law, and current social ethics. Once the government functionaries do not respond in time or precisely enough, it will often result in more severe mass incidents or public opinion events, damaging the relationship between cadres and the public or the credibility of the government. Some scholars illustrate from a positivist perspective: "In terms of communication structure, the government, opinion leaders, and media are key nodes in the network and have an enormous influence. The government is the subject of public opinion governance, and whether the government takes timely and effective measures determines the effectiveness of public opinion governance to a large extent. The media has strong credibility in the process of online opinion dissemination on urban disaster events. Media information can influence the attitudes and behaviors of most Internet users and the direction of public opinion, leading to changes in public sentiment. The role of opinion leaders cannot be ignored as well, as they attract a lot of attention by virtue of their social status, professional knowledge and charisma, and even have an influence comparable to the media." [2]

## **1.3 Blind Network Emotions**

Emotional topics, social catastrophes or public health events are often the primary causes of blind network emotions. For example, after the outbreak of Covid-19, Dr Zhang Wenhong of Shanghai Huashan Hospital once suggested that compared to milk and eggs, porridge as breakfast is not nutritious and not suitable as breakfast for patients after cure. From the perspective of nutrition, this is an accepted and basic common sense of hygiene. However, under the instigation and misguide of many "keyboard warriors" and "flok scientists" with ulterior motives, many netizens have carried out more radical and even vicious online attacks on Dr Zhang Wenhong, venting various discontents. They countered that the Chinese breakfast culture for thousands of years has been to drink white porridge,

which nourishes the stomach and has clear medical effects. However, the modern viewpoint of medical science and common sense in chemistry tells us that the main component of porridge is carbohydrates. This means it lacks essential protein and other nutrients. Dr Wenhong Zhang's suggestion of using milk, soy milk, and eggs as breakfast can provide more and richer nutrients for the patient's recovery is right. It can be seen that the venting of many network emotions is more of a phenomenon due to the leadership of internet opinion leaders and the lack of general knowledge of hygiene among the public. On a sociological and cultural level, the occurrence of blindly obedient network emotions is also related to the folkloric changes in contemporary life: "The Internet has changed the trajectory of folklore transmission in current Chinese society, and this change includes both the breakthrough of the geospatial boundaries of folklore and the transformation of folklore activity sites from 'presence' to 'virtuality', as well as the change of folklore. This change includes both the breakthrough of the spatial boundary of folklore geography and the transformation of folklore activity sites from 'presence' to 'virtuality', as well as the fission of the physical space of folklore occurrence and the space of meaning expression from the mode of daily life to the mode of media culture. The new changes in the space of human-media integration also call for adjustments and changes in the direction and paradigm of contemporary Chinese folklore research."<sup>[3]</sup>

Therefore, the psychological mechanism of network emotions, whether spontaneous, induced or blindly obeyed, is based on the lack of knowledge of current network users, which includes lack of health, common sense in science and technology, lack of rationality et al. which leads to uncertainty and irrational network behaviour. From the perspective of social impact, most network emotions are the accumulation and outbreak of negative emotions. It is also a mass carnival with destructive to the rule of law, scientific awareness and rational thinking.

## **2. The communication factors of network emotions**

In the new media age, communication studies must pay attention to and understand how individual emotions, especially negative emotions, emerge, cluster and diffuse online and eventually become hot topics. "Information dissemination is not only the dissemination of facts and meanings, but also the dissemination of individual cognition, thoughts and emotions. The advent of the Internet era has brought full convenience to the social expression of individual emotions, resulting in the possibility of individual emotions moving from the private to the public sphere on a large scale."<sup>[4]</sup> There is a distinction between offline and online communication in the public domain. The rate of online communication will far exceed that of offline communication both currently and in the longer term. The reasons for this are mainly fourfold.

### **2.1 Convenience of the Medium**

The development of new media technology has created unparalleled technical and hardware conditions for the convenience of Internet users in using the media. Traditional media requires microphones and cameras, interviews by professionals and post-editing by technicians, as well as a series of complex processes before users receive the news. However, in the new media era, everyone can be a media worker, everyone can be a media terminal. Thus, the convenience of news reporting allows almost every member of society to be a reporter of breaking news and a provider of media information. This convenience substantially increases the uncertainty of media information sources and the difficulty of identifying the authenticity of news messages.

### **2.2 High Speed of Communication**

Since the widespread use of new media terminals, especially with the development of optical fiber communications, the upload speed of text information, picture news, and video news has increased dramatically. News from any place in the world can be spread across the country or even the world in just a minute or two with the help of new media platforms such as WeChat, YouTube, Twitter or news apps. Due to the fast speed of spread, the news event has already been spread through the new media by hot, in-depth reports or multi-faceted reports before the traditional media reacted. A research team from the State Key Laboratory of Software Development Environment at Beijing University of Aeronautics and Astronautics, through a quantitative model of social relationships, found that "the probability of establishing social relationships among users is inversely proportional to the distance or social ranking between them. This means that using only local knowledge, users can spontaneously find shorter paths between them."<sup>[5]</sup> The high-speed nature

of new media news dissemination is often interspersed with problems such as blurred pictures, wrong statements, distorted information, and subjective one-sidedness. In particular, as ordinary users who are not media professionals, they do not care about issues such as authenticity, objectivity and multiple perspectives of news reports, but with the psychology of curiosity, they intermingle their more radical or one-sided subjective judgments in the process of reporting, thus, in many cases, triggering the outbreak of network emotions and inducing uncontrollable network emotional catharsis.

## 2.3 Aggregation of Topic

Lu Xun, a famous Chinese author, once criticized some Chinese people for being indifferent, numb, boring "spectators".<sup>[6]</sup> There is also a Chinese idiom: "Bystanders often don't care about the serious consequences of things." All of this shows that hot topics tend to attract online bystanders and provoke larger reactions from society at large. Especially with the development of search engine technology, many network hot spots can be purchased or promoted through commercial means, economic means. For example, in early June 2021, a couple in Nansha, Guangzhou, knowing that they had been in close contact with a COVID-19 patient, did not comply with the epidemic prevention rules and quarantined themselves at home, but went out several times, creating a wider risk of an outbreak. After their whereabouts were revealed, the couple posted online and bought "trending topics" to justify their actions, and in a short time gained the sympathy of many netizens. However, the public security authorities opened a case against them the day after their posting. In the course of this incident, netizens firstly poured out accusations and accusations against him, and after he bought "trending topics" and his postings appeared, there were sympathetic voices; after the public security authorities opened a case, almost all netizens rose to mock and abuse him. "This is a typical case of network emotions. This is a typical case of network emotions. Especially in the post-epidemic period, many individuals' privacy is easily compromised, and the strict requirements of epidemic prevention and control often trigger emotional turmoil online.

## 2.4 Manipulability of Networks.

The "network backstage planner" usually has multiple definitions or roles. "On the one hand, it refers to people who know how to promote the network and can apply the network to promote network stars or network events and draw widespread attention to them for the purpose on the Internet. On the other hand, it refers to people who use the network as a platform to release information around the upcoming or already occurred network events and act as 'opinion leaders', and those who make online hype about individual events to eventually reach the goal of influencing or changing the development trend of that event."<sup>[7]</sup> Most of the network hot topics or network emotions accumulate and vent, there are "network backstage planners" involved, that is, the so-called "fan the flames" or "deliberately mislead". For example, in the case of Zheng Shuan's "surrogacy", the topic started to gain attention on the Internet by using words such as "actress", "surrogacy" and "abandonment", and formed an explosive marginal effect through exaggerated headlines and content reports that defied common sense, which immediately set off the emotional climax of the "gourmets" on the Internet to watch, discuss, take sides and criticize. Behind the whole incident, the network pushers played a key role in inducing and advancing, to control the flow of public opinion and gain corresponding advertising benefits. Similarly, in the "Wang Baoqiang Ma Rong divorce incident" and "Fan Bingbing dual contract incident" a few years ago, there were also the figures of network pushers. They precisely control the direction of the netizens' public opinion, guiding the netizens' emotions and attention, to get the corresponding traffic returns and benefits back.

With the varying degrees of participation or comprehensive effects of various factors such as netizens' herd mentality, media hardware, optical fiber communications and network pushers, network emotions range from private to public, from terminal to space, and from tiny events to a network-wide sensation in just a few hours. The increased speed of dissemination not only creates a surge of network emotions, but also many social hazards and group risks.

## 3. The social harm of network emotions

From a practical point of view, network emotions are the prelude to network violence and also run through the process of network violence and hot events. It is a fact that network emotions, produced and spread very quickly in the new media era, affect society at

large from a microscopic perspective, posing extremely high social risks and harms. In a single case of network emotion, perhaps the law will do justice to the victims of network violence, but in the process of network violence and network emotion, individuals, units or a particular group are completely powerless, and the damage caused to them is irreversible. An unmarried woman in Hangzhou, Zhejiang province, was filmed on video when she pick up a takeaway and was rumoured to be "prostituting herself". After more than four months of online abuse, contempt and ridicule, she had an emotional breakdown and became depressed. Although she finally took up legal action to protect her rights, the inhuman emotional torture and humiliation she suffered during the incident could never be recovered. After an empirical analysis of several network emotions evolving into cyber-violence, it was found that the communication risks and social hazards brought about by uncontrolled network emotions are mainly reflected in the following four aspects.

### **3.1 Causing Psychological Harm to the Audience**

Many ordinary people, in the process of suffering from cyber violence and the catharsis of network emotions, most of them have experienced multiple injuries to their personality, psychological and physical. For example, during the "male driver violent beating of a female driver" incident in Chengdu in 2015, the male driver was subjected to a "human flesh search engine" by netizens and viciously attacked by online violence, and he faced an overwhelming amount of verbal abuse, humiliation and privacy exposure. However, with the development of the incident and the depth of the investigation, the beaten female driver Lu Qin's personal information was also made public on the Internet, even her repeated violations of traffic laws, personal room records and menstrual cycle and other private information were all exposed, so she also suffered the harm of online violence and irreparable physical and psychological harm. Similarly, in 2019, the female driver's family, company, and personal accounts were all made public during the "Mercedes owner's rights defense" case, and she was repeatedly attacked and humiliated by negative online sentiment. In the ferment of public opinion, she even tried to jump to her death, but was dragged by her mother who came to accompany her; in an interview with Red Star News, she once said: "I think, I was morally kidnapped ..... can I go back to a normal life? People say no, hard top you up. This thing why reconciliation, there is also this reason. If I must say pressure, the government did not give me pressure, Mercedes did not give me pressure, but the public's expectations of me gave me pressure." [8]

### **3.2 Harm to Specific Groups**

Loss of control of online emotions can cause immeasurable harm to a particular group, sector or unit. Next take the three incidents that happened at Tsinghua University in the past two years as examples, which fully demonstrate the uncertainty and harmful consequences of network emotions. One of them is the "Sister Incident" in the Academy of Fine Arts of Tsinghua University, that is, a "sister" in the Academy of Fine Arts of Tsinghua University thought that a student touched his sensitive part in the queue, and then asked for the boy's identity information and published it in his circle of friends without permission, and used insulting words to make the student "socially death". But her unapologetic "apology" after the school's security department reviewed the surveillance and proved the boy's innocence has completely inspired outrage and disgust among netizens. In the process, public opinion condemned and abused the girl, and netizens conducted a "flesh search" for her. This incident has led to widespread questions about the quality of students at Tsinghua University. The second is the "girls dancing" incident of Tsinghua University's celebration. The vulgarity of the image led to Tsinghua University suffering online group of netizens ridicule, causing a certain degree of damage to its reputation.

The events that caused the most serious harm to specific groups were the "squinting eyes" incident at the 2021 graduation design conference of Tsinghua University's School of Fine Arts in June 2021, which became a hot topic involving the whole society; numerous netizens and professors accused Tsinghua University of using the image of "slanted eyes" to vilify the nation, using a racist symbol as an artistic tool. Professor Qiao Mu, an alumnus of Tsinghua University, severely criticized the phenomenon, arguing that "the 'slanted eyes' image is a discriminatory image of Chinese in the West, and the 2018 incident of a brand insulting China, whose video features a squinting image, is outrageous... ..Is it true that Tsinghua Academy of Fine Arts did this without knowing? Or is it deliberately 'belittling itself to please the foreigners'?" [9] The "slanted eyes" incident at Tsinghua University of Art and Design has triggered an online outrage that has damaged the social image and reputation of Tsinghua University as a school of rigorous learning, self-improvement and virtue.

### **3.3 Undermines Mainstream Values**

Damage to mainstream values and social ethics is one of the dangers of online emotions. For example, while the actress Zheng Shuang was involved in the "surrogacy" incident, she showed a cruel, violent, and selfish side that was shocking. She even wanted to give up the two children born through surrogacy. In such an era of respect for human rights and individual dignity, the right to life is one of the most core human rights. The act of "surrogacy" is a serious violation of social ethics and moral norms, undermining the mainstream values of society and seriously challenging the bottom line of public ethical awareness and the legal system. Because of Zheng Shuang's celebrity effect as a "top stream" star, her behavior and words have caused a substantial impact on society and the public's ethics, so many people are immersed in the network emotions driven by her and have a certain degree of sympathy and recognition for celebrities or celebrities who violate morals and laws such as "surrogacy", cheating and tax evasion. Network sympathy or network empathy is a double-edged sword, and most of the current hot topics or network emotions created by China's "flow stars" are negative, destroying socialist core values to a heightened extent and degree, destroying the public order and morality of our time, as well as the rule of law achievements of the construction of the "comprehensive rule of law".

### **3.4 Undermine Public Confidence in National Security**

The outbreak of Covid-19 in early 2020 profoundly affected our social security and also had a significant impact on our social development, culture and education, and diplomatic and foreign affairs. General Secretary Xi Jinping proposed to implement the "overall national security concept" in all aspects of society, especially focusing on the ideological and political education of college students in colleges and universities, "with the overall national security concept as the guide and colleges and universities as the main body, through the path of constructing a control system of college students' online public opinion in major epidemics, strengthening the education of college students' online morality and rule of law in response to major epidemics, cultivating college students' online opinion leaders in major epidemics, and expanding the online expression field of college students in major epidemics to achieve." [10] During the post-epidemic period, people and college students under epidemic control are susceptible to outbreaks of various negative online sentiments, which can also cause damage to the overall security of the country, especially the credibility of the government. For example, in the 2020 Sino-Indian border standoff, some "internet vloggers" carried out "deliberately mislead" public opinion operations, inciting nationalist sentiments and calling for large-scale war retaliation against India; at the same time, there were several posts by former journalists, such as Qiu Ziming, a former journalist, published posts that humiliated the martyrs. The extreme nationalism propagated by the "Internet Vloggers" is not conducive to the creation of a favorable international environment for China's social development and the implementation of the "One Belt, One Road" initiative. By insulting the martyrs of the People's Liberation Army, individual media personalities also caused a certain number of netizens to maliciously smear the glorious image of the martyrs and caused a certain degree of damage to national security and the credibility of the government, which must be punished by the rule of law.

Analysis shows that negative network emotions are mixed in the whole process of cyber violence implementation, which have different degrees of mental harm and destructive power for individual people, social groups, national unity and national development. Based on the comprehensive development of new media and all-media and the creation of national county-level integrated media centers, our government and the new media industry must actively take preventative and control measures to proactively guide Internet users and monitor and prevent negative online sentiment, thereby defusing incidents of online violence and new media communication risks in advance.

## **4. The governance strategy of network emotions**

Network emotions as the uncertainty of the collection and outbreak of Internet users' emotions, because of its irrational, impulsive behavior characteristics, so it is difficult to manage through centralized or special rectification, but instead requires a normalized, institutionalized means to target solutions. In terms of governance strategy, "to create a harmonious and healthy online public opinion environment, it is far from enough to rely on the unilateral efforts of the government alone, but also requires the joint efforts of

multiple parties such as netizens, online media and society"<sup>[11]</sup>.

## **4.1 Improving the Construction of the Legal System**

The construction of the legal system is the premise and fundamental measure of network emotional governance. In the current social environment, the whole country is promoting the construction of a "comprehensive rule of law". Strengthen the wide publicity and concrete implementation of the Network Security Law, which is the fundamental premise for promoting the construction of network ethics and network public morality. Both in the real society, to cultivate our citizens' awareness of the rule of law and legal thinking, and also in cyberspace to strengthen the promotion and implementation of the legal system, to ensure the clarity of the network ecological environment. In the end, legal measures are the last "helpless choice" of social behavior, as the Western proverb says, "the law is the most helpless sigh of morality". The construction of the morality of network civilization and the standardized management of network emotions are matters that belong to the moral level of society; once it rises to the level of the legal system, its destructive and harmful nature has already been caused. It can be seen that the best choice is to "prevent the problem before it happens" for network emotions and network public opinion. We must make cyberspace "lawful" and "lawful", so as to set up the benchmark and flag of "rule of law network" in the hearts of the general public and establish a final barrier to the rule of law in cyberspace. A final barrier of the legal system.

## **4.2 Promoting the Construction of Industry Self-regulation of Online Ecology**

The network ecology of the industry self-regulation construction is the core means of network emotional governance. It is extremely important to implement the main responsibility system of the network industry or new media companies, to urge and guide new media practitioners to establish industry self-regulation and corresponding "industry civilization convention", and to implement the access system and exit system of the new media industry. Practice shows that from the dissemination of information channels for screening, filtering and cleaning, to ensure that the network ecology of the mountainous and clear water, but also to ensure that the network emotions are in a reasonable, reasonable, legal scope of transmission and appeal. Companies in the new media industry and journalists, their own should not become the scapegoats and accomplices of the proliferation of network information, nor should they become the "soil" and "umbrella" of the proliferation of network emotions and violence. There is a need for self-vigilance and purification of the industry, especially in many "rubbish" live network environments.

## **4.3 Internet Users Need to Improve Their Online Literacy**

The construction of network users' literacy is the ultimate goal of network emotion governance. The main body of network users is the Internet users, the initiators and receivers of network emotions, both on the input side and on the terminal. Generally speaking, first of all, we should correct the deviation in time through family education, and spread the aesthetics of personality through family-style and family aesthetic education; parents should set an example and educate their children to use the Internet correctly and reasonably. Students of all ages, including college students, middle school students and elementary school students, need to be taught "not to create rumors, not to spread rumors, not to believe in rumors," and not to vent negative emotions on the Internet and spread. Besides this, in the social sphere, especially the major new media platforms, including Weibo, Tiktok, WeChat, Jane's Book, Bilibili and various live broadcast and anchor sites, etc., all carry out regular and institutionalized publicity and guidance to prompt the majority of Internet users to clean up their act and stop the outbreak of negative emotions and inducements. Finally, we also need to strengthen the normative construction of local government websites at all levels and continuously improve the business ability and political literacy of staff at government windows and public numbers of functional departments, to avoid low-level mistakes that become the targets of mockery and attacks by netizens and trigger public opinion accidents.

## **4.4 Developing Techniques for Monitoring Public Opinion in New Media**

The technical construction of new media opinion monitoring is an effective guarantee for network emotion governance. Screening and selecting keywords, sensitive words and common phrases of network emotions during public opinion monitoring is not technically

difficult, but the popularity of public opinion monitoring technology and related software is not widespread enough. In the current new media context, on the one hand, we should actively enhance the technical level of public opinion monitoring, enhance the accuracy of monitoring technology, and on the other, we should rapidly increase the popularity and coverage of public opinion monitoring, eliminate and pre-judge negative, undesirable and illegal words in online sentiment, return a clear sky in cyberspace, and improve the ecological governance level of China's cyberspace. Network emotions, especially negative network emotions, are likely to trigger network public opinion or violence, causing risks and security crises in cyberspace. Thus, the technical prevention and control of cyber sentiment and cyber violence is also a "midterm examination" for China's modernization of its national governance capacity and governance system.

To sum up, network technology and cyberspace in the new media era have brought great life convenience and work opportunities to human society, while also bringing more uncertainties and risk crises. However, "while technological expansion washes away the substrate of social solidarity on one side, it holds the opportunity to construct a new kind of social solidarity on the other."<sup>[12]</sup> In an era of scientific prosperity, rationality and respect for the rule of law, we should pay particular attention to the public opinion situation in which individual emotions ferment online and evolve into network emotions, control them within an acceptable and rational range, and guide and resolve them based on the spirit of a legal society, not only at the academic, life and work levels, but also in the construction of national ideology and a society based on the rule of law, with precise prevention, control and scientific management. We must make full use of collective wisdom and group power to win the hard battle of maintaining the health of cyberspace, purifying the network ecology and safeguarding the safety of network subjects in the new media era.

## 5. Conclusion

In the era of new media, the development of Internet technology has expanded the space for individual emotional expression, coupled with the complex and changeable social mentality in the social transition period and the influence of various factors such as the push of network pushers, making cyberspace a gathering place for social emotions. Most of the network emotions are reflected in the accumulation and catharsis of negative emotions, which to a certain extent can have adverse effects on individual psychology, morality and ethics, national security, etc. For this reason, higher standards are set for the guidance of network emotions. Thus, the monitoring and governance of network emotions can be reasonably guided from the following three levels in order to create a clean and upright online environment and promote the healthy development of China's online ecological civilization.

It is important to bolster the creation of the legal system at the government level, to bolster the development of network morality, and to use the legal system as a strong barrier to governance. From the media level, we should strengthen the construction of industry self-discipline by establishing industry self-regulation guidelines and improving access and exit mechanisms, and also enhance the construction of new media opinion monitoring technology, improve the level and capability of network environment governance through technical means, and improve the accuracy of monitoring and prevention and control. From the level of Internet users, through the establishment of the Internet moral cultivation system involving the government, schools, families and society, the overall literacy of Internet users is enhanced, and the ability to control and regulate emotions is strengthened to effectively avoid being infected by negative emotions on the Internet and provide a strong guarantee for the diversion of negative emotions. In general, the correct guidance of network emotions requires multi-faceted, collaborative cooperation to achieve positive interaction and communication of network emotions, create a rational atmosphere for emotional expression, and build a healthy and safe network ecological civilization.

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