

Governance Strategy and Supervision Mechanism of We- Media Public Opinion in Universities

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Abstracts

Public opinion is a complicated social phenomenon. With the continuous development of the Internet+, We-Media platforms like WeChat, WeiBo, the circle of friends, QQ space, various forums have shown a diversified trend, which offers functions such as publishing, commenting, forwarding, following post, sharing of text, pictures, voice, video . We- Media public opinion field in universities is a new medium discourse space in the age of Internet+. The carrier has mobility, the topic has real-time interaction, the scene has immersion and the group has agglomeration. The groups of university student influence each other by frequent communication of public opinion, thus formed psychological characteristics of group cognition. For this, do some powerful governance and supervision for colleges and universities become the focus issues of We-Media research range. This paper first introduces the relevant concept, supervision characteristics and current situation of We-Media. And then focus summarizes governance strategy of universities We-Media public opinion in building a healthy and upward universities public opinion field with All-media force, using an equal and correct narrative way to adapt the field and bringing the positive effect of opinion leaders into full play. Simultaneously, also mainly summarizes supervision mechanism of universities We-Media supervision in three aspects: strengthening media quality education from the subjects of media supervision, organizing a professional response team of universities media supervision and constructing a media information platform of media supervision. This article can provide some reference for building a positive, healthy and upward public opinion situation.

Keywords: We- Media; Public Opinion; Governance Strategy; Supervision Mechanism; Universities

1. INTRODUCTION

1.1 The relevant concepts of We-Media public opinion

Public opinion is a complicated social phenomenon. The *Encyclopedia Britannica* from British believes that opinion includes at least four factors¹⁻²: first, there must be a problem. Second, there must be a majority opinions on this issue. The third is that these opinions must exist at least some kind of consistency and the last one is those general opinions have a direct or indirect effect. The public opinion field is a conceptual product of the combination of field theory and news public opinion theory, and it is a space environment where some mutually stimulating factors make many people form common opinion which including the density of crowd and the frequency of interaction in the same space, the openness of public opinion field and the rendering and rendering atmosphere of public opinion field. The colleges and universities public opinion field is a dynamic process that teachers and students publishing and interacting opinions with various media tools for the issues such as campus management and social hot spots.

1.2 The supervision characteristics of We-Media public opinion

(1) Spread rapidly. With the rapid development of We-Media, WeiBo, WeChat and other media platforms are popular with the public. The platform users are not only become the publishers and transmitters of media information, but also the potential subjects of public opinion supervision. Because of the constant action of medium factors, once the network information published, its attention and forwarding speed are almost synchronized. During this period, Netizens' comments and other related information are quickly added in a fissile way. It cost just less than half a day even one to two hours. In the process of continuously clicking and forwarding by Netizens, people's discrimination and judgment on the authenticity and validity of information are also going on at the same time. So that the network public opinion supervision and network information are disseminated together³⁻⁵.

(2) Extensive subjects of supervision. Nowadays, unlike the single flow of traditional media information, the information publish in We-Media era is interactive and popular. People no matter in any class or profession have registered in almost every common We-Media platforms. Once the information reported, the click rate and attention often show an upward trend. The supervision of public opinion is in all corners of society. So the subject of public opinion supervision is extensive and large-Scale. People can discuss and criticize the content of information released by the Internet through We-Media platforms and then affect the development of events and society.

(3) Conclusive evidence and can't be denied. In today's technological development, all the published information and browsing footprints can not be hidden. Once the public opinion is radical, all the opinions, pictures and video released in network will be the most real first-hand evidence, and they also will be the favorable information for presentation of evidences. No one can deny it.

(4) Real name supervision and can't be faked. Now many We-Media platforms begin to implement a system that you must register an account with your real name.

Consequently, people can't hide their identity when expressing or commenting network information. It will be very clear to verify if some public opinions that violate the law or discipline showed up. It can't be faked. In recent years, the media in order to occupy a favorable competitive position and the public who wants to seek personal gain have put their ideas on network hype and false information, making the false news and one-side information everywhere on the Internet. However, after starting the real name management, the authenticity of public opinion supervision was effectively guaranteed and the situation of publishing false news was also improved.

2. THE GOVERNANCE STRATEGIES OF WE-MEDIA PUBLIC OPINION IN COLLEGES AND UNIVERSITIES

2.1 The characteristics of We-Media public opinion in colleges and universities

(1) The pluralism and concentration of public opinion content.

The content of college students' We-Media public opinion communication involves a wider and wider range of topics, such as the social hot issues, entertainment news, self-emotional venting and emotional communication. They will form a public opinion center for a certain social hot spot for a period of time. And they will pay high attention to what closely related to themselves. College is a gathering place of social culture, while college students have diversified knowledge, wide cultural horizons and diversified values. Therefore, college students can often cover all aspects of economy, politics, culture and ecological environment, so that the students generate diversified values which determine the inequity and inconsistency of the group of college students. It will create conflicts between groups and individuals because of the difference of concept. Thus, under the impact of this social diversity, the values of college students have been affected and impacted at different level. And the consequence of that is let the ideas that are lack of experience and immature fall into confusion and lack of confidence, and even have more serious problems such as social resentment and moral depression⁶⁻⁷.

(2) The interactivity and diversity of communication modes.

In college students' We-Media public opinion, others' views on a certain event will have an impact on other students' opinions and judgments on the same event. So this makes the university network public opinion has the significant characteristic of interactivity. In terms of the campus environment, the campus provides rich and fast network resources for students. It's more convenient for students to study, live and communicate. With the rich network resources environment in campus, individual students who are in the same major, same class and with same goals are constantly gathering for the same goals. Expressing their own opinions on the same event that everyone pay attention to, expressing their own appeals, venting their own dissatisfaction and desperately hoping that their own views to be recognized by the group. This makes the group of college students interact with each other in frequent

communication, thus forming the psychological characteristics of group cognition. In the group, the individual actions and opinions affect each other and then produce behavioral effects that individual who originally sought for group of resonance constitute specific group psychological situation. Research has shown that college students in teens are more likely to express their opinions freely among their companions. So the interactive features of We-Media platforms provide more freedom expression space for participants. Besides, along with the constant development of computer technology, the platforms and functions of We-Media have shown a various trend. Some platforms like WeiBo, WeChat, friends circle , QQ space and campus forums offer functions such as publishing, commenting, forwarding, following post and sharing on the content of text, pictures, voice, video and others. Thus it can be seen that the transmission modes of network public opinion in We-Media environment are tending to be various⁸⁻¹⁰.

(3)The equality, moodiness and complexity of participating subjects.

The thoughts and behavior of college students on We-Media platform has its particularity. The expression of public opinion is more effected by emotions and easy to be emotional. On the one hand, college students are a group with relatively active thinking. They can accept new things quickly and dare to show their opinions even dare to question social hot spots and sensitive issues. On the other hand, college students' age are in an important period that forming the worldview, philosophy and values. Their thoughts and values are not yet mature, social experience and political literacy still need to be strengthened and their emotions fluctuate widely. They are easily affected by the negative emotions and thoughts of the outside world. It will reflects the emotional characteristic because of students' lack of rational thoughts and comprehensive evaluation of public opinion events. The program that publishes network information is relatively free in the We-Media environment. As the main body of public opinion, college students can freely access to Internet space to disseminate information and participate comments without the limitation of time and space. Since this space is not limited by any time, areas, background, cultural degree or even a series of censorship, the status of participants in public opinion is relatively equal in this case. However, because of the freedom and equality, a large number of Internet water army, a group of Internet ghostwriters paid to post online comment with particular content, have taken advantage of it. They are usually in the dissemination of public opinion as participants. And making use of the group characteristic of college students, they can distort the truth and fabricate false statements to confuse audience's cognition and thinking judgments, so as to last control the direction of public opinion. The number of Internet water army is still large in today's online environment. And the situation of judicial protection is not optimistic. To a certain degree, it has indulged the Internet marketers who control the water army and provide them with more convenient conditions¹¹⁻¹⁴.

2.2 Reasons for the formation of college We-Media public opinion

(1) Influence of features of We-Media public opinion communication.

The features of We-Media communication make it become the main “public opinion field” of the formation of college students’ public sentiment. We-Media provided a very convenient and relaxed platform for college students to interact online and express their true views. This is precisely consistent with the thinking, psychological habits and emotions of contemporary college students, as well as their behavioral characteristic.

College students are in a period of active thinking. In this period, their awareness of independent thinking is growing. They increasingly regard the We-Media platforms as “space area” to release their ideas and even regard it as a platform for self-awareness.

(2) Influence of college managements and service models.

Campus issues become the common “inducement” of the generation of college students’ public sentiment in We-Media environment. College students, the main group of campus, are closely related to the education teaching, students managements, some related service in school. Therefore, when problems arise in these aspects and damage students’ relevant interests, or when students don’t agree with certain decisions or certain things and the school cannot handle it properly, then these can quickly become the campus public opinion hot spots, and even develop into campus crisis events.

(3) Catalytic influence of universities and social events.

In the We-Media environment, social events are extremely easy to become the “catalyst” of the outbreak of college students’ public sentiment. With the development of We-Media, the relationship between college and society become more and more closer. The occurrence of social hot spots with many emotional judgments, will immediately become the fuse for campus public opinion. At present, our society is in transition.

The Revolution has entered into deep water. With this social background, we still have many rules, ideas and management mechanisms need to build and improved. And because in this period, a lot of social problems and contradictions are more likely to appear. College students, a group with strong energy and active thinking, they owns certain knowledge and cultural literacy, their value orientation is diversified, and they have a strong desire to govern the society. Therefore, when a certain hot event comes up, it will undoubtedly ignite their enthusiasm to actively participate in social governance, and maximize the transmission of information in the shortest time¹⁵⁻¹⁹.

2.3 The governance strategies of We-Media public opinion in colleges and universities

(1) Make full use of the All-Media to construct a healthy and upward college public opinion field.

According to the current situation of public opinion field in colleges and universities, the overall mode of the field can combine the traditional media tools with new media tools to learn from each other and support the running of the field. College administrators master the traditional media such as school newspaper, television station, radio and windows, and new media platform like news web, WeChat, official Weibo and news clients, so they should be good at integrating. Traditional media has the advantages in talents, resources and managements.

But new media has strengths in spread, timeliness and interactivity. Therefore, according to the characteristics of information, advice and emotion, choosing a proper expression to reach double result with half work. Certainly, giving a full play to the in-depth reporting function of the traditional media school newspaper to stagger the propaganda with new media, avoid homogenization and dig out the nearby archetypes. Through the combination of the “face” propaganda in new media and the “point” report in traditional media, it creates an atmosphere for teachers and students to follow the example of learning, follow the wisdom of model, and create the public opinion ecology of becoming a decent person.

(2)Get into the public opinion field in a equal and correct narrative.

In the body of public opinion, colleges administrators mastered the authoritative platform for the information release is always superior, and the articles released is often official, lacking temperature and heat. Thus, in the governance of opinion field, college administrators should learn to put down posture, exchange opinions and collide ideas with other opinion field subjects for the purpose of communicating.

In a certain article, they should use a narrative way that is acceptable to audience. changing the announcement and declaration into communication and discussion.

(3)Give full play to the positive impact of opinion leaders.

In the battle of public opinion field, we should fully play the function of mutual correction among opinion leaders. Because the process of each subject’s opinion leaders arguing in an equal capacity is the process of stimulating and clearing, the process of calling for end to false and seeking for truth, the process of convincing acceptance. When opinion leaders’ opinion is disagree with the opinion of the field main body, college administrators must not take high- pressure methods to force the leaders to give up irrational remarks, because this kind of treatment treated the symptoms not the illness, and it’s extremely easy to stimulate reverse psychology, just the opposite. So, in the governance process, on the hand, the leaders who represent the college administrators should improve the ability to express opinions, on the other hand, we should promote the physical and mental health of college students. Enhanced their physical fitness, it’s conducive to the generation of healthy emotion, the psychological endurance will also be strengthened with it¹⁵⁻²¹.

3. THE SUPERVISION MECHANISM OF WE-MEDIA PUBLIC OPINION IN COLLEGES AND UNIVERSITIES

3.1 the new trend of which public opinion supervision in colleges and universities led by New-Media supervision

In this relatively closed social organization of colleges and universities, the supervision function of We-Media shows a huge advantage that traditional media can't match. And We-Media has become an important force for supervision in colleges²².

(1)Internet provides technical support for the supervision of We-Media opinion in colleges and universities.

The rapid development of mobile Internet and the mature technology of We-Media have provided technical support to colleges to carry out We-Media supervision. In the first decade of 21th century, the We-Media technology gradually matured, the socialization of network architecture made it possible for people to conduct various social activities in virtue space of internet. QQ, Weibo, Wechat and other We-Media tools became the essentials in Internet users' social activities, and objectively provided technical support to We-Media supervision in colleges. The objects that are directly connected to colleges are teachers and students, and the common features of these two groups are that both them have a higher knowledge level, strong convergence in views and are good at creating topics in We-Media. With the Internet as the main lifestyle, teachers and students in colleges naturally became the backbone of the new technical field of We-Media.

(2)The imperfection of the appeal—feedback mechanism provides development space for the supervision of We-Media opinion in colleges and universities.

Colleges and universities have the characteristics of high attention and closure. On the one hand, as a important part of colleges, the topics in colleges have always been the focus of public attention. The events occurs in colleges are more easily to appeal public attention and onlookers. On the other hand, colleges is a relatively “independent” social organization, and the internal information is relatively closed. They haven't built a smooth appeal-feedback mechanism, so the public is usually hard to access effective channels to know their internal information. However, the We-Media opinion supervision broken the barrier of information transmission and provided an open sharing platform for the dissemination of colleges, so that events happened in colleges could be effectively transmitted to society through We-Media. And the public has a more comprehensive and convenient angle and approach to know the colleges.

(3)The consciousness of rights provides the realistic needs for the supervision of We-Media opinion in colleges and universities.

All along, our citizens lacks the training of individual rights awareness in our country. The public feels powerless to have an effect to the policy and development of colleges, so they don't care much about the policy and development of colleges. At present, the We-Media users in our country are composed of young and middle-aged intellectuals.

They are highly educated and pay more attention to social hot events. Such a group of elites must be accompanied by a discussion of rights in the process of commenting and discussing social phenomena, which promotes the awareness of rights. The increasing attention of public to the rights of education has made colleges and universities a hot spot for public opinion. We-Media has challenged the mainstream position of centralized, commercial and even professional media, and provided a convenient platform to public for expression based on its anonymity and the rapid and widespread features of transmission which satisfied the public's rights for accessing to the media. The initiative of public to participate in the managements of colleges has never been higher. It Greatly improved the occurrence probability of We-Media supervision in colleges.

3.2 The guide strategies of We-media opinion supervision

(1)The guiding role of traditional media can't be neglected.

Though We-Media platform is booming, and is recommended by most users nowadays, traditional media is still the mainstream media in our country. Our traditional media has more professional news-gathering and analysis team, it is more authoritative in the grasp and reporting of news events.

Therefore, in order to connect with the trend of We-Media, traditional media can open corresponding official accounts on We-Media platforms and give proper guidance to emergencies and important information on the Internet. Once there are false and irrational opinions published, the official media should immediately shows up, and gives the most authoritative explanation after auditing and investigating to avoid online rumors and worse effects.

(2)We-Media users' literacy needs to improved.

All kinds of information in We-Media platform are generated and transmitted mainly from every user. To make the form of opinion supervision become a formal development model, promoting the literacy of user is the key way. The reasons of why false information and rumors can be active in the Internet have a great relationship with the lack of rational analysis of information sources, lack of responsibility consciousness for the network and a serious lack of legal knowledge of We-Media users. Thus, We should train the ability of users to correctly judge Internet information, build the responsibility awareness of social network and self-disciplines, which can avoid irrationally participating in the publishing and dissemination of false information and play an important role in purifying We-Media opinion supervision and exerting the positive effects of opinion supervision.

3.3 The coping mechanism of We-media opinion supervision

(1)Strengthening the media quality education of subject of We-Media supervision.

The revolutionary significance of We-Media supervision is that it has broken the limitation on the free flow of information and created a efficient channel for

interactively transmitting information, which makes information be spread unhindered. Nevertheless, in the We-Media environment, the supervision remarks are always completed anonymously by the subjects of supervision. In the reality of lacking of social public supervision and the imperfect legal norms, how to ensure that the supervision body can consciously limit itself but not violate the legal rights of others is the unavoidable problem since We-Media was born. Doubtless, promoting the media quality of We-Media supervision body is the key to ensure objectiveness and impartiality of the supervision, the most basic approach to avoid the media supervision doing possible harm to social order.

(2)Constructing a information perception—feedback model, forming a professional college We-Media supervision response team.

It costed less than 20 years since the We-Media came out and swept the world, and the booming just took several years, it has showed an exponential growth trend. Current managements system in colleges don't have adequate awareness no matter in consciousness or behavior, let alone build a good response mechanism and form a professional team. A supervision response team with quick, accurate perception and feedback is not just a bunch people, but an organic whole with clear division and coordination based on the information perception—feedback model.

(3)Building a We-Media information platform for the We-Media supervision.

A information communication platform that can efficiently respond to We-Media supervision is not simply open a government WeiBo or a WeChat public account, it must have the following characteristics: first, benign interaction. Convenient information interaction is the soul of We-Media. To make the information interaction have vigorous vitality, it can't separated from the elements of an equal and friendly attitude, active public participation, communication content close to public needs and fast information update. Second, comprehensive database. To comply with the needs of We-media development, the establishment of communication platform in colleges inevitably requires the establishment of a comprehensive database. Third, scientific technology. How to find out the effective opinion in the sea of information is a difficult problem that troubles We-Media in colleges. The response team of We-Media supervision in colleges play a role depend on the scientific technology through the communication platform. Properly using several technologies of data search, mining, intelligent identification and intelligent processing. According to the degree of concern about We-Media information in colleges, scientifically set up the key information and sensitive words, greatly improve the efficiency of information screening, timely and accurately feed back the relevant information to the users and improve the credibility and validity of We-Media information. Forth, constructing a bright and transparent management system.

(4)Colleges and universities have misunderstandings about We-Media.

First of all, we should improved the transparency of managements in colleges. Some rumors about colleges are main caused by the poor communication. Therefore, colleges must vigorously open the publicity of school affairs, carry out “bright management”, greatly extend the breadth and depth of information disclosure,

increase the right to know and the right to participate of the public, workers and students in colleges. Besides, let the appeal—feedback mechanism runs smoothly. The public's willingness of using We-Media supervision to solve problems on Internet is based on "cost" considerations. The advantage of the supervision is that it can solve problems in a more efficient and lower-cost way. So, we should make efforts to construct a timely and accurate information feedback mechanism which the information communication between the public and colleges can have lower-cost but higher efficient, the opinions can be replied in time and the complains can be solved in time.

At the meantime, strengthening the construction of We-Media laws and regulations. On the one hand, colleges should appeal to the legislature to strengthen the We-Media legislation in combination with the development trend of We-Media and normalize the We-Media remarks, including We-Media supervision. On the other hand, we should accelerate construction of the We-Media regulation in colleges, guide and regulate the use of We-Media by teachers and students in colleges, give punishment to those who deliberately use We-media to spread false information and protect the legal rights of teachers and students in colleges.

4. CONCLUSIONS

The We-Media public opinion field in colleges and universities is new media discourse space in the age of Internet+ . The carrier has mobility, topic has real-time interactivity, the scene has immersion and the group has agglomeration. In this paper, we introduce the relevant concept, supervision characteristics and current situation of we media opinion, at the same time, we focus summarize governance strategies of universities We-Media public opinion in three aspects of building a healthy and upward opinion field with All-media force, using an equal and correct narrative way to adapt the field and bringing the positive effect of opinion leaders into full play, and focus summarize supervision mechanisms of We-Media supervision in three aspects of strengthening media quality education from the subjects of media supervision, organizing a professional response team of universities media supervision and constructing a media information platform of media supervision.

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