

Research on the Guidance of Microblog and Tik Tok to Public Opinion in the Era of We Media

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Abstract: The progress of science and technology has promoted the development of the network. People have no time and space restrictions when communicating, and to a certain extent, they have achieved an equal dialogue mechanism. The speed of information dissemination in the media has been greatly improved. The speed of information dissemination by online media is far higher than that of traditional media, and the speed of users' feedback to the Internet after obtaining information is also greatly accelerated. We media has become a popular emerging media, playing an important role in the process of network public opinion communication, but there are still many problems in the process of public opinion supervision and guidance. This paper analyzes the current situation of our media public opinion guidance represented by microblog and Tik Tok short video, and puts forward relevant strategies.

Keywords: We media, Microblog, Tik Tok, Public opinion guidance.

1. Introduction

In recent years, since a large number of self-media platforms have sprung up, registered users and employees in surrounding industries have surged, and all kinds of speech and network information have spread rapidly, interacted frequently, with rich content and high attention [1]. People can upload what they see and hear to the shared space anytime, anywhere through words, pictures or multimedia, exchange opinions with netizens and build their own social network [2]. There are many kinds of self-media platforms, such as Weibo, WeChat, QQ, forums and other interactive self-media platforms, which are widely used at present. These self-media platforms are characterized by universality, interactivity, timeliness, universality, privacy and rapid information dissemination [3]. Tik Tok is the current music creative short video social software, which can shoot short videos with personality. In a short time, Tik Tok APP has become an "explosive" music creative short video social software [4]. Statistics show that the growth rate of active users of microblogging has exceeded that of ordinary users, which has also laid a deeper and solid mass foundation for microblogging involving increasingly frequent public opinion events [5]. Microblog public opinion is shown as three blending in structure. In terms of structure, microblog public opinion shows a blend of participation and interaction, node and network, low burning point and multi hot spot, and a trend of integration of positive correlation and negative correlation in terms of content [6].

As far as the generation of public opinion is concerned, the public opinion field in the We Media era makes the public opinion environment of the whole society more diversified, which will undoubtedly lead to many pathological public opinions [7]. When online public opinion hot spots appear, the audience is eager to know the situation, and fast, wide coverage of microblog, WeChat and other online channels become the main way for the audience to obtain information [8]. However, the information released by the parties is often mixed with personal emotional bias and interest orientation, and the communicators have poor ability to distinguish between right and wrong, which makes false information or

rumors spread rapidly along with the wide spread of information [9]. Therefore, in the process of new media communication, public opinion has been extended more. If you want to do a good job in new media communication, you must effectively guide online public opinion [10].

2. We Media Public Opinion Characteristics

2.1. Traditional Media and We Media

As a new media developed from the traditional network and mobile Internet, the media is quite different from the traditional media forms such as newspapers, magazines, radio and television [11]. It is mainly a platform to publish opinions or comment on hot events on the Internet by means of electronic technology and network media under the circumstances of rapid development of science and technology, global resource sharing and frequent information exchange [12]. Since the self-media era, the subject of public opinion supervision has become more popular, which is one of the important features of public opinion supervision in the self-media era, and is in sharp contrast with the traditional relatively single mode of public opinion supervision. In view of the wide application and influence of self-media, the traditional media has increased its popularity and popularity through the self-media platform, and the boundary between them has gradually blurred. On the one hand, traditional media, with its credibility and authority, makes up for the lack of self-media. On the other hand, we media improve the influence of traditional media with its wide coverage and large information flow. Traditional media is a "one to many" communication mode, and we media turns the communication mode into two-way communication between media and users, as well as multi-directional communication and dialogue between users. This unique way of communication has realized the "unity of relationship", that is, "the communicator is the audience at the same time of communication". This kind of "integration" has changed the traditional closed information transmission mode, and the communication is carried out from one direction to two directions and multiple directions. The interaction between

the two has strengthened the diversification and liberalization of information communication. The following figure 1 shows

the information transmission mode of traditional media and we media.

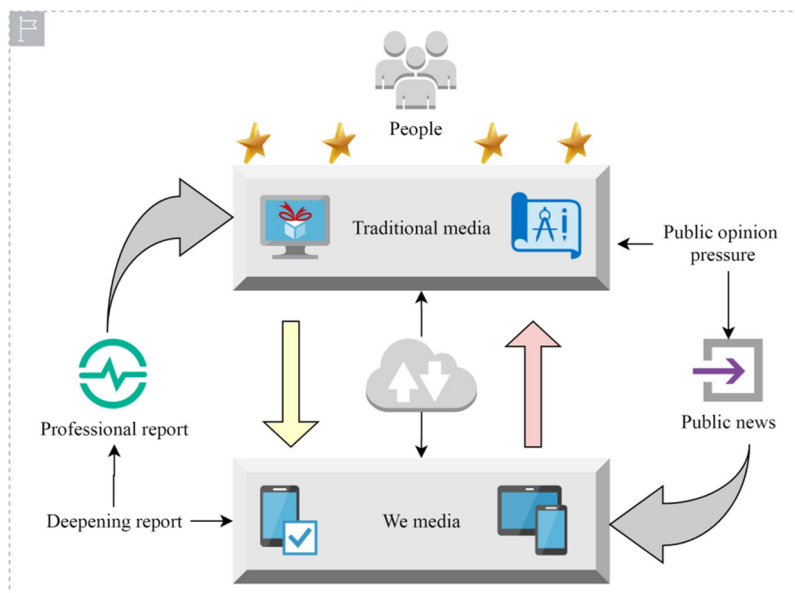


Figure 1. Information communication between We Media and traditional media

Traditional media use self-media to track hot news and regard network information as an important news source. The diversity of media information dissemination channels and the convenience of discourse expression not only stimulate the enthusiasm of individual public participation, but also provide an opportunity for group carnival and agitation. At the first time of the incident, the public can use mobile phones to record the occurrence and progress of the incident in time. Photos and videos are important basis for public opinion supervision. In the self-media era, any event is likely to cause extensive discussion by public opinion, even a trivial incident may cause extensive discussion and large-scale dissemination on the Internet.

2.2. Characteristics of Microblog and Tik Tok Public Opinion

First of all, the emergence of network public opinion is

synchronous in time, mainly based on the information dissemination characteristics of the new media era. Only with computers, mobile phones, the Internet and other clients can freely release information and express opinions, so that public opinion information shows the characteristics of sharing. Secondly, the rapidity of news transmission can make the news be transmitted to other individuals more quickly, while the rapidity of relevant comments can easily form different voices and responses among individuals, thus making the network public opinion ferment and heat up. Finally, the subject of public opinion in public opinion has its own characteristics of integration. Once there is public opinion, traditional media and the Internet, expert opinions and netizen journalists, domestic and overseas, online and offline actively interact.

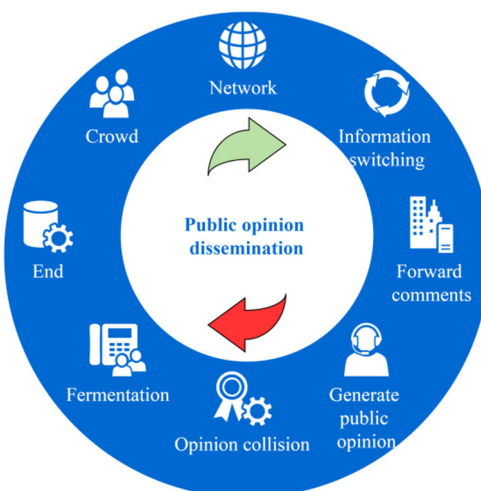


Figure 2. Public opinion generation process in the We Media era

In Weibo's public opinion environment, the network structure is the general way of its existence, which is endowed

by the characteristics of fission propagation in Weibo. "Concern" and "fans" have caused a flurry of interaction in

many public opinion events in Weibo, which is quite effective. On the other hand, in this network, the position of node opinion leaders is particularly prominent. Although any self-media participant can independently publish information, only a small number of participants' information can be universally recognized and occupy a core position in the field of public opinion.

With the development of mobile Internet and short video, we have entered the era of mobile, video, life oriented, visual and fragmented communication. Mobile short video has become one of the important ways for audiences, especially young people, to express themselves and spread information. Mobile short video, represented by Tik Tok APP, carries the responsibility and mission of spreading socialist core values, promoting social integrity and theme, and exerting positive energy. The biggest feature of Tik Tok is that it can make news events show viral transmission. Once a news event is forwarded crazily in Tik Tok, it will gradually become a social hot issue, and huge public opinion pressure will affect the progress of the event. In order to attract more people's attention, some We Media people intentionally distort or magnify the negative information, and through the way of negative reports, cause more people's attention and discussion, thus forming network public opinion. The negative impact of this situation on society is very obvious.

3. Analysis on the Guidance Strategy of Microblog and Tik Tok to Public Opinion

Social public opinion needs complete communication and verification to form mainstream public opinion. However, in the discussion of We Media, the misleading of some media, the promotion of public sentiment and the limitations of cognition have made the public lose their calm and objective judgment. With the continuous fermentation of the event, people's understanding of the facts will gradually increase in the continuous discussion, and then gradually form a more unified public opinion, and finally realize the role of public opinion guidance. How to use microblog, Tik Tok and other platforms to effectively guide public opinion in the era of We Media needs to start with the relevant elements needed to play its role mechanism.

(1) Public clamor has become the norm of public opinion in the We Media era. The government must strengthen guidance to make positive and healthy speech the mainstream. The government should use the power of the media to transmit the policy information to the masses at the first time. When the masses receive the official information, they can make feedback and comments at the first time and form the mainstream concept.

(2) In the era of information explosion, people only need to open the app software in their mobile phones to get a lot of information. Therefore, microblog, Tik Tok and other self-media should ensure the authenticity of the news no matter when they publicize the news. The role of "gatekeeper" in the process of information dissemination, and the establishment of correct public opinion orientation.

(3) We will strengthen talent development and form an information group for public opinion supervision. Through the use of information technology in public opinion supervision, we will promote more rational, scientific and professional public opinion supervision. At the same time, the professional knowledge and skills of information technology

personnel in the group are constantly strengthened to ensure that the platform can be updated and professional in a timely manner. Regularly carry out information platform training courses for public opinion staff to improve their awareness of the importance of public opinion supervision, so as to improve the efficiency and professionalism of public opinion supervision.

(4) To create a positive atmosphere of self-media information dissemination. A simple requirement of "positive" is that users of media should ensure the positive, optimistic and upward content in the process of uploading and sharing relevant information, and avoid spreading vulgar, superstitious, violent, pornographic, money-worshipping, hedonistic and other content.

4. Conclusions

The essential reason for the emergence of public opinion is the existence of contradictions, and it is precisely in the promotion of contradictions that society can innovate and progress. In this regard, we should not focus on how to resolve conflicts unilaterally, but should take the overall situation into account, "sparse" rather than "blocked", and extract truth from disputes. To strengthen the guidance of public opinion, we must strengthen the systematic and scientific response to public opinion and adhere to the guidance of the Scientific Outlook on Development. Based on this, mainstream media should not only actively face the industry reform and role change, but also constantly summarize practical experience in the process of practice to ensure the rationality of the development path. Gradually establish and improve a set of timely, effective, orderly, and effective public opinion response mechanisms, gradually explore and form a long-term public opinion guidance mechanism characterized by legal norms, so that public opinion guidance work gradually onto a scientific, institutionalized, and standardized track. Especially in the event of an emergency, we should actively understand the true situation of the event, use the official account of the platform to convey the correct progress of the event to people, ensure the public's right to know, and avoid adverse public opinion caused by information deviation.

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