

Research on the innovation of government public opinion management under the perspective of the modernization of national governance

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ABSTRACT

With the advent of the Internet era, the public opinion environment is increasingly complex and changeable, and the traditional government public opinion management mode has been difficult to adapt to the challenges under the new situation. In order to realize the modernization of the national governance system and governance capacity, the government must innovate the concept and method of public opinion management. The paper puts forward innovative strategies such as building a collaborative governance mechanism with multiple subjects' participation, using big data technology to optimize public opinion monitoring and analysis, and establishing a rapid response mechanism for public opinion response, in order to provide reference for promoting the modernization process of national governance and improving the government credibility and governance ability.

KEYWORDS

governance modernization; government public opinion; innovation path

Introduction: With the popularization of network platforms and the wide application of mobile terminals, the channels for the public to express their opinions are increasingly diversified, and the social public opinion ecology has shown new characteristics and trends. In this context, it has become a pending problem to innovate the government public opinion management and adapt to the new requirements of national governance in the Internet era. From the theoretical perspective, the innovation of government public opinion management in the Internet era is an integral part of promoting the modernization of the national governance system and governance capacity, which is directly related to the realization of the goal of the modernization of national governance. From the practical level, the innovation of government public opinion management in the Internet era is an urgent need to enhance the government's credibility and governance ability. The traditional government public opinion management mode is difficult to adapt to the communication characteristics and public opinion ecology in the Internet era, so it is necessary to innovate management concepts and methods.

1 The theoretical basis of the modernization of national governance and the government public opinion management

1.1 Connotation and requirements of the modernization of national governance

The modernization of national governance refers to the process of constantly improving the

national governance system, enhancing the national governance capacity, and realizing the institutionalization, standardization, procedure, scientific and democratization of national governance in the process of modern national construction. Its connotation mainly includes the following aspects: first, the diversification of governance subjects, emphasizing the collaborative governance of multiple subjects such as the government, the market and the society. Second, we should democratize governance methods, pay attention to public participation, consultation and communication, and make scientific and democratic decision-making. Third, modernize governance means, and use modern governance means such as the rule of law and information technology to improve governance efficiency. Fourth, we should adopt innovative governance concepts, put the people first, and foster a comprehensive, systematic and coordinated governance philosophy. To modernize China's governance in the new era requires building a complete, scientific, standardized, and efficient institutional system, improving the ability to govern the country through institutions and laws, and realizing the rule of law and institutionalization of its work in all aspects of the country. We call for upholding and improving the Party's leadership, giving full play to its role as the core of leadership in exercising overall leadership and coordinating all parties, and improving the Party's scientific, democratic, and law-based governance. We need for the government to better play the decisive role of the market in resource allocation, the role of the government, and stimulate social vitality and creativity. We call on putting the people first, increase their sense of fulfillment, happiness, and security, and ensure that the fruits of reform and development are shared by all the people in a more equitable way.

1.2 Definition and characteristics of government public opinion management

Government public opinion management refers to the management activities in which the government uses modern information technology means to monitor, analyze, analyze and guide the public opinion environment, prevent and resolve public opinion risks, and maintain government credibility and social stability. Its main characteristics include: the management subject is the government, the management object is the social public opinion, the management purpose is to guide the public opinion, resolve contradictions, maintain stability, diversified management means, professional management process. In the Internet era, the government public opinion management presents new characteristics such as fast transmission speed, wide influence range, strong emotional expression and rampant rumors, which puts forward higher requirements for the government public opinion management ability. The government must innovate the concept and method of public opinion management, improve the ability of Internet thinking and new media, strengthen interaction with the public, and guide the healthy development of online public opinion.

2 New challenges faced by government public opinion management in the Internet era

2.1 Diversified public opinion communication channels

In the Internet era, the communication channels of public opinion are diversified, with traditional media and new media coexist, and official channels and private channels interweave, bringing new complexity and uncertainty to the government public opinion management. On the one hand, it is difficult for the government to comprehensively monitor and control the diversified information dissemination channels, which is prone to regulatory blind spots and loopholes. On the other hand, there may be deviations and conflicts in the agenda setting and public opinion orientation of different communication subjects, which increases the difficulty for the government to accurately

grasp the trend of public opinion and effectively guide the public opinion. At the same time, the dissemination of public opinion on some overseas social media platforms also poses challenges to government management, and cross-border information flow makes it more difficult to govern public opinion problems. The diversification of public opinion communication channels puts forward higher requirements for the comprehensiveness, coordination and timeliness of government public opinion management.

2.2 Frequent public opinion events and shortened cycle

In the Internet era, due to the fast information transmission speed and strong interactivity, public opinion events are characterized by frequent and rapid change, and the public opinion cycle is greatly shortened, which brings great pressure to the government public opinion management. Some major emergencies and sensitive events are rapidly fermenting on the Internet, the public opinion field is easy to detonate, and the government disposal time window is very short. At the same time, some seemingly ordinary small events may also rapidly heat up in the network communication, evolving into a public opinion crisis. Frequent public opinion events may be interwoven and superimposed, and evolve in multiple platforms and fields at the same time. The government must pay close attention to the dynamics and take timely response measures, otherwise it is easy to cause public opinion out of control. This puts forward a severe test to the response speed, disposal efficiency, coordination and other capabilities of government public opinion management.

2.3 Diversity of public expression demands

The Internet has broken the traditional "center-edge" communication pattern and provided a platform for the public to widely express their demands. The public's enthusiasm to speak out and discuss public affairs and comment on public affairs through the Internet has never been high, and their discourse power has been increasing. However, at the same time, the content and methods of the public expression on the Internet also show diversity. Rational expression and emotional catharsis coexist, positive suggestions and extreme speech are together, different interest demands are intertwined, and different values collide with each other. The composition of Internet users is becoming more and more complex, and their respective concern issues and expression needs are also different. It is difficult for the government to respond and respond in a "universal" way. The diversity of the public's demands increases the difficulty for the government to accurately interpret public opinion and respond to it in a targeted way, and tests the ability of the government to interact with the people and guide public opinion.

2.4 The spread of rumors and false information

In the Internet era, rumors and false information are easy to generate and spread, bringing severe challenges to the government public opinion management. Online rumors are characterized by strong concealment, fast transmission speed and wide influence range, which may mislead the public cognition, create social panic, and even affect the credibility of the government. Some criminals use technical means to create and spread false information, confuse the public, incite emotions, and interfere with the management of government public opinion. There are also some commercial websites for eyeballs, sensationalism, malicious hype false information. It is difficult to distinguish false information from real information, and negative emotions are intertwined with normal expression, which brings great difficulties for the government to respond to dispel rumors and guide public opinion. At the same time, some netizens, either out of ignorance or cognitive

limitations, may misspread rumor information in forwarding comments, which encourages the spread of rumors and false information.

3 Analysis of the path of government public opinion management innovation

3.1 Establish a collaborative governance mechanism with the participation of multiple subjects

The government should play the leading role of overall planning and law-based management, strengthen top-level design and institutional construction, improve relevant laws and regulations, clarify the responsibility boundaries of all parties, and provide institutional guarantee for the participation of multiple subjects in public opinion governance. As Internet information service providers, enterprises should earnestly fulfill their social responsibilities, strengthen platform management, and cooperate with the government to monitor public opinion and handle emergency response. Social organizations should play the role of a bridge to reflect social conditions and public opinion, participate in public opinion collection and analysis and network literacy education, and jointly create a clear cyberspace. As the main producers and disseminators of public opinion, the public should improve their network literacy and awareness of responsibility, rationally express their demands, and resist rumors and harmful information. At the same time, a mechanism of multi-subject cooperation and interest coordination should be established, a regular communication platform between the government, enterprises and social organizations should be built, information sharing channels should be unblocked, and collaborative working mechanisms such as regular consultation, joint office and project cooperation should be formed. By clarifying the responsibility boundary, clarifying the cooperation content, innovating communication methods, and improving the interest coordination mechanism, we will promote the formation of a collaborative governance pattern of online public opinion with clear division of labor, complementary advantages, and benign interaction, realize the benign interaction between government governance and social autonomy, and improve the overall efficiency of government public opinion management in the Internet era.

3.2 Use big data technology to optimize public opinion monitoring and analysis

The innovation of government public opinion management in the Internet era needs to use big data technology to optimize public opinion monitoring and analysis. Government to build the media public opinion monitoring platform, the use of large data collection, storage, analysis technology, the official website, mainstream media, business platform, social media and other channels of public opinion information to conduct a comprehensive monitoring, realize the text, pictures, video, audio and other types of information of intelligent capture and immediate warning. The platform should establish a sound data sharing mechanism, break down the data barriers between departments, and realize cross-regional, cross-department and cross-level collaborative monitoring. At the same time, cutting-edge technologies such as artificial intelligence and natural language processing should be used to improve the efficiency and accuracy of public opinion analysis. Through machine learning, deep learning and other algorithms, the massive public opinion data is intelligent classification, emotion analysis and association mining, so as to find the hidden dangers of seedling, tendency and correlation in time. The knowledge graph, visualization analysis and other technologies are used to present the evolution context, communication path and social influence of public opinion in multiple dimensions to provide data support for public opinion research and judgment. In addition, man-machine coordination should be strengthened, giving full

play to the complementary advantages of artificial intelligence and professionals, establish a compound public opinion analysis mechanism with artificial intelligence assisted decision-making and expert analysis and consultation, and improve the accuracy of research and judgment and disposal timeliness of key public opinions. Through the use of big data technology to continuously improve the public opinion monitoring and analysis mechanism, the government can grasp the public opinion trend more comprehensively, timely and accurately, and provide a scientific basis for the formulation of public opinion management strategies.

3.3 Establish a rapid response mechanism for public opinion response

The government should improve the emergency plan and working process of public opinion, clarify the division of responsibilities and coordination mechanism of various departments in the links of public opinion monitoring, evaluation, response and disposal, refine the operating procedures and time nodes, and ensure the rapid and orderly response in the event of major public opinions. At the same time, a "pyramid" model of public opinion response should be constructed to realize hierarchical response and disposal. For general public opinions, the competent authorities should speak out in a timely manner and immediately respond to social concerns through the official website, official microblog and other channels. For large public opinion, we should start the departmental linkage mechanism, set up special working groups, coordinate the resources of all parties, and form a response force. For major public opinions, it is necessary to activate the inter-departmental coordinated response mechanism, strengthen top-level coordination, concentrate on comprehensive governance, and achieve public opinion guidance and cool public opinion cooling as soon as possible. It is necessary to establish and improve the grading standard system of public opinion, clarify the judgment indicators and countermeasures of public opinion at different levels, and achieve hierarchical early warning, hierarchical responsibility and classified policies. In addition, it is necessary to establish a performance evaluation and accountability mechanism for public opinion response, bring public opinion response into the scope of government performance assessment and accountability, and strengthen the sense of responsibility and mission of the response subject. By improving the rapid response mechanism, rationalizing the process, clarifying the responsibility, refining measures and strengthening accountability, the government will further improve the response speed and effectiveness of public opinion, so as to minimize the social impact of negative public opinion.

4 Sum up

In the Internet era, government public opinion management faces many new challenges, such as diversification of public opinion communication channels, frequent public opinion events, diversification of public expression demands, and flood of rumors and false information put forward higher requirements for the government's public opinion management ability. The government must actively respond with innovative thinking, and accelerate the innovation of public opinion management mechanism and methods while adhering to the correct guidance of public opinion. In the future, the government public opinion management innovation, must be based on time characteristics and ecological public opinion, strategic concentration and innovation, adhere to the system concept, dialectical thinking, the bottom line of thinking, in strengthening the overall leadership of the party, adhere to the correct political orientation, consolidate the mainstream public opinion, on the basis of the way to speed up the perfect system, optimization mechanism, innovation methods, solid foundation, improve the Internet age government public opinion management ability and level, to promote the modernization of national management system and

management ability to provide solid public opinion support.

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