

Original Paper

Exploration of Government Public Opinion Guidance Mechanism in Emergencies

Xinyan Liu¹

¹ Guangzhou College of Commerce, Guangzhou, China

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Abstract

With the advent of the information age, the frequency of emergencies and the scope of their influence are gradually expanding, bringing serious challenges to social stability and public security. In emergencies, public opinion, as a concentrated manifestation of public sentiment and social opinion, spreads and evolves rapidly with far-reaching effects on the direction of events and public sentiment. Therefore, how the government can effectively guide public opinion has become an important part of emergency response. In this paper, we will discuss the challenges, necessity, and mechanism construction of the government's public opinion guidance, aiming to provide reference for the government's response to emergencies.

Keywords

emergencies, government opinion guidance, mechanism research

1. Introductory

Emergencies are often closely related to the life and safety of the public, and thus the public pays great attention to such events. The suddenness, urgency and unpredictability of emergencies lead to the rapid spread of public opinion after the emergence of an event, and its influence is wide-ranging. The close attention and high sensitivity of the public to emergencies make public opinion form a strong social influence in a short time. Moreover, the diversification and rapidity of information dissemination channels can also lead to the problems of information distortion and rumour spreading from time to time. These problems not only deepen the complexity and uncertainty of public opinion, but also may cause social panic and chaos. In the aftermath of an incident, public emotions are often prone to fluctuations such as anger, fear and anxiety. These emotions make the public susceptible to public opinion, which can lead to collective action or social opinion.

Therefore, the challenges faced by the government in guiding public opinion during emergencies

appear to be complex and arduous. These challenges not only stem from the rapid changes in the external environment, but also involve the intertwining of internal mechanisms and the psychology of the public. Therefore, when responding to emergencies, the government has to take into full consideration the changes in the mood of the public and the impact of public opinion, and take effective measures to guide and respond to them. After the occurrence of an emergency, information must be delivered in a timely, accurate and comprehensive manner, so as to minimise the negative impact of public opinion and maintain social stability.

2. Challenges to Government Public Opinion Guidance in Emergencies

2.1 Fast Dissemination of Information

The rapid development of the Internet has led to faster and less controlled dissemination of information. Once an emergency occurs, the relevant information is like a wild horse running wild in cyberspace, quickly converging into a torrent of public opinion. This unmanageable speed of information dissemination puts the government under tremendous time pressure to act immediately to ensure the accuracy and authority of the information, so as not to be swallowed up by inaccurate information and rumours.

2.2 Public Sentiment Is Complex and Volatile

The complexity and volatility of public emotions add more uncertainty to public opinion guidance. In the face of emergencies, the public is often in a state of information asymmetry and psychological imbalance, and is prone to panic, anxiety, anger and other negative emotions. These emotions spread rapidly like a virus on the Internet, creating strong public pressure. The government needs to have a high degree of sensitivity and insight to accurately grasp the trend of public emotions, take timely and effective measures to stabilise public emotions, guide the public to look at the incident rationally, and avoid social unrest triggered by uncontrolled emotions.

2.3 Fierce Media Competition

The fierce competition in the media has also created considerable difficulties for the government in guiding public opinion. During emergencies, various types of media have seized the opportunity to report and compete for the public's attention and attention. In order to attract more traffic and clicks, some media may adopt such tactics as exaggerating facts and exaggerating emotions in their reporting, which may lead to distorted information and even mislead the public. Therefore, the government needs to strengthen communication with the media and establish a closer co-operative relationship to ensure the truthfulness and accuracy of the reported information. At the same time, the government also needs to actively guide the media to play a positive role and jointly create a favourable public opinion atmosphere.

2.4 Decreased Trust in the Government by the Community at Large

The declining trust of the public in the government is also a major challenge faced by the government in guiding public opinion. During emergencies, the response measures taken by the government as well

as its specific performance will be strictly scrutinised and judged by the public. If the government fails to respond to emergencies in a quick, timely, and effective manner, it is likely to trigger questions and dissatisfaction among the general public, leading to a decline in trust. Such a crisis of trust may further aggravate the complexity and uncertainty of public opinion, making it more difficult for the government to handle public opinion. For this reason, the government needs to take more transparent, fair and efficient measures to respond to the concerns and questions of the public in a timely manner, so as to enhance the public's trust in the government and increase their satisfaction.

2.5 Public Opinion Leadership Requires Multi-Party Collaboration

In dealing with emergencies, the complexity of multi-party collaboration cannot be ignored. Government public opinion guidance involves the cooperation of multiple departments and organisations, and requires the formation of a synergy in order to achieve good results. However, in the process of dealing with actual problems, there are often problems of asymmetric information, poor communication, and conflict of interests among different departments and agencies, which may lead to poor collaboration and even internal conflict among multiple departments. Therefore, the government needs to establish a better collaboration mechanism in the process of guiding public opinion, broaden communication channels, and strengthen cross-departmental and cross-disciplinary cooperation and coordination in order to jointly deal with the challenges of public opinion.

Therefore, the government's guidance of public opinion in emergencies faces multiple challenges, such as rapid information dissemination, complex emotions of the general public, fierce competition in the media, declining trust of the general public, and complicated multi-party collaboration. In order to effectively cope with these challenges and maintain the overall interests of social stability and harmonious development, the government needs to continuously strengthen its own capacity building and actively seek effective cooperation and win-win solutions with all sectors of the society.

3. The Need for Government Public Opinion Guidance

3.1 Strengthening the Emotional Bedrock of a Solid Society

In dealing with sudden or sensitive incidents, public emotions are like surging undercurrents, which may lead to social unrest if they are not careful. The importance of the government's work in guiding public opinion lies in the fact that it acts as a solid lighthouse, guiding the direction of public sentiments in the midst of stormy seas and ensuring that they will not deviate from a stable course. Through in-depth analyses of public opinion, the government is able to accurately grasp the trends of public sentiment, take timely and effective guidance measures, strengthen the cornerstone of social sentiment, and provide a strong guarantee for the smooth operation of social order.

3.2 Ensuring the Accurate Transmission of Information

In the era of information explosion, wrong information can easily confuse the public and mislead their judgement. As a publisher of authoritative information, the government's work of guiding public opinion carries the important mission of eliminating rumours and restoring the truth of events. The

government establishes a sound information release mechanism to ensure that authoritative information is delivered accurately and correctly, so that the public can obtain true, comprehensive and accurate information at the first time. The release of truthful information by the government is an important cornerstone for maintaining social stability and enhancing public trust.

3.3 Promoting Rational Awareness and Active Participation of the General Public

In the face of emergencies, the emotional response of the public may increase the complexity of the relevant issues. The value of the government's public opinion guidance lies in its ability to guide the public to get rid of their emotions and examine emergencies in a more rational and objective manner. By providing detailed background information, analysing the nature of the incident, and guiding the public to think in multiple dimensions, the government can help the public to form a more comprehensive, in-depth, and rational understanding. On this basis, the public will be more willing to actively participate in the problem-solving process and contribute to social harmony and progress. This virtuous cycle of public rationality and active participation is an important driving force for society to move forward.

4. Comprehensive Construction Strategy of the Government's Public Opinion Guidance Mechanism

4.1 Establishment of a Sound Public Opinion Monitoring System

The government can use big data, artificial intelligence and other advanced technological means to realise real-time monitoring and early warning of online public opinion and provide powerful support for government decision-making. In order to respond more effectively to the complex and volatile online environment, we must first endeavour to establish a highly sensitive and comprehensively covered public opinion monitoring system. This system will not only make full use of the in-depth mining capability of big data and the precision analysis advantage of artificial intelligence to instantly capture and deeply analyse online public opinion, but also combine with an advanced early warning mechanism to ensure a quick response to public opinion at the budding stage, and provide forward-looking and precise data support for government decision-making. Through this system, the government can more scientifically grasp the direction of public sentiment and provide a strong basis for policy formulation, thereby promoting social harmony and stability.

4.2 Improvement of Information Release Process and Mechanism

The Government can establish efficient and transparent information dissemination channels to ensure that the Government can release authoritative information quickly and accurately after an emergency, so as to satisfy the public's information needs. In terms of information release, we are well aware that transparency and efficiency are the key to winning public trust. Therefore, improving the information release process and mechanism, and building authoritative, fast and accurate information release channels have become the top priority of our work. Not only do we need to ensure that the government can release authoritative information at the first time when an emergency occurs, so as to eliminate the

panic and misunderstanding caused by asymmetric information, but we also need to enable the public to obtain true and accurate information through multiple channels and in an all-round manner through diversified ways of information release, such as official websites and social media platforms. In this way, we can not only effectively curb the spread of rumours, but also enhance public trust and support for the government.

4.3 Strengthening Communication and Cooperation with the Media

The Government has established a long-term and stable co-operative relationship with the mainstream media to jointly convey positive messages and guide the public to look at emergencies rationally. Close co-operation with the mainstream media is also a part of our work that we cannot ignore. Adhering to the concept of openness and win-win situation, we will establish a long-term and stable strategic partnership with the mainstream media, and jointly endeavour to deliver positive messages and guide the public to form a correct public opinion. Through joint planning of reports and co-organisation of activities, we will further enhance the level of interaction and collaboration between the government and the media, and jointly build a healthy, positive and upward public opinion ecology.

4.4 Develop and Implement Crisis Communication Strategies

The government can actively respond to public opinion crises during emergencies by proactively responding to public concerns and dispelling misunderstandings and rumours by holding press conferences and giving interviews to the media. When dealing with public opinion crises, we are well aware of the importance of taking the initiative and responding positively. Therefore, it is crucial to develop and implement a set of scientific and systematic crisis communication strategies. In the event of an emergency, the Government will promptly activate its emergency response plan and take the initiative to explain the situation to the public and respond to their concerns by holding a press conference, accepting media interviews and other forms. The Government should firmly uphold the truth, respect the public's right to know, clarify rumours in a timely manner, and dispel misunderstandings of the public about the emergency, thereby maintaining the Government's image and credibility.

4.5 Strengthening Education and Guidance for the General Public

The government can strengthen education and guidance for the general public, enhance education on media literacy of the general public, so as to improve the ability and level of the general public in discerning the authenticity of information, and guide the general public to participate in the discussion of public opinion in a rational and objective manner. At the same time, we will also actively guide the public to participate in public opinion discussions and communication activities in a rational and objective manner, so as to jointly create a healthy, orderly and harmonious public opinion environment. Through these efforts, we expect to build a more rational and mature cyber society and contribute to the prosperity and stability of the country.

5. Future Development of the Government's Public Opinion Guidance Mechanism

5.1 Deepening the Deep Integration of Technology and Innovation

The Government will actively explore the potential of cutting-edge technologies, such as deepening the application of AI technologies like deep learning and natural language processing, in order to achieve intelligent analyses and accurate predictions of massive public opinion data. This deep integration of technology and innovation will greatly enhance the speed and accuracy of the government's handling of public opinion information, making the decision-making process more scientific and efficient. In addition, through the introduction of blockchain technology, the government can further ensure the integrity and credibility of public opinion data, providing a more solid foundation for public opinion guidance.

5.2 Building a Diversified and Interactive all-round Communication Platform

Recognising the important role of emerging media in the dissemination of information, the Government will actively broaden its communication channels, not only limiting them to traditional press conferences and official websites, but also delving into popular areas such as social media and short-video platforms, for more direct and immediate interaction with the public. These platforms will become important windows for the Government to release authoritative information, respond to social concerns and collect public opinions, helping to form a good communication mechanism between the Government and the public.

5.3 Establishment of a Sound Public Opinion Early Warning and Emergency Response System

In order to effectively respond to the challenges of emergencies, the Government will work to improve the public opinion early warning mechanism, identifying and predicting in advance the factors that may trigger fluctuations in public opinion through big data analyses and artificial intelligence technologies. At the same time, it will establish a rapid response contingency plan to ensure that it can quickly mobilise resources and take measures to effectively control and steer the direction of public opinion after a public opinion incident occurs. In addition, the government will strengthen cross-departmental and cross-regional cooperation and linkage to create a favourable situation for joint efforts to respond to public opinion crises.

5.4 Strengthening the rule of Law Regulatory Efforts

In response to the complexity and diversity of public opinion on emergencies, the government should strengthen the supervision of the rule of law, improve the system of relevant laws and regulations, and clarify the legal responsibility and punishment standards for public opinion events on emergencies. It should safeguard public interests by intensifying the crackdown on illegal and illicit behaviours. At the same time, the government should also focus on protecting the legitimate rights and interests of the general public and avoiding the dissemination of inaccurate information and rumours that may mislead and harm the public.

6. Conclude

In emergencies, the importance of the government's public opinion guidance mechanism is self-evident. It is not only the cornerstone of maintaining social stability, but also the key to dealing with the complex public opinion environment. Through in-depth investigation and comprehensive summary, we can easily find that this mechanism plays an irreplaceable role in rapid response, accurate information transmission, and effective guidance of public opinion. Moreover, the government should establish relevant evaluation criteria for the effectiveness of the guidance mechanism, for example, in terms of public opinion content analysis, public response, media intervention, public opinion monitoring and early warning, policy response, establishment of a long-term mechanism, and quantification and standardisation of evaluation indicators. By establishing scientific and reasonable evaluation criteria, the government can better grasp the dynamics of public opinion and enhance the effectiveness of public opinion guidance, so as to better serve the public and maintain social stability during emergencies.

Looking ahead, with the continuous development and progress of society, the public opinion environment will become more complex and volatile. In order to better cope with these challenges, we must continuously strengthen our institutional construction to ensure that there are laws and regulations to follow in our work of guiding public opinion. At the same time, we need to optimise the information release mechanism and improve the timeliness and accuracy of information release, so that the public can learn the truth in the first instance and avoid the breeding of rumours and misunderstandings. In addition, it is crucial to enhance the ability to monitor and analyse public opinion. Only by grasping the dynamics of public opinion in a timely manner and analysing the direction of public opinion in depth can we formulate public opinion guidance strategies and means more precisely. In this process, we also need to keep innovating and exploring more efficient and transparent ways of guiding public opinion, so that the government's voice can be louder and more powerful. In conclusion, building an efficient and transparent government public opinion guidance system is a long-term and arduous task. But as long as we persist in our endeavours, we will surely be able to achieve success and provide a strong guarantee for the continued stability and development of society.

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Note(s)

Note 1. Author's Profile: Liu Xinyan (1992.12.04), female, Han, Henan, Law School of Guangzhou Business School, full-time teacher and office director, Master of Intelligence, assistant, director of Guangzhou Law Society Sannong Rule of Law Research Association; Research Direction: Information Measurement, Network Public Opinion, Data Analysis;

Note 2. Contact Tel: 15521049407

Note 3. Contact Email: 1654448743@qq.com

Note 4. Address: No.300, Knowledge Avenue, Huangpu District, Guangzhou City, Guangdong Province, China.