

The Management and Influence of Social Media on Public Opinion

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Abstract:

The research field of this paper is the influence and management of mass media on public opinion. At present, the current situation in this field is to use the Internet to achieve the goal of rapid and powerful dissemination of public opinion and wide influence. However, the main problem that exists is how to handle online public opinion events correctly and reduce their adverse effects. The purpose and motivation of this study are to help readers understand the relationship between public opinion and the general public, how media can express and write public opinion to maximize traffic, and the importance of addressing media fraud. The research method used in this article is case analysis, which is sourced from the official Weibo account of *People's Daily*. The research results found that the public's herd mentality, stereotypes, and trust in authoritative platforms can lead them into the "public opinion pit" dug by the media, and emotional fluctuations are controlled by the development of events. The inspiration for the research results is to maintain rational thinking when browsing public opinion. The article concludes that the mechanism of media reporting on public opinion is closely related to gaining attention. Currently, the majority of the public is guided by public opinion and the forces behind the media. Lack of comprehensive legal platform supervision in the media industry.

Keywords: Gaining traffic, regulatory public opinion, public sentiment.

1. Introduction

Today, the rapid development of the Internet social media has accelerated the spread of public opinion, creating focus and traffic through various Internet means. The government disseminates party actions through the media to gain public trust and support. Enterprises use media to promote their brand advantages and expand their visibility. The public generally has a degree of participation and expression of opinions on public opinion, and different people have different views on things. They also need platforms to express their opinions and controversies. The competition in the media market is fierce, and to attract traffic, they will find some content that the public likes to criticize and can attract attention to report. So many people who do not think rationally and have stereotypes will be guided and manipulated by them. Some media can use people's psychology to turn things around again and again, from simple to complex. In the end, only a few people know the truth or only a few people believe in the truth.

The significance of this study lies in the impact of public opinion dissemination mechanisms on traffic and the public, the media should obtain as much traffic as possible while complying with the law, such as publicity and authenticity, to create focus. What kind of communication methods are used by the media to achieve a balance

between expression and both or how to achieve it? The research method is case analysis, and the theme is the impact and management of public opinion by mass media, as well as how the public is guided by public opinion. The goal is to analyze the above themes, point out the insufficient regulation of media today, and hope to further improve it.

2. Dissemination and Expression of Public Opinion

At present, the public opinion dissemination methods that people pay attention to are mainly news reports and major social platforms, such as Weibo hot search, TikTok traffic videos, focus interviews, etc. The mass media communication mechanism is to disseminate information through reporting information collection, content production, and platform release. First of all, the content of the report must be current topics and have a significant impact on the social economy and public life. To get more attention, it will focus on well-known figures or events, and to arouse more resonance and interaction, it will choose to be close to lives and involve disputes or conflicts. In terms of information collection, most of them use digital technologies, such as public opinion monitoring tools. Many people will record the things they have experienced in life on social platforms, and some dramatic events, criminal events, and funny events will trigger the heat. After the heat is gen-

erated, the platform will monitor it, and journalists will follow up and interview to learn more about the details, and then report it through official media. Because the official media has more people's attention, it will eventually become a traffic topic. Next, people should pay attention to the feedback of the audience, use the various ideas and guesses of people in the comment section as the focus of subsequent reports, and continue to track the public opinion caused by the reports. The object of public opinion is the public, then what impact will the public have on public opinion? Firstly, when some content resonates, the public will put forward different views about the event, and often a certain point of view will be agreed by most people, and individuals may unconsciously follow it. For example, when they watch posts and videos, they habitually look at the comment area, and the first thing they see is the comments with the highest number of likes, that is hot comments. In this process, emotions will be affected by the comment, forming the first impression, which will lead to the interpretation and attitude of the following information and form a strong public opinion. People usually seek out and trust people who have the same ideas as themselves, and the opinions of people of similar age, including people with similar social backgrounds and lives. This allows certain information to spread widely. The third that people tend to do, they tend to believe more in the interpretations, of people in authority, and then explain it further by a recent example.

In April this year, a game blogger named Fat Cat jumped into the river to commit suicide, his suicide incident caused many people to pay attention, and then his experience was picked out: Fat Cat is a game agent, usually relies on this to make a living, 21 years he met Tan Zhu online and fell in love with her. During the period of love, Fat Cat takes the girls to give her a large red envelope, but such pay will only let girls keep asking, from asking for thousands of yuan of living expenses to money to open a flower shop, Tan Zhu's requirements are more and more excessive, be infatuated with love fat cat to meet the requirements of his girlfriend, play 20 hours a day, takeout only point can fight single meal. But in this way, the girl still left him hanging in the rental house, his body and mind suffered tremendous pressure and pain, and finally the only 60,000 to Tan Zhu after the choice of suicide. According to statistics, for more than two years, Fat Cat transferred about 790,000 yuan to Tan Zhu. After the incident, many people were very sympathetic to the fat cat's experience, and they ordered all kinds of fried chicken and milk tea takeout at the place where he jumped into the river to make up for his regrets. At the same time, this kind of sympathy psychology quickly transformed into disgust and resentment for Tan Zhu, the fat cat's sister exposed two chat records on the Internet, looking for someone to

write a copy for sympathy, and sit down with Tan Zhu fishing female + liar identity, these actions will people's anger to climax, a lot of online human flesh search for Tan Zhu, rumors, abuse. But is this the case? Later, according to the police investigation, the two people are in love during the money of each other, Tan Zhu also to fat cat, and his relatives transfer more than 400,000, so does not constitute a crime of fraud, so Tan Zhu is not a "woman". Not only that, she did not accept the 60,000 yuan that Fat Cat finally transferred to him, she hoped that the money could be saved by Fat Cat himself, and after he committed suicide, Fat Cat's father asked her to transfer the money to open a flower shop, and she also returned it. Instead, Fat Cat's sister leaked Tan Zhu's privacy, buying traffic to watch a live network explosion which constitutes a crime. This is the whole process of the event, which is a typical public opinion event. At the beginning of the event, one participant always attacks the other to protect his interests. At this time, people will have preconceived preferences for this participant, and then his emotions will be transmitted to the public, and the public will lash out at another participant. If it is the victim who speaks, the public's attack is understandable. But some hot events tend to be dramatic, and it will reverse. For example, the other side broke strong evidence to prove that he is innocent or is stigmatized, this behavior may make a wave of undetermined public "re-team", but there are some "iron fans" who do not believe the other side's evidence, who they find flaws from the timeline of the event, that the other side is p figure, malicious screenshots. Therefore, the clarification of the authoritative platform at this time can reverse public opinion. For example, the Fat Cat incident was finally issued by the People's Daily, and everyone knows that the content published by the authorities must be true and effective. Finally, in strong crisis events, the public's psychological reaction may lead to panic and irrational actions, such as the impact of some events and the violation of the public's social rights and interests, which may lead to strikes and protests.

However, according to research, it is not only the public that influences the development of public opinion but also the media's fabrication of it. The media will spread public opinion through various channels, and the most credible one is news reporting. The media will set a public agenda and decide which things are important. Most of these contents report on the progress made by the country in certain fields, patriotic behavior, and the spirit of dedication to the country. These contents will make the concerned people feel proud of the motherland, inspiring, and feel that the motherland is flourishing. When choosing the perspective of news reporting, the media should pay attention to the definition of the event. If they want to create a conflict event, they may identify the contradictory points of the

problem. Secondly, whether the scope of the problem is attributed to the results of individual behavior, or the organization can trigger public perception of the severity of the event and shape personal opinions. If it is a structural problem of the organization, they will want to analyze the underlying reasons behind these behaviors and analyze deeper issues. Next, one will use the technique of comparison to highlight achievements by comparing current events with historical events. These are all building a moral framework to generate this moral view among the public so that they can approach this report with this attitude. What's important is that whether it's news or short videos, emotional vocabulary, and narrative style, specific character stories can resonate with people and be incorporated into events. The most popular nowadays are short videos, which are short and intuitive, easy to spread, and have visual effects. They can quickly attract attention and trigger

audience reactions to events; After a reaction occurs, people want to express their opinions, and the comment section is a public opinion field that influences the direction of public discussion [1]. As they note, in an increasingly fragmented media environment, socially shared information by opinion leaders may be more influential [1]. Comments are not only in the comment section, but often some senior journalists will write their more guiding opinions. The above is the first research question and its extension.

3. The Guidance of Public Opinion and Impact on the Public

It was mentioned that the reporting framework is important when expressing public opinion. Next, will analyze the different frameworks for different events. Here is a mind map of the empathy framework (Fig.1).

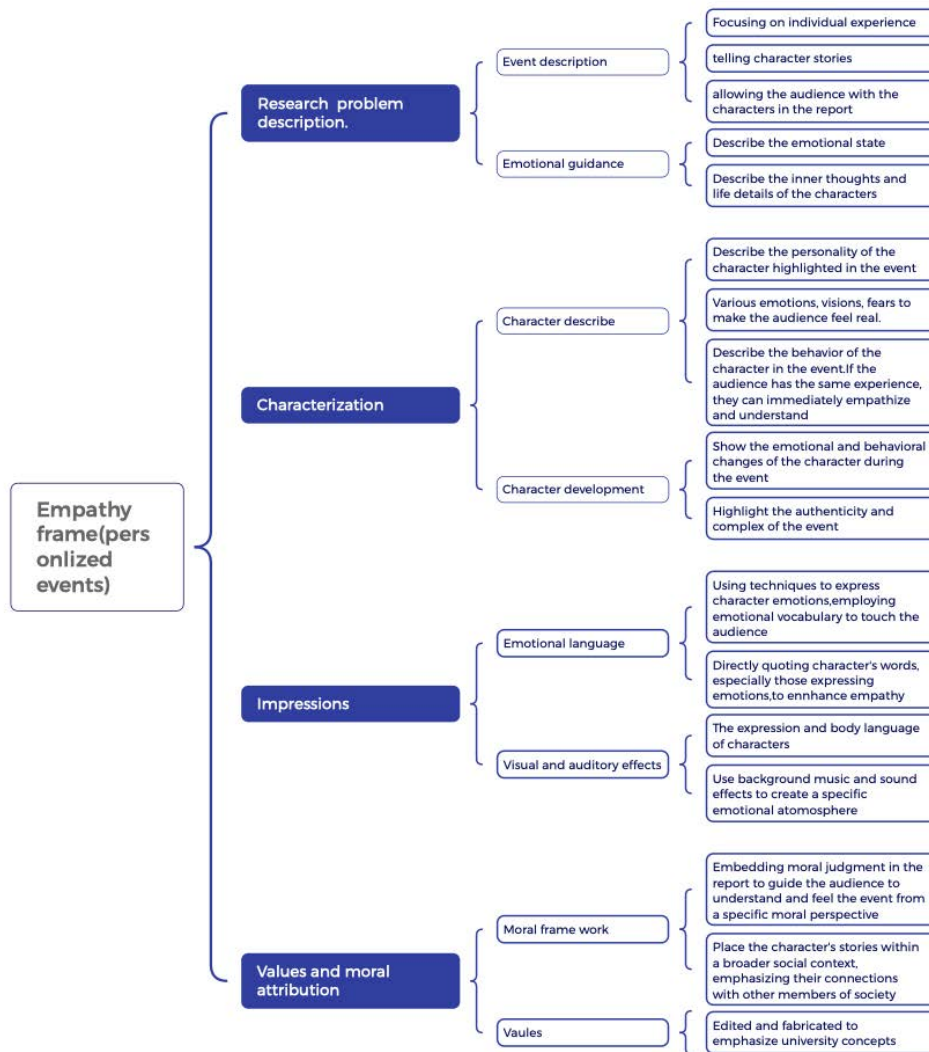


Fig. 1 Mind map of the empathy framework

The way media reports guide public opinion and the order of reporting. Headline news is usually the most important

thing that the public pays attention to and the most influential thing that the media wants to report; Larger pages or longer reports will appear more important, thereby guiding public attention. Publishing reports at certain critical moments can maximize their impact. Through continuous reporting, the media can continuously guide the public to pay attention to certain issues [2]. In the former, the media provides information about new norms and persuades individuals to accept them. In the latter, the information provided also serves as a coordination device. Other methods have been mentioned in mind maps and previous text [3]. What is the deeper motivation for media to guide public opinion? This question can be divided into public, political, economic, and social development. The government at the national level may promote its policies through the media to gain public support. Media reports may be used to maintain political stability and avoid triggering social unrest. The shaping of a country's image is beneficial for the development of international relations, and showcasing a country's strengths will attract other countries to learn and cooperate. The media promotion of enterprises cannot do without advertisements, and many enterprises will secretly manipulate their competitors in advertisements [1]. Further, research on brand engagement suggests that prosumers behaviors may be driven by their motivation to be seen as influential by their peers and their need to persuade others." This practice is very common in business, which not only benefits consumers but also has an impact on them. Regardless of whether their actions are reasonable or not, they may be curious and will report on multiple platforms. The pressure of antique media groups and shareholders of media companies may have an impact on the content of their reports to protect their investment interests. If some media groups control the flow of information, then they also control the direction of public opinion, such as making events dramatic, reversing them, and adjusting them based on facts. But this cannot become a protection for the elite class. Media coverage may reflect the interests of the elite class and ignore or belittle the voices of other groups. Or the media may be used to maintain existing power structures. The motivation of public opinion is to win over more members of the public, who are the protagonists in this public opinion storm. Their emotions are like undulating waves, controlled by the wind. Every day, big and small things happen in various places, but the media does not have the conditions to report them one by one. What they present is a carefully selected social reality that has been processed and fabricated. When they write an event, they often do not depict the entire process of the event. The media will simplify the event.

In addition, the public's social class and vision are differ-

ent, which will lead to stereotypes. When people receive information, people will unconsciously introduce stereotypes. If one sees that senior high school students are still active on social media, some netizens will criticize them for not seizing the time to study and not preparing for the exam. But maybe people have already completed the learning task of the day or have set good entertainment time. After all, no one is a machine. This is a stereotype, which focuses on observing the same points in the event as the impression, thus forming irrational views. Since the media can guide the public to make irrational judgments, how do they manipulate them? Let's take a brief look: on the one hand, the online water army occupies the "front row" position, flooding the screen on a large scale, making people only see one viewpoint when reading comments. The public always stands on the side of the crowd, naturally leaning towards this "voice". There is also a type of fake account that puts opposing views in the "front row" and sees many people criticizing his statement, which makes people feel that he is incorrect and makes the person who posted it feel that he would only get scolded, and it is better not to post it. On the other hand, the media takes advantage of the public's emotional reactions and guides them to make irrational judgments by exaggerating or distorting events. It is common for public opinion to initially be directed towards one side of the incident, but at this point, there may be some smearing and accusations against the victim's "voice". These voices come from amplifying the victim's various behaviors, and many netizens who "cannot tolerate sand in their eyes" will change their views on them. Not limited to labeling individuals or groups and stigmatizing them, to influence the public's perception of the individual or group; With the help of authoritative figures or institutions trusted by the public, even erroneous views may be accepted by the public [4]. But there also exist committed or stubborn agents in the networks whose opinions are not affected by their friends or mass media [5]. So, one size does not fit all. The above is an in-depth discussion of the second research question.

4. Discussion

The topic of making public opinion emotional has already been discussed in the previous text. The summary is to use storytelling techniques, emotional vocabulary, exaggeration, and other writing methods to find the audience's resonance and conflict points and amplify them. Images and videos can be used to give a strong visual impact. The following discussion focuses on publicness and criticality. Some scholars believe that the target of public opinion is the public, and as a public platform, it must be open and fair; In addition, if the media serves the public interest, it

should be non-profit and operate with an open and transparent mechanism. Afterward, Media coverage should be combined with public issues such as food safety and environmental protection, encouraging different groups and individuals to participate in discussions and form diverse voices. Critical public opinion is equally important, which refers to pointing out the key issues in an event, rather than allowing the parties involved to spread their ideas freely on the internet. Such ideas may be biased, incorrect, and easily misleading to the public. At this time, the media should reverse the trend, put forward correct viewpoints, and provide strong evidence. How to avoid misleading extreme situations when enhancing public opinion emotionalization and discussion? The media wants to create a focus after expressing public opinion, and the focus is to package the topic, interactive stimulation is achieved through evaluation and voting on a topic. For example, if often see “a certain beverage that you think tastes good or not” on certain software, you can choose the red side if it tastes good or the blue side if it doesn’t, and this type of small voting is usually below the post. Yet, this type of small interaction can stimulate people’s sense of participation. Moreover, continuous follow-up and multi-channel promotion, including online and offline, form a comprehensive promotion.

When creating a focus cannot prioritize traffic. One must maintain basic media literacy, such as verifying information, and conduct strict verification before releasing any information to ensure its authenticity. The national law contains multiple charges related to online rumors and false information, such as the crime of fabricating and disseminating false information and the crime of defamation. Provide evidence: The evidence supporting the viewpoint must come from a clear source. Multi-perspective and multi-faceted information and viewpoints to avoid bias caused by a single perspective. Subsequently, monitor emotional changes in public opinion, and if extreme emotions are detected, stop them promptly, avoiding situations such as personal attacks. Although freedom of speech is regulated by law, it has boundaries and cannot be defamed or defamed; Restrictions on the media, such as platform regulation, will establish algorithms to promptly remove misleading content when irrational behavior is directed towards the public. Eventually, the last research topic of this article is in the previous discussion on how mass media can guide public opinion, one mentioned that continuously gaining traffic is also the goal of media profitability. There are these means to regularly update and release new information to maintain the popularity of topics. Series reports, launch series reports, exclusive column follow-up. Also, from the beginning, control the content of public opinion, not publishing the entire content, but publishing

fragments, especially controversial ones, and then transferring them to the public for emotional impact. However, some media outlets may take a different approach and seek unique and innovative topics, making the public feel that there are many opinions to be expressed on this topic, which can also gain waves of attention and discussion, sustainability is also known as ripple reaction.

5. Conclusion

Through research, this article has discovered how media can gain attention through reporting, how to choose timely and impactful content, and how emotional elements (various emotions) can resonate; later on, public opinion is published on multiple platforms and regularly updated with analysis. Following that, one discussed the motives of media in guiding public opinion, which are reflected in commercial advertising, political support and trust in political parties, and social issues aimed at eliminating crises for the public and stabilizing the social environment. It emphasizes that some media are profit platforms, and the investors behind them prioritize traffic based on the benefits they see. They usually simplify the facts and reveal a quickly focused point, which may cause the event to reverse or use some means to control the evaluation, making the parties involved in the event black against each other. By using this, not only can they gain a large number of viewers, but they can also continue to discuss the situation. Many members of the public are unaware of the “stories” behind the media, and the capitalists behind the media can only watch whatever they want them to, including many political trends. Therefore, the public is manipulated, which is caused by the stereotypes mentioned in the article and the interactions between the two parties in the event. Many members of the public are unaware of the “stories” behind the media, and the capitalists behind the media can only watch whatever they want them to, including many political trends. Therefore, the public is manipulated, which is caused by the stereotypes mentioned in the article and the interactions between the two parties in the event. At the end of the article, it discusses how today’s media should maintain the authenticity and non-profit nature of their content when it comes to emotions and creating focus.

The main contribution of this article is to analyze the mechanism of media reporting on public opinion, the means of guiding public opinion, and the underlying reasons, and to deeply explore the reasons why the public is manipulated by public opinion; Beneficial for further research on the impact of public behavior and psychology on public opinion and managing media coverage of public opinion in the future. This study suggests that the authen-

ticity and completeness of current public opinion content need to be improved, and there is a need for improved legal and regulatory constraints as well as open and transparent platform supervision. Currently, there is no systematic solution to achieve the above points while ensuring traffic. In the future, there should be a detailed plan for this problem.

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