Research on Network Public Opinion and its influence on Network Group Events

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Abstract. The Network Group Event is a unique phenomenon in the transformation period of our country. The Network Public Opinion reflects the net citizen's comment, opinion and attitude on the hot issues. On the one hand, the network public opinion causes the network group event and promotes the event solved reasonably. On the other hand, the irrational and emotional point of view of network public opinion promotes the malignant development of network group event. This article discussed and studied the relationship between the network group event and network public opinion, and the impact of network public opinion on network group events through analysis of the definition, characteristic and function of network public opinion and network group events.

Keywords: Network Public Opinion; Network Group Events; Coping Strategies

Introduction

By the end of December 2013, Statistics from China Internet Network Information Centre, China's internet penetration rate of 45.8%, 618 million internet users, and through mobile phones, MicroBlog, Forum and other network platform for communication[1]. Now our country is in the transformation period of social development and the social life is complex and diversified. Some potential conflicts and the interests appealing of all parties are reflected through cyberspace in succession. With the continuing expending of public opinion space, the network public opinion is upgrading and expanding in the development of evolution. When the network public opinion influences and even determines the social public opinion's trend, it is urgent need to find out the core factor and link of the public opinion's reversing upgrade, put forward the coping strategies and avoid the occurrence and deterioration of network group events.

1. Network Public Opinion

1.1. Definition of network public opinion

In China, the idea of public opinion with the construction of system which have a long history, but it did not start to study the public opinion in theory until 2003 and the research of network public opinion starts from the year of 2005. At present, the academia mainly defines the network public opinion in broad sense and narrow sense. The network public opinion in broad sense refers to the generalized and popular opinions or comments on social issues online. The narrow sense of network public opinion refers to the public taking network as platform to publicly expressed opinion, which is with relative consistency and publicity of strong impact and influence on their concerned topics including public affairs, public figures, view of values, ideology and historical evaluation, etc. through the network language or other methods in the network public space [2]. This article studies the latter namely narrow sense definition of network public opinion.

1.2 Function of network public opinion

The function of network public opinion refers to the positive or negative role that the network public opinion played on the individual citizen, social life, government decision and national stability. In practical terms, the network public opinion has the function of information, guidance, dialogue and supervision.

The information function of network public opinion simply means informing information that is what happened, what the influence is and how the public think about it.

The guidance function of network public opinion refers that the formation of network public opinion can create a kind of orientation. Complying with this orientation will be accepted otherwise will be isolated. This makes the mavericks remain silent or turned echo. The opinion of most people can form a kind of pressure atmosphere and convert into guidance.

The dialogue function of network public opinion is that the net citizens of different classes and areas from all walks of life show their opinions and indicate attitudes toward the hot issue and focus event especially it is directly related with the benefit of citizens. Meanwhile, it realizes the coordination and makes clarification and selection based on the interaction and collision between the readings of media, the official response and the opinion of net citizens.

The supervision function of network public opinion means the network public opinion in essence is the presentation of social public opinion on network. The network public opinion is the release of all varieties of conflicts and emotions existing in realistic society, is the supervision on the works of management department and is better for problems exposure and works improvement.

2. Network Group Events

2.1 Definition of network group events

The network group event is a newborn group incident caused by the network planning, organizing and contacting, which comes after the internet's occurrence, development and influence in people's life and production, and it is. The Network group event has broad sense and narrow sense. The broad sense of network group event means that the net citizen group creates social public opinion and promotes the spread of social action around a topic and based on the different purposes in the form of network focusing[3]. The narrow sense of network public opinion normally emphasizes the event's bad influence. This article will study the network group event in broad sense.

2.2 Characteristics of network group events

The network group event is a new form compared with the realistic group event, which is in the general features of realistic group event as well as the features of network and itself[3][4]:

(1)False is interactive with true, linkage movement online and offline

Network group event is rooted in the contradictions of realistic society and its happening has more or less causal relationship with reality. Although net citizen is virtual in internet but he is a member of the real world, and he is the mapping of people of realistic society in network. After an event occurred, the net citizen's speech and attitude is directly affected by reality. When the event makes enormous impact on the public opinion on Internet then it will also affect the solution of the social events in the reality. Promote the development of event online and offline in such way.

(2)Quick in formation and dissipating, widely influence

The network group event breaks through the constraints of time and space with the aid of the network. When an event getting the net citizen's attention and resonance, it will quickly spur the comment trend and make this event become the hot point of internet. More net citizens will be attracted to take part in and it quickly forms the public opinion of the event and spreads to outside the network to force the relevant departments or individuals to solve or clarify the truth. Once the solution of the event makes the public satisfied, this event will dissipate quickly. Otherwise, the event is temporarily subsided along with the parlance of relevant departments or personnel, but the discontent of public will deposit to explode for a second time and expand influence if similar event occurred.

3. Network public opinion and the relationship and effect of network group events

The network group event is closely connected with network public opinion. The network group event is one of the presentation forms of network public opinion and it reflects the contradiction relationship of both sides of public opinion. The network public opinion is an important factor in the development and evolution of group event. Network public opinion often causes the network group event directly or indirectly promotes the malignant development of group events. According to

development situation of network public opinion and network group events, the relationship and influence between them is as follows:

(1)The network public opinion causes and promotes network group event even to derive new network public opinion.

Under the network environment, the net citizens will show great enthusiasm and make comment actively on the interest they involved in or the relevant topics they concerned. When the post of a topic is republished over and over again, the click rate will gradually increase to a degree, and then cause the general attention of net citizens. Further reprinting the link is possible to evolve to public opinion with obvious tendency and cause the network group event. For example, the event of "boycott Carrefour" happened all over the China in 2008, the France government's false standpoint in Tibet matter, the wrong attitude and behavior Beijing Olympic torch relay issues and such things have caused our citizen's indignant mood. The net citizens spontaneously organized the activity of "boycotting Carrefour" through internet QQ, message, etc., called on parade and demonstration, the participants gathered on every location of Carrefour in a relative concentrated time, came up with the protest slogan and carried out the unified mass demonstration.

The network public information is not only the causing element of network group event but also the supervisor to promote and witness the development of the network group event. When a network group event develops in the direction of publicity and fairness, the network public opinion get dissipated following the solution of this event. In this process, the network public opinion as the expression method of net citizens' opinion and the supervision tool to plays a "positive energy", such as most network group events is like this. Sometimes, the event is solved tilting towards the net citizen's willing. For example, in the case of "Deng Yujiao stabbing official to death" in 2009 which aroused wide attention both at home and abroad, the police took compulsory measures on Deng Yujiao for she is suspected of intentional killing. After the comment boom of internet caused by this case, the public opinion almost supporting Deng Yujiao overwhelmingly, various reports of journalists and the assistance of lawyer made the local government under great pressure. Finally, Deng Yujiao was sentenced to be guilty but exempt from punishment.

After the network group events trigger net citizen's attention and heated debate, the net citizen with the same ideas or emotions quickly gathered to form cluster of network and amplify a sort of voice but the person with different opinion become more and more silent. Thus the network public opinion gets more and more biased towards the mainstream opinion online. As the event is hotter and hotter, it gets more attention and comment and derives new network public opinion. In the process of evolution, the expanded spread of public opinion increases the disposal difficulty of network group event. At the same time, emotional public opinion inundates, the network violence frequently occurs, even the public opinion is monitored by illegal person and exposes the negative energy[5][6][7].

(2)The network group event causes and detonates the network public opinion, even derives a new round of network group event:

After the Network group event happened, the network public opinion is assembled by various discussions about the event's situation, cause, process and the government's handling solution to the event, which spreads on the Internet in the form of network media's report and net citizen's posting message, etc. and it is in large scale, with a lot of controversy and in wide influence. The virtuality and anonymity of network plays indirect promotion effects of catalyst and inflation in the process of the development of network group event thus to cause or induce new network group event. For example, a chief died abnormally in Shishou city of Hubei Province in 2009, the police considered it as suicide preliminarily. This conclusion aroused the decedent's family to suspect the death reason and caused local people to remind of a girl's mysterious death many years ago. In addition, murder intentionally, rob resin of government, drug trafficking in hotel, and such like rumors fabricated and exaggerated in the process of transmission. The onlookers was unknown of the truth set up roadblocks and impeded traffic, even the illegal members set on fire and created trouble in the hotel. Eventually, the conflict between the police and people was caused. The situation gradually calmed down through the efforts of all sides. Then the post message titled "another corpse is digging out in

hotel" disclosed on the internet, which resulted in the event developed towards a bad direction and caused a new round of group event.

Government and such like Management departments shall fully make use of the technological means to finish well the online information collection, collation, analysis and research. When a network topic is in heated debate and gradually accumulates, these departments shall timely prejudge response to net citizen's appeal, dredge and control network public opinion to win the time for dealing with network group event. And when the network group event has occurred, the management department should promptly play the role of "propaganda window" of mainstream media, promptly public the event truth and guide the network group event develop to positive direction.

4. Conclusion

On the one hand, the network public opinion brings together many propose and suggest of promoting economic development and improving people's live hood. On the other hand, there is emotional and inflammatory harmful information spreading on network and becomes the backstage pushing hand which causes the network group event even disturbs social order. How to monitor the network public opinion and establish warning system and by this means to deal with the occurrence and development of the network group event is an impending and important topic, as well as the research direction of this article in the future.

Acknowledgements

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