

The Rise and Governance of Internet Populism

Jiajia Zhen

Department of Law and Politics, Jiangsu Provincial Party School, Nanjing 210009, China

15605151206@163.com

Abstract

The emergence and spread of internet populism are becoming an important factor affecting the ecological security of the network. Breeding of various social contradictions and problems during the transition period has given rise to the internet populism, virtual network space for the people of the spread of populism provides a natural place, populism gradually evolved into internet populism. The main characteristics of Internet populism are the powerful communication and diffusion force, the expression of the enemy's xenophobia, the irrational of views and opinions. Corresponding reform should be taken to promote social equity and justice, mitigating class contradictions, vigorously carry forward the socialist core values, policy and resultant force governance internet populism, and promote network ecological picturesque scenery.

Keywords

Populism, Internet, Generated, Characteristic, Governance.

1. Introduction

As a social zeitgeist, the basic meaning of populism is its tendency to be extremely popular[1]. At present, China is undergoing a vigorous social transformation, and various social problems and contradictions have accumulated, which has bred the populism ideological trend which is mainly manifested by the enemies of the enemy. In the current Chinese society, populism mainly manifests itself in binary opposition such as xenophobia, revenges and anti-intellectualism, among which the most prominent is the enemy officers[2]. Tao wenzhao puts forward the concept of sinicization of populism, namely the present Chinese populism is the people's livelihood era of populism, populism is the internet populism, is the civil rights era of populism[3]. Internet populism refers to the social reality of the populism ideological trend with the virtual network space together create a new populism, on the one hand, it has a populism in real society ideological trend enemy officer hatred for basic position, on the other hand, in various forms of network and network behavior to express the position of the enemy officer hatred. For now, the involved in some major related to government behavior in the public opinion and emergency rapid fermentation, and take in a very short period of time with all kinds of irrational hatred for rapid speech noise in the Internet, people have intensified officer contradiction, weaken the officer of the people of mutual trust, seriously affected the network ecological harmony and stability. President xi jinping stressed that the Internet space is clear and well ecological and serves the interests of the people. It is not in the interest of the people to have a poisonous and ecological environment. We should be responsible to the society and be responsible to the people. We should strengthen cyberspace governance in accordance with the law, strengthen the construction of online content, and promote positive publicity on the Internet[4]. To analysis the rise of the internet populism and coping strategies, not only help build a more complete network space management system, to purify the network politics under the new situation and the construction of network power also has positive practical significance.

2. The rise of populism in China

Populism in nearly 150 years development course of beyond the political, economic, cultural and regional differences, such as like ghosts or concealed or now emerge in the world political stage,

almost never disappear in the political life. From the middle of the 19th century Russia and North America create a populist practice so far, populism in different periods, different countries gradually rise, roughly experienced a wave of three representative, also has formed three different forms. The rich political practice has made populism a very controversial issue. With Britain to take off the trump was elected President of the United States and two black swans, populism has in Europe and the United States set off a wave of huge, caused the vigilance of the world. For deep into the world mainstream politics of China, is an urgent need to strengthen the populism morphological evolution analysis and research, in-depth investigation populism in China of the present crisis and challenges, so as to explore the populism digestion.

The world today is undergoing unprecedented changes, and various political ideologies, ideologies and institutional models are intertwined and playing games. As a world power, China is getting closer to the center of the world stage and facing a complex international environment. The populism wave has now become an important part of the mainstream political landscape in the world, and has been growing and growing globally. The general rise of populism and the simultaneous launch of national transformation are important features of the world political landscape in the future. From a large historical background, China is a country lacking in populism tradition, because under the strong and stable autocratic system, there is basically no conditions for the breeding of populism. Since reform and opening up, China has increasingly close contact with the world, at present, as an important beneficiary of globalization and a leader in the existing international political and economic pattern and occupy the important role and status. As the world's superpower has important influence on the political stage, China has already deep into the world mainstream political landscape, nature is prevalent in the global political stage of populism tide will rise and embody in China.

At present, China is undergoing a vigorous social transformation, and various social contradictions are accumulating, and there is a more obvious gap between rich and poor and stratification. Especially in the fields of political participation, interest expression and public policy, the populism of the enemy's enemies is the main characteristic. According to "governance" weekly in 2012, the Chinese public's populism tendency survey shows, in the domestic thousands people polled, 49.5% of the respondents with populist characteristics, among these, 31.3% of people who belong to the populist feature group significantly. At the same time, with the rapid popularization of Internet at home and the widespread application, the populism ideological trend with the aid of network space evolution into the network populism is growing and becoming an important corner of network ecology. Although internet populism has no systematic programme of action and the organization form of institutionalization, but from the current performance, internet populism has has important influence on the related events to, become a force not to be ignored. Lianyungang city in 2016 the "waste" event, originally for the local economic development and the need of the construction of the project were labeled as local government officials internet populism black-box operation, seek personal gain, as propaganda weapon to mislead users put pressure on the government, public opinion on the network directly drive the mass incidents in the realistic society, and the fermentation of thousands of intensity of lianyungang citizens took to the streets against the project, lianyungang municipal government under pressure will eventually terminated the project.

3. The generation logic of internet populism

The emergence of internet populism is not the result of a vacuum, but the result of a combination of factors. From the perspective of interest, the conflicts of interest in the transformation of China have caused widespread dissatisfaction among elites, which is the root cause of the generation of internet populism. On the technical level, the virtual network space provides a natural communication place for populism, which is the direct cause of the generation of internet populism. Chinese internet populism is the result of joint action of many realistic factors, including the expansion of the gap between rich and poor, the popularity of the Internet, the awakening of civic consciousness, and the changes of media discourse is the key factor[5].

3.1 The social problem has evoked the populism trend

The rise of populism is driven by the polarization of wealth, class division and conflict of interest in China. Since the reform and opening up, China's modernization process has continued to accelerate, the economic development has achieved remarkable achievements, and the whole country has shown a promising development prospect. But behind the rapid economic development there are quite a lot of problems, such as the gap between rich and poor disparity, social strata differentiation and solidifying, contradictions and problems such as ecological environment pollution also gradually exposed, and social transformation that corresponds to the government management level and management ability is relatively lagging behind, so that all kinds of social problems and contradictions highlight and escalate. As Ulrich Beck in the book "Risk Society", puts it, in the process of modernization, the exponential growth of productivity, so as to cause the release of the risk and potential threats to an unprecedented extent.

3.1.1 The gap between rich and poor

The Gini coefficient is an important indicator to reflect the income distribution among the residents of a country, and the value of 0.4 is the international warning line. The above 0.4 means that the income gap is larger. At the beginning of the reform and opening up in 1981, the Gini coefficient was 0.288, then gradually increased, reaching 0.465 in 2016, which exceeded the international warning line. In addition, income and property inequality are worsening in China, according to the China Minsheng Development Report 2015 released by the China Social Science Research Center of Peking University. In the past three decades, China's Gini coefficient has risen from about 0.3 to around 0.45, long past the international warning line. About 1 percent of the families have about a third of the country's property, and 25 percent of households have only about 1 percent of the property. There is no doubt that the divide between rich and poor is particularly evident in China today.

3.1.2 Class differentiation

In the process of social transformation, the individual has gained the freedom, but the original traditional ties have died away, and social resources have begun to undergo recombination and distribution, and stratification has emerged. Advantage of elite group with its own high-quality resources in the dramatic social transformation was a great material wealth, and the number of ordinary people to enjoy the wealth growth rate in the social transformation and scale was far below the elite groups, from a macro point of view of this wealth growth will gradually evolved two different social classes, strata differentiation. In case of class differentiation, the need to maintain reasonable mobility to eliminate social stratum differentiation of contradictions, but now class rise channel is becoming more and more open, not through the efforts of the education to change the class identity has gradually faded, often appear on the network of "rich second generation" and "poor second generation" the identity of the state but also shows the gap between rich and poor between generations has presented the trend of the generalization.

3.1.3 Conflict of interest

The gap between the rich and the poor and the class divide have caused the public dissatisfaction with the distribution pattern of the existing social interests, and the desire and voice of the public to change the pattern of social interest are rising. But the change of the distribution pattern of interests will not happen overnight, but it will require constant game between all classes of society. Both the pattern of interests in the society is based on the original social class or social forces under the strength comparison between the result of the game, and through a series of institutional Settings become a social consensus, has relative stability. The "people" in the internet populism mostly are the social underclass and the grass-roots, in the original profit distribution pattern in the weak position. As a powerful social group of rich elite in the face of the weight of the bottom and grassroots adjustments to the profit distribution pattern demand tends to use its monopoly set barriers of social resources, so the inevitable conflict of interest between the two. But this kind of conflict of interest is based on both sides in the conflict status inequality, so in a conflict of interest at a disadvantage in the bottom and grassroots potential will inevitably spawns discontent of officials and the rich.

To sum up, According to the general rule of the world modernization, the modernization transformation often leads to a high incidence of social contradictions, the gap between rich and poor, people in general social contradictions and problems such as anxiety, often become a populist breeding season. Populism almost always appears in the political, economic and social transition, and it is the most populist in the reform process that involves the profound adjustment of interests[6]. In the social transformation of the gap between rich and poor, class, division and conflict of interest force, under the action of the bottom and grassroots frustration and discontent gradually into the social elite elite resentment and hatred, hatred for hatred officer as the main performance of populism ideological trend began to flush and growing. But in the traditional era, populism is limited by the cumbersome communication process, the slow propagation speed and the single mode of transmission.

3.2 Network space provides the release stage

The popularity of the Internet and the rapid rise of the media such as WeChat and weibo have provided convenient conditions for the spread of populism. As a kind of common tools, rapid development and popularization of the Internet not only become a melting pot of information gathering and sharing, as well as the original is limited by transmission channel of the populism provides a display platform, populism rapidly from realistic society into cyberspace.

3.2.1 Virtualization

Network information technology has upended the original interaction and communication patterns of social members, forming and highlighting a new pattern of social interaction and interaction. The original social structure is undergoing a revolution in the deconstruction and reconstruction, formed a kind of social appearance of may call it "virtual space", the flow of power is better than that of the flow of power, this is the new form of network space. In virtual network space, the ideas of people more informatization and networking, network mobilization become important way of polymerization, all this is for the people of populism breeding provides a natural environment.

3.2.2 Convenience

The Internet has changed the way people acquire information and the mechanism of information dissemination, expanding and extending the breadth and depth of information exchange and interaction between autonomous individuals. Fragmentation structure and the spread of "one to many", "many-to-many" three-dimensional dissemination way, which makes the individual network era in not restricted by region and time, sex, race/ethnicity anywhere under the condition of self build populism issues are irrational and emotional expression. In the "everyone has a microphone" network space, try to use public power to the era of monopoly of public opinion is gone, compared with the traditional field, network has become a populism platform of emotional catharsis and most easily spread.

3.2.3 Decentralization

The characteristics of Internet equality, convenience and decentralization weaken the central control and deconstruct the traditional discourse authority. The traditional social elite has not firmly in control of the social discourse power, combined with the characteristics of the network space is relatively free, open and hidden, led to a lot of irrational and emotional populism discourse and populism mood be spread rapidly and magnified. In summary, the information technology revolution represented by the Internet provides an important social mobilization method for the rise of the populism tide[7]. Virtual network space resolution of the elite in the voice control advantages, give the public more discourse right of expression, let the backlog cannot express populism in society ideological trend to anger, objectively populism sentiment for the people's growing provides the technical support.

In general, the dramatic social transformation since the reform and opening up has produced such as the gap between rich and poor, class differentiation, the problem such as conflicts of interest, the problems and the emergence of superposition force induced by the enemy officer hatred as the main performance of populism. In the pre-internet era, populism was limited to communication and

communication channels and it was difficult to get bigger attention and influence. Such restrictions over the emergence of the Internet, virtual space, convenient, decentralized network for populism provides natural breeding, propagation and growing environment, change the way the spread of populism and route of transmission. In the real society, the accumulation of populism is becoming a internet populism with the help of cyberspace. It can be asserted that the Internet era will be the golden age of diffusion of populism[8].

4. The characteristics of internet populism

4.1 Strong propagation force and diffusion force

Traditional populism is limited to media and communication channels and has little influence. In the pre-internet era, interpersonal communication was the main mode of dissemination of populism ideas. Compared with network transmission, interpersonal communication is relatively narrow and slow. Network information technology represented by the Internet has created a virtualization and decentralized network space, the flow of information breaks through the existing barriers, the traditional "center - edge structure gradually disintegrated, the emergence of cyberspace has realized the social" again to take off the domain "[9]. Different from traditional social information flows and spread by restrictions and obstacles, the network information dissemination in space, time and distance and other physical conditions beyond the limit, showing a high frequency of liquidity, the height of the interactivity, high-speed diffusivity, and other characteristics. In the "everyone has a microphone" network space, the general public to obtain the expression of rights and opportunities, everyone can become or act as the publisher and disseminator of information, and can be with the other individual on the related issues and events through various channels and multi-dimensional and the opinions of the high frequency of communication and information interaction, successively forward and comments makes information dissemination presents geometric superposition type divergence form. Large groups of netizens have also made the dissemination and flow of information change rapidly and can reach every terminal rapidly. All in all, nowadays, convenient virtual network space and the huge Internet population has in reality is limited by transmission channel of the populism has been widely spread and diffusion, certainly for populism ideological trend of the spread and diffusion provides technical support, expand the influence the spread of populism and the breadth and depth. It can be said that in the network space of flow change, the spread of internet populism is faster, wider and more influential with the help of the chain spreading network communication mechanism.

4.2 Expression of the enemy's xenophobia

Internet populism has a distinct anti-elitist tendency. For some officials, the rich and the intellectuals it a label, it is against the rest of the people, with the aid of beautify the social vulnerable groups, stigmatized social elite, the general public as the embodiment of justice and morality, the officials, the rich as synonymous with corruption. First, there is a preset framework for cyber populism, which suggests that policy-making, dominated by elites, is private and is a conspiracy that infringes the interests of the public. Thus involving officials, rich men and intellectuals inappropriate comments and negative news events such as is often the internet populism important trigger, so that the enemy officer, hatred, "every officer will rot", brought by the "for the rich will rape" curing logic become signs of obvious internet populism. Second, internet populism used to will appear in the realistic society stratum polarization of social injustice, the gap between rich and poor, and environment pollution and so on a series of contradictions and problems on official corruption and omission, the greed of the rich and the intellectuals, through a series of struggling with sex and critical discourse network to set up and pose at the bottom of the image and the attitude of elite criticism and resistance. Finally, internet populism will be in a variety of online discourse for the critical position of the social elite. Decentralization and individualized discourse and symbols constitute an important representation of the critical expression of internet populism in the social elite. In related event, experts as "brick house", professor became "a beast", label, stigma, and wear a hat is the most commonly used internet populism enemy officer of expression of hatred and critical way.

4.3 Irrational views and propositions

In the view of the problems of society, populism always falls into an irrational logic, easy to go blind and radicalized, which can interfere with normal public discussion. In cyberspace, virtual sexual identity and anonymity makes the speaker can effectively avoid the political risk, less so in discourse expression is restricted by the rational, rules, and moral and social sense of responsibility is weak and recreational and optional the gender is stronger. In the face of all kinds of social problems, internet populism is often a simplified way of thinking and expression of emotional to vent grievances, sometimes even irresponsible for public events walking rumors, confusing, deliberately to the situation. Internet populism is often biased and extreme. It is used to directly increase individual officials' misconduct or illegal phenomenon directly into the corruption of the whole official group, and only use the misconduct of a few officials to deny the whole group of officials. For example, because of corrupt officials, all officials are portrayed as corrupt. The logical bias of "corrupt officials and corrupt officials" is bound to be extreme and extreme, but the more irrational ideas and logic are, the more likely they are to be blind from the unconscious. Under the atmosphere of grandstanding, groups of irrational got the biggest, and radical, critical, and damaging speech is easy to attract Internet users, and the moderate and rational, the compromise of speech is not effective, the bigger the incitement to tend to the more sound market, rational has given way to from internet populism constructed by a series of critical discourse, group polarization phenomenon is more obvious.

5. The coping strategy of internet populism

The breeding and dissemination of internet populism is not conducive to social harmony and unity. Cyber populism is often just one step away from a thought to a dangerous form of cyber violence. On the one hand, the internet populism grasps the enemy officer hatred tend to be easier to influence the people trust, intensified and contradictions, increase the probability of occurrence of officials and conflict, the interference of government public policy formulation and execution. internet populism enemy officer, on the other hand, the rich words expressing public opinion can easily torn, compression rational existence space of the views and comments, the weakening of cyberspace intellectual climate, misleading the value of cognition and political awareness. In the case of cyber populism, it is necessary to take reasonable and effective measures to reduce the negative effects of it to the lowest level. It is imperative to confirm the guidance of internet populism as an important issue in the development of relationship reform and social harmony. On this basis to focus on reform of the system, perfect and innovation, perfecting the social security and rescue mechanism, narrowing the social gap between rich and poor, widen the channel of the public interests expression, and safeguard the legitimate rights of citizens, to promote social justice, social soil to root out internet populism breeds.

First of all, we should try to solve social injustice through institutional means and safeguard the fairness and justice of social and economic development. The events of internet populism are often associated with significant social issues, and there is always a debate on the public policy of some economic and social welfare in the back of populism discourse[10].

From the perspective of some internet populism public opinions in recent years, the area of people's livelihood which is closely related to the people's life has become the main field of the internet populism emotional ferment. So stick to the problem is that the reform should be somewhat, for internet populism discourse focus areas, comprehensive look at the system and mechanism of the field and improve policies and regulations need to reform, to formulate effective reform measures on the basis of steady progress. When it comes to education, health care, employment, housing, income or outbreak populism field formation system, the system guarantee of the fair and reasonable, deepen the reform of the income distribution system, through innovative system design to adjust interest allocation, build social interests distribution of fairness and justice environment, focus on the basic life safeguard bottom.

Second, efforts should be made to improve social security level and alleviate class conflicts. Internet populism often puts ordinary public events in a class antagonistic discourse frame, with the help of glorifying the underlying and grassroots, uglifying officials and the rich. So we need to improve the social security system, improve the social relief mechanism, continuously improve the level of social welfare, let the reform development achievement, more benefits to the common people through reasonable system arrangement enjoy more social concern for the common people, get more happiness. In addition, we must raise the social responsibility of the elite to create a social environment where the elites and the people live in harmony. The political elite should be more aware of the service of the people, regular contact with the public, timely understanding of the public opinion, and actively responding to and solving the problems of the people at the bottom. Economic elites should devote themselves to public welfare and philanthropy, and build a good social image. The cultural elite should care about the sufferings of the bottom people, and give the people of the lower class more humanistic care.

In addition, the Internet is the basic carrier of network space and composition of the unit, their language and behavior directly determines the ecological environment of the network space, cultivate with negotiation consciousness and tolerant attitude of rational Internet users is the essential means to resolve internet populism. Through various channels to promote the significance of rational values, armed with rational values to Internet users, in scientific understanding of social contradictions and risks on the basis of a more inclusive mentality, pay more attention to the development of things always two sides to everything, with the development of the eyes to see and spread the positive energy. On this basis to cultivate a habit of netizens respond consultation, forming a kind of value consultation in cyberspace, good atmosphere of advocating consultations, to participate negotiation to solve the problem encountered in reality, dispelling people expressed in cyberspace populism emotional motivation, resist consciously be stuck internet populism discourse. To open the public political participation and interests expression channels, cultivating rational discussion atmosphere in cyberspace, as far as possible let Internet users to participate in public affairs of negotiations, take the initiative to guide users to actively participate in relevant policy discussion, to mobilize the political passion and enthusiasm of Internet users to participate in public affairs, called on them in the face of serious public opinion and sudden emergencies to use mature and rational view of the problem, use more public discussion balance irrational passion and impulse, create a healthy network public opinion to the ecological environment.

Finally, we should open up the network propaganda position of socialist core values, and lead the development direction of network social thought with socialist core values. In the complicated network ecosystem, with a variety of thoughts, are intertwined, ebb and flow, internet populism belonged to one of them, and under the situation of various thoughts cacophony, will inevitably lead to the mainstream ideology. Chinese excellent traditional culture has a long history, gave birth to the rich and profound values, the socialist core values is the essence and soul of Chinese excellent traditional culture, is closely related to Chinese excellent traditional culture and thought. Core values not only determines the moral foundation of a country, also determines the dominant values of a society, in the present China's ideological trend of the pluralistic, value diversity, cultural background give full play to the idea of social core values leading role, strengthen the discourse of socialist core values is important path and diluted internet populism. The diversity of thoughts, diversity of values and diversity of ideas in the network space undoubtedly provide a natural breeding environment for internetpopulism. therefore, must play the value of socialist core values in cyberspace leading role, through multi-channel propaganda and carrying forward of socialist core values, strengthen the socialist core values guide force, embodies social consensus, made socialism main melody. For example by 32-bit movie star in the Chinese dream of glory and dream - we will be a very good public welfare short film is the socialist core values into easy to understand, thorough popular feeling, highly concise poems and quotes sages, popularization and popularization of this era, the propaganda way not only effectively interpret the connotation of socialist core values, reached get twice the result with half the effort in osmosis propaganda effect, and inspired the people of the emotional resonance of

socialist core values. All in all, try to through a variety of means of propaganda and education to carry forward the socialist core values, build the network space, fresh air wind are hand in hand, the multi-benefits policy, improve the ability of users to defend their own spiritual home, compression internet populism rhetoric and internet populism behavior of living space and activity space.

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