Research and Application of Emergency Response Mechanism of Network Public Opinion in Government Departments

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Abstract. In the age of the Internet, network public opinion which always exists in the network should need to be correctly guided. It is related to the stand of the government image that how to manage and deal with the network public opinion. And the government should establish the Internet public opinion emergency response mechanism, strengthen the management and monitoring of network public opinion, dissolve the crisis of network public opinion actively and guide the network public opinion toward the benign development in order to set up the government image and maintain social stability.

Introduction

With the rapid development of information technology and the further popularization of the Internet, the information dissemination, information communication and interaction become more diverse and fast, and the process of society transition which is from closed to open become more unstoppable. As a result, the various social conflicts and social contradictions will show in public in a faster and more intuitive way, it may be due to the social normal express channel is not smooth, which leads to the public resentment out through the network channels. Because of the virtual, concealment, divergent, permeability and informality of Internet, a growing number of Internet users will express their views and ideas through this channel. If it is in the inappropriate guide way, the negative network public opinion will form a larger threat to social public security [1].

Currently, although many government departments have set up the corresponding work mechanism, but there are always some actual problems that the coordination, department responsibility is not clear, as a result, it always doesn't reach the expected effect of Internet public opinion emergency response. Therefore, the government should establish the Internet public opinion emergency response mechanism, strengthen the management and monitoring of network public opinion, dissolve the crisis of network public opinion actively and guide the network public opinion toward the benign development in order to set up the government image and maintain social stability [2].

Theory of Network Public Opinion

It is generally believed that the network public opinion refers to the different views on social issues of network public opinion of Internet users, and it is a form of social public opinion, and it is the sum of attitude and mood which spread of the public via the Internet.

Because some propagation characteristics of the Internet, the network public opinion is different from the real public opinion which presents richness, extreme, conformity and sudden etc. Richness mainly refers to the diversification of the content, expression and the mode of transmission. Extreme refers to that some real network public opinion is from reality, and exaggerate the effects of certain events, and distorted some facts. Conformity refers to that some people who continuous exposure to extreme positions of the public tend to believe that this stance. Sudden refers to that some kind of public opinion can burst through the network and spread quickly [3,4].
Establishment of the Emergency Response Mechanism

Emergency response mechanism of network public opinion refers to that the government administrative department and other related functional agencies control network public opinion which is especially the negative public opinion to realize the purpose of dissolving the crisis of network public opinion effectively. It is generally believed that it includes the establishment of the organization, the establishment of emergency response process and the regular drills and maintenance [5].

Organization and Responsibility

Before establishing of emergency response mechanism, the corresponding emergency response management institutions should be built firstly, and subject and the corresponding responsibility of the emergency response should also be defined. For the government departments, we can establish emergency leading group, emergency coordination group and emergency response team according to the emergency response duties respectively. The specific responsibilities are shown in Table 1.

Table 1. Organization and responsibility.

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<tr>
<th>ID</th>
<th>Organization And Responsibility</th>
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<tr>
<td>1</td>
<td>Emergency leading group</td>
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<td>Organization, coordination, guidance the emergency response plan. The authorization and approval of contingency plans, and summarizes the emergency plan management effectiveness. Supervision and examination of the sudden major Internet public opinion emergency disposal work. Responsible for the emergency information release. Declared the state of major emergency response. Report to the regulatory authorities.</td>
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<tr>
<td>2</td>
<td>Emergency coordination group</td>
</tr>
<tr>
<td></td>
<td>Responsible for the receiving and reporting of events. Carry out the instructions. Responsible for the supervision and coordination of the incident emergency rescue under the leadership of the emergency leading group. Responsible for the investigation, analysis, processing and rectification of safety accident event. Response to the command, communication and coordination accordance with the order of leading group. Report to the competent unit or the competent department of the government follow the instructions of the emergency leading group. Complete other work assigned by the emergency leading group.</td>
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<tr>
<td>3</td>
<td>Emergency response team</td>
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<td>Make the emergency plan combined with the actual. Responsible for the contingency drills and handling emergency work. Collect and analyze the data in the process of emergency treatment, and report to the emergency leading group. Implement the sudden major Internet public opinion emergency work.</td>
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Emergency Response Procedures

Emergency response process must have certain systemic from emergency principles, methods, procedures to form a system of rigorous. The work plan should be made to take the corresponding strategies and methods in the different stages of development of public opinion. The emergency plan should be changed as the development of events, stage, changes in the environment, and guide public opinion correctly, and solve unconventional emergencies timely. And the Internet public opinion mainly include early warning, emergency response, disposal, tracking, summarize [6].

1) Early warning

The government should collect information of emergency and sensitive issues which may cause the major Internet public opinion timely, and prepare to respond to Internet public opinion, and enhance work forward-looking and timeliness.

2) Quick response

After founding after major network public opinion, the situation should be reported the leadership according to the regulations of the emergency management. And the emergency plan should be started immediately, and the special working group should be built at the same time, then the government should formulate and implement the emergency disposal measures, tell the truth according to regulation and treatment in the process of emergency disposal timely.
(3) Disposal
When the Internet public opinion emergency happened, the government can deal the events with the following ways on the basis of the strict confidentiality laws and regulations.
1. If the Internet public opinion emergency belongs something about question and demands, the government should arrange related functional departments to reply the question in the same days.
2. If the Internet public opinion emergency belongs something of malicious or hype an emergency and sensitive issues, the government should tell the truth or treatment accordance with the law.
3. If the Internet public opinion emergency belongs something of fabricate statements, distort, or exaggeration, the government should clarify the truth of the matter accordance with the law.
4. If the Internet public opinion emergency belongs to promote reform, development and stability of social, the government should adopt suggestion and respond according to the requirement actively.
(4) Dynamic tracing
All relevant departments should carry out the dynamic tracking to the sudden major public opinion and disposal the situation with measures timely, and prevent the crisis of network public opinion resolutely.
(5) Summary assessment
After the network public opinion is eliminated, each department should summarize, comb and improve the working mechanism, and constantly improve the ability to cope with online media according to the spread and disposal of public opinion.
3.3 Practice and maintenance
(1) Establish the regular of emergency drill
To further optimize network public opinion emergency response process, perfect the emergency plan of each content, improve the emergency plan of practicability and maneuverability, the government shall organize the emergency drill every year to find and solve the problems existing in the emergency work mechanism, enhance the group emergency processing power.
(2) Improve the revision of the plan
Emergency coordination team is responsible for the revision of the emergency plan. Emergency response team should analysis the scientific and reasonable of emergency plan, put forward the modification proposals to emergency coordination group aimed at the problems in the emergency response work. In the superior plan or relevant laws and regulations revised, this plan should be adjusted to remain consistent [7,8].

Typical Application

Application Cases
On January 12, 2016, someone reported several cases of infection H7N9 online, and the patient is Mr. Wang who usually went to market to buy food every day, and we don't clear whether it is contact with birds. Another contacts patients have been placed under medical observation, and found no abnormalities.
On January 15, the health and family planning commission of this city release on the official weibo that 1 case of imported cases of people infected with H7N9 in our city was found, the patient call Mr. Wang, male, 55, was confirmed infected with H7N9. At present the patient was in a critical condition. The research department of the municipal CDC warns the citizen that if someone had cold fever symptoms, he must be timely medical treatment.
On January 17, the health and family planning commission of this city release on the official weibo that Mr. Wang above had been improved obviously after two days of treatment according to the introduction of the third people's hospital expert, and confirmed the first patient of infection H7N9 will be discharged from hospital today.
On January 19, the health and family planning commission of this city clarify on the official weibo that one hospital doctor was dead from infection H7N9 is the social rumor. So far, we had reported 4 cases infected with H7N9, and 2 cases have been cured and discharged, the remaining cases are
treated in hospital, and no deaths occurred. Spreading rumors to disrupt public order is illegal, and people should not believe these rumors, and maintain the network civilization.

On January 21, the health and family planning commission of this city release on the official weibo that 1 case of human infection with the H7N9 was confirmed cases today. The patient called Mr. Liang, male, 63, was dead after the rescue. And the patient who was infected with H7N9 on January 17 had cured from the hospital.

Case Analysis
In this case, after the report of the patients infection with the H7N9 on the online, Internet users pay attention to this report, and the formation of public opinion come out. And then, the health and family planning commission of this city launched the emergency preplans for network public opinion immediately, and analysis of the events, and announced new cases information and disposal measures from the official weibo immediately. At the same time, the public opinion gradually cool and under control after get the full information.

In the process of the events, the health and family planning commission of this city released to the public in time with the information, and it does not cause the social panic, on the contrary, it satisfy the requirements of the public, and it not only resist various false gossip, but also let the public build confidence on the response ability of the administration.

Summary
In the Internet age, the network will always have network public opinion, and the government need to guide public opinion correctly. The disposing of the network public opinion reflect the government's administrative efficiency and credibility. Processing network public opinion proper and timely will eliminate adverse effects to the greatest extent and enhance the government credibility. Therefore, it is necessary to establish the emergency response mechanism of network public opinion from the prevention and treatment aspects [9]. Master the skilled of disposing network public opinion dissemination rule, guide the network public opinion to the benign development, standardize network public opinion space is also the responsibility of governments.

References