Study of the Reply Towards Network Public Opinion within the Public Security Organ Under the New Media Environment

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Abstract. In the era of Big Data, people obtain information, post views, and scan the news on the network that carries the gathering of data, information and ideas. The arrival of the 4G era as well as the popularity of smart phones provides a more efficient way for people to reprint and release media information. Therefore, the research of public security organ on the network public opinion will do good to establish a harmonious police community relation and obtain the feedback immediately on the various network events and effectiveness of the policies of our country. Thus the public security organ can guide public opinion correctly and quickly.

I. Related Definitions of New Media

New Media is based on digital technology and supported by network carrier. Because of convenience and diverse technology, it impacts extensively and deeply on many aspects of social development, such as digital TV, IPTV (Interactive Personality TV), short message, Wechat, micro-blog, forums and e-mail. It is vividly called “the fifth media” compared to the four most important traditional media: the newspapers, magazines, radio and television.

In the era of electronic information, New Media can integrate some timely and personalized information rapidly for the public that break the limitation on the time and space while traditional information is released, enlarge the distance of information dissemination and accelerate the speed of the formation and transmission of public feelings.

II. The Connotation of Network Public Opinion

Network public opinion is a manifestation of social public opinion that through the Internet the public hold strong-influenced and tendentious views on hot spots and key problems in our society and real life, which is embodied in different views of the network popular feelings about social problems. It concentrates public opinion on national politics, economy and culture on the Internet. Its manifestation mainly includes news comment, Internet forum, blog, podcast, really simple syndication (RSS), news thread and spread of Wechat message. Compared with traditional sentiment, people realize the freedom of expression and communication to a greater extent, and we can get much more real attitude of the public.

In recent years, people have begun to realize that the network plays a more and more important role in political life and the supervision on social order. Some major events quickly gather into a huge popular feelings network through the media rebroadcast, re-post and comments of the public. But at that time, if public security organ cannot handle immediately and properly, that will cause the public negative emotional, even some illegal and aggressive behaviors and then the stability of social security will be certainly threatened.
III. Analysis on Current Situation of the Management of Network Public Opinion within the Public Security Organ

Touching upon the violent events of Kunming 3·01, air accident of Malaysia Airlines MH 370, campus massacre of Shiyan in Hubei and the lost of the traffic police’s gun, the public find out, rebroadcast and review those events through different ways, such as forums, QQ, Wechat and other new media, especially after the trial broadcast through Blog becomes a major highlight in the process of China's legal construction, New Media, as a completely new model, appears on the stage of popular feelings. Some other hot events, such as child-fell of Daxing in Beijing and girl-starved of Najing concerned by the public adopt the live trial mode of court Micro-blog, which leads the dominance of information to public security micro-blog. Public security organs as well as government institutions report directly, which can reduce the error of information and compress the dissemination space of untrue information to improve the accuracy of the dissemination.

The mode of new media has changed adapting to the development of the network era. So the public security system should take some new attempts according to the trend of the media, such as public security portal, police microblog, police QQ group and online police office.

Establishing Public Security Portal. The section of online services is established on public security portal. So the public can access to this module to finish the submitting of all affairs and businesses managing, which can simplify the process, improve the efficiency, shorten the time, reduce administrative costs and the pressure to effectively resolve the practical difficulties in the lack of personnel. After 2010, the windows of “online public security system” of public security system and government portals are successively opened so that the citizens can independently handle some public security business, such as handling second generation ID card, applying for a passport and certificate for Hong-Kong or Macao, querying the violation of motor vehicle, self-selecting number of motor vehicle, reserving to manage certificate for entry - exit and reporting the information of the floating population. Those can be finished by booking, applying and accepting online, which can achieve that the public needn’t go to the public security departments but stay at home simplifying the procedures and close the relationship between the police and the public.

Launching the Police Micro-blog. By June 2015, China's network users have reached 668 million with 18.94 million of new users in the first half of year, among which 204 millions are blog users [5]. Multi-node, low cost and high participation are micro-blog’s characteristics, which have changed the general way of people getting real-time information, such as shooting events in Anqing station and “6.26” traffic accident in Shenzhen. Due to the real-time and multi-node transmission, the public build up public opinion positions quickly through the micro-blog.

“Safe Beijing” was officially opened by Beijing Municipal Public Security Bureau on August 2nd, 2010. Then a network public platform has been formed. The platform is combined with Sina Weibo, Sina Blog, Sohu Blog, Netease Blog and Ku6 Podcast and maintained by policeman on duty for 24 hours issuing immediately some police information such as security warning, security tips and police intelligence report, timely releasing authority information of cases, accepting users’ consultation, complaint about police and report about cases’ clues to help people solve problem and cultivate micro-blog image of serious, efficient, pragmatic and friendly contemporary police.

The police system micro-blog occupied the 5th position according to the statistics of Sina Top10 government micro-blogs of the 2014. Thanks to the real-time and approachable way of releasing information, the police micro-blog has won a large number of fans. The police not only enhance their image but also correctly guide network public opinion, affect network virtual position and maintain the social stability within the precinct residency.
Registering QQ Group. Relevant statistics show that the number of QQ users increases year by year and the number of registered QQ-users have exceeded 2000 million related to the latest statistics. Meanwhile, maximum number of users exceeded 200 million [6]. Establishing QQ group provides users a broad network space to express themselves freely. Furthermore, this space is also a significant zone that public opinion emerged. The registering and using of police QQ group enhances the interaction and communication between the police and the public, both overcoming the limits of space, time and location. Then the gap or distance could be narrowed. What’s more, it’s convenient for collecting, analyzing and responding the network information in its jurisdictional area, greatly improving the efficiency of the public security system.

Establishing the Online Office. Due to the creation of the online police office people can provide clues to the designated police station indoors and call the police or give a complaint towards the violation of laws or disciplines in the region, which is reproduction and extension of traditional police work’s informatization and also provides a new channel to build a harmonious relationship between the police and the public. In order to allow more people to participate in the administration of public security activities actively and comment on current issues freely, the police office sets some columns like the online interaction, reporting messages and chatting anonymously. Police could sort out the focal spots, dig important clues and provide a reference for the police to resolve the case through collecting and sorting the feedback and messages. They timely issue the decision on the events to which citizens pay attention to correctly dredge netizens’ mood, listen to their views and suggestions, correct the incorrect advice, resolve the crisis of public opinion, enhance the interaction and promote the public confidence, understanding and support to the police.

IV. Study of the Reply towards the Network Public Opinion in the New Media Environment

Improving the Online Public Opinion Supervision Mechanism. The public security office should improve the online public opinion supervision mechanism and bring the monitoring way into public security organs at all levels of information systems [2,4], clear about the roles and responsibilities. The key point is to ensure a good plan, collecting, analyses, issuing and receiving feedback information on the public opinion. Network supervision departments should earnestly implement more summary information monthly on the network public opinion through the way of summarizing, screening and classifying, and regularly analyze and judge it to develop disposal plans for handling, processing preliminary program to win the initiative of guiding public opinion. On the other hand, with the help of advanced computer technology, they can combine the technical and manual monitoring in order to achieve a real-time tracking towards the network public opinion, pay more attention to the important period and client and strengthen the public opinion analysis and guidance, which plays an important role in avoiding the worsening[1].

Releasing the Authority Information Correctly and Timely. The public security office should deal with issues positively and proactively at the very first time [3]. The information of public opinion at any time can be quickly transferred and expanded in cyberspace, and some issues engaged in the public interest and the bottom-line value even attract more social attention and raise further discussion. The three “T” principles: Tell your own tale, Tell it all and Tell it fast tell us that we should take an effort to provide the details, release the authoritative information accurately and timely when the public security office confronts with the network public opinion events. Moreover, according to the "golden four hours" principle, the public security authority should hold a news conference promptly, firstly briefing the handling process and the police’s initiatives to the media, fighting to get the masses’ understanding and support and occupying the dominant power and commanding heights.
Cooperating with New Media to Achieve Win-win. Public security organ should be good at communicating with the media and expressing their opinions and suggestions with the media’s help to guide a better trend of network public opinion [4]. The media’s role should be fully played in transmission. They should choose more influential and authoritative media tracking the case (or incident) thoroughly, participate in the meeting of the disposition, follow up the handling agenda, and then inform the public the government’s or police’s view through a variety of media meanwhile control the information sources tightly to effectively control the release of information from the media. Therefore, the media can play an active role in dealing with complex events as much as possible to avoid negative reports on the police, eventually to achieve good social effects. Network supervision departments should also mobilize "opinion leaders" and the "Network Big V" to positively take the social responsibility in the network public opinion encouraging them to release relevant comments and articles in the media and on the network and give explanations to the public, which can comfort the public emotion, calm netizen mentality and guide the public to trust and support the public opinion so as to develop a better direction of the network public opinion.

Strengthening the Construction of Talent Team. Nowadays, due to the shortage of personnel in all police offices and institutions, there’s no distinct department and appropriate personnel. To handle the current network public opinion properly, firstly the police must enrich the technical force of the supervision departments. Meanwhile they should regularly send personnel to receive the professional training in some relevant schools, such as using the new media, monitoring network information and analyzing network public opinion, making further efforts to improve the service quality and professional skills, use new media to carry out the masses work and correctly guide the development direction of network public opinion.

The media has become an effective means in the public security system to cope with the public opinion. The police can apply new ideas to deal with different kinds of challenges from the media and the age to the correctly guide and manage network public opinion and advance the study on traditional police-public relations into a new field, which has some great significance to establish a good image of the police, maintain social stability and build a harmonious society.

References