Research on the Countermeasures of Crisis Dissemination in Colleges from the Perspective of New Media

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Abstract. Nowadays, the new media means both online media and instant messaging media such as micro-blog and WeChat, and so on. The crisis events in the social transition period have become the new normal through the fission communication of new media. The extensive use of new media accelerates the spread of the crisis timely and speedy. The propagation elements and process of the crisis events disseminated by the new media have certain regularities. The colleges or universities should master the elements and the regularities of the spread of crisis events, deal with the crisis events effectively.

1. Introduction

The new media is a historical concept with different connotations in different historical stages. Today's new media means both online media and more instant messaging media such as micro-blog and WeChat. The crisis events may be caused by different reasons. Crisis events often become the focus of public opinion on new media because of the common concern and heated discussion of new media users, and new media play a key role in the initiation and diffusion of crisis. This does not mean that the process of crisis generation, development and impact is only in the new media. Colleges are places where young people concentrate. Any crisis event in Colleges or universities is also paid close attention by the society. How to make effective use of instant communication and reasonably defuse the crisis needs to be explored.

2. The analysis of the crisis events disseminated by the new media

2.1 The elements of crisis dissemination

Referring to the theory of crisis management, the elements of crisis dissemination can be divided into core elements, secondary elements, marginal factors and interference factors. The core element is the most important factor in communication activities. Communication scientist Harold Dwight Lasswell pointed out that there are 5 core elements in communication. That is the famous “5W” transmission mode. Lasswell's model of communication describes an act of communication by defining who said it, what was said, in what channel it was said, to whom it was said, and with what effect it was said. In the new media, there are also five core elements in the crisis events dissemination. The crisis events disseminated by the new media is mainly spread by the majority of new media users. The main channel of crisis information dissemination is new media, but at the same time there are also interpersonal communication, organizational communication, traditional mass media communication, etc. The audience of new media can be the vast social public, and also can be any individuals, they can also be the transmitters of information, which increases the diversity of the audience. As the new media is fast and centralized, the impact of the crisis events disseminated by the new media is very large, and the speed of communication and feedback is extremely fast. In uncertain crisis events, highly dense populations of new media exhibit unconscious, conditioned analog behavior.
The **secondary elements**. Secondary elements refer to the other elements besides core factors, including communication skills, decoding or interpretation, feedback and so on. In the new media of crisis information, the issue of gatekeeper and the role of opinion leaders are more prominent. In the crisis, real information is mixed with rumors, and the gatekeeper effect is diminished or lost. Although the role of opinion leader becomes less in the dissemination of crisis, but still can not be underestimated.

The **marginal elements**. The relevant factors, such as the value of communication, the environment of communication, the norms of communication and the common experience shared by both sides, are called marginal elements. The sudden outburst, the immediacy and rapidity of the crisis events disseminated by the new media, to a certain extent, have increased the difficulties to control.

The **interference elements**. Interference element refers to the transmission of false information, which blocks the transmission of useful information, also known as “noise”. In the new media, the spread of the crisis, the characteristics of new media interactive and anonymity become disseminators audiences, the dissemination of information from one-way communication to two-way interaction, and provides a place for the spread and diffusion carrier noise. Some new media users, such as irrational venting and abuse, become the main breeding ground for noise. All these make noise interference and influence in the whole process of the crisis events disseminated by the new media information transmission.

### 2.2 The main form of the crisis events disseminated by the new media

The main forms of new media crisis communication environment can be divided into two categories. The first one is the “grassroots” network forum, QQ, micro-blog, WeChat, or blogs of crisis information and opinions issues. The other one is through the mains media portals and their micro-blog or WeChat, and other categories of news website and their micro-blog, WeChat and so on. For the crisis of news reports and comments, this kind of website of professional and credibility is relatively high. “Grassroots” self media is the most intensive and active public opinion site and platform for new media users.

### 2.3 The process of the crisis events disseminated by the new media

For the propagation process of the crisis events disseminated by the new media, the more representative pattern has “three sticks” dissemination pattern. This model considers that the new media events spread like a relay race. In general, the new media such as micro-blog, WeChat communication forum, completes the first best. Then, some websites, newspapers and other traditional media take the second bar to spread. Finally, the larger and more influential or official media take part in the communication as the third best. The crisis event is widely disseminated. There are also “four stages” or “five stages” in the process of network public opinion communication. Another representative of the views is “six stage theory”. The view of network communication under Web2.0 environment is divided into six stages. Namely the crisis communication is divided into incubation period, the outbreak period and spread period, repeated remission and long tail period. This method can also be applied to the change and development of new media environment crisis events.

### 3. The regularities of the crisis events disseminated by the new media

The crisis events disseminated by the new media spread quickly. The event evolves rapidly. The rapid development of new media users actively participate in boosting the events. The events in the communication process with a lot of rumors, the spread of uncertainty, the uniqueness of crisis communication is difficult to play by the rules. According to the above-mentioned crisis spread process, each stage presents a certain regularity.
The period of incubation: The crisis events disseminated by the new media has the characteristics of sudden. The incubation period is usually very short or no latency, that is to say, there is no sign of the many crises before happening.

The period of outbreak: When some opinion leaders begin to pay attention to the event. The whole incident is instantly spread over the public and commented on by the new media users, although they do not reach the “tipping point”, but they are about to “erupt”. The crisis at this stage is about 1 days or less.

Period of spread: The event spread widely, rapidly and violently through a large number of new media users forwarding. The time of the occurrence of fission is about 1 or 2 days. “Cover, block, delete” and other methods of treatment is impossible.

Repeated period: After the event, many new media users from various subjective requirements, and actively participate in the event search. Subsequently, related or unrelated events continue to be tapped, and gradually the climax of the event is aroused again and again, thus attracting new media users to exclaim again and again. The length of this period is for 1 week to 1 month or more.

Period of remission: The crisis events are dealt with in universities or other organizations, slowly addressing the anger of new media users and the public. Many events at this stage last about 10 days or so.

Long period: The crisis after the incident, even if it has been resolved, but the influence of "social collective memory" still exists. At the beginning of the new media user intervention or intervention, the event will likely continue to be concerned about or sizzling, appearing the events of the “long tail” effect.

4. The countermeasures to the crisis events disseminated by the new media

4.1 Release the truth fast
When the crisis events disseminated by the new media occurs, public opinion guidance is the most important. M. Regester Michael has proposed “3T” principles of crisis management, Tell You Own Tale. Tell It Fast. Tell It All, which should be offered by yourself. Release the information as soon as possible and continue to release all progress information. In order to effectively curb the environment of new media crisis communication, let the people hear the voice of authority immediately, so that the new media users know the attitude of the school to deal with the problem. The spread of the crisis is a kind of non conventional operation mode of new media. If not to take the initiative to develop naturally, the events will soon get out of control. They are easy to fall into a passive situation. Specifically, a representative should release of the truth as soon as possible by the new media initiative and timely. Secondly, we should treat the events objectively and solve the problems realistically. In addition, as a university related personnel, we should see more, listen more, conclude less, do not shirk responsibility, take the initiative and coordinate the disposal of all parties, and show a responsible attitude to deal with the events.

The new media should also have positive publicity responsibilities and guidance obligations. In the state of crisis events, the network news media should adhere to the positive publicity, actively publicize and carry forward the healthy atmosphere, and call on the public to unite and actively participate in solving the crisis. Internet media insists on positive publicity and plays an important role in guiding and guiding. Because of the uneven quality of the new media and the recipient's own knowledge and the weakening of the gatekeeper function, it needs the positive publicity and guidance of the larger or official media.

4.2 Eliminating the rumors
Agenda setting. The crisis events disseminated by the new media after the incident, in order to mitigate and reduce the spread and diffusion of emergency network rumors and negative comments, the universities and the media, part of the “opinion leaders” should joint agenda setting to guide the views and ideas of the people. Through the agenda setting, the ultimate goal of guiding unexpected
events is not only to influence what people think, but also influence the public's thinking. Colleges and universities may hold regular press conferences or regular meetings to receive media interviews. They can also publish and clarify the progress of emergencies through official websites of colleges and universities, micro-blog and WeChat. The release of information at the same time, also provides a news source for other social media, more important is the success of the transfer of "agenda setting" issue to social media, and the media to realize the linkage of "agenda setting".

“Gatekeeper”. The “gatekeeper” theory is the earliest famous theory of communication by Kurt Lewin. He believes that a series of checks in the group communication do exist, only in line with the norms of groups and gatekeeper value of information will enter the communication channels. With the continuous innovation of new media technology, in the face of “everyone is a microphone” era, new media has become a “center and social consensus” ideological and cultural information. Colleges should ensure that the people involved have the right to express and the right to supervise the rights. Colleges should ensure that the new media meet the requirements of real information. It must be a chain on the gatekeeper piercing eye, watching the person piercing eye is what we call. Secondly, the media level should do gatekeeper role. From traditional media news gathering and editing, layers of checks, layers of audit. The media should ensure the quality and authenticity of the news. The media should strengthen the news media authenticity. The new media users participate in the review and comment from the enhanced emergency filtering. The new media and public opinion, political sensitivity the sense of social responsibility, personal moral sense of perspective do emergency new media control and guidance.

Communicate seriously. Communication may not be the most direct and effective means to solve the problem, but it must be the last choice. When the difficulty reaches the limit, when the confrontation brings destruction, the solution of the problem has no choice but dialogue and communication. Communication should pay attention to ways and strategies. Ordinary members of the college students and the society to the correct attitude and timely dialogue, even if it is only the attitude of “softening” or the discourse on the response, people will understand what you have done. Opinions leaders should promptly find and comfort, online and offline communication combine to understand their interests, and strive for effective and timely communication.

4.3 Timely summary

In the new media, we must adhere to the basic principles of paying attention to facts and responding positively. Colleges or universities in the crisis should do a good job in the aftermath of the crisis, enhance their ability to deal with the situation and strive for a new image. For victims, they should be responsible for the matter and sincerely apologize. For the public, we should seek truth from facts, do not avoid or conceal, make timely and accurate progress in handling events through new media, and pay attention to communication and interaction. At the same time, the initiative to the press to provide facts and related information, to show attitude. The most critical thing is to promptly summarize the disposal of the crisis events disseminated by the new media. After dealing with the crisis, we can not forget to sum up the experience and lessons of crisis management.

We should study the causes and laws of crisis events in the new media first, especially the methods and measures for dealing with the crisis. The second is to reflect on the legality and compliance of the whole disposal process. When emergencies occur, facing the new media tide of vast amounts of information and the related technology alone as one falls, another rises, means, publicity strategy, moral constraints have appeared to be inadequate. We must rely on the rule of force of emergency public opinion to control and guide, pertinence, effectiveness and legitimacy in order to realize the new media to guide the public opinion. The third is to reflect on the media public relations and coordination ability. Effective public relations on the crisis events disseminated by the new media will enable the public to understand the work of colleges or universities, enhance the credibility of colleges or universities, and enhance public trust, and help to reshape the image of colleges or universities.
5. Summary
In short, the crisis events in the social transition have become the new normal through the new media. Colleges or universities should master the elements and the regularities of the spread of crisis events, deal with the crisis events effectively, and reshape the image of the college or the university by the new media.

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