The Construction of Governmental Governance Ability of Network Public Opinion in the Era of Big Data

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Abstract: In today's era of big data, the governance ability of network public opinion as one of the governmental governance abilities also facing unprecedented opportunities and challenges. Starting from the point of the current governance status about the government network public opinion and analyze the existing problems in the construction of network public opinion governance ability about the government. By way of exploring the changes in the governance idea about the government departments and the innovation of the governance platform as well as the further optimization of the network public opinion governance system to put forward effective suggestions about it. Meanwhile, by means of scientific and reasonable redesign of the process about network public opinion governance to strengthen the governance thinking of the network public opinion and improve the governance ability of the government, in which can also provide reference to the construction of the service-oriented government.

Introduction

In October 2015, the fifth plenary session of the 18th Central Committee clearly put forward the task that “mature the system and finalize the design on various aspects, make great progress at the modernization of state governance system and governance ability”. The governance ability of the network public opinion as the important part of state governance system and governance ability should actively use the big data to promote the public service level and the government image, and at the same time insert the network public opinions which reflect social conditions to the framework of governmental social governance.

The Current Situation and Problems of Government’s Governance Ability about the Network Public Opinion in the Era of Big Data

In recent years, accompanied by the application and development of the information technology, particularly the use of Internet, cloud computing and mobile Internet devices that push our society into the era of big data. It demonstrates so many characteristics, such as the flow and spread of information shows more complicate and present a large amount of data and various transmission channels as well as high processing speed and low value density. It is no hesitated to say that the new situation put forward new requirements to the governmental governance ability of network public opinion. Fortunately, represented by People's Daily Online Public Opinion Monitoring Room, the institutions that monitor and analyze the network public opinion on the basis of communication rule about it conduct a series of data capture, mining, clustering, analysis and research, which provide a convenient way for government to acquire and improve management of public opinion as well as the guidance of it. However, the governmental governance ability also faces many challenges due to the complex and changeable of the Internet information in the era of big data.

The Current Situation of Network Public Opinion Governance

(1). Network public opinion governance tends to be standardization and the governmental governance levels gradually improve.

Since 2012, the government issued the “The Public Internet Network Safety Emergency Plan”,
formulated the emergency treatment method of network security incidents and enforced to rectify the website which spread bad social information. Meanwhile, a growing number of Internet users began to realize that civilization on Internet not only influence the environment of themselves but also others.

In August 2013, Xi jinping, the general secretary of PRC, stressed that “The Internet has become a main battleground of public opinion struggle. Many people especially the young do not look at the mainstream media basically, most information they obtained are from the Internet. It is vital important to regard the work of public opinion as the primary work of ideological publicity”. All these measures not only showing the central government unprecedented attention to network public opinion and promote it to the strategic position but also revealing the government further strengthen the governance of network public opinion. The governmental governance ability of network public opinion has greatly enhanced due to the form of new round situation of governance network public opinion. From the correct guidance and regulation that the bad social information on the Internet gradually reduce and the voice of blindly criticize the government weakened obviously, beyond that, the person who deliberate fabricating and spreading rumors or infringing the lawful rights of others are all punished for their behavior.

(2) The monitoring system of network public opinion continuously improved.

In order to cope with the continuous development of network public opinion, the government monitoring system of Internet public opinion also gradual improving and perfecting. By now it has gradually forming two aspects: the daily and emergency monitoring of Internet public opinion, that are actively conducting material, technology, the integration and communication of professional staffs with the relevant organizations about other areas. All of these measures are helpful to develop the overall functionality of the network public opinion monitoring system, especially for the establishment about workgroups of the network public opinion and the platform of government affairs as well as the institution of news spokesman. It is not only make the establishment of system which can analyze and guide the network public opinion possible and can timely handling problems that happening in the development of public opinion and the events which attract a lot of public attention.

(3) Internet users participate in the governance of network public opinion.

On the whole, the core of the network public opinion is the expression of mass viewpoint and it is more and more important to allow the public to understand the real situation of the events timely through the way of communication media. By this way can the public corporate with the government to deal with the situation and show their opinion in an effective way. By now, more and more public begin to participate into the governance process of network public opinion and at the same time presents the following features:

1) The Internet users are the main body. In the world of the Internet, the Internet users are different from the citizens in real life and they are more privacy and have more space to act on their own mind. It is less affected by the external environment which may disturb them to express their true views;

2) The equality. Members of the public and the government are both as equal main body to participate into the governance process of network public opinion and realize the equal interaction and communication with each other on the Internet. There is no difference in status between government and the public and the latter can express their views and suggestions independently when they participate in the governance of network public opinion;

3) The modes of activities tend to be more rational. The public is more active to access to the information and no longer hold the attitudes of negative or passive, but actively participate into the discussion of hotspot issues and express their views and opinions. At the same time, the modes of their activities are no longer limited to online post or comments, but to participate into the public affairs that are close linked with the social life;

4) No boundaries. Internet provides the public with a broad platform which has already broken the limitation of time and space that exist in the traditional communicate mode of the people. The
public in anywhere or anytime can communicate with other Internet users or the government through the network to discuss some hot issues of public opinion together and forming friendly interaction between the public and the government.

Problems Exist in the Process of Network Public Opinion Governance

In accordance with the good effect obtained from the governance of network public opinion, it also exposed some problems in the process of network public opinion due to the lack of governance ability and the backward of governance concept.

(1) Inappropriate governance thinking.

The government’s current governance work of network public opinion mainly focus on the aspects of management mechanism and keen on establishes the solutions and management strategies of network public opinion crisis. It usually responds to the crisis of network public opinion in a hurry when it suddenly happened because lack of the cognition about the characteristics and big data statistics of the network public opinion. It mainly manifested in the following aspects:

1) Without warning in advance. The key link in the process of network public opinion governance is to take preventive measures, however, the governments have no scientific methods and corresponding technology as a support in the process of governance caused it is difficult to accurately collect and statistics as well as analyze the related data in the network public opinion events. As a result, owing to the complicate data of network public opinion have not play a proper role of warning in advance, not only affect the government routine monitoring of network public opinion but meanwhile influence the government work efficiency that caused by the insufficient grasp of the inner forming rules of network public opinion.

2) Offering a slow and insufficient response when the events happening. It is also one of the bad consequences caused by the lack of early warning mechanism that when the network public opinion crisis occurred cannot solve the problems and finds the key points timely. Even more, sometimes incorrect estimate the develop trend of public opinion and trap into the wrong path in the process of govern the network public opinion.

3) The processing method is not scientific after the event. It is a fierce conflict between the incorrect judgment and the event itself, and frequently appear the phenomenon of improper words and behaviors out of control of the government officials when react to the public’s accountability. The behavior not only makes the government in a passive position in dealing with the emergency events but affects the image and the credibility of the government.

(2) Both the governance platform and analyze method are simple

The current government network public opinion governance platform is mainly divided into two categories: the government official website of different levels and some commercial websites. It is obvious that the governance platform of network public opinion is limit and exposed many problems in the process of running it. The governmental official website system maintenance is not timely, information update very slow and lack of effective information which makes the public have to pay a high cost of effort and time when access to the information they want. The credibility of the governmental official website is gradually reduced. On the other hand, the commercial website as an important governance information source platform of network public opinion, in the aggregate, belongs to the commercial institutions that their goal is to attract high hit rate to obtain the biggest profits, even by the way of publishing some unconfirmed news to obtain the public’s clicks or intentionally guide the public to pay attention to it. All above the behaviors create negative impact on the governance of network public opinion. At the same time, the analyze method lack of innovation and follow the previous network survey method, pattern recognition method and theme monitoring method that makes the analyze results tend to be erroneous and unable to achieve the result of accurate and effective.
Lack of judging standards of network public opinion

The absence of judging standards in the process of network public opinion governance mainly manifested in two aspects: one is the standard of network public opinion crisis and the other is the punishment standard after the network public opinion crisis. It is because of the lack of above standards that caused the management departments unable to form the normative analyze indexes as the basis of quantitative, and what’s more, due to the various monitoring system of the network public opinion that shows a larger difference between the outcomes. Many factors are responsible for the absence of related regulations, such as the indicators used for information collection and analysis are vague and lack of the guidance of specific parameters. Therefore, the government seldom has the awareness and sensitivity to network public opinion crisis and let alone the consciousness of active governance and rich experience in dealing with it. Finally, for the network public opinion have not treated in the right and rational way that makes the Internet law enforcement even harder and often accompanied by the failure governance of the network public opinion crisis.

The Route Choice of Promoting the Governmental Governance Ability of the Network Public Opinion

Change the governance ideas of network public opinion

The government at all levels should regard themselves as the main governance body of network public opinion and actively cultivate the right governance idea in the age of Internet. In-depth study the important role that the governance of network public opinion in the course of promoting the government's governance ability and change the management ideas and actively cope with the challenges of the era of big data.

(1) Complete the warning mechanism and have a correct view of network public opinion from the public.

Not only take it as an important channel to better serve the public and pay close attention to the development of network public but keep an eye on the public demands, concerns and conflicts. At the same time, correct guide and resolve the problems occurred in the process by the way of social governance and advocate positive network public opinion. Only in this view can the governor reasonable control the negative network public opinion and eliminate potential crisis by strengthening the close interaction with the public to realize the goal of enhance the governance level of network public opinion.

(2) Take a rational response to the complex external environment when the network public opinion events occurred

Evading responsibilities and making excuses is not the right behavior and blinding control and removing the network public opinion which is bad for themselves are also have no help to solve the problem. The best way to solve the issues is accept the publics criticize and accountability and find the true reasons through the manner of sound interaction. While doing this the government can get the public's understanding and supporting and find the effective way to solve the problem in the environment of communication.

(3) The local government should transform its own positioning

It is the time to convert the traditional emphasizes the power of the government alone to treat both rights of the government and the public as the fundamental right when they become the Internet users while communicate with the public in an equal way. The government plays an important role in the governance of network public opinion and should respect the principal position of each other in the Internet world so that can adapt to the changeable information age.
Collaborative governance the network public opinion

The governance platform of network public opinion should not be limited to the governmental official websites and some commercial websites, it is important to explore new methods to strength construction of the governance platform when the former really play its role. And it is also the time to make the network public opinion governance specialization and professional so that when the crisis occurring we can cope with a way of rapid, timely and effective. Every department should take the network public opinion governance organization which is specialized as the core of governance and share each other’s information resources and accelerate the transmission of information. By the way of common concerns the status of the network public opinion development and in mutual coordination to face the complex situation.

In addition, due to the characteristics of freedom, interactivity, diversification, instantaneity and transmission, make it very difficult for the government to deal with the network public opinion. Therefore, the best method is to combine the government functional departments with the social organizations and groups, forming the network of collaborative governance network public opinion. In the whole network, it is necessary for every section to establishing the mechanism of communication and exchange information, each part of it should hold the idea of collaboration rather than dispersion and with the attitude of joint force rather than single force to study and judge the network public opinion. Finally, in the interaction of professional and non-professional departments to realize the real-time monitoring of the network public opinion’s development situation and take more effective measures to governance the network public opinion.

Improving the governance system of network public opinion

A series of problems emerged for the reason of lack judging standards of network public opinion and make the construction of perfect governance system of network public opinion become a difficult problem. The government departments should actively explore to combine with the relevant experts to set up standards for the governance of network public opinion and at the same time conduct some reasonable optimization from the data collection and retrieval, data presentation and data analysis to make the governance process of network public opinion smoother. The specific approaches that should further perfect are as follows (Table 1):

(1) Collection

The starting point is by gathering the data of network public opinion that from the publics (or Internet users) to form the original database and then classify and calculate according to the standards and indicators. And at the same time compare it with the warning indicators that have been set up early. Consequently, it is useful for the governors to judge the network public opinion whether normal or out of control and if the latter unfortunately happened that should activate the risk early warning.

(2) Analysis

The government by means of analyze and predict the develop trend of the network public opinion to survey the point of abnormal, and with the aid of network news spokesman and information disclosure system to adopt countermeasures. After that, decide whether to improve the indicators by comparing the results with the early warning standard indicators and respond to the public timely.

(3) Countermeasures and optimization

The improvement of the network public opinion governance system and the corresponding technical support are the important guarantees of improving the government governance ability. The operation process in favor of the reasonable integration of the data collection technology and make it better to adapt to the dynamic changes of the website that monitored. The optimization of process can support the government to adopt appropriate strategies to cope with the network public opinion with the support of accurate and fast data collection and analysis.
Table 1. The fundamental governance process of the network public opinion.

Conclusions

The levels of governmental governance ability of the network public opinion in the era of big data directly affect the recognition and trust of the public and it is also the necessity to keep up with the development of the time’s requirements and build a service-oriented government. The paper expect to analyze the problems that occurred in the current governance process of the network public opinion to provide some suggestions through the way of change the government governance thinking, innovate the governance platform and perfect the governance system. Providing some references for the improvement of the governmental governance ability of the network public opinion are the ultimate aim of it.

References


