

Analysis on the Governance Path of Hot Public Opinion of College Students in the New Media Era

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Abstract: After entering the information age, the way that people obtain and disseminate information has changed greatly, and new media has become an important carrier and tool of information dissemination. Contemporary college students grow up in the information environment, and they are also used to using new media to obtain information. This paper mainly analyzes and explores the governance path of hot public opinion among college students in the new media era, hoping to give some reference to colleges and universities.

1. Introduction

With the development of information technology and Internet technology, it has been widely used in various industries and fields. New media, as a product of the information age, has become an important way for modern residents to obtain information. College students are not unfamiliar with new media, especially with the development of smart phones, college students are used to carry out social networking, spread information and obtain news through new media, strengthen the governance of hot news public opinion, help to eliminate the campus information environment, has important value and positive significance to the healthy development of college students.

2. College students should deal with the deficiencies in the hot news and public opinion

2.1 Lack of rational judgment

New media has become an important way for college students to obtain information, but some criminals use new media as a tool for profit, such as illegal online lending, spreading rumors and online fraud. College students have less opportunities to contact with society and are easy to fall into the network trap in the context of new media. However, some college students lack the correct judgment ability of new media information, which produces certain anxiety and is easy to be used by criminals.

2.2 Lack of independent thinking

College students are advanced groups, but due to its lack of social experience, in the face of news public opinion, lack of independent thinking ability, and the new media will produce a lot of news information, some information is not rational, easy to mislead college students, on the premise of the lack of independent thinking and judgment, college students go with the flow, become a negative public opinion spread and spread rumors "helper".

3. Related factors of the formation of hot public opinion among college students

3.1 Technical factors

With the development of information technology and Internet technology, people are more accustomed to using new media to spread and receive information. Especially in the context of new media, as long as they have a smartphone, mobile terminal equipment and the Internet, they can spread information, and everyone is the processor, disseminator and maker of information. College students are keen on new media and spread information through TikTok, Weibo, wechat and other platforms. However, some content on the platform is of poor quality and even has false information, which is easy to mislead college students. With the support of information technology, the manufacturing cost of false information is constantly reduced, which also provides an opportunity for some criminals. College students are easily deceived in the absence of correct judgment[1].

3.2 Psychological factors

College students are at the critical stage of youth development, and they have not formed mature values, world outlook and outlook on life. Under the action of psychological factors, they are easy to believe some Internet rumors. For example, college students have strong curious psychology, when social hot news, college students will take the initiative to use new media query related information, but some information evaluation of news events is unfair, even deviated from the socialist core values, in order to attract the attention of the audience and deliberately exaggerated or add news, bring negative impact on college students. At the same time, the conformity psychology is also the main feature of college students' psychology. When the network public opinion will ferment, the conformity psychology of college students will affect their rational judgment of news[2].

3.3 Social factors

The prevalence of new media also derived a series of industry, such as new media editor, the entry threshold is low, in the processing of social news, in order to win the favor of the audience, and deliberately against the truth, such as some so-called new media platform "big V", in order to profit and deliberately spread false information, will not cause serious social impact, also disturbed the order of the new media industry.

4. Analysis of the governance path of college students' news and hot public opinions under the new media

4.1 Clean up the new media environment

College students are at a critical stage of physical and mental development. They live on campus for a long time, lack social experience, and are easy to be influenced and misled by some negative

information in new media. In view of this problem, relevant government departments and universities should pay attention to eliminating the new media environment, and create a quality environment for college students to learn and grow. first, crack down on the manipulation of public opinion, dissemination of false information, infringement of citizens' privacy and telecom fraud in new media, Once verified, the person involved will be punished, Increase the cost of illegal activities, Serve as an example of others; next, In view of some new media existing in the incorrect value orientation, low taste, rice circle culture and other bad atmosphere should be given great attention to, To protect the economic interests and physical and mental health of college students, Maintain the Internet clean ecology; last, Encourage citizens to actively participate in the environmental supervision of the new media, Encourage citizens to report against the dissemination of bad information and cyber crimes, Dredge the reporting path, Form a good situation of the whole people[3].

4.2 Strengthening ideological and political education in colleges and universities

Ideological and political education, as a key part of the education system of higher education, colleges and universities should pay attention to play the value role of ideological and political education in the public opinion governance, cultivate college students' information literacy, and promote them to have the correct discrimination ability and moral concept. first, Strengthening the psychological services for college students, Set up a professional psychological counseling room, Equipped with psychological instructors, Carry provide humanistic care and psychological guidance to students, Encourage students to face the new media information with an objective and correct attitude, You can also invite students, experts and scholars to serve as opinion leaders, Create a positive, harmonious and stable atmosphere in the campus; next, To strengthen education in patriotism and core socialist values, Lead the students to establish the correct values, outlook on life and world outlook, Based on the socialist core socialist values, Cultivating students' sensitivity to new media information, Rational analysis of the value of information, Cultivate students' patriotic feelings, social responsibility awareness and information security awareness; last, Integrating information literacy into ideological and political education, Expand the content system of ideological and political education, Promote students to have a strong information literacy[4].

4.3 Encourage students to study independently

Self-study is the core quality of contemporary college students must have, but also is the basis of the future students to participate in social competition ability, in strengthening public opinion governance, colleges and universities should pay attention to encourage students to carry out independent learning, through learning to form certain discrimination and information literacy, resist new media bad culture and negative information. first, Colleges and universities should provide resources for students' independent learning, By using wechat public account, Tik Tok and micro class, Sharing of learning resources with the students, Encourage students to use their spare time for independent learning, Improve personal information literacy through learning; next, Colleges and universities can hold information literacy activities, Invite relevant experts and scholars to teach information literacy education to students, You can also conduct thematic reports, competitions, and publicity activities related to information literacy, Create a strong information literacy learning atmosphere in the campus; last, Teachers should actively interact with their students, Using new media as a platform to improve interactive efficiency, Stimulate students' consciousness and interest in information literacy learning[5].

4.4 Strengthen public opinion guidance on campus

In view of the focus and hot news events in the society, the campus should do a good job of public opinion guidance, occupy the high ground of public opinion, and guide students' values. First, cultivate the campus "big V", exert its influence and radiation in the field of campus new media, after major news events, timely spread positive energy and positive news, restore the truth of news events, strictly spread false information; second, use the campus network to build new media environment management system, standardize college students, supervision and guidance, counselors and teachers should actively participate in the governance of hot news public opinion, using their professional ability and perspective, to avoid students from misbelieving false information[6].

5. Conclusion

To sum up, college students are the reserve talents of national construction and national development, its information literacy is closely related to social development and information environment security, the government, relevant departments, social institutions and universities to bear the public opinion management responsibility, cultivate college students' value concept and information literacy, improve their comprehensive quality, conveying high-quality talents for the national economic construction.

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