

Internet Public Opinion of State-owned Enterprises under the New Situation Current Work Situation and Countermeasures

Baobao Jia

Shaanxi Tourism Group Co., Ltd, Xi'an 710100, China

jia15091622141@163.com

Abstract

At present, with the increasing popularity of online media, the public opinion field of State-owned enterprises is facing many new changes from the past, and new requirements have been put forward for State-owned enterprises' public opinion response work. The article analyzes the characteristics of the spread of online public opinion, the existing problems of State-owned enterprises' online public opinion work and the main measures to deal with it, trying to provide valuable analysis and suggestions on the State-owned enterprises' public opinion response work, so as to better understand the State-owned enterprises in the Internet age. , Grasp and make contributions to online public opinion.

Keywords

Internet Public Opinion; Communication; Public Opinion; Propaganda.

1. Introduction

At present, with the rapid development of information technology, as a new form of information dissemination, network media has become a collection and distribution center of ideological and cultural information and an amplifier of public opinion. Especially with the widespread popularity of new short video media such as "Tikyin" and "Kaishou" after Weibo, forums, and post bars, it is more likely to cause discourse and public opinion waves, and the entire network of public opinion dissemination presents a very complicated public opinion change. For State-owned enterprises that shoulder the dual responsibilities of "economic development" and "social stability", responding to, grasping and guiding the work of online public opinion has become a major issue affecting high-quality development, which requires serious research and answers.

2. The Dissemination Characteristics of Online Public Opinion under the New Situation

Online public opinion is based on the network as the carrier, with events as the core. The expression, dissemination and interaction of the majority of netizens' emotions, attitudes, opinions, and opinions, as well as subsequent influence, have unparalleled advantages in many aspects of traditional media. Mainly have the following characteristics:

2.1. The Spread of Online Public Opinion has a Wide Range of Influence, and the Characteristics of "Micro-communication" are Outstanding

On August 27, 2021, China Internet Network Information Center released the 48th "Statistical Report on Internet Development in China". As of June 2021, the number of Internet users in my country has reached 1.011 billion, and the Internet penetration rate has reached 71.6%. A huge and vibrant digital society. The Internet has become the main means for people to disseminate and obtain various information. In recent years, the Internet will intervene at the fastest speed

and screen the Internet in a very short period of time. Events that have attracted unprecedented attention in society are not uncommon. Seemingly thin and isolated attention, clicks, replies, pushes, etc., once gathered quickly, they will become like "the wings of a butterfly in the Amazon rainforest" and become a huge wave of public opinion.

2.2. The Dissemination of Online Public Opinion is Carried Out in a Complex Manner, and the Characteristics of Aggregation and Differentiation are Prominent

As a new networked interpersonal communication mode, the emergence of new media has broken the original media communication pattern and formed a grid-based, dynamic, and three-dimensional composite communication method, making the impact of communication more unpredictable and uncontrollable. In this process, the original Internet hotspots or topics continue to extend in the propagation and evolution, and new topics may be generated at any time, new voices or new public opinions may be triggered. Not long ago, the Xi'an subway dragging female passengers was the first to detonate on the Douyin platform, and other media followed up quickly into the public eye. Data from the "State-owned and State-owned Enterprises Public Opinion Analysis Report" shows that the influence of Weibo is even greater. The original reprints and comments account for more than 80% of the total amount of information reported on the entire network of State-owned and State-owned enterprises. Events with relatively bad impacts such as huge losses reached a peak in the amount of discussion on the Weibo platform, becoming the primary source of public opinion and the main communication channel.

2.3. The Spread of Online Public Opinion Exploded Suddenly, Showing Geometric Fission

The content on the Internet involves all-weather and all-fields, and public opinion hotspots, focal points, and boiling points are extremely complex and changeable, and it is impossible to accurately predict. A small incident combined with the opinions of the group of netizens may evolve into a sudden incident with huge impact. State-owned enterprises control a large number of resources of the country, and they have received more attention from the public. In the development of State-owned enterprises, due to individual safety quality, emergencies, group incidents, etc., they are often chased by certain online media as "pioneers". In a short time, collective negative public opinion against the enterprise can erupt, and the production and operation of the enterprise can be erupted. Order has a very serious adverse effect.

2.4. The Spread of Online Public Opinion is Clearly Emotional, with Obvious Signs of Irrational Behavior

For a long time, the unique way of spreading public opinion on the Internet has made it more concealed, anonymous and virtual. It is difficult to distinguish the authenticity of the identity and the reliability of the opinions behind the opinions expressed by netizens. Once labeled as "corrupt", "the second generation of officials", "the second generation of the rich", "medical problems", "the disparity between the rich and the poor" and other explosive labels, it is easy to trigger a large number of Internet users onlookers, causing the spread of irrational emotions, and then escalation and fission. In addition, all kinds of "Internet trials" and "human flesh searches" that incited people's anger, hatred for the rich, and influenced the outcome of things on the Internet have emerged one after another, resulting in hugely lethal "Internet violence".

3. Existing Problems in Network Public Opinion Work of State-owned Enterprises

According to the case analysis of public opinion of State-owned enterprises, in recent years, the problems of individual State-owned enterprises can easily jeopardize the overall image of the entire industry. In particular, the individual problems of the secondary, tertiary and lower companies of some enterprise groups are easily detained by the online media. Over the entire enterprise, there was a situation where "a rat shit ruined a pot of porridge". At the same time, it also exposes the many shortcomings of State-owned enterprises in responding to the public opinion of the online media, mainly in the following aspects:

3.1. There is Little Research and Judgment and Insufficient Attention to Thoughts

In the era of new media, State-owned enterprises do not pay enough attention to online public opinion and have insufficient understanding of the characteristics of new online media. In the survey, some State-owned enterprise leaders believe that compared with the production, operation and management activities of the enterprise, public opinion is only an accident and will not have much impact on the development of the enterprise. Some State-owned enterprise personnel do not know much about the Internet platform, have a weak sense of crisis, and lack of understanding of important network phenomena. They cannot fully prevent and channel public opinion information that is unfavorable to the development of the enterprise, which makes the development of the enterprise suffer from negative public opinion to varying degrees.

3.2. The Early Warning is Late and the Work Initiative is not Strong

As most State-owned enterprises do not have a clear understanding of public opinion, their early warning, response and management systems are not sound. It is manifested in the backwardness of online public opinion monitoring and analysis methods, unclear identification of the risks and levels of emergencies and negative public opinions, and the vacuum of response plans, and the inability to collect, analyze, early warning and control in time, especially in risk assessment, emergency response and incidents. The lack of a long-term mechanism for handling results in untimely feedback, unscientific handling, and lack of the ability to guide the right to speak, and eventually miss the "golden period" and trigger a crisis of public opinion.

3.3. Slow Follow-up and Insufficient Professionalism of Personnel

In the survey, it was found that although more than half of the provincial State-owned enterprises have a propaganda department in charge of online public opinion work, most of them work with the party, masses, brand management and other departments, and many have not established well-established spokespersons and online commentators. The system, especially the lack of professional talents for online public opinion control. Even if individual companies are equipped with specialized personnel, they lack a complete organizational structure and organizational system to regulate, or provide less professional learning and training opportunities, resulting in uneven quality and poor business. Not only is it not conducive to the resolution of public opinion crises, but it is extremely easy the second public opinion crisis was caused by delayed Follow-up and improper handling.

3.4. There are Few Means, and the New Pattern of Offense and Defense is Incomplete

The case analysis found that when dealing with emergencies and negative public opinion, State-owned enterprises often respond passively, with a single method, and rarely take the initiative to guide public opinion. They mostly adopt "drag", "suppress", "block" and "block". Simple and traditional methods such as "withdraw" often avoid doubts and dare not face the opposite. A

considerable part of the staff usually adopt a step-by-step reporting method, which makes the timeliness of information disclosure poor and incompatible with the response methods of online public opinion in the new media era, which in turn causes the public and the media to question and speculate, and the crisis of trust is serious.

4. Main Measures to Respond to Public Opinion Work of State-owned Enterprises

4.1. Improve the Mechanism and Forge the Team

System construction and team training are the foundation and guarantee for advancing the management of online public opinion. We must attach great importance to the application and management of new media in propaganda and ideological work, establish a special network propaganda management agency, establish a sound spokesperson system, establish a public opinion response work group, clarify the company's information release system, allocate full-time backbone personnel, and set up special funds. Establish a "three-in-one" propaganda pattern for internal, external, and online; it is necessary to study and formulate Internet information supervision, instant messaging tool management, emergency plans for online public opinion, and media response plans for major emergencies based on the characteristics of new media and the actual situation of the enterprise. A series of systems, clearly using the work responsibilities and procedures of emerging media, and provide institutional guarantees for the standardized, efficient and reasonable use of emerging media in corporate propaganda and ideological work; the selection and training of politically qualified, politically qualified, A backbone force with strong thinking, dedication, and strong execution, establish a new type of network propaganda cadre team that has political theory, is good at propaganda and ideological work, masters information network technology, and is good at new media applications.

4.2. Strict Monitoring and Accurate Research and Judgment

The starting point for State-owned enterprises to manage public opinion is to take precautions and focus on prevention, and to maintain a high degree of vigilance and sensitivity to the public opinion of enterprises involved in the Internet. Since 2019, there have been many safety production accidents across the country. All companies must conduct safety production risk investigations to prevent problems before they occur. At the same time, internal management factors such as legal operation and risk prevention and control have become the main source of public opinion for State-owned enterprises. A comprehensive investigation of hidden dangers must be carried out within the enterprise, and a public opinion handling plan that meets the characteristics of the company must be formulated to reduce public opinion risks as much as possible; At work, it is necessary to formulate and strictly implement a duty system, especially in special sensitive periods, to adopt a monitoring method that combines search engine keyword capture, manual periodic information browsing, and intelligent analysis system to continuously monitor enterprise-related network communication platforms. To monitor. In particular, normalized online news dissemination channels such as Weibo and forums should be given sufficient attention to ensure rapid response to negative public opinions and proper handling to minimize adverse effects on enterprises.

4.3. Positive Publicity and Strengthened Guidance

We should face up to the status quo of public opinion on the Internet, and actively change the passive situation of public opinion in the social media era of State-owned enterprises through internal adjustment and management of their own enterprises, and establish a positive public opinion image. It is necessary to comprehensively utilize emerging media platforms such as the Internet, WeChat, Weibo, and mobile newspapers to carry out propaganda work in an all-round, multi-perspective, and three-dimensional manner to publicize enterprises, publicize the

situation, create an atmosphere, and boost morale; increase positive publicity efforts and firmly Grasp the correct direction of public opinion, fully explore the new technologies, new products, and new models that enterprises have obtained in production and operation over the years, fully explore the new progress, new achievements, and new experiences that have been made in the reform and development of State-owned enterprises over the years, and shape a reform, enterprising, and transparent New image of State-owned and State-owned enterprises; it is necessary to strengthen topic selection planning in accordance with actual needs, organize online thematic publicity ahead of time, carry out comments on hotspot issues on the Internet and clarify and guide distorted information in a timely manner, ease emotions, resolve contradictions, gather strength, and face positive When there is a positive corporate Internet public opinion, companies should take advantage of the challenge, strengthen the corporate image of the company in the hearts of the public, and strengthen the public's confidence in the development of the company.

4.4. Active Action and Scientific Disposal. Hot Industries and Key Topics are Used Properly

It is a "booster" for advancing the work of the enterprise and expanding its influence. On the contrary, it will also become a "spreader" for breeding rumors and fueling the flames. On hot topics, in 2019 and a period of time in the future, it is necessary to monitor, judge and grasp public opinion on key topics such as inspections, audits, and national mixed reform and reorganization; hot industries are affected by the macro environment such as Sino-US trade frictions. The enthusiasm of communications, petrochemical and other industries remains high. At the same time, real estate, automobile manufacturing and other industries facing downward pressure also have greater public opinion risks. It is necessary to formulate response plans in advance; at the same time, establish a public opinion classification and disposal mechanism based on the click rate of each message , Response rate, sensitivity, and influence are comprehensively analyzed and judged, and according to the degree of influence of negative information, online public opinion is divided into different levels such as "general", "larger", "major", and "particularly significant". Based on the principle of "levels, differentiated treatment, classified guidance, and discretionary disposal", different response and disposal methods shall be adopted. In response to wanton and untrue remarks, unprovoked slander of corporate image and disrupting the normal order of the Internet, we must resolutely resort to justice to safeguard the legitimate rights and interests of enterprises.

5. Summary

The importance of online public opinion work for State-owned enterprises has become more and more prominent. In actual work, it is necessary to carefully analyze its communication characteristics, combine the characteristics of State-owned enterprises, and address the original and traditional problems and deficiencies through improvement. Effective response from the perspectives of mechanism, precise research and judgment, strengthening publicity, and taking the initiative to attack.

References

- [1] Piao Junli. Taking China Grain Storage as an example to talk about the news and public opinion work of public welfare central enterprises[J]. News Research Guide, 2021(12):174-176.
- [2] Bai Kexiong. Talking about the transformation and promotion of State-owned enterprises' news propaganda work under the new situation[J]. News Research Guide, 2018, 9(4): 209.
- [3] Guo Chunyang. Analysis on the innovation of State-owned enterprise propaganda work under the new normal [J]. News Communication, 2016(11): 72-74.