

# Problems and Countermeasures of University Network Public Opinion Governance under the Background of Artificial Intelligence

Weixin Gong

School of Marxism, Chongqing Technology and Business University, Chongqing 400000, China

## Abstract

The further development of artificial intelligence technology provides new development opportunities for the management of network public opinion in colleges and universities. However, there are still some problems in the governance of online public opinion in colleges and universities, such as insufficient data monitoring, insufficient timely research and early warning, and imperfect multi-party collaborative governance. The problems existing in the governance of online public opinion in colleges and universities can be effectively solved by improving the monitoring module of online public opinion data, the research and early warning module, and the collaborative governance module, so as to realize the healthy and orderly development of online public opinion governance in colleges and universities.

## Keywords

Universities; Online Public Opinion; Artificial Intelligence; Collaborative Governance.

## 1. Introduction

Artificial intelligence enables the management of online public opinion in colleges and universities, which can scientifically guide and effectively govern negative online public opinion in colleges and universities. Artificial intelligence provides powerful intellectual support for data collection, information integration, accurate research and judgment and collaborative governance of online public opinion in colleges and universities, and further promotes the network, data and intelligence of online public opinion governance in colleges and universities driven by artificial intelligence, so that artificial intelligence can better serve the governance of cyberspace in colleges and universities. However, there are still many problems in the governance of online public opinion in colleges and universities under the background of artificial intelligence, which need us to further explore and find out countermeasures to better promote the development of online public opinion governance in colleges and universities.

## 2. Artificial Intelligence under the Background of College Network Public Opinion Management Problems

Under the background of artificial intelligence, there are still many problems in the management of online public opinion in colleges and universities, including data monitoring, research and early warning, collaborative governance, effect tracking and feedback.

### 2.1. Data Monitoring is not Comprehensive Enough

Data monitoring is the starting link of university network public opinion governance, which can comprehensively and quickly understand the university network public opinion, fully explore the value of data, and improve the efficiency of public opinion governance. However, the content of college network public opinion is complex and the form of expression is diverse, which makes the monitoring of college network public opinion more difficult and the data

monitoring is not comprehensive enough. From the perspective of content, online public opinion monitoring in colleges and universities is not a single "content" monitoring, but "content + relationship + emotion" monitoring. It is often easy to only focus on "content" and ignore "relationship + emotion" in the detection, resulting in incomplete monitoring. In terms of form, in addition to the network text, the network public opinion of colleges and universities, as well as audio and video, pictures, expressions and so on, are all within the scope of public opinion monitoring. In the process of monitoring, Internet text is easy to monitor, but other forms such as audio and video, pictures and expressions are difficult to monitor.

## **2.2. Research, Judgment and Early Warning are not Timely Enough**

The research, judgment and early warning of university network public opinion is the focus of its governance, is the first time to grasp the dynamic of public opinion, to deal with and deal with the crisis of public opinion, do a good job in the corresponding "public opinion prevention and control" necessary link. After monitoring and collecting network public opinion data, it is necessary to analyze public opinion information and make public opinion prediction. Due to the complexity of public opinion information in colleges and universities, there may be a large amount of data about students, teachers, school management and other aspects. In the process of research and judgment, it is necessary to capture and analyze massive information, deeply analyze the correlation between each information, so as to study and judge public opinion information and give early warning to risky information. Information collection and analysis, research and early warning will produce a lot of time difference, resulting in research and early warning is not timely enough.

## **2.3. Lack of Collaborative Governance**

The governance of university network public opinion is not only completed by artificial intelligence, but needs man-machine collaboration, internal and external collaborative governance of university public opinion, in order to achieve the best governance effect. At present, there is still a lack of cooperative governance mechanism and strategy among departments and colleges in the governance of online public opinion in colleges and universities. The joint mechanism of mutual cooperation among departments in colleges and universities to deal with public opinion events is not perfect, which reduces the efficiency of overall cooperation and emergency treatment of online public opinion risk events in colleges and universities. For the external alliance of colleges and universities, to effectively prevent and guide the risk of online public opinion in colleges and universities, it is necessary to build a collaborative governance system with the participation of multiple subjects. However, a complete collaborative coping mechanism has not yet been established between universities and between universities and social media.

# **3. Artificial Intelligence under the Background of College Network Public Opinion Management Countermeasures**

With the continuous development and improvement of artificial intelligence technology, it can help the university network public opinion governance to be intelligent and accurate, effectively solve the problem of university network public opinion governance, and promote the healthy and orderly development of university network public opinion governance.

## **3.1. Construct the Intelligent Data Monitoring Module of University Network Public Opinion**

With the support of artificial intelligence technology, data monitoring of network public opinion in colleges and universities should achieve full network coverage and full time monitoring, which is not restricted in time and space, monitor network data to the maximum

extent, and ensure the comprehensiveness and timeliness of intelligent data monitoring of network public opinion in colleges and universities.

First, the scope of data monitoring - network monitoring. The scope of online public opinion monitoring in colleges and universities includes the information release platform of the university's formal channels, the personal we-media information of teachers and students, the information input from outside the university, all the information on the Internet, and not a single piece of risky campus-related information. At the same time, data monitoring also has key points. Key personnel are mainly college students and faculty members, and important information platforms are mainly "three micro and one end", news media websites, apps, real-time comment forums, email, etc.

Second, the time of data monitoring - monitoring throughout the day. Use modern system technology instead of human to find problems, in the system monitoring, to use technical means to monitor the network platform, round-the-clock operation, only in the discovery of problems into the early warning or alarm, only need management personnel to implement.

Third, the result of data monitoring - the establishment of risk information database. Relying on science and technology can assign means, the university public opinion risk event frequency and emotional expression dynamic reviews, Internet access and use of artificial intelligence technology to carry out the theme of clustering, semantic association, anomaly detection, from the collection of information on colleges and universities of public opinion, through the form of data classification build risk information database, so that the real-time control and analysis of the risk information, ability to respond in a timely manner.

### **3.2. Construct the Intelligent Research, Judgment and Early Warning Module of University Network Public Opinion**

The university network public opinion intelligent research and early warning is on the basis of data monitoring, further analysis of data, to do pseudo truth, predict the trend of network public opinion, make forward-looking judgment, and then avoid the risk of public opinion important plate.

First, build a visual research, judgment and early warning platform for public opinion. First of all, the nature of public opinion clues should be studied and judged, a data analysis and research platform should be built, qualitative monitoring and quantitative monitoring should be combined, public opinion hot spots and focus inside and outside colleges and universities, and dynamic changes related to students should be grasped, the pulse trend of public opinion should be accurately analyzed and judged, and the public opinion with risks should be timely analyzed. Secondly, the plan of study and judgment is given to predict the development trend and scale of public opinion, and the solution plan is formulated to solve the problem according to the case, and the relevant management personnel are reported to intervene quickly, so as to ensure that the impact of public opinion is minimized.

Second, establish a "three-level" college network public opinion research and early warning team. To establish a professional college network public opinion research and early warning team, composed of student managers, network public opinion platform technicians, college network public opinion decision-making personnel to form a "three-level" management team. One is student administrators. Student managers are mainly responsible for the management of intelligent public opinion monitoring, research, judgment and early warning and other basic daily monitoring work, and timely report to network public opinion platform technicians when there are public opinion risk signs or emergency public opinions. Second, network public opinion platform technicians. Network public opinion platform technicians mainly select the best solution under intelligent analysis for the public opinion risk events or emergency public opinion events reported by students and report it to the network public opinion decision makers in colleges and universities, waiting for instructions, and then make follow-up

processing. Third, college network public opinion decision makers. The university network public opinion decision makers make the final decision according to the reported public opinion events and the solution plan. The "third-level" professional team is configured to timely analyze and warn the sudden online public opinions, report them step by step, and make the most scientific, reasonable and feasible response plan.

Third, build an intelligent research, judgment and early warning mechanism. With the support of artificial intelligence technology, the intelligent analysis, accurate research and judgment, automatic warning mechanism of online public opinion in colleges and universities is constructed to improve the scientific and effective governance of online public opinion in colleges and universities. First, intelligent analytics. An automated network public opinion analysis system is established to extract valuable university public opinion information from massive data information in the shortest time, and accurately grasp the heat and trend of public opinion. Second, accurate research and judgment. Artificial intelligence technology is used to establish an intelligent research and judgment system for online public opinion, analyze and reason the risks of online public opinion and the public's tolerance, realize accurate identification, scientific monitoring, rapid response, and generate public opinion assessment and early warning reports. Finally, automatic warning. The development situation of public opinion is simulated and predicted, early warning reports are automatically generated, and decision-making schemes are generated at the same time, so as to provide ideas and basis for further adjustment and governance of related public opinion subjects, and improve the governance level of online public opinion in colleges and universities.

### **3.3. Construct the Intelligent Collaborative Governance Module of Online Public Opinion in Colleges and Universities**

To establish a multi-subject collaborative governance system of online public opinion in colleges and universities, namely, to establish the "point" of online public opinion governance in colleges and universities, connect the "line" of online public opinion monitoring in colleges and universities with the governance of corresponding administrative departments, and expand the "surface" of online public opinion governance in colleges and universities, society and government. Only when universities, society and government online public opinion departments cooperate and manage together can good governance effect be achieved.

First, the establishment of university network public opinion management "point". Establish university network public opinion management center, deal with university network public opinion risk specially. At the same time, the school Party committee, teaching departments, administrative agencies and logistics support systems need to interact with each other, so as to share information and coordinate governance when preventing risk events or dealing with emergency events.

Second, connect the university network public opinion monitoring and education department governance "line". The competent department of education is responsible for the management of online public opinions in colleges and universities from a macro perspective, and guides the management of online public opinions in colleges and universities. To connect the "line" of online public opinion monitoring in colleges and universities with the governance of education departments, strengthen the connection of public opinion work, realize the rapid sharing of work information and work resources, and jointly manage online public opinion in colleges and universities.

Third, expand the management "surface" of online public opinion in universities, society and government. In the Internet environment, colleges and universities establish cooperative relationships with the government, public opinion professional institutions, public media and other fields, and rely on collaborative governance to jointly deal with online public opinion risks and make public opinion risks get the most appropriate treatment.

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