REVIEW

The Influence of Network Public Opinion on the Public Management of Chinese Government

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ABSTRACT

In the rapid development of science and technology, the Internet has been widely used in the daily life and work of people, which has greatly changed the way people live and work. At this stage, people regard the Internet as the main way to obtain news information, and they have supervised the news contents [1]. Based on this, the article expounds the relevant content of network public opinion, analyzes the role of network public opinion in the public management of Chinese government, and studies the influence of public opinion on the public management of Chinese government.

1. Introduction

In the Internet era, people used the Internet to obtain more news information, and expressed their opinions on the Internet, which eventually formed the network public opinion, which greatly affected the smooth development of the government's public management work [2]. In the development of modern society, the Internet has provided many conveniences for citizens to participate in public administration of the government, but the problems are constantly emerging, which requires the government departments to pay attention to the network news public opinion, give full play to the role of network public opinion in the public management and decision-making process of the government, and guide them to provide support for the effective development of public management.

2. Analysis of Relevant Contents of Internet Public Opinion

2.1 The Concept of Network News Opinion

The communication mode of network news opinion is not limited by time and space, and people can use the Internet to participate in the network public opinion, which makes everyone become the communicator of the network public opinion, using the Internet to express their own speech, the Internet's speech will constitute the network news opinion, which is directly related to the smooth development of the government's public management work, and can effectively supervise the network public opinion [3]. At this stage, the network public opinion has gradually developed into an important component of the government's public management work.

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2.2 The Characteristics of Network News Opinion

2.2.1 Timeliness

The network public opinion has the characteristic of timeliness, and the network communication is convenient. It is an open way, and people can express their opinions by simply turning on the computer. Therefore, the network public opinion tends to have a lot of opinions when a certain problem and event is exposed, so that more and more people will spread and respond.

2.2.2 Interactivity

The network public opinion is interactive, and its interaction is mainly reflected in the following aspects: In the process of network public opinion communication, people often use BBS, news posts, online forums and other channels to express their opinions, and people will continue to transmit information. In this way, the subjects that everyone pays attention to will have a certain impact on people, which will help to expand or weaken the network public opinion. Moreover, in the process of encountering special problems and events, different opinions will appear which will lead to heated discussions, which also reflects the interaction of the network public opinion.

2.2.3 Amplification Effect

In the process of network communication, people have improved their traditional censorship by expressing their opinions and disseminating relevant information. The boundaries between personal computers and public media are becoming more and more patterns. In this way, more people will participate in public events and increase the power of public opinion. In addition, a small thing can be continuously enlarged and known to the world within the "golden four hours". In this process, the amplification effect is more closely related to the communication of public opinion in the network. In the process of network public opinion communication, each communication subject can participate in the process of communication. At this time, netizens may add their own views and opinions in the communication, and more people will have opinions on these events and problems, and stimulate the enthusiasm of the majority of netizens [4].

3. The Role of the Network Public Opinion in Government Public Administration

3.1 Reflect the Will of People

The network public opinion is mainly that people express their opinions on the Internet. This way is the same as the public opinion of other media methods, effectively reflecting everyone's wishes and voices. However, unlike other public opinion, the network public opinion has certain specialties. Government departments can use the timeliness and amplification effects of the network public media to understand the will of people. In this way, the network public opinion will present timeliness, concentration and power, and it has received extensive attention from public management decision-makers.

3.2 Provide Information Support for Government Decision-making

The traditional public opinion communication method has the characteristics of one-way. In the process of network public opinion communication, people have more ways to participate and can communicate and communicate directly with government workers in the Internet platform. Moreover, people can participate in the policy making process by means of network voting, online suggestion collection, etc. [5]. For example, on November 9, 2007, the national statutory holiday adjustment program was published on many websites, and the opinions of the majority of people were widely sought out, which caused heated discussions. By collecting opinions from various sectors of the community and network public opinion, the government departments adjusted the original three "Golden Weeks", shortened the May Day holiday, and increased the holidays of traditional festivals such as the Ching Ming, Dragon Boat Festival and Mid-Autumn Festival.

4. Cases of Network Public Opinion

In the development of modern society, Internet technology has been applied to the development of various industries. In the development of personal information publishing platforms such as network community, blogs and WeChat, government departments pay more attention to people's opinions, which has provided support for the development of government decision-making. However, due to cultural factors, network communication, etc., the problem of network public opinion distortion is getting more and more serious, which requires the government departments to identify the public opinion and make decision-making work.

For example, in the case of Xu Chunhe, an peasant from Anqing, Heilongjiang, disturbing the normal order of the railway station, when the police stopped, he attacked the police and was finally killed by the police, but in the first two days of the incident, because of the malicious speculation of individual people, and the fact that some

large Vs (Internet celebrities) and institutions promoted for special purposes, the facts were completely distorted as police officers blocking petitioners from petitioning, disputes, and then killing the petitioners. This incident aroused the fierce condemnation and criticism of the local government and the police by public opinion, which aroused public anger until the relevant departments of the state were fully involved. The parties who fabricated the facts were detained and admitted to being false information published by themselves. At the same time, after CCTV broadcasted all the videos of the incident, the facts were clarified and the public opinion was reversed.

5. The Influence of Network Public Opinion on the Public Management of Chinese Government

5.1 Positive Influences

5.1.1 Contribute To the Effective Implementation of Public Management Decision-making

In the traditional public management work, government public management decision-making is implemented layer by layer, which requires a lot of delivery time, and after executing this decision in one place, other places still have not received relevant information, which does not fully play the role of public management. However, in the Internet era, the transmission of public management decision-making information can be shared instantly, and government departments can implement and implement the decisions of the central government departments into practical work. In the Anqing incident, government departments listened to the opinions of the masses and made correct decisions. Therefore, people can directly supervise the implementation of government public management decisions, which greatly improved the efficiency of government public management decisions.

5.1.2 Enhance the Democratic Nature of Public Administration

At this stage, the main goal of government work is to achieve the democratization of public management. The main manifestation is to let the people participate in the administration of politics to enhance the scientific nature of public management. In the long-term development of society, the formulation of government public management decisions is generally completed by government departments. According to the problems existing in public management work, government departments propose corresponding solutions. In order to improve the "performance", many local governments blindly pursue

economic benefits, which seriously affects the smooth development of public management decision-making [6]. In the Anqing incident, the party that fabricated the facts was detained and admitted to be false information that was released according to imagination. Therefore, in the context of the network public opinion, people directly pass their opinions to the government; the government will listen to public opinion and enhance the democratic nature of public management decisions.

5.1.3 Improve the Efficiency of Public Administration Work

The main goal of government public management is to optimize public resources, promote the further development of public utilities, and create more public interests. However, under the influence of many factors, there is a certain difficulty in the development of public management work, and it is impossible to give full play to the functions of public management. The network public opinion is an effective management method that can effectively supervise the public management of government departments and improve the overall efficiency of public management work, which is embodied in the following aspects: The first is the internal. Government departments can use Internet technology to achieve effective communication between departments at all levels, build a sound internal information system, and strengthen supervision of governments and staff at all levels, so that they can actively participate in actual work and fulfill their individual duties; the second is the external. In the context of the network public opinion, people can actively participate in the public management supervision process, and feedback the actual situation in public management to relevant government departments, so that the level of public management has been greatly improved.

5.2 Negative Influences

5.2.1 Bringing Certain Difficulty to Public Management Work

In the Internet era, the network public opinion dissemination method is more extensive, and the free dissemination of information brings certain difficulties to the smooth development of the government's public management work. Many netizens are easy to follow the trend and cannot express their opinions in an objective and correct position. This has produced a lot of irrational social information, which seriously threatens the security management of national government departments and hinders the effective development of public administration.

5.2.2 False Information Misleads the Direction of Government Public Opinion

In the rapid development of network technology, everyone can spread information, which makes a lot of false information appear. In the process of government public management, these kinds of false and fake information will be adversely affected by people's values, misleading public opinion and affecting the stability of social development [7]. In the Anqing incident, in many important public policy decisions, it is impossible to rely on the surface of the network opinion. In many cases, it is necessary to withstand the pressure of network public opinion and dare to act. The adoption of public opinions, the most basic way is to make full use of various network means, including WeChat, micro-site, etc., to collect scientific feedback, in order to make the right decision. Therefore, public officials, especially the public security departments at all levels, have greatly improved their grievance response capabilities. In the case of government agencies using social media for social management, timely response and announcement of the truth is the consensus of public managers to respond to public opinion incidents.

6. Optimization Measures for Government Public Management Work under the Network Public Opinion

Through the analysis of the Anqing incident, it is found that there is a serious distortion phenomenon in Chinese network opinion, which seriously affects the smooth development of government department decision-making work, which requires the development of public management work optimization measures.

6.1 Government Departments Need to Change Their Own Ideas

Under the background of the continuous popularization of the Internet, network technology has been widely used in the development of all walks of life, and plays a very important role, which has given the public management work a better platform to support the effective development of government public management. In the process of public management, government departments should earnestly perform their duties and give full play to their main role [8]. Therefore, in the process of public management, government departments need to change their own concepts, recognize the importance of network public opinion in public management work, and establish a good image for the people.

6.2 Optimize and Improve the Laws and Regulations Related To Network Public Opinion

In the development of modern society, the laws and regulations of network public opinion supervision in China have yet to be perfected, making network public opinion still in a very chaotic state. In order to effectively improve this situation, government departments at all levels need to continuously improve the relevant laws and regulations of the network public opinion in accordance with the development of the society, constrain and standardize the behavior of the network public opinion, give full play to the supervision role of the network public opinion, and provide support for the smooth development of the government's public management work.

6.3 Strengthen the Emphasis on the Guidance of Network News Public Opinion Work

In the development of the information society, many lawless elements use the network news public opinion to spread a lot of unfavorable values and outlook on life, which has adversely affected people's ideas. Therefore, government departments need to strengthen the emphasis on the network public opinion guidance work and provide guidance for correct public opinion. For example, according to the actual situation, a public opinion center will be established, and the database of the public opinion center will be used to provide a basis for the smooth development of the government public management public opinion guidance work. At the same time, government departments can also adopt a mandatory method to rectify and standardize the network public opinion market, promptly eliminate false information in the market, and provide support for the accuracy of news media.

6.4 Improve the Network Literacy of Local Government Officials

At this stage, government officials at all levels need to have certain network literacy, take the lead in contact with the network, and use web browsing to continuously improve the network literacy and ruling ability of government officials. In the actual government public management process, in order to improve the network literacy of local government officials, the following work should be done: firstly, the network knowledge learning is included in the regular training activities of local government officials, and it is used as the key content of the training. Through training, they continuously improve their network public opinion comprehensive judgment, public opinion guidance, network media communication and network technology application level; second, government

local officials need to develop networked life and work habits, and deepen their understanding of the network by contacting the network [9]; finally, government officials should strengthen the rational review of the network, and deeply understand the profound changes brought about by the development of the network to the ruling ideas and administrative means, and thus enhance the network literacy of local government officials.

7. Conclusion

In summary, at present, Internet technology has been integrated into the development of various industries, which has changed the way people live and work. In the Internet era, citizens' use of network public opinion has had a great impact on government public management and public decision-making, and has been recognized by the majority of Internet users, but exposed many shortcomings [10]. Therefore, in the process of public management, government departments need to recognize the importance of network public opinion, improve the policies related to network public opinion, and promote the smooth development of government public management.

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