

# Misconduct and Regulation of Information Dissemination in Network Media

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## Abstract

**In the era of Internet popularization, the speed of information dissemination is getting faster and faster, people pay more and more attention to society. Nowadays, rumors on the Internet are increasingly fluctuating the political order and social stability. Internet users gradually find that the media can check and urge many sensational things. However, if the public opinion is not handled properly, people will produce unbalanced pathological psychology, which will lead to some impulsive behavior that endangers social harmony, so, according to the characteristics of widespread dissemination of the Internet, Based on the demand that people can speak freely on the network, we should manage the speech on the Internet well, and weaken the role of the gatekeeper. In order to realize the development of the network public opinion in the right direction, we should control it properly and effectively. Eliminate improper speech.**

## Keywords

**Network Media; Default; Public Opinion; Regulation.**

## 1. Introduction

Nowadays, as the most complicated and colorful stroke in human civilization, the definition of public opinion has not been determined by the public. Even if we talk about the definition of public opinion, it is not difficult to find that based on the above points, public opinion has the following similarities: public opinion is not an official opinion and opinion; public opinion, as a popular act, can be used as a group and class, even as a spontaneous gathering group with similar organization and status; public opinion is about a person and the phenomenon of problems, which must be targeted; public opinion is realized through free expression and dissemination; public opinion believes that it can influence the subsequent development of changing things because it has a clear direction. The main body of public opinion, the object of public opinion and the public opinion itself, together with the quantity of public opinion, the intensity of public opinion and the persistence of public opinion, and even the functional performance of public opinion, are the necessary factors of public opinion and the quality of public opinion. As a new and special form of public opinion, network public opinion based on network is different from traditional public opinion. There must be a related extension of network communication, network media public opinion is such a existence. It is not only a new form with the missing characteristics of various traditional media, but also a special way of public opinion to discuss personnel views by using virtual text language on the network platform. This new mode of public opinion is very different from traditional media because of its different characteristics.

## 2. The Formation of Public Opinion on the Internet

The public opinion of network media comes into being in two stages: first, when there are explosive social events or because traditional media produce in some common topics, the first

time to report current affairs through the secondary price report of network media. Even traditional media choose to close some common topics into the public eye. In order to click and quickly attract a large number of people's attention, online media may find the first time to seize the opportunity to get the latest revelations and events attractive later reports. Sometimes when the network media has not yet received the first information, it may also be the first by the relevant individuals in the network forum or their own blog post the relevant information. Because of the rapid development of online forums and Weibo blogs, the parties may spontaneously publish the latest news before the online media has captured the latest news. The second stage has entered a period of intense discussion among Internet users. After the first stage has published the relevant information in various ways, Internet users may find that some people's opinions are similar and one-sided, so they will divide into two opposing camps in the form of debate and so on. The more intense discussion is triggered by the fact that the relevant information is related to the interests of themselves and the broad masses of the people, but because the people involved in public opinion play different social roles in real life, including their different classes and status, their opinions may be completely different at the beginning of the discussion. Taking into account the principle of minority obedience to the majority, some of the ideas expressed after thinking by netizens will eventually merge with each other, leaving behind ideas that the majority can agree with. After thinking and understanding each other, the final view will flood into the Internet, spread very quickly, so far, we have formed what we call "network media public opinion".

In addition, this process will enter the next stage, the third stage is the traditional media and network public opinion media interspersed with the formation of three-dimensional communication. This stereoscopic effect is also the most intense response, which will cause a huge response after combining some arguments put forward by traditional media and Internet users, which has played a more remarkable effect. As a result, the parties had to change in the headlines and pressure of public opinion, like a series of measures to change previous decisions, reformulate policies and regulations, and even abolish them. From this public opinion produces the effect, causes the action and the decision execution. Therefore, if a relatively mature and deeply rooted network public opinion wants to form, it must be when these traditional media develop mature, and have obtained a lot of recognition and support from some people, whether traditional media or network media.

### 3. Ways to Form Internet Public Opinion

Network media, a new type of mass media, has a high degree of openness and interactivity, which makes every user have the opportunity to become the subject of public opinion, and creates the pluralistic existence of the subject of "public opinion agenda setting" which can not be realized in the traditional media. The reason why network public opinion has the formation conditions and mechanism similar to traditional public opinion is that it does not lack its own unique characteristics and strengths because it can be concealed and transmitted quickly in virtual space. Because of this, from the origin of public opinion events to the debate until the spread of communication and the formation of opinions are in the high speed of people cannot control and grasp. If we want to have a clear understanding of the network public opinion and carry on the corresponding management supervision to it, we must know the course of the development of the network public opinion and master how the network public opinion is formed. Director Min Dahong of the Institute of Journalism and Communication of the Chinese Academy of Social Sciences put forward the view that it is precisely because the Chinese Internet and other Internet forms the Internet. So, the Internet can better show new technology and new applications and new business. After the Chinese Internet entered the Web2.0 stage, the formation of network media public opinion in addition to the network forum and news post

two ways, in the network public opinion this big frame, Weibo and the new network community and podcast through its aggregation and video picture sharing become its way of production. Among them blog is regarded as the main expression form after Web2.0. We all know that online forums are not only a free space for netizens, even forum managers, to communicate and make suggestions. It also provides a valuable and effective place for people to express their views freely on news hot spots and social issues they want to understand. Is the network media unique speech form main support space. It is not difficult to find that the online forum has three distinct characteristics: first, geographical unlimited, which shows that not only domestic and foreign current affairs hot spots and major national news are gathered in this place; secondly, because people are in different levels of class, ideas naturally vary from person to person, making the discussion lively; finally, we can access different professional areas, different regions of the new voice. We must admit that these are the Internet forums can become an indispensable place for the dissemination of network public opinion.

## **4. Status of Internet Public Opinion**

### **4.1. The Development and Influence of Network Public Opinion**

The extraordinary vitality and incomparable influence have become the two characteristics of the emerging network public opinion, and their influence can be divided into two general directions: positive and negative. The study of these two aspects is helpful to clarify the cause and direction of network public opinion regulation. On the positive side, this decade is not only a period of rapid growth of network public opinion, but also a period of rapid growth of social democracy and propaganda system in China. It is the period when people's ideas gradually break free from the influence of feudal thought and the thought of cultural revolution. It is precisely because the high speed dissemination of network public opinion and the characteristics of the sea can echo the social background of "people-oriented", so the two can encourage each other to develop, or even win-win. But in fact, behind the problems reflected by the concrete social events, the network public opinion is a deep thinking that shows people's living habits and even ideas in the future. What's more, it has changed our thinking angle and outlook on life and values. Instigation and cyber violence, pornography and so on.

### **4.2. Problems of Network Public Opinion**

For network public opinion, we can say that it is an irrational tendency, because in social life, most people can realize their aspirations that cannot be realized in real life in the virtual world. To reflect their own value, or even to express or vent some bad emotions, this behavior has seriously affected the social order. With the rapid development of the network, the use of the network has gradually exceeded the characteristics of traditional media, especially the irrational tendency. People use this characteristic to realize the rapid dissemination of information step by step, which can be said to be an unscrupulous means. The truth and falsehood in the network affect people's judgment to a great extent.

The extreme tendency of public opinion, some netizens have formed a fixed thinking pattern or fixed prejudice to some social problems, and lack of rational thinking and comprehensive judgment ability. The most important reason for the rapid spread of network public opinion is the biggest difference between the way the network spreads and other media. If there is a very hot topic mixed with the emotional thoughts of the public, it can ignite a fuse of public opinion. The "spiral of silence" has become more and more common.

Everything has two sides, the current rapid development of network public opinion also has a negative side, for example, some netizens do not consider the ideas of society or others blindly focus on their own ideas, strong criticism of things, Sometimes it can cause inevitable trouble, which is beyond the control of normal people. Even personal attack, in the virtual space moral

trial, the parties will even be punished in real life. There are also some reasons for this bad behavior. In life, it is inevitable that some people's emotions are not easy to vent. When they are on the network platform, some people will be divorced from reality and completely exist in the virtual world.

## **5. Regulation of Public Opinion on the Internet**

Public opinion regulation and control is through the appropriate rewriting of news information, to achieve a positive impact on people's thinking. Any government will control the media properly, prevent the media from being out of contract and have some negative effects. Only in this way is respect for citizens, society and the state, and network public opinion is also a profound influence on human thought, thus affecting all kinds of human behavior in society. If the behavior is beyond the normal norms and is not effectively controlled, it will cause inevitable cholera to social life, so any country agrees to control the media.

### **5.1. Promulgating Relevant Laws and Regulations to Regulate the Conduct of Public Opinion on the Internet**

In today's rapid development of the Internet, the government should adjust its strategy appropriately, while perfecting the existing regulations on Internet administration, introduce relevant laws and regulations, take "ruling the Internet by law" as the foundation, and carry out macro-level regulation and control by the government through the laws, regulations, policies, principles and other explicit provisions formulated by the state. This is a kind of supervision of network public opinion and the mainstream direction of public opinion at present, which marks the government encouraging and promoting the progress of network communication while standardizing and guiding the development of network media public opinion, to realize the requirement goal of "Internet station should become an important position to spread advanced culture" put forward by the Party Central Committee.

### **5.2. Strengthening the Internet Talent Team**

The construction of news propaganda and management departments and practitioners at all levels should realize the change of media function under the new situation, not only change their thinking, but also change the news propaganda of traditional media into the mainstream type of reporting. We should use the new angle of politics to think from the most fundamental aspect. We should also attach importance to the establishment of the Internet, focus on the cultivation of a strong sense of social responsibility, have a higher political and cultural literacy and other advantages combined, all aspects to build a new type of network. Secondly, it is necessary to set up an Internet netizen propaganda team. Network people play an important role in the formation of the Internet team, more so-called unity is strength, the concentration of Internet users can quickly establish an Internet propaganda team, and achieve unexpected results.

### **5.3. Developing a New Type of Network Public Opinion Monitoring Mechanism**

The traditional network media is to record and predict the development direction of the situation in the field, which is backward and cannot play an effective role in those public opinion events. For today's network platform, the rapid dissemination of information requires a method of rapid control. If the surrounding society has been supervised and monitored before things happen to guide public opinion to develop in the right direction, even if public opinion problems can be effectively controlled in time, the establishment of network public opinion monitoring and guidance mechanism plays a role in promoting the development of network public opinion.

## 6. Interdependence and Cooperation of Multiple Media

Because of the rapid spread of the network, the number of information increases sharply, the information is spread in large quantities, and some information is mixed, which makes people have some doubts about the quality of the information transmitted. In terms of quality, traditional media have a great advantage, because traditional media appear for a long time and accompany people for a long time, so people believe more in the quality of information in traditional media. In particular, some large news organizations in people's minds have a fairly solid position. In other words, if the traditional media and today's network media can not only make the rapid dissemination of information can also be trusted and dependent, but also this model is more persuasive and fair, easy to be recognized by the audience. Therefore, a variety of media interdependence, mutual cooperation will be a major guiding force of network public opinion, will bring twice the result with half the effort.

## 7. Conclusion

As recipients and recipients of network information, the public actively browse a large number of information every day, and passively accept the push of many media information. In the process, the public can pay more attention to false, false information or vulgar information made up by the media for the sake of public attention, comment and criticize the information disseminated by the media through complaints and reports, or set up information dissemination supervision groups, organize and call on more volunteers to join the team to supervise the information release of the network media platform, so that the major media can realize their social responsibility, correct their working attitude and engage in information work carefully, The public and the media should also strengthen the interaction, avoid the alienation of media public opinion guidance, and jointly maintain a good network information dissemination environment.

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