Analysis on the Characteristics and Formation of Network' Public Opinion Reversal

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ABSTRACT

As a new a form of communication, new media has greatly optimized the current news acquisition channels, news timeliness, and information interaction, and has become the main choice for the public to obtain information. However, in recent years, public opinion reversal incidents have occurred frequently. Therefore, this paper combines examples to conduct an in-depth analysis of the formation and characteristics of network public opinion reversal events. The goals of this paper is to search related concepts and enrich and supplement the existing public opinion reversal theory, analyze the formation process of public opinion reversal incidents through a case study, summarizes the characteristics of public opinion reversal events through the analysis of 50 online public opinion reversal events from 2015 to 2020.

Keywords: Characteristics, Network, Public Opinion, Reversal, transmission events

1. INTRODUCTION

In 2018, the China Internet Network Information Center released a report stating that the number of Internet users in China exceeded 800 million for the first time. As of June 2018, the number of mobile Internet users in China has reached 788 million, and the proportion of Internet users accessing the Internet through mobile phones is as high as 98.3%.[1]

From the perspective of research content, current scholars mainly conduct research from the following aspects. According to the formation process of the public opinion reversal phenomenon, they summarize reversal characteristics and related concepts. For example, Zhang Xiangtao analyzed the media carriers in the process of public opinion reversal, and summarized the constituent elements of public opinion reversal events from the perspectives of reversing news publishers and news parties.[2] The formation factors and social influence of the reversal of online public opinion can be found, for example, Zhao Xin et al. used qualitative analysis and analysis methods to analyze the generation mechanism of the rising period of public opinion transmission. [3]There are some measures controlling the reversal of online public opinion. For example, scholar Qu Guanqun believes that the governance of online public opinion should start with the news media, audiences, and government departments.[4]

Existing research mainly analyzes the causes, communication characteristics, influence, and governance policies of the phenomenon of public opinion reversal from the perspectives of ethics, psychology, and journalism. At present, there are only a few scholars in related fields to analyze the phenomenon of public

opinion reversal in combination with specific cases. This paper analyzes the phenomenon of public opinion reversal with examples, enriches the existing research in related fields, and provides reference for follow-up researchers.

2. DEFINITION OF RELATED CONCEPTS

2.1. Internet Public Opinion

Normally, online public opinion is the remarks and opinions expressed by the public on the Internet with obvious tendencies. The scholar such as Deng Chunyu, Li Ruixi have pointed out that public opinion is composed of interacting and interconnected elements of public opinion, namely, the subject, object, ontology, and media of public opinion.[5] Furthermore, the subject and object of online public opinion are often the public and social organization structure. The ontology of online public opinion refers to the focus of news. The media of online public opinion in the Internet age are mainly various types of network communication technologies and information applications. The formation process of online public opinion can be briefly summarized as four stages: the occurrence of public opinion events-public opinion events attracting public attention-public opinion formation-public opinion fades.

2.2. Reversal of Public Opinion

Regarding the definition of the phenomenon of public opinion reversal, the author here believes that public opinion reversal is a process in which social opinions and

public emotions develop in the opposite direction due to the interference of reversal information points in the development of ordinary public opinion.

3. RESEARCH QUESTIONS AND METHODS

3.1. Case Selection

This article mainly uses judgement sampling method for case selection. Judgment sampling method refers to when the researcher selects those units that are judged to be the most representative of the population as the sample based on the subjective experience of the investigator. In the process of selecting samples, researchers mainly consider three aspects.

3.2. Authority of Case Selection

In order to ensure the authority of the source of the case, this research is conducted based on the events published by authoritative media websites such as Xinhuanet and Observer. Screening and preliminary selection. After the initial screening, the author traces the relevant reports and comments, and sorts out the formation process of the incident one by one to ensure a clear, objective and accurate understanding of each case.

3.3. Degree of Social Impact

The frequent occurrence of public opinion reversal incidents in recent years has attracted widespread attention from all walks of life. The reason of public opinion reversal has become a hot topic in the academic circle is because of its immeasurable influence on society. Therefore, influence of a case is one of the important criteria for selecting a case.

3.4. Completeness

In addition, considering the relatively wide spread, the relevant reports of public opinion reversal events that have attracted high attention are more comprehensive and rich, which is conducive to the traceability of the event formation process in the research process, and the comments are easier to search. Such cases are conducive to more accurate and objective research on public opinion reversal events.

4. PROCESS OF PUBLIC OPINION REVERSAL AND RESULT

According to the research purpose and research needs, the author finally selects 50 public opinion reversal events from 2015 to 2020 as the case library after sorting and screening, and analyzed them. (Table 1). Here takes the "the disappearance of Zhoukou baby boy" as an example. On May 16, 2019, a woman in Zhoukou, Henan province in China reported that her baby had disappeared after she fainted, causing concern among netizens. According to media reports on the 20th, the entire incident of the boy's loss was planned by the woman.

4.1. The Initial Generation and Dissemination Stage of Online Public Opinion

The incident occurred: Between 10:30 and 11:30 on May 16, 2019, a mother in Zhoukou City suddenly fainted and when she woke up, she found that the child disappear.

4.1.1. Public opinion accumulates for the first time

At 18:00 on May 16, 2019, Henan Provincial TV Station "Urban Report" released its initial information through Weibo. The article focuses on urgently finding the missing child, seeking clues to the missing baby. Until 9:13 on May 19, 2019, the relevant media released the news that the baby had been found. According to the statistics of the micro-public opinion monitoring platform, a total of 648 related news were published on Weibo, WeChat, and other online media. From May 16, 2019 to May 18, 2019, the "disappearance of Zhoukou baby boy" incident is in the stage of accumulation of public opinion.

4.1.2. Online public opinion rose

At 9 o'clock on May 19, 2019, many well-known media such as People's Daily, CCTV News, Xinhuanet, etc. issued a message through key communication channels: The baby boy has been found. According to the statistics of the Weiwei Public Opinion Monitoring Website, a total of 2051 related reports were released from 00：00 to 24:00 on May 19, 2019. It can be seen from the figure below that from May 19, 2019 to May 20, 2019, the popularity of public opinion continued to rise, and the initial public opinion developed into a period of high.

Table 1. Public opinion reversal events

2016	2017	2018	2019	2020
College students rescued children who died in the	Sudden death of a female teacher in	Nanluo Bookstore Pudao Caotang was	The Yueqing boy who "affects the whole	"39 corpses found in a British truck" incident

water incident	Jiangsu	ordered to close by the government	network"	
Chengdu male driver beat up female driver	"Shanghai women fled Jiangxi countryside" incident	Shenzhen quadruplets incident	Chongqing bus incident	"Shandong Female Courier Kneeling" Incident
Yunnan female tour guide scolds tourists incident	Report on "Rituals and Music Bad" in Northeast Rural Areas	Jay Chou scolds security guards at Xi'an concert	The college entrance examination answer sheet was "transferred" incident	"Zhoukou Baby Boy Lost Case" incident
Heilongjiang Qing'an police killed a passenger incident	Henan "smoke incense" incident	The incident of girls being violated by school leaders in Fengmu Town No. 1 Middle School	Wang Fengya children incident	Anhui woman claimed to be "rape and murder" threat
The man was repeatedly arrested for opening a house with the same name as a drug dealer	Chinese tourists shoveling shrimp incident in Thailand	Orphan fighting incident	Henan woman suspected of being replaced by cousin to attend college	Internet celebrities throwing garbage on World Environment Day
Anhui female college student claims that helping the elderly was corrupted	"Gauze Door" Incident for Parturient Women in Shandong	Shenzhen University graduate students lost contact incident	"Deyang Female Doctor Suicide" Incident	Husband and wife of Hengyang Women's Detention Center beat others
Woman bitten by dog lied to save people and cheated donations	"Infatuated man" raised 200,000 debts to save his vegetative girlfriend	Zhangjiakou mule touching porcelain incident	"Hangzhou's whole process of killing stray dogs" incident	Taobao store "Guo Xiaoyun" was "wool" by net celebrities
Old Chinese man in Tokyo was mistakenly called "touch porcelain"	Attack on girls at Beijing Yitel Hotel	Mom scolds cosplay girl on subway	"The courier brother burst into tears in the rain" incident	"A 6-year-old child with asthma in Guangzhou was punished by his teacher to vomit blood" incident
Sentenced for ten years for digging out a bird's nest	Three-year-old girl kidnapped	The falling of a pregnant woman in Yulin	"Men intentionally transmitted AIDS to sophomore girls" incident	"Sun Yang banned for 8 years" reversal incident
15-year-old girl admitted to Harvard	Luo Yixiao Incident	Chongqing tour guide was trampled to death by an elephant to rescue passengers	"Beijing Zoo Elephant Lost" incident	Rape of Luo Champion

4.1.3. Public opinion reversal point intervention

At 13:46 on May 20, 2019, the well-known media "Headline News" reported that the Zhoukou baby boy case was directed by the mother. Subsequently, numerous media reported the matter accordingly. According to statistics from the Zhiweishijian Public Opinion Monitoring Platform, public opinion reached a peak spread of 438 messages/hour at 14:00 on May 20, 2019.

4.1.4. The second stage of online public opinion generation and dissemination

The first accumulation of public opinion appear after the reversal of public opinion.
Since the emergence of the public opinion reversal point on May 20, 2019, affected by the propulsion of the media, the public has gradually grasped the whole picture, and the public's attitudes, opinions, and emotions have been extremely reversed.
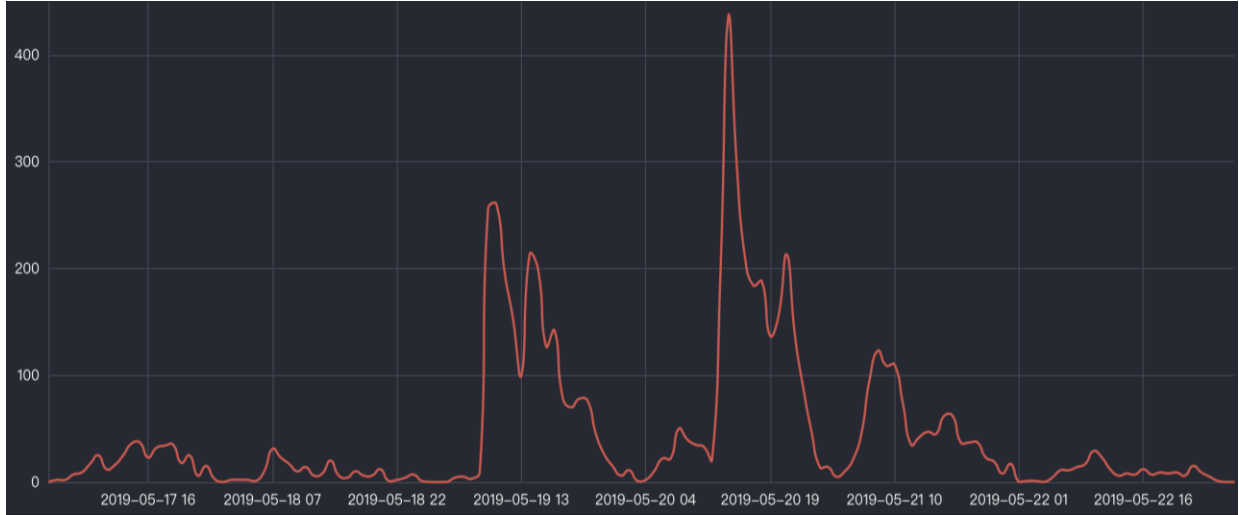
Figure 1. Network public opinion reversal trend chart [6]

4.1.5. Dissipation stage of public opinion

When the event information is all clear, it begins to enter the final stage of the reversal (May 21-May 23), that is, the period of public opinion dissipating. It can be seen from Table 1 that the slope of the curve gradually decreases and the image tends to be flat. At this stage, the public began to review and reflect on the entire process of the incident, the attention of the incident gradually declined, and the incident came to an end.

5. ANALYSIS OF CHARACTERISTICS OF PUBLIC OPINION REVERSAL EVENTS

5.1. Hot Topic

From the classification of the 50 public opinion reversal events from 2015 to 2020, it can be seen that most of them are social topics. In particular, public opinion reversal events related to social climate and social security account for a relatively high proportion of 18 cases and 10 cases respectively. These topics are common problems in today's society, and have relevance and relevance to the situation or encounters of some members of the public. Therefore, public opinion reversal events are easily discussed by the public.
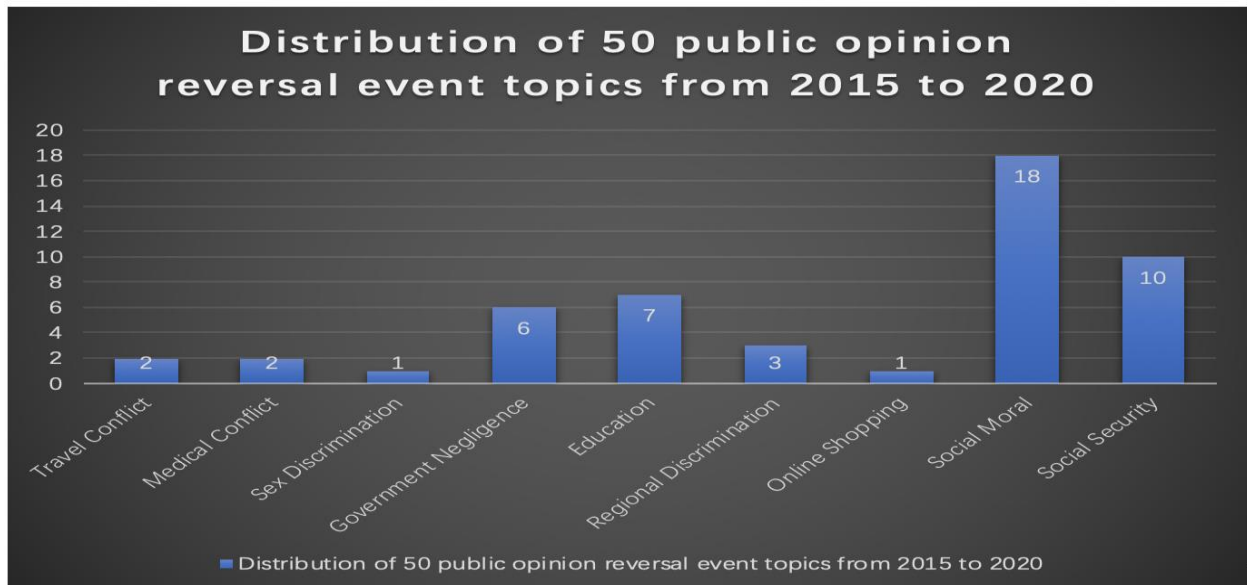

Figure 2. Distribution of 50 public opinion reversal event topics from 2015 to 2020

5.2. *Obvious Contrast*

The constituent elements of public opinion include emotions, attitudes and opinions. In the process of public opinion reversal, netizens' emotions and attitudes often undergo extreme changes, and the public opinion reversal event has a large contrast before and after it occurs. For example, in the "Shenzhen Quadruplets" incident, after the reversal of public opinion appeared, people initially praised the talents of the quadruplets and turned to accuse their parents of patriarchy. From the headlines of the media reports, we can also found that the public's attitudes have changed. Before the public opinion occured, the famous people's Daily published an article "Beat tiger brothers, recite poems and the quadruplets are super cute". After the public opinion occurs, well-known media and opinions Leaders have expressed their views, and negative words such as "terrible" and "crazy" have become high-frequency words.

5.3. *The Primary Communication Sources Are Mostly New Media Or We-media Users*

This study sorts out the spreading sources of 50 public opinion reversal incidents and found that 70% of public opinion reversal news was first published on new media or self-media platforms, and 30% of public opinion reversal news was published on new media platforms of traditional media. With the development of Internet technology, new media and self-media platforms have become the main platform for the public opinion field in my country. Due to the convenience, concealment and interactivity of information transmitted by netizens, the phenomenon of public opinion reversal of news inaccuracy frequently occurs.

6. CONCLUSION

This paper analyzes 50 public opinion reversal incidents that occurred in 2016-2020, clarifies the meaning of public opinion reversal, and summarizes its characteristics including topicality, original sources are often self-media and new media, and high contrast. The paper also takes the "Zhoukou Boy Disappearance Case" as a typical case, deeply analyzes the generation process of public opinion reversal events, and divides it into the first generation and dissemination of online public opinion, the emergence of public opinion reversal events, and the second generation and dissemination of network public opinion gathering.

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