



Analysis and Countermeasures of Online Public Opinion on Novel Coronavirus Pneumonia

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Abstract. At the end of 2019, the outbreak of the novel coronavirus pneumonia occurred in my country, which quickly attracted the attention of netizens. Under the multiple effects of the epidemic, the Internet, the media, netizens and the government, the network public opinion was complex and changeable. Online public opinion generally has a negative tendency, which can easily affect people's behavior and attitude. Therefore, we should pay attention to the research and analysis of online public opinion on the new coronavirus pneumonia epidemic. By using "Knowing Weird Things and Seeing Things" to search for the trend of online public opinion of the new coronavirus epidemic during the epidemic, and uses the life cycle theory to study the changes of online public opinion in stages according to the trend change, and finally provides suggestions for the governance of online public opinion.

Keywords: Internet public opinion · new coronary pneumonia · life cycle theory

1 Introduction

1.1 Research Background

In December 2019, a case of pneumonia of unknown cause appeared in Wuhan. The National Health and Medical Commission intervened in the investigation and announced an outbreak of novel coronavirus pneumonia (hereinafter referred to as novel coronavirus pneumonia) in China. The World Health Organization called the outbreak "2019 novel coronavirus" and said This is a global pandemic. Since we have now entered the information age, this incident has attracted the attention of netizens, and the network platform has become a carrier for netizen to express their attitudes, opinions and behaviors.

1.2 Research Significance

Due to the freedom of Weibo users to express their opinions, and the convenience and immediacy that Weibo brings to relevant users, public health emergencies can easily resonate among users in a short period of time. Once the public panic is caused, it is easy to cause network mass incidents to endanger social stability.

1.3 Research Methods

1.3.1 Literature Research Method

Enter keywords such as new coronary pneumonia online public opinion and new coronary pneumonia in the search column of CNKI, and organize, analyze and integrate the characteristics, classification, evolution law, and influencing factors of the new coronary pneumonia epidemic incident network public opinion.

1.3.2 Case Study Method

In recent years, there have been many public health emergencies in the world, so the author believes that it is necessary to select representative events from the many public health emergencies for analysis, so as to lay a part of the foundation for the research of other public health emergencies.

1.4 Definition of Core Concepts

Network public opinion refers to social events related to human beings or part of human beings that occur in the social world in which human beings live. Such events develop and change in the form of networks, and human beings show certain attitudes and beliefs towards such events and social managers.

2 Literature Review

2.1 Characteristics of Online Public Opinion on the COVID-19 Outbreak

There is no sign of sudden formation, the government, netizens, media and other parties are involved, the spread is rapid, uncontrolled, the content is complex and the structure is chaotic [1]; it is proposed that the characteristics of online public opinion in this incident are divided into the following three categories: closely related to the interests of the masses, netizen Opinions are mostly expressed in the media [2]. In addition to text and pictures, short videos have become the main form of communication [3].

2.2 The Evolution Process and Formation Mechanism of Online Public Opinion on the COVID-19 Outbreak

The online public opinion of the new crown pneumonia has gone through the incubation stage, the outbreak stage, the continuous stage, and finally the dissipation stage [4].

2.3 Issues and Characteristics of Public Opinion in Foreign Countries' Assessment of My Country's Epidemic

Foreign countries have a high degree of attention to our country. In addition to the concern about the epidemic situation, there are also concerns about China's economic strength in the world [5]. The response is to increase; negative tendencies, criticize my country's political system problems, suspect that my country does not respect human rights, ethnicity Disunity, etc.; the impact is significant [6]. During the epidemic in our country, foreign reports played a leading role in the world and controlled the direction of public opinion development [7].

3 Overall Data Analysis of Online Public Opinion on the COVID-19 Outbreak

3.1 Data Acquisition and Processing

The author used “new crown pneumonia” as the keyword to search Weibo, WeChat and online media during the period. A total of 2,686,013 pieces of data were obtained, including 1,348,748 pieces of Weibo, 695,232 pieces of online media, and 642,033 pieces of WeChat. Weibo accounts for 50% of the total data. Sina Weibo is one of the most important Internet social media in China. According to relevant data, Sina Weibo has 220 million daily active users, so this article chooses Sina Weibo as the research of this event. platform.

3.2 Data Analysis

After the outbreak of the new crown pneumonia on December 30, 2019, the popularity of Weibo continued to rise. The popularity of public opinion reached its peak on February 1, 2020, and then the popularity began to slowly decline. Therefore, the author based on the life cycle theory. The period until January 18, 2020 is divided into the formation period of online public opinion, the period from January 19, 2020 to March 29, 2020 is divided into the outbreak period of online public opinion, and the period from March 30, 2020 to April 15, 2020 is divided It is the dissipating period of network public opinion.

4 Analysis of the Elements and Characteristics of Online Public Opinion on the COVID-19 Outbreak

4.1 Factors Affecting Online Public Opinion on the COVID-19 Outbreak

4.1.1 Netizen

Netizen are divided into ordinary netizen and opinion leaders. In 1944, Lazarsfeld pointed out in “The People’s Choice” that opinion leaders play a decisive role in the team. Although opinion leaders only account for a very small part of all netizen, their remarks and attitudes It can influence or even decide the behavior of other netizen. This group often has certain fans. Fans increase the popularity of public opinion by reposting the opinions of opinion leaders.

4.1.2 Government Action

The government has the basic functions of safeguarding the people’s democracy, maintaining the long-term stability of the country, and providing social public services. As the strongest backing of the people, it should solve the problems of the people as soon as possible when a public health event occurs in the society; in addition to serving the people, the government is also the people’s service. The attitudes of leaders, policy makers, and governments determine how people speak and behave.If the government acts actively, then netizens will support the government, and they will publish positive remarks on the

Internet, which will make the Internet public opinion develop in a reasonable direction and accelerate the dissipation of Internet public opinion; Dissatisfied, there will be inappropriate remarks on the Internet, and even rumors will overflow, making it difficult to dissipate Internet public opinion.

4.1.3 The Environment of Public Opinion

The public opinion environment of the new crown pneumonia epidemic event refers to whether there are other hot events worthy of the attention of netizens in the same time period. With the continuous development of science and technology and the full coverage of the Internet, the Internet has become the main channel for the public to obtain information. Various events occur in the world every day, and netizens discuss the same event online through the Internet. If there are other hot events during the new crown pneumonia epidemic, the attention of netizens will be shifted, and the fever of the epidemic will be relatively reduced. However, since the COVID-19 outbreak is one of the most damaging events in human history, even if the Olympics will be cancelled and the fires in Sichuan, Qingdao and other places have not been a good distraction for netizens.

4.1.4 Internet Media

The media has developed from traditional media to new media and self-media, the Internet has covered all human beings, surfing has become a part of public life, and the media has become the main channel for the public to obtain information. Many public emergencies are exposed by the media, and netizens also use the media as a carrier to express their own remarks and obtain the information they want. The content, time and frequency of media reports will affect the attitude of netizens and the duration of public opinion on the Internet.

4.2 Characteristics of Online Public Opinion on the COVID-19 Outbreak

4.2.1 Media Platforms Have Become the Main Carrier of Public Opinion Development

Weibo is the main carrier of public opinion development. During the development of public opinion about this incident, the government provided relevant information to netizens in a timely manner through its official Weibo account. For example, the official Weibo account of People's Daily provided real-time information on cases in various regions during the epidemic; Netizens participated in the discussion of the epidemic by forwarding relevant links in WeChat Moments, which made the online public opinion of this incident complicated and changeable; video became the main way of information dissemination such as Douyin, Volcano Video, and Toutiao. On the Qingming Festival Holiday Douyin also actively guides the development of public opinion by playing videos related to medical staff and volunteers during the epidemic throughout the day.

4.2.2 Being Closely Related to the Interests of the Masses Has Become the Main Reason for the Development of Public Opinion

The outbreak of the new crown pneumonia in our country was caused by people's lack of understanding of the new crown virus, so it did not attract people's attention, but then the National Health and Health Commission intervened in the investigation and announced that the popularity of online public opinion continued to rise after the outbreak of the new crown pneumonia in my country. The reason for the shortage of materials during the Spring Festival holiday is that people's lives have been greatly restricted, and online public opinion has entered an outbreak period. Then, whether enterprises should resume work, how people should have lunch after resumption of work, and whether there will be human-to-human transmission after resumption of work, etc. have become the most important factors for people. The point of concern, finally, after the epidemic is well controlled and people resume their daily lives, the online public opinion of the new crown pneumonia epidemic has entered a dissipating period. To sum up, whether the interests of the masses can be guaranteed has become the main reason for the development of online public opinion on the new crown pneumonia epidemic.

4.2.3 Multi-agent Participation

With the development of the Internet, various events are spread through the Internet, and the number of Internet users is also increasing. The media has also developed from traditional media to new media. People also tend to use the Internet to express their views, attitudes and emotions. However, the Internet has low threshold and convenience. People can express their opinions online anytime, anywhere, and information is spread all over the country using the Internet as a carrier. As far as this new coronary pneumonia is concerned, in addition to ordinary netizens, the topics involved in the event include opinion leaders, the government, journalists, media, and related public accounts.⁵ Analysis of network public opinion on the COVID-19 outbreak.

5 Analysis of Network Public Opinion on the COVID-19 Outbreak

5.1 The Formation Period of Online Public Opinion on the COVID-19 Outbreak

According to the life cycle theory, the author divides the period from December 30, 2019 to January 18, 2020 as the incubation period of online public opinion on the new crown pneumonia epidemic. During this period of time, the epidemic has just broken out, and doctors, researchers and patients still lack understanding of what "new coronary pneumonia" is, and the harm of this public health emergency is unimaginable. Therefore, this incident did not attract the attention of netizens at first, and the media was not sensitive to this incident, and the media did not report this incident on a large scale, so the network public opinion was relatively simple.

5.2 The Outbreak Period of Online Public Opinion on the COVID-19 Outbreak

During the outbreak of public opinion, the number of confirmed cases of the new crown pneumonia epidemic increased sharply, and the production and life of the public was

greatly damaged. At this time, the attention of netizens increased significantly, the number of media reports increased greatly, and the government was also stepping up control. The development of online public opinion on the COVID-19 outbreak is inseparable from the development of the epidemic. At the beginning, when the epidemic was relatively light, the popularity of public opinion was not very high. With the increase of confirmed cases, the popularity of public opinion also increased. In the middle and late stages of the development of the new crown pneumonia epidemic, retrospective information on treatment measures and effects can easily lead to new public opinions and public opinions, should be paid attention to.

5.3 The Period of Decline of Online Public Opinion in the Event of the New Crown Pneumonia Epidemic

The official Weibo of some relevant departments, such as People's Daily, People's Daily Online, and the Central People's Broadcasting Station, released relevant information about the epidemic on the Internet in real time, and officially refuted some rumors that did not conform to the facts. In this way, netizens can obtain real and reliable information on the Internet, and public opinion can also develop in a reasonable direction. When the information needs of netizens are met, netizens will reduce the discussion of the event, and the popularity of public opinion will gradually decrease. down. At the same time, the network public opinion incident of the new crown pneumonia epidemic has a relatively long span, and netizens also feel tired of this incident, and gradually reduce their attention to this matter.

6 Outlook and Conclusion

Taking the new crown pneumonia as an example, this paper studies the changes in online public opinion from December 30, 2019 to April 15, 2020, analyzes the trend of public opinion combined with data, and introduces the characteristics of public opinion in the incubation period, outbreak period and subsidence period. In the first period, a detailed analysis was carried out, and it was found that the development of public opinion, like the development process of related events, was largely influenced by the government and opinion leaders. Opinion. Due to the limited ability of the author, there are defects in the search of data and materials, the introduction is not very detailed, but I hope to contribute to future research.

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