Research on Network Public Opinion Guidance of Higher Vocational Colleges in the Age of Big Data

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Abstract. Students in higher vocational colleges are in an important period of forming world outlook, outlook on life and values. Correct and effective guidance of public opinion not only helps students form correct three outlooks, but also promotes students' all-round development, which is of great significance to social stability. This paper takes the era of big data as the background, discusses the problems existing in the guidance of network public opinion in Higher Vocational colleges, and puts forward specific countermeasures.

Keywords: Big Data; Network Public Opinion; Guidance.

1. Introduction

With the rapid development of mobile Internet, Internet of Things, cloud computing and other new technologies, mankind has entered the era of big data. The information storm brought by big data is changing our life, work and way of thinking profoundly. It is increasingly difficult to manage and control massive information timely and effectively. The management of network public opinion is also facing new opportunities and challenges. Students in higher vocational colleges are in an important period of forming world outlook, outlook on life and values. Correct and effective guidance of public opinion can help students form correct three outlooks and promote students' all-round development. Doing a good job in guiding the network public opinion is great significance for controlling the spread of negative information of network public opinion, promoting the spread of benign information, mastering the initiative of leading the network public opinion, gathering the positive energy of the campus, building a harmonious campus, and ensuring the stability of the school and society.

2. The Problems of Network Opinion Guidance in Higher Vocational Colleges

In order to guide the public to effectively and reasonably publicize, establish correct social beliefs, stimulate positive energy, prevent irrational elements or some people with ulterior motives from abusing or using "network public opinion" to deliberately create network public opinion, and the main body of network public opinion is guided by the spirit of "socialist core values" ,makes full use of the law of the network, and promotes a kind of practice activity of clearing the cyberspace. Although higher vocational colleges have strengthened the management of network public opinion in recent years, but the following outstanding problems still exist:

2.1 The Management Mechanism of Public Opinion on Campus Network is Imperfect, and the Guidance of Public Opinion is not Scientific.

Most vocational colleges do not set up a special network of public opinion management functional departments, there is no perfect management mechanism or establishment of formalism. Because there is no systematic management system, public opinion in the network cannot penetrate into the daily life of students. Some vocational colleges are not scientific enough to manage network opinion. The main manifestation is that the management of network public opinion and the regular ideological and political work in the higher vocational colleges are not closely integrated, often two independent management mechanisms. Some vocational colleges' ideological and political education is still simple oral education or written education. They do not realize that the ideological and political education

environment in vocational colleges has undergone tremendous changes in the era of big data. However, some higher vocational colleges still follow the traditional mode, which is difficult to adapt to the changes of the times and produce good results.

2.2 Lacking of Support System and Network Commentator Team in the Guidance of Internet Public Opinion.

In higher vocational colleges ,there lack a good support system in the guidance of network public opinion. The division of labor is not clear, the responsibility is not clear. If the problem cannot be solved in time, it may cause students' discontent and even develop into malicious rumors. On the other hand, there also lack excellent team of network commentators in the school, which can solve perfectly some network public opinion problems. It is possible to delete or block relevant information, but some information may not be seen on the Internet but has been spread offline, such a situation is more likely to arouse students' suspicion, causing unnecessary misunderstanding. When confronting the problem of network public opinion, we should not only publish a message officially, but also help students distinguish the truth from the falsehood through online commentators or opinion leaders. But in fact, there isn't an excellent team of network commentators in higher vocational colleges, which makes the methods of network public opinion guidance in higher vocational colleges more rigid, cannot achieve good results.

2.3 The Network Literacy and Political Accomplishment of the Students Need to be Improved.

Higher vocational college students have some characteristics:

2.3.1 The Ability to Distinguish True or False of Network Information is Poor.

Higher vocational college Students' cultural theory level is not high, their rational thinking ability is weak, their ability to distinguish between good and bad information is not strong, coupled with the lack of independent thinking ability, vulnerable to all kinds of bad information misleading, for the spread of false information on the Internet.

2.3.2 Easy to Vent Personal Dissatisfaction on the Internet.

Higher vocational students' world outlook, outlook on life, values are in a critical stage of formation, mental immaturity, lack of due self-restraint, adaptability and ability to resist setbacks, coupled with some students' complex family environment, they are prone to produce dissatisfaction and vent in the network. Campus incidents involving the vital interests of such students, they are easy to become the disseminator of negative public opinion on the network, thus arousing other students' dissatisfaction and irrational behavior, it is likely to become the fuse of the outbreak of network public opinion.

2.3.3 Ignore the Mainstream Opinion of Internet Public Opinion.

Some students in higher vocational colleges have a low level of cultural literacy, they only pay attention to the things related to themselves, lack the sensitivity to social, political, cultural and other ideologies, lack the awareness of equality in network speech, network democracy, network responsibility and so on. Although vocational college students are keen on various kinds of network social intercourse, they do not understand the mainstream network media, and hold reservations about the mainstream views of the network media. Some students even show the psychology of contradicting or even reversing the mainstream views.

All these characteristics have brought great pressure to the management of campus network public opinion in higher vocational colleges.

3. The Strategy of Guiding Public Opinion in Higher Vocational Colleges

In the era of big data, in order to maintain and strengthen the influence on campus network public opinion and guide campus network public opinion correctly, higher vocational colleges should further strengthen and perfect the construction of leadership mechanism, monitoring and early warning

mechanism and guidance mechanism of campus network public opinion, and at the same time ,make great efforts to further improve the students' own network and political literacy in higher vocational colleges.

3.1 Strengthen the Leadership Mechanism of Network Public Opinion and Improve the Authority of Public Opinion Guidance.

Network public opinion should be regarded as the school's "top-notch" project, and a leading group of network public opinion management in higher vocational colleges should be set up, which includes a network public opinion monitoring group, a network public opinion investigation group and a network public opinion feedback group. The leadership group has the knowledge and skills to act decisively in any crisis situation to enhance centripetal force. Group members should be visionary, flexible and familiar with the situation of schools, students and schools in the urban area. Leading group and members should have sufficient foresight and cooperation spirit, and be able to maintain correct judgment and implement correct decision-making ability under greater pressure. Team members include the principal leaders of the school who can be quickly contacted. Team members can also be extended to ideological and political education experts, psychological counseling experts, medical experts, prestigious experts and professors among students, teachers and so on.

3.2 Strengthen the Construction of Network Public Opinion Monitoring and Early Warning Mechanism, and Improve Foresight.

In order to be effective in the management of network public opinion in colleges, it is necessary to strengthen the monitoring and early warning mechanism of campus network public opinion. Faced with various kinds of mass information, we should make full use of the tools, methods and platforms of large data mining and analysis, combine the information online and offline, collect and inspect public opinion information actively. The information should cover campus network, Weixin, QQ, news, forum, blog, Weibo, video, interactive space, newspaper and commentary. The platform commonly used by students in higher hocational colleges, such as question and answer, can realize real-time scanning, and can carry out hierarchical early warning and control of monitoring information.

3.3 Building a Co-operative Guidance System for Public Opinion and Grasping the Initiative and Control Rights.

Higher vocational colleges must rely on school administrative departments, departments, classes and other organizations at all levels, establish a co-ordinated and cooperative public opinion guidance system, and build the good network public opinion environment which is conducive to the healthy growth of higher vocational students

3.3.1 Establish a Public Opinion Guidance System for Overall Cooperation.

We must strengthen the main responsibility of public opinion guidance. The guiding body is not a single person or a department, but a collaborative team. As the institutions and personnel involved are relatively large and complex, the public opinion working group can make a clear division of labor, assume their responsibilities, coordinate the leadership of a unified, coordinated arrangement and coordination of related issues of network public opinion.

3.3.2 Take the Initiative to Seize the Commanding Heights of Information Dissemination, Control the Direction of the Public Opinion.

Campus network play the important role as the main position for teachers and students to participate in public opinion and communication. Strengthen the construction of relevant school websites, consolidate the campus network position, make use of modern science and technology such as big data, predict and judge the development trend of public opinion, and actively and scientifically guide the work of network public opinion.

3.3.3 Create an Excellent Network Commentator Team.

With the help of the campus network, flexibly choose all kinds of propaganda methods to intervene and guide the speech on the network, and do a good job in controlling the relevant information. At the same time, the application of technical means for some inappropriate speech, false information should be timely screening and deletion, for students concerned about hot issues are active, timely feedback, explanation and guidance, answer he relevant questions timely in the authoritative platform, correct public opinion prediction and guidance work, they are all play important roles to form Harmonious network public opinion environment.

3.3.4 Attach Importance to the Application of Big Data Thinking.

In the era of big data, public opinion should be guided by data. "Data is the most convincing". On the basis of fully collecting relevant data and using data visualization techniques such as charts, we should fully present the context of events so that we can understand the truth of events, the background and historical context of events, eliminate the "blind touch phenomenon" effect of public opinion, dissolve students' bias and achieve objectivity.

3.4 Enhance the Network and Political Literacy of Students and Improve their Ability to Distinguish Right from Wrong.

Higher vocational colleges should guard against the gradual decline in daily education management before the crisis and improve students' network literacy and political literacy. Firstly, we should deepen ideological and political education, in the ideological and political theory courses, we should enhance students' ability to discriminate and analyze false information and enable students to have rational knowledge of Internet information. Secondly, regular thematic legal and metal health education will be carried out in order to help students to shape a sound personality quality, with a more positive attitude to accept the guidance of positive network public opinion, consciously resist the harm of false network public opinion.

4. Summary

In short, in the era of big data, the guidance of network public opinion in higher vocational colleges can not only rely on the "blocking" mode, the integration of network public opinion guidance and ideological and political education will help students form a correct outlook on life, the world and values, which will be conducive to their ability to analyze problems independently. Only when the students in higher vocational colleges have a good three-view, with the correct ability to analyze problems, will they no longer be affected by the network information with ulterior motives, and can they maintain social stability and the harmonious development of the network society.

Acknowledgments

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