

Research on the Mechanism of Network Public Opinion Guidance in Vocational Colleges in the Era of All Media

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Abstract: With the rapid development of information technology, the era of all media has arrived, and the network communication pattern has undergone a series of changes. The scope of network participants has expanded, the subject of public opinion guidance has diversified, and the content of public opinion guidance has become fragmented. This study adopts literature research, survey research, and interdisciplinary research methods to deeply investigate the mechanism of online public opinion guidance in vocational colleges in the era of full media. Firstly, the characteristics of online public opinion in vocational colleges in the era of all media were analyzed, including fast information dissemination speed, diversified public opinion, and strong interactivity. Furthermore, the challenges faced by vocational colleges in guiding online public opinion were discussed, such as increased difficulty in guiding public opinion, significant negative information impact, and the need to improve the media literacy of teachers and students. On this basis, this study provides a detailed analysis of the personnel configuration and composition, training mechanism and investment, data support and public opinion monitoring, media cooperation and publicity, and evaluation of the effectiveness of online public opinion guidance in vocational colleges. Finally, optimization strategies were proposed, including innovative ways of guiding online public opinion, establishing emergency response mechanisms for online public opinion, and strengthening communication and cooperation with the media. Through these measures, vocational colleges can more effectively respond to the challenges of online public opinion, enhance the effectiveness of online public opinion guidance, and create a positive online environment for the healthy development of the school.

Keywords: Era of all media; Vocational colleges; Network public opinion; Guiding mechanism

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With the rapid development of information technology, the era of all media has arrived. In this context, as an important base for cultivating high-quality technical and skilled talents, vocational colleges' online public opinion guidance work is particularly important. Therefore, this article aims to provide theoretical support and practical guidance for vocational colleges in online public opinion guidance through the study of the mechanism of online public opinion guidance in vocational colleges.

1. The Characteristics of Online Public Opinion in Vocational Colleges in the Era of all Media

(1) Fast information dissemination speed

In the era of all media, the speed of information dissemination has surpassed the limitations of traditional media, presenting unprecedented speed. The formation and diffusion speed of online public opinion in vocational colleges has also significantly accelerated. In the past, information may need to go through multiple stages such as editing,

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review, printing, etc. to be transmitted to the audience, but now, through platforms such as social media and instant messaging tools, information can be almost instantly received and forwarded by a large number of users. The high-speed dissemination of information has made the generation and diffusion of online public opinion in vocational colleges more rapid. Once hot events or sensitive topics arise, they can quickly trigger widespread attention and discussion.

(2) Diversification of public opinion

In the era of all media, the online public opinion of vocational colleges presents a diversified characteristic. With the popularization and diversification of online platforms, people from different groups and interests can speak out on the internet, forming a diversified public opinion field. Teachers and students in vocational colleges come from different backgrounds and professional fields, and their topics of concern and viewpoints are also different. On the internet, these different voices are intertwined, forming a complex and ever-changing public opinion environment. This diversified public opinion environment is conducive to promoting ideological exchange and viewpoint collision, but also increases the difficulty of guiding online public opinion in vocational colleges.

(3) Strong interactivity

In the era of all media, teachers and students in vocational colleges can interact in real time through the Internet platform, and the interactivity of online public opinion has been significantly enhanced. The traditional way of information dissemination is often one-way, and the audience can only passively receive information. Nowadays, through social media, forums, and other platforms, vocational college teachers and students can express their opinions, comment on others' opinions, and communicate with other users in real-time anytime and anywhere. This interactivity not only makes online public opinion more active and rich, but also provides a platform for vocational college teachers and students to express themselves and exchange ideas. At the same time, interactivity also increases the uncontrollability of online public opinion, and some false information or extreme remarks can easily spread during interaction, causing negative impacts on the image and reputation of vocational colleges.

2. The Challenge of Online Public Opinion Guidance in Vocational Colleges in the Era of all Media

(1) Difficulty in guiding public opinion increases

In the era of all media, the speed and breadth of information dissemination have greatly improved, posing unprecedented challenges for vocational colleges in guiding online public opinion. On the one hand, the acceleration of information dissemination has made the formation and diffusion of online public opinion more rapid, and vocational colleges often need to respond in a very short time, timely guide and regulate the direction of public opinion. On the other hand, the diversification of public opinion has also increased the difficulty of guiding public opinion. Teachers and students in vocational colleges come from different professional backgrounds and cultural environments, and their viewpoints and demands are diverse, making the online public opinion field more complex. Vocational colleges need to more accurately grasp the ideological dynamics and public opinion tendencies of teachers and students, and formulate targeted guidance strategies.

(2) Negative information has a significant impact

In the era of all media, negative information spreads faster on the internet, and its impact on the image and reputation of vocational colleges is more significant. Once negative events or scandals occur in vocational colleges, relevant information will quickly spread on the internet, triggering widespread attention and discussion. These negative information not only damage the reputation of vocational colleges, but may also affect the trust and sense of belonging of teachers and students towards the school. Therefore, vocational colleges need to strengthen the monitoring and response to negative information, clarify facts in a timely manner, eliminate misunderstandings, and

maintain the image and reputation of the school.

(3) The media literacy of teachers and students needs to be improved

In the era of all media, vocational college teachers and students need to possess certain media literacy in order to better understand and respond to online public opinion. However, some teachers and students lack media literacy and are easily misled by false information, which affects the healthy development of online public opinion. Some teachers and students lack critical thinking when receiving information, and are easily misled by rumors and false information on the internet; When expressing opinions, it is also possible to use inappropriate language or methods due to a lack of media literacy, which can lead to unnecessary controversies and conflicts. Therefore, vocational colleges need to strengthen the education and training of teachers and students' media literacy, improve their information recognition ability and network literacy level, and promote the healthy development of online public opinion.

3. Analysis of the Mechanism of Network Public Opinion Guidance in Vocational Colleges in the Era of All Media

In the context of the all media era, the importance of online public opinion guidance in vocational colleges has become increasingly prominent. In order to deeply analyze the current situation and development trend of the mechanism of online public opinion guidance in vocational colleges, the following will combine more detailed data for analysis.

(1) Personnel configuration and composition

Vocational colleges are increasingly emphasizing personnel allocation and composition in the guidance of online public opinion. Across the country, vocational colleges have an average of 18 full-time and part-time online public opinion guides per institution. Large vocational colleges have an average of 65 people, while small vocational colleges also have a staffing of 12 people. Among these full-time and part-time personnel, the proportion of those with a master's degree or above is as high as 65%, of which 5% have a doctoral degree, indicating the importance that vocational colleges attach to highly educated talents in the field of online public opinion guidance. At the same time, the professional backgrounds of these personnel are also quite rich, with 40% having backgrounds in journalism and communication, 20% in sociology, 15% in psychology, and 25% in other related majors. This professional composition helps them better understand and analyze online public opinion, and provides scientifically effective public opinion guidance strategies for vocational colleges.

Table 1: Statistical Table of Personnel Configuration and Composition for Online Public Opinion Guidance in Vocational Colleges

index	numerical value
Number of full-time staff (national average)	18 people
Number of full-time staff in large vocational colleges	65 people
Number of full-time staff in small vocational colleges	12 people
Proportion of master's degree or above	65%
Proportion of doctoral degree holders	5%
Proportion of undergraduate education	35%
Proportion of backgrounds in journalism and communication majors	40%
Proportion of Sociology Major Background	20%
Proportion of psychology background	15%
Proportion of other related professional backgrounds	25%

(2) Training mechanism and investment

Vocational colleges not only focus on personnel allocation and composition in guiding online public opinion, but also attach great importance to the investment and frequency of professional training. Nationwide, the average

annual funding for online public opinion guidance training (including ideological and political education training) in vocational colleges has reached 1.1 million yuan, with large vocational colleges investing over 1.5 million yuan and small vocational colleges maintaining around 800000 yuan to ensure the quality and effectiveness of training. In terms of training frequency, vocational colleges organize at least 3 professional training sessions per year on average, and large vocational colleges may even reach 5 or more sessions to continuously improve the professional competence and coping ability of online public opinion guidance personnel. In terms of training content, public opinion analysis accounts for 35%, crisis response accounts for 25%, new media application accounts for 20%, laws, regulations and ethics account for 10%, and others account for 10%. These comprehensive and in-depth content settings provide comprehensive knowledge and skill support for online public opinion guidance personnel in vocational colleges.

(3) Data support and public opinion monitoring

In the work of guiding online public opinion, vocational colleges generally attach great importance to the construction and application of public opinion monitoring systems. According to statistics, 95% of vocational colleges nationwide have established public opinion monitoring systems, of which 70% choose to cooperate with professional companies to ensure the stability and efficiency of the system. These systems not only cover 60% of the data on social media platforms, but also cover multiple channels such as news websites, forums, and blogs, with a wide range of data collection. At the same time, the data processing capability of the public opinion monitoring system in vocational colleges is also quite strong, with an average of more than 100000 pieces of data processed per day, and the data processing capability of large vocational colleges is even better. This system construction and application provide timely, accurate, and comprehensive online public opinion information for vocational colleges, and provide strong support for formulating effective public opinion guidance strategies.

(4) Media cooperation and promotion

While strengthening the guidance of online public opinion, vocational colleges also pay attention to deep cooperation with mainstream media. According to statistics, on average, each vocational college maintains close cooperation with three mainstream media outlets, including national and provincial mainstream media. This cooperation pattern provides vocational colleges with a broader platform for publicity. In terms of news release, vocational colleges release an average of 20 news articles per month, and large vocational colleges may even reach 30 or more, ensuring timely dissemination of information. Through positive news reports from mainstream media, the publicity effect of vocational colleges has significantly improved, with an average coverage of over 100000 people, effectively enhancing the school's visibility and reputation, and playing a positive role in shaping a good school image.

(5) Evaluation of the effectiveness of online public opinion guidance

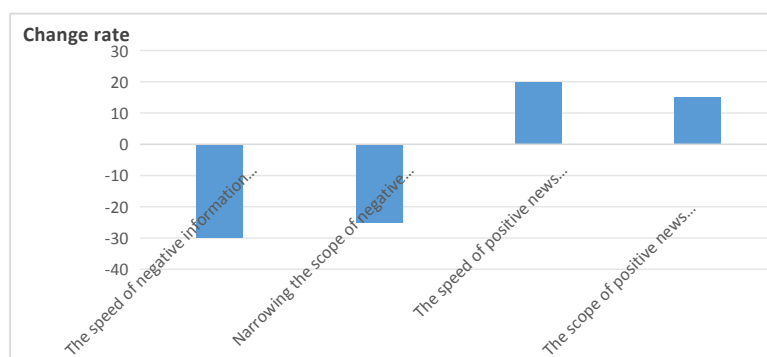


Figure 1 Effect of Implementing Effective Network Public Opinion Guidance Strategies in Vocational Colleges

Vocational colleges have significantly improved the effectiveness of information management by implementing effective online public opinion guidance strategies. On the one hand, the dissemination speed of negative information has decreased by an average of 30%, and the scope of influence has also narrowed by 25%, which

shows the ability and effectiveness of vocational colleges in dealing with negative public opinion. On the other hand, the dissemination speed and impact range of positive news have increased by 20% and 15% respectively, effectively enhancing the school's visibility and reputation. These positive achievements not only demonstrate the professionalism of vocational colleges in guiding online public opinion, but also lay a solid foundation for the school's reputation management and image building.

4. Optimization Strategies for Online Public Opinion Guidance in Vocational Colleges in the Era of All Media

In the context of the era of all media, the influence and dissemination speed of online public opinion are becoming increasingly prominent. As an important base for cultivating high-quality technical and skilled talents, vocational colleges are particularly crucial in guiding online public opinion. In order to effectively cope with the complexity and diversity of online public opinion, vocational colleges need to adopt a series of optimization strategies to enhance the effectiveness of online public opinion guidance work.

(1) Innovative ways of guiding online public opinion

With the rapid development of new media platforms, higher vocational colleges should make full use of new media platforms such as Weibo, WeChat and Tiktok, give full play to their advantages such as fast information dissemination and strong interaction, and innovate the way of guiding online public opinion. Firstly, vocational colleges can respond to social concerns in a timely manner by releasing authoritative information, ensuring the accuracy and authority of the information. This can not only enhance public trust in schools, but also effectively prevent the spread of rumors and false information. Secondly, vocational colleges can conduct interactive discussions to encourage teachers, students, and the general public to actively participate in the formation and dissemination of online public opinion. Through online Q&A, thematic discussions, and other forms, guide teachers, students, and the public to express their opinions rationally, and create a healthy and rational public opinion atmosphere. In the process of innovating online public opinion guidance methods, vocational colleges should also pay attention to improving the timeliness and pertinence of information release. We should closely monitor the hotspots and trends of online public opinion, timely release relevant information, and respond to social concerns. At the same time, personalized information dissemination strategies should be developed based on the characteristics and needs of different audience groups to improve the effectiveness and influence of information dissemination. For example, for young student groups, more vivid and interesting language and forms can be used for information dissemination to attract their attention and participation.

(2) Establish an emergency response mechanism for online public opinion

The suddenness and unpredictability of online public opinion require vocational colleges to establish comprehensive emergency plans for online public opinion. Once negative information or public opinion crisis occurs, vocational colleges can quickly activate emergency plans and organize relevant departments to conduct analysis and disposal. Firstly, vocational colleges should establish a public opinion monitoring system to monitor the dynamics of online public opinion in real time, and provide early warning and evaluation of information that may trigger negative public opinion. Secondly, when negative information appears, vocational colleges should immediately activate emergency plans and organize professional teams for rapid response and disposal. Eliminate negative impacts and prevent the situation from escalating through methods such as releasing clarification information and organizing expert interpretations. In addition, vocational colleges should strengthen communication and coordination with public security, cyberspace, and other departments to form a joint effort to address the crisis of online public opinion. Through cooperation with relevant departments, vocational colleges can obtain more resources and support, improve their ability and efficiency in dealing with online public opinion crises.

(3) Strengthen communication and cooperation with the media

Mainstream media plays an important role in information dissemination and public opinion guidance, and vocational colleges should actively establish good cooperative relationships with mainstream media. Firstly, vocational colleges can provide accurate and comprehensive information to mainstream media through regular events such as press conferences and media symposiums, showcasing the school's educational achievements and characteristics. Through mainstream media coverage and dissemination, vocational colleges can expand their social influence and enhance public recognition. Secondly, vocational colleges can invite mainstream media to participate in major events and project reporting, showcasing the school's good image and the style of teachers and students through their lenses and brushstrokes. In addition to collaborating with mainstream media, vocational colleges can also utilize self media platforms to strengthen interaction with teachers, students, and the general public. By opening official microblog, WeChat official account and other self media accounts, we can release the latest news, policy interpretation and other information of the school to attract more attention and participation. At the same time, vocational colleges can also use self media platforms to carry out online activities, such as micro interviews, live interactive broadcasts, etc., to enhance interaction and connection with teachers, students, and the general public. In the process of strengthening communication and cooperation with the media, vocational colleges should also focus on improving their own public relations abilities and levels. Establish a sound public relations mechanism, strengthen the construction of public relations teams, and enhance the professional competence and response ability of public relations personnel. Through in-depth cooperation and effective communication with the media, vocational colleges can better guide online public opinion and shape a good social image.

In the era of all media, the online public opinion guidance work in vocational colleges is facing new challenges and opportunities. By strengthening online public opinion monitoring, improving the quality of online public opinion guidance teams, and enhancing media literacy education for teachers and students, the level of online public opinion guidance work in vocational colleges can be effectively improved. At the same time, innovative methods of guiding online public opinion, establishing emergency response mechanisms, and strengthening communication and cooperation with the media will help vocational colleges better cope with the challenges of online public opinion in the era of all media.

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