

Construction of Evaluation Index System of University Network Public Opinion Governance

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Abstract

Based on the principles of integrity, systematicness, focus and measurability, this paper constructs the evaluation index system of network public opinion governance in colleges and universities. It includes 3 first-class indicators, 6 second-class indicators and 12 third-class indicators. Combined with the actual network public opinion events in colleges and universities, the evaluation indicators are verified in order to provide theoretical guidance for the effective governance of network public opinion events in colleges and universities.

Keywords

Colleges and universities; Network public opinion governance; Evaluating indicator.

1. INTRODUCTION

In recent years, General Secretary Xi has attached great importance to solving and exploring complex social and public issues from the perspective of governance theory and promoting the modernization of national governance. The management of network public opinion in colleges and universities is an important part of the modernization of national governance. Therefore, it is urgent to build a scientific and effective university network public opinion governance system. At the same time, the study and exploration of university network public opinion governance evaluation system is more accurate, and the real index that can make accurate evaluation of the network public opinion governance system has become a major problem that universities need to solve.

2. LITERATURE REVIEW

Based on the CNKI database, the author sorted out the relevant literature of university network public opinion governance from five aspects: public opinion, network public opinion, concept of university network public opinion, structure and characteristics of university network public opinion, and university network public opinion governance and evaluation system, in order to lay a theoretical foundation for the selection of evaluation indicators.

2.1. Literature on Public Opinion

The rise and development of western public opinion began in 1762. Rousseau's *The Social Contract Theory* defined public opinion as people's opinions on social or public affairs. In 1922, Walter Lippmann defined public opinion as views on one's own needs, intentions and relations with others in his book *Public Opinion*, which was a comprehensive exposition of public opinion abroad. Lippmann's works had made great contributions to the development of public opinion research [1]. Yan D.C. believed that public opinion in different times would have different characteristics [2]. Foreign public opinion research generally included the impact of

information dissemination on public opinion and the relationship between public opinion and political decision-making [3]. At the same time, based on the summary research, Xinge Ai divided the research of foreign public opinion into three stages, from the philosophical standard stage, the sociological research stage and the noumenon stage of public opinion research, which basically formed the research situation of collective behavior and social psychology research, attitude and opinion research, political decision-making and mass communication [4].

2.2. Literature on Network Public Opinion Governance

The governments of western developed countries paid attention to public opinion publicity, adopted hard management methods and soft management measures, and showed diversified characteristics in the management of public opinion publicity [5]. There were four representative modes of western network public opinion management, which included government legal regulation, technical means control, self-discipline of network platform, media and users, and market self-regulation. It was difficult for people to accept the form of western public opinion [6]. One of the core of public opinion management was not to control public opinion, but to deal with the relationship between confidentiality and freedom of press and seek a balance in the mutual restraint between confidentiality system and press freedom system [7]. In short, western countries had their own characteristics in managing internet public opinion.

2.3. Literature on the Concept of University Network Public Opinion

Hao Wang believed that college network public opinion refers to the emotional and subjective network opinion attitude with college teachers and students, work or events as the object of public opinion [8]. Xiling Ding believed that college network public opinion was the manifestation of network public opinion in universities, and the subject of university network public opinion was college student netizen [9]. Xin Xu believed that the form of virtualization of network public opinion in colleges and universities weakened the constraints of college students on words and deeds, so that their moral consciousness began to be weak [10].

2.4. Literature on the Structure and Characteristics of University Network Public Opinion

Qing Zhao pointed out that the network public opinion of colleges and universities is the result of the joint action of the subject of public opinion and the media [11]. Wei Kan proposed four characteristics of Internet public opinion in colleges and universities under the background of new media [12]. In his research, Ruijun Yuan summarized that college network public opinion was easy to group polarization and cognitive bias [13]. Zhou Ziyu summarized the characteristics of Internet public opinion in colleges and universities: fast communication speed, complex content, diversified communication methods and wide influence range of public opinion [14].

2.5. Literature on the Evaluation System of University Network Public Opinion Governance

Ling Dou put forward the theory of building a "four in one" network public opinion management mechanism [15]. Zhenzhen Zhang also put forward four principles for the scientific construction of university network public opinion governance evaluation system [16]. In the early morning, the performance evaluation indicators of network public opinion management in colleges and universities were divided into four categories [17]. Yali Cheng determined the evaluation grade and index weight of network public opinion in colleges and universities [18]. Yuhan Gan analyzed the evaluation satisfaction of public opinion governance in colleges and universities in combination with the data of 14 undergraduate colleges and universities [19]. Xing Huang proposed 10 evaluation indicators from three dimensions: emergency Force, network media force and netizen force [20].

To sum up, through the study of relevant literature, it is found that most of the literature on network public opinion governance shows that the current network public opinion governance system has been gradually improved, while the literature on the evaluation system of network public opinion governance is slightly less. It can be seen that the construction of the evaluation system of public opinion governance has not been fully developed. Therefore, we must strengthen and improve the evaluation system of network public opinion governance in colleges and universities, The construction of the index system can form various interrelated statistical indicators into a measurable organic whole. The scientific selection of the index dimension can give a comprehensive and effective evaluation of the popularity of public opinion and make a great contribution to the evaluation system of network public opinion governance.

3. CONSTRUCTION OF EVALUATION INDEX SYSTEM OF NETWORK PUBLIC OPINION GOVERNANCE IN COLLEGES AND UNIVERSITIES

3.1. The Concept of Network Public Opinion Governance in Colleges and Universities

College network public opinion is a synthesis of students' views and emotional expression after a sudden event on the campus. It can also be said that a large number of are spreading on the Internet. Teachers and students' tendentious remarks and their own unique opinions on hot issues in the school, including the network views related to school work. As the main gathering place of students, colleges and universities have a huge amount of information, which plays a guiding and value guiding role for students. College network public opinion and social network public opinion have different effects. How to correctly guide public opinion is the ideological and political work that colleges and universities need to prepare.

The governance of network public opinion in colleges and universities is to deal with and solve the problems in the development of network public opinion with the participation of the government and social organizations. Through the coordination and cooperation of all parties, the purpose of solving the problem can be achieved. All subjects manage the network public opinion in a professional direction, and improve the handling of public opinion events for the same goal, so as to ensure the stability of public opinion on campus and society.

3.2. Selection Principle of Evaluation Index of University Network Public Opinion Governance

We should build a systematic evaluation framework based on the following four principles: the overall compliance of colleges and universities, the measurability of public opinion. The principle of integrity requires that the indicators can summarize the overall situation of network public opinion governance in colleges and universities, ensure that the content reflected by the indicators is true and effective, and avoid the wrong guidance of generalizing. The systematic principle is that each index in multiple or the whole index system can support each other and form a benign index system in an orderly manner, Focus means that the selected indicators should be targeted and highlight the focus of a specific matter, which can effectively reflect the actual situation of network public opinion governance in Colleges and universities, so as to suit the remedy to the case. The principle of measurability means that indicators can be quantified through data. Even the indicators that cannot be quantified can also be observed by qualitative analysis.

3.3. Theoretical Basis of Evaluation Index of Network Public Opinion Governance in Colleges and Universities

3.3.1 Analytic Hierarchy Process

The analytic hierarchy process was put forward by the American operational research scientist Saaty.T.L.. This method is the combination of qualitative analysis and quantitative

analysis, so as to achieve the purpose of flexibility and strong operability. It is a decision-making method that can build multiple goals. In this method, comprehensive evaluation objectives and complex problems are analyzed into related decomposition factors at several levels. The importance of all factors is simply compared and calculated. In this paper, analytic hierarchy process is used to analyze the evaluation index of network public opinion governance in colleges and universities. Firstly, the evaluation target range and constituent factors are determined. Secondly, group them according to their characteristics to better determine their relationship. Finally, the quantitative and qualitative analysis of each level of indicators is carried out.

3.3.2 Social Governance Theory in the New Era

The theory of social governance in the new era is mainly reflected in the newness, which means that when implementing the people-centered development concept, taking the people as the starting point and destination of all actions, and on the basis of safeguarding and developing the people's interests, we strive to improve the people's well-being and constantly improve their sense of happiness and gain. The legal rights of the people are guaranteed to meet their material and cultural needs. On the basis of material satisfaction, the moral level is further sublimated. People live and work in peace and contentment, social stability and harmony. Through the governance of the new era, we can achieve the harmonious coexistence between man and nature and maximize the interests of people at all levels, so as to ensure the long-term stability of society. Social governance is different from other governance, covering a wider range, higher level and more complex. It mainly refers to the various governance subjects on the society, through cooperation to participate in social governance, to achieve the norms and guidance of social affairs and social order, representing the interests of the majority of the people. Through the cooperation of various subjects, to achieve the norms and guidance of social affairs and social life, to maximize the protection of the majority of people's legal rights, to achieve the maximum balance of public interests. In the management of network public opinion in colleges and universities, teachers and students and relevant departments as the main body, with their interests as the starting point, let them participate in the research and construction of the evaluation system of network public opinion governance in colleges and universities, so as to ensure the stability and harmony of campus and society. The 19th National Congress of the Communist Party of China also made it clear that social governance cannot be separated from the participation of the whole people. It is necessary to create a situation of the participation of the whole people and win-win cooperation so as to achieve the socialized, law-based, intelligent and professional level of social governance.

3.4. Theoretical Analysis of Evaluation Index of University Network Public Opinion Governance

A specific index can reflect the specific characteristics of a specific research object and explain the facts in the most objective and clear way. A series of specific indicators in different hierarchical structures, interrelated and restricted each other constitute a set of scientific and complete indicator system as a whole.

For the evaluation index system of network public opinion governance in colleges and universities, the key lies in three aspects. Firstly, they contain what kind of attitude colleges and universities have towards the public opinion event, that is, the psychological evaluation and understanding of colleges and universities after the public opinion crisis event, the degree of emphasis on the network public opinion event and the response to the event in various network channels. Secondly, they contain the response speed and public opinion processing time of colleges and universities in the network public opinion event of colleges and universities. The shorter the response time, it shows that the college's network public opinion crisis plan is fully prepared, as well as the continuous event of public opinion, which can also reflect the ability of

colleges and universities in the speed of network public opinion management. Thirdly, they contain the response of universities to public opinion events and the guidance of the masses, which is reflected in the resolution of the crisis, the satisfaction of the masses and the response to the event.

Based on the existing research results, the author selects 3 first-level indicators, 6 second-level indicators and 12 third-level indicators. First-level indicators include the attitude of colleges and universities towards online public opinion events (F1), the time of colleges and universities in online public opinion governance events (F2), and the response and guidance effect of colleges and universities to public opinion events (F3). Second-level indicators include colleges and universities for the recognition of Internet public opinion events (F11), colleges and universities for the importance of that public opinion events (F12), the university network public opinion processing department reaction time (F21), the university network public opinion information processing time (F22), the response effect of colleges and universities to this incident (F31), the university network public opinion guide effect of the incident (F32). Third-level indicators include management of colleges and universities for event recognition (F111), network platform construction situation in colleges and universities (F112), colleges and universities for the importance of network public opinion cognitive (F121), university of network public opinion cognitive values (F122), the university network public opinion incident response speed (F211), college network platform to release information public opinion events (F212), the timeliness of the discovery and refuting of online rumors in colleges and universities (F221), the release time of the information on the handling of the event in colleges and universities (F222), the processing effect of the units involved in the online public opinion events in colleges and universities (F311), the transparency and truthiness of the information in the online public opinion events in colleges and universities (F312), comprehensive network public opinion response channels of colleges and universities (F321), mass satisfaction with the event (F322).

3.5. Questionnaire Analysis of Evaluation Index of Network Public Opinion Governance in Universities

Combined with the processing process of public opinion events in colleges and universities in reality, the author conducted a questionnaire survey to verify the feasibility of the index system. The respondents rated the degree of influence of the evaluation indicators. Respondents were rated on a scale of one to five, with higher scores having a greater impact. If the evaluation index score is 3 or above, and the number of questionnaires is more than 50%, it is judged as qualified index. According to the questionnaire data, a total of 136 valid questionnaires were collected, and 12 grade 3 indicators all reached the qualified standard. Among them, 8 evaluation indexes scored 5 points, 3 evaluation indexes scored 4 points, and 2 evaluation indexes scored 3 points. In the first-level evaluation indicators, the order of their influence is F3, F2 and F1, indicating the coping strategy and guiding role of universities in online public opinion events, which is conducive to the governance of public opinion events.

For the evaluation index F1 (the attitude of colleges and universities towards online public opinion events), the influence degree of the secondary index is F11 (colleges and universities for the recognition of Internet public opinion events) and F12 (colleges and universities for the importance of that public opinion events), and the influence degree of the tertiary index is F112 (network platform construction situation in colleges and universities), F111 (management of colleges and universities for event recognition), F122 (university of network public opinion cognitive values) and F121 (colleges and universities for the importance of network public opinion cognitive). Therefore, the attitude of colleges and universities towards network public opinion events still needs to be paid more attention. The respondents generally believe that the construction of university network platform can effectively reflect the governance ability of

university network public opinion, and the cognition of university management departments to public opinion events is also an important indicator affecting the construction of university network public opinion. The recognition and attention of public opinion events in colleges and universities are still insufficient. The low level of network platform construction in colleges and universities leads to the imperfect handling of public opinion events by the management department of colleges and universities.

For the evaluation index F2 (the time of colleges and universities in online public opinion governance events), the influence degree of the secondary index is F21 (the university network public opinion processing department reaction time) and F22 (the university network public opinion information processing time), and the influence degree of the tertiary index is F221 (the timeliness of the discovery and refuting of online rumors in colleges and universities), F211 (the university network public opinion incident response speed), F212 (college network platform to release information public opinion events) and F222 (the release time of the information on the handling of the event in colleges and universities). It can be seen that the respondents pay high attention to the response speed and time of public opinion events in colleges and universities. The response speed and events of network public opinion are the highest indicators to measure the feasibility of governance ability. For public opinion events in colleges and universities, colleges and universities have made remarkable achievements in the discovery and containment of rumors, avoiding many troubles and bad effects of rumors on the governance of network public opinion in colleges and universities.

For the evaluation index F3 (the response and guidance effect of colleges and universities to public opinion events), the influence degree of the secondary index is F31 (the response effect of colleges and universities to this incident) and F32 (the university network public opinion guide effect of the incident), and the influence degree of the tertiary index is F322 (mass satisfaction with the event), F312 (the transparency and truthiness of the information in the online public opinion events in colleges and universities), F311 (the processing effect of the units involved in the online public opinion events in colleges and universities) and F321 (comprehensive network public opinion response channels of colleges and universities). Therefore, most respondents believe that the channels of public opinion control in colleges and universities are limited and need to be expanded. During the development of public opinion events in colleges and universities, relevant departments can timely announce the investigation progress of the events, and fully reflect the openness, transparency, authenticity and credibility. The public is satisfied with the handling effect of the events.

4. CONCLUSION

Based on the principles of integrity, systematicness, focus and measurability, the author constructed the evaluation index system of network public opinion governance in colleges and universities. The evaluation index system included 3 first-level indicators, 6 second-level indicators and 12 third-level indicators. They were the attitude of colleges and universities towards online public opinion events (F1), the time of colleges and universities in online public opinion governance events (F2), the response and guidance effect of colleges and universities to public opinion events (F3), colleges and universities for the recognition of Internet public opinion events (F11), the university network public opinion processing department reaction time (F21), management of colleges and universities for event recognition (F111), and so on. Combined with the actual public opinion events in colleges and universities, the author made a questionnaire survey on the index system and obtains the influence score of the evaluation index. According to the scoring results, the evaluation index system of network public opinion governance in colleges and universities was effective and feasible. The response and guidance

effect of colleges and universities to public opinion events was an important factor affecting the governance effect of network public opinion in colleges and universities.

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