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## Construction mechanism of government micro-blog of developing provinces on the target of public opinion guidance

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### ABSTRACT

The government micro-blog is characterized by public opinion field in major emergencies, how to use the government micro-blog to strengthen guidance and guide on the network public opinion, it is a realistic and important issue. According to the lagged situation of the government micro-blog construction in most of provinces, based on detailed investigation on current micro-blog, this paper analyses the causes why those provinces government micro-blog are relative lag; through the analysis of the influencing factors and combined with the specific characteristics of developing provinces, this paper finds that how to guide the public opinion is the current goal of developing provinces government micro-blog construction, and puts forward specific construction strategy for developing provinces government micro-blog development.

### KEYWORDS

Government micro-blog; System perspective; Public opinion guidance; Evaluation index.



Government Micro-blog has now become a strengthening the capacity of governments to respond to emergencies, monitoring government corruption, strengthening the transparency of the operations of government policy, set up the good image of the government, restore credibility and promote the process of democratization. How to use a variety of policy and institution-building measures to help the government use micro-blog as a platform with the concern of community participation in public affairs to maximize its powerful influence and cohesion, it is a new research topic.

## REVIEW OF THE RESEARCH AT HOME AND ABROAD

Government micro-blog is popular in China since 2010. Communication studies, political science, public policy, public management, public relations, other scholars and practitioners of the government and other institutions opened a lot of research from different perspectives, from micro-blog propagation characteristics of the initial research to comprehensive research, the content of the research from the description of the basic state into the academic discussion. In the perspective of communication studies, the researchers pay attention to specificity and authority of government micro-blog, interactivity and fissionability in the media and exclusive and flexibility in the dissemination of content<sup>[1,2]</sup>; In the perspective of political science, the author focuses on the role of micro-blog in democratic supervision and its impact on democracy, which is in favor of democracy and public sector building construction<sup>[3-5]</sup>; In the perspective of public management and public relations, scholars mainly analyse micro-blog impact on public policy and its mechanism through specific popular event, strengthen advocacy micro-blog application of relevant management systems and norms and give full play in micro-blog positive effect on dissemination of information, political interaction and network governance aspects<sup>[6-12]</sup>. These results is more prominent in the study of the three agencies report, namely "public opinion and communication research laboratory of fudan university released in April every year the Chinese government affairs micro-blog research report, at the beginning of each year's public opinion surveillance room the sina government affairs micro-blog report, released the Tecent government affairs micro-blog report and the national school of administration e-government research center released the Chinese government micro-blog assessment report, these reports were scholars mentioned many times and reference<sup>[14]</sup>. But the domestic study of government micro-blog has two obvious defects:

(1)Single perspective, not comprehensive factors are considered, the lack of systematic research. Academics and government practice mainly focused on communication and public relations perspective studies; while the majority is describing papers and research contents is author's own views or actual cases introduction and comment. Research and theoretical research experience of government micro-blog is relatively small and there is clearly insufficient theoretical depth. In research methods, comparative literature research is taken by only the individual approach, which lead to quantitative research is clearly insufficient.

(2)Macro research of country's overall level is far more than the study of government micro-blog in developing areas. There are more detailed description of the our government micro-blog in the research report, "Chinese government micro-blog research report" and other three institutions, which is mainly based on government micro-blog developed regions, which hopes to boost development of the national government micro-blog with the power of example help. However, due to the unbalanced economic and social development of our country, the implementation of government micro-blog has many unique difficulties in developing regions in and strategy should also be different with that in developed areas, so you need to analyze specific issues.

## CURRENT SITUATION OF GOVERNMENT MICRO-BLOG AND GUIDANCE OF PUBLIC OPINOIN IN CHINESE DEVELOPING REGIONS - CASE OF JILIN PROVINCE

Jilin Province belongs to developing regions in development of our government micro-blog. Its feature of government micro-blog development is typical. The author explains the problem of

government micro-blog in many provinces based on the present developing situation of government micro-blog in Jilin Province.

### **Basic government micro-blog in Jilin province**

The data and samples used by Institute are come from the following aspects: on the horizontal comparison data about Jilin government micro-blog and other provinces government micro-blog for recent years, research reports were published by government micro-blog, such as Sina, Tencent and so on; About the data in Jilin province comes from, data analysis, about the Sina, Tencent micro-blog site, and Social Science Fund Project- Jilin government micro-blog status quo research and evaluation index system research, was researched by the author. According to "2013 Chinese Sina government micro-blog Development Report", "2013 Chinese Tencent government micro-blog Development Report" and other years of government micro-blog development Report, up to December 31, 2013 Sina and Tencent micro-blog site has 78649 in party political institutions official micro-blogs and 60723 in public servants micro-blogs. Compared with the end of 2012, government agencies micro-blog in Jilin, Tianjin, Guizhou, Beijing, Yunnan, Sichuan, and more than 10 places have over 50% increase in the number and the total number is nearly 1500, more than 400 official micro-blogs, but it still rank 20 and 22 in 34 provincial administrative regions in the country.

### **Main features of government micro-blog in Jilin province**

In terms of volume, Jilin government micro-blog develops rapidly on the surface, whether official or official micro-blog increase of the number over 50%, but this reflect the relative backwardness of their level of development precisely. The number of government micro-blog in developed province has gradually entered the flat period from rapid development of the transition period, normalized by the exploratory phase into the operational phase, the amount of Jilin Province is still in the stage of solving. In qualitative terms, the number of government micro-blog nearly 2,000 years, activity in the month following the update once accounted for one-third of all micro-blog. These zombie micro-blog and micro-blog show can not play the important role in information publicity, so the public's right to know can not be met. Especially Sina and Tencent, these two sites of the country's top 200 party and government agencies micro-blog and the former 200 public official micro-blog, the author analysed them and calculated party agencies and public official micro-blog list. Thus we can see government micro-blog in Jilin Province has obvious disadvantages : there was no one government micro-blog to be selected in selection of 12 aspects of ten party and government agencies micro-blog, ten officials micro-blog, the top ten applications in Jilin Province. From the geographical distribution of the province government micro-blog point of view, Changchun City, the total number of the official micro-blog and official person's micro-blog is more than 1300, accounted for more than 70% of the total in province, Jilin accounted for 20% and other prefecture-level administrative government micro-blog almost belong to the blank stage, having uneven distribution of regional development. Approximately 90% of the number of county-level administrative areas government micro-blog is within three, but the vast majority of them update less three times in one year.

### **Major problems and cause analysis in developing regions**

(1) Long-term operating mechanism and assessment mechanisms of government micro-blog in the province have not yet formed. In my Provincial Social Science Fund Project - Jilin government micro-blog Situation Index System research and evaluation studies, the author found that the vast majority of government agencies for the management of micro-blog have no corresponding institutions and systems, even no evaluation and assessment mechanism. Meanwhile, approach to public opinion online is still in the stage of headache medicine head feet hurt the disease. Standardized Operating and continued growth of government micro-blog have not form an internal system of protection. Part of the government micro-blog was opened up in response to hot events or important and urgent period, without contents planning and staffing arrangement. After the event, it stops updating content and such government micro-blogs are more than a few.

(2) The amount of government micro-blog is still in developing stage and their form is greater than the content. I found that provincial government micro-blog focus on the main issues to deal with management, poor service and poor interactivity. Especially in the interaction, the government micro-blog was accused of "telling their own stories," one-way communication for users' questions, comments and requests not answered in the survey, even in many areas micro-blog platform became the electronic representation of the government image construction.

(3) The inaccurate positioning of government micro-blog content damages government credibility. Currently, government or some officials equate the government micro-blog to government websites to advertise government's achievements with opening micro-blog, formality and continuing the consistent propaganda mode, which damage the image of the government, or even reduce government credibility. Because government departments do not understand the rules and communicate awareness of micro-blog, the government micro-blog as another port, often was supported press releases, documents and other information. Government departments put on air and say the Mandarin with making micro-blog as a publishing-government performance information platform, which can not satisfy the information needs of Internet users. Therefore, this "zero concern" "zero forward" phenomenon government micro-blog leading to has seriously affected the users' enthusiasm of interactive.

### **Realistic choice of government micro-blog development in developing areas-public opinion guidance**

Policy construction of government micro-blog lag behind seriously in developing province, especially lack the construction of long-term mechanism when compared with developed provinces. There is a lot of need for improvement on the construction and application of the government micro-blog. That will not only direct harm opinion of the effectiveness and credibility of the users and trigger a crisis of confidence, but also increase cost of social management innovation, even can't distinguish between true and false, damage public interests and lead to social crisis. Government micro-blog in developing regions should be practical and out of the image of engineering errors. Public opinion guidance is a task that must be completed first and the most realistic selection. I believe that the government micro-blog in developing regions should not pursue big and overall goal. It should guide public opinion, targeted, solve current problems and stabilize pitted party is the best policy.

## **RESEARCH GOVERNMENT MICRO-BLOG BUILDING MECHANISM IN DEVELOPING AREAS**

Government micro-blog has a special status and it represents the image of the government departments. It has influence and it's degree of concern is great. Government micro-blog has developed into the main access to information and an important part of public opinion in China. Government micro-blog increasingly become a field of public opinion in major emergencies and its production and dissemination of public opinion process is difficult to measure by using traditional media technical parameters and judge coefficient. The information dissemination of government micro-blog and public opinion can effectively resonate or restrict<sup>[14-16]</sup>. How to strengthen the government micro-blog network to divert public opinion is a real and important issue.

Government micro-blog building is a continuous accumulated and constantly being improved systems engineering many aspects involved in. It construction mechanism includes targeting, development pattern analysis, government micro-blog own mechanism to enhance the quality of content, staff organization and management mechanisms, which were reflected in the construction program and its implementation. Therefore, the government micro-blog building is from the perspective of sustainable development, centers on the ability to guide public opinion about the culture, makes micro-blog development law as guidance, adhere to the policy-oriented principle, differentiation principle, innovation principle and prospective principle and strive to build operation and management mechanisms to protect the Chief micro-blog. Targeting government micro-blog building mechanism in Jilin Province is clear that seeing guiding public opinion as the goal, not seeking great perfection and

building it step by step. Based on the system point of view, I divide the government micro-blog building mechanism into the internal mechanism and external building construction mechanism from the perspective of the system. Internal building mechanism is to enhance micro-blog content expansion and improve the quality of the micro-blog from perspective of technic to guide public opinion; External building mechanism is to build government micro-blog with effective policy and management tools from external point of view, such as staff, management rules and others.

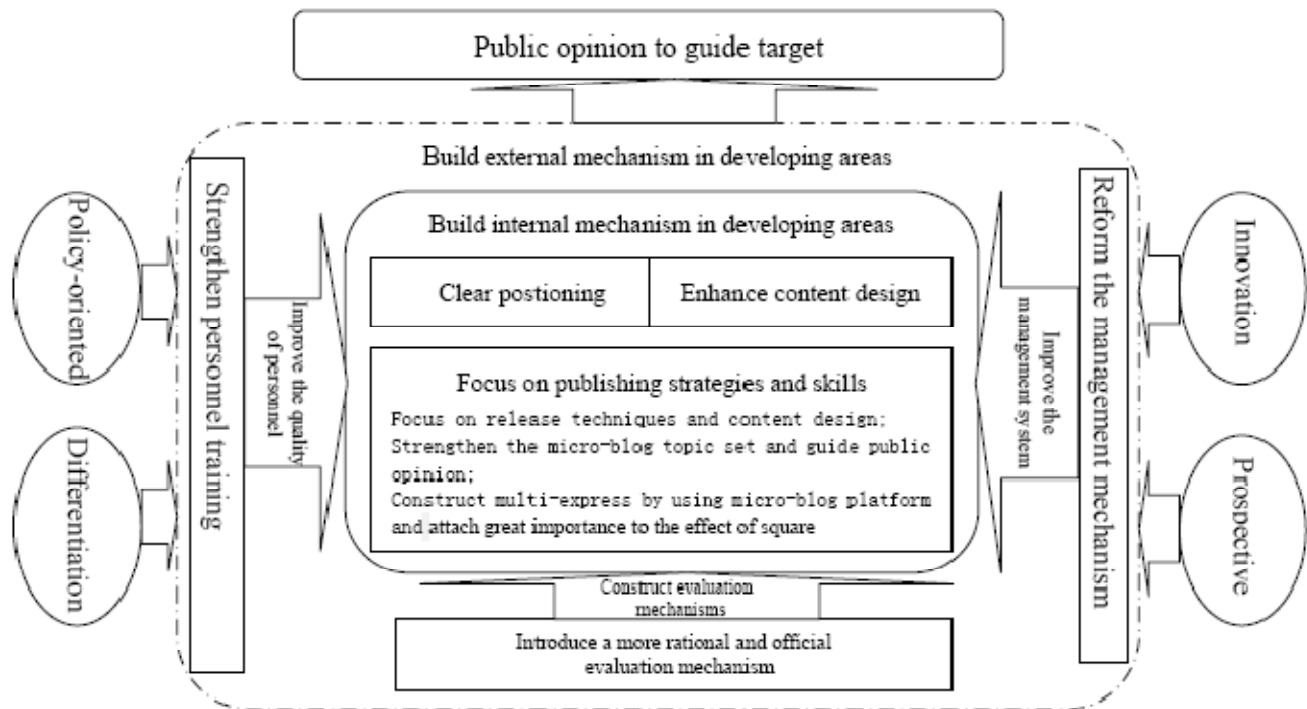


Figure 1 : Research government micro-blog building mechanism in developing areas

**Government micro-blog development and construction of the internal mechanisms in developing regions**

The intrinsic factor is the main aspect of things development. Government micro-blog in developing regions lagging behind and the current quality of government micro-blog has a great relationship. In Jilin Province, the majority of government micro-blog publish articles like documents (about 95% of all), which is difficult to draw the public’s attention. The reason is right government micro-blog positioning is unclear and content is unreasonable, not standardized. Therefore, government micro-blog building internal mechanisms should be implemented on the premise of specific positioning to strengthen quality of government micro-blog content for a long time.

**Strengthen government micro-blog mind, clear government micro-blog positioning**

There is essential difference between Government micro-blog spread model and traditional government media. Government should adopt an open attitude, strengthen the construction and management of micro-blog effectively, encourage and support exploration and practice of micro-blog comment and guidance and improve ability to use and control micro-blog effectively. Government, with institutional building and other means to make government information and publicity department form measures of public opinion guidance and improve interest coordination system of public opinion. Government can learn the current popular approach-"micro-blog marketing" in the process of using the micro-blog. In order to improve influence on the Internet, the government should build a team be responsible for the establishment of a full-time "micro-blog marketing" work, which will help enhance the work results government carries out using the Internet. In addition, the government can learn from

the experience of electronic creative platform to introduce market-oriented path to enhance the integration of micro-blog image transmission.

### **Strengthen government micro-blog content design and emphasize truth description of the event**

This is mainly to strengthen the authentication mechanism to ensure safety and reliability government micro-blog content. Government can establish strict government micro-blog application process and certification standard by intensifying collaboration to Sina, Sohu and Tencent micro-blog operators. Government agencies siting proprietary mark can be for reference to unify government micro-blog certification mark, which convenient our users to identify.

In addition, it should give full attention to the false government agency named the official agency and try our best to control generation of the "false" government micro-blog from the source. Finally, the content in micro-blog should be in accordance with the "People's Republic of China Government Information Disclosure Regulations" to fulfill the necessary internal approval procedures and prevent content involving state secrets and commercial secrets from leakage. Meanwhile officials should stress micro-blog real-name system, which is responsible for its micro-blog publishing statements and avoid repeated the baseless assertion and publish inappropriate remarks.

### **Focus on micro-blog publishing strategies and techniques and use technology to enhance the effect of public opinion to guide**

Government micro-blog not only has focus on the fact, but also publishing strategies and technology to meet the emotional needs of users in content. The most important thing is to help users generate psychological identity for government departments.

#### (1) Emphasis on government micro-blog release techniques, focus on content design

Government micro-blog should lead clarity of information, assist diversity of information, and make interactive information normalized on content design level to show the large capacity, participation, equality of micro-blog and create its max effectiveness. Government micro-blog release form should pay attention to the rhythm, tone and presentation.

① Design on government micro-blog information released rhythm. Looking forward to t micro-blog is from micro-content by reading it at any time, which can fill the information gap in real environment. So government micro-blog should pay attention to publish rules and rhythms to meet the audience's desire to read. Government micro-blog should report the truth of the incident to the community in first time to set the record straight and pass the government responsible voice.

② Design on the forms of content in government micro-blog. The related department should mix picture and video into micro-blog following to make users take interest and identity in content. Which makes the page seems vivid and intuitive, easy to understand and help to improve the user's attention, interests and memory on information. The form of government micro-blog should be effective complementary, but note that the dissemination of information can be lively through policy and public opinion, but not too far.

③ About government micro-blog released tone design. Government micro-blog is a social media to strengthen communication between people and official based on the technology of network communication. In order to get people's emotional identity, government should abandon the traditional attitude to equality as a prerequisite for communication. So the tone of government micro-blog on the release should go friendly route instead of "bureaucratic", using the publishing styles of network.

#### (2) Strengthen to set the micro-blog initiative topic, divide and guide network public opinion

Topic construction is how to build the topic by agenda so that the subject can be noticed by the most public and discuss it to maximize the dissemination of the question. Topic construction is a complex and dynamic process that consist of the mass media, political system and the public. The micro-blog hot generate after another in today's society. The diversity of micro-blog topic is easy to distract public attention to major issues. Government micro-blog lacks the initiative to set topics, which

often affect the credibility of their political participation<sup>[19]</sup>. Government micro-blog should set media agenda that is extensive and has a great power of influence intentionally, set up a special section in a conspicuous location issues and promote the relative concentration of public attention to achieve organic isomorphism between the media agenda and the government agenda; Government micro-blog cause micro-blog fans to concern about the topic of the blogger through the micro-blog interpersonal communication-"circle effect" and select the appropriate way of micro-blog topic to combine with the mass media and online media and magnify influence of micro-blog on politic.

(3) Construct multi-subject by micro-blog platform, pay attention to the Times Square Effect

Recognize the role of the individual and the government official micro-blog positioning to promote coordination and complement. Meanwhile, pay attention to the social elite, opinion leaders and the news media micro-blog actively. Construction of multi-subject of is an effective way to spread and shape image of government. Take full advantage of the role of micro-blog opinion leaders, give full play to influence of opinion leaders and unite all forces that can be united<sup>[20]</sup>. Showing the effects of government micro-blog Square is able to secure more support for the government's image spread, which can avoid isolation in emergencies to justify.

### **Government micro-blog development and construction of the external mechanisms in developing regions**

The development of government micro-blog, the construction of external mechanism, especially construction of the external system and improvement of quality of personnel have a great impact on development of government micro-blog, as well as supervision of the public and evaluation of the higher authorities. I strengthen external construction of government micro-blog in developing areas from the following aspects.

#### **Strengthen training of civil servant government micro-blog and improve their quality to response to the crisis of public opinion**

Sample survey found that the majority of civil servants do not combine micro-blog with business-government. At present, the civil servant has not a strong sense of response to public opinion. Even if some officials have government micro-blog, they don't have a clear positioning and positive effect, so we should strengthen the construction of civil servant crisis management mechanism and play official micro-blog spread of role actively. In this regard, government departments can not only employ the domestic and foreign scholars of relevant aspects to train, but also send specialized personnel to study in specialized university.

#### **Reform government public opinion management mechanism, enhance the ability that government micro-blog to guide public opinion**

(1) Establish emergency management department to the public opinion into normal response to incident

The Government should establish a more independent network public opinion regulatory agency and give support on the institution and financial to clarify its position and ensure the normal development of the monitoring work. When unexpected events occur, the agency shall immediately assume the task of emergency command center to avoid stop-gap measure event of crisis management mechanisms and models. We should found rules in the process of micro-blog dissemination according to the specific, government action, models of disseminations and put forward models that government response to. Some provinces government micro-blog developed have established a network public opinion management office and its systems and management methods are worth learning.

(2) Establish Public Opinion warning mechanism, build a conventional monitoring system

We must grasp the network public opinion accurately. Firstly, we must combine monitoring daily with monitoring emphasis. We should not only pay attention to monitoring daily and investigate regularly but also pay more attention to monitoring emphasis, even set up a special group to monitor for

24 hours. Secondly, we must strengthen research and analysis of the network public opinion and enhance ability to anticipate. We can predict government micro-blog effect in the evolution of public opinion mainly from the type of content, form, dialogue and other aspects through analysing the government micro-blog content specifically.

(3) Build a perfect mechanism for handling public opinion in micro-blog, grasp parties' interest demands in the spread of the micro-blog

We should learn the game and improve the government's Game rationality based on following the crisis management principles (such as to timely, authoritative, responsible, honest, etc.). We can research interactions between publisher, forwarder and the audience these three peoples and micro-blog management system from perspective on the whole system, that system stability, the critical behavior of the system and the system controllability and research interaction mechanism between them and government micro-blog system to propose specific strategies. We need to analyse clearly, if we want to guide the spread of micro-blog in public emergency, in order to find more stakeholders. Spread of micro-blog in public emergency involved micro-blog communicators that seems having no benefit with each other, which is another important issue that is worthy paying attention recently.

### **Introduce a more rational public evaluation mechanism and official assessment mechanism to promote the application of assessment**

The micro-blog site is mainly determine the influence based on the user's forwarding rate and the number of evaluation at present, which is an evaluation defect in the current stage of micro-blog development. The micro-blog loss the effective evaluation of micro-blog friends of in fission dissemination formed the topic of polymerization is characterized, which will cause a lot of meaningless information sticky after being deliberately reproduced, even government micro-blog could not escape this fate. Government micro-blog should be included in part of the performance evaluation of government agencies and government conditions to be ripe could make micro-blog management as an additional content about result of assessment and bonus in government departments, even as part of a routine performance evaluation in order to motivate institution make efforts to build micro-blog and the maintain good communication to public. Whether content development or in the form of design for government micro-blog, how to enhance the frequency of interaction and the interaction effect is an important issue that managers should think about seriously. We should focus on evaluation of result and include the government micro-blog in daily work, in order to assess their effect and promote the application of the assessment, just like any other work.

## **CONCLUSION**

We should analyse inadequacies of existing government micro-blog construction, identify problems and construct government micro-blog by the use of the system construction and set specific means of micro-blog public opinion. We could find out conduction mechanism of public opinion to guide public opinion, through analyzing the impact of government micro-blog internal and external factors and excavating rules based on analysis of government micro-blog propagation modes. Especially make government learn to strengthen the monitoring and analysis of public opinion information, even enhance early warning and judged ability, change the traditional concept of public opinion management, enhance the ability of the application of new media, broaden the channels of information dissemination and improve public opinion interest coordination mechanism, which is a goal of government micro-blog construction in developing areas. So we can form a new direction of government work. In order to improve the application of result, the author analyzes internal and external elements that impact and constrain government micro-blog in developing areas represented by Jilin province from system science perspective, using game theory and complex systems theory to analyze the relationship among these elements, and then raises the overall optimal development plan for the purpose of government micro-



blog in developing regions, which would enrich the relevant theory and application of government micro-blog greatly.

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