

The Guidance of Sudden Incidents in Chinese Colleges

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Abstract: The sudden incidents in colleges have a great influence on the colleges' reputation, even on its survival and development. To maintain the stability of colleges' reform and development Chinese Colleges need have proper response to the sudden incidents. Especially in a new discourse environment, it's very important for colleges to clarify the relationship between the sudden incidents and public opinion guidance and to establish perfect public opinion guiding mechanism.

Keywords: Sudden Incidents, New Media, Public Opinion Guidance, Chinese Colleges

1. Introduction

The current society is in an era of media revolution. The information dissemination of new media has brought changes with each passing day in the ecology of public opinion. Sudden incidents, especially happened in Colleges, more easily become the focus of public and public opinion. The occurrence of unexpected events in Colleges is not an isolated problem, also not a trivial problem. It has the unpredictable and serious destruction in addition to the emergencies' common features. And Colleges are easy to attract the attention of the public and the media because it have the responsibility of personnel training, scientific researching, service to the society and culture inheritance and creation. Colleges has the characteristic of strong activity and high social sensitivity. Colleges have to response to sudden incidents properly, which is the inevitable choice to maintain the stability of the colleges' reform and development and also the inherent requirement of building a socialist harmonious campus. At present, many Chinese colleges and universities lack a set of effective coping mechanism in the face of emergencies. Some management teams lack of experience in dealing with public opinion crisis [1]. Properly dealing with unexpected events can reflect the colleges' own management level and art, and can also extend results reflecting social crisis management.

In china most of the research on the University emergencies mainly focuses on the analysis of the national policy, the causes and disposal methods of the emergencies, and the

elimination of the impact of unexpected events [2]. This paper mainly discusses several key issues of public opinion guidance in the new media context. The purpose is to study how to timely and properly intervene and guide public opinion in order to promote the efficient disposal of emergencies in Colleges and Universities.

2. The Relationship Between the Sudden Incidents and Public Opinion Guidance in Colleges

In Yunnan University classmate Ma Jiajue killing case, in Tsinghua University a Senior student Liu Haiyang injured bear events, in China University of Political Science and Law an associate professor Cheng Chunming was stabbed cases. Regardless of the spot where the sudden incidents happened on the university campus or not, closely linked with colleges and universities, caused some damage, seriously affected the normal teaching, teachers and students learning life, which constitute a college emergency.

In the Chinese academic community, the focus of the college emergency incident is the outbreak of the SARS epidemic in 2003. According to the blue book "China public opinion public opinion and crisis management report" edited by Public Opinion Research Laboratory of Shanghai Jiao Tong University, the number of public opinion events in the education sector is increasing year by year, 2011 accounted for 11.8% of the impact of the larger proportion of social public opinion events.

In the traditional media era, the public mainly rely on mainstream media access to information. There is no choice but to do this for the public. The colleges play a "leading role" and "all powerful" role in the process of dealing with emergencies. When to publish, how much information to be released, what content to spread. The colleges hold the leading power of public opinion. More precisely, it is up to the will of the leadership of the colleges and administrative color is very rich. In the process of information dissemination, the audience are in the downstream information flow and maintain the state of receiving and viewing information. The information reported by the media is not necessarily the information the audience wants to know.

After entering the new media era, from BBS to portal site, from the blog to micro-blog and WeChat, the ever-changing new media let everyone hold a microphone so that the sudden events increase significantly through the transmission of various media. The media revolution has changed the ecology of public opinion and reshaped the public life. Ordinary individuals have an unprecedented right to speak and they can freely use the communication tools to obtain information, release information and express information in the opinion square.

Dealing with emergencies in such a situation, if the colleges always ignore public opinion especially the network public opinion, the public will publicly expressed the subjective opinion about the unexpected events and have a snowball effect. In the end, the unexpected events may evolve into social public opinion events with group pressure.

Public opinion is not trivial, which is a two - edged sword for colleges to deal with emergencies, or constitute a help or become an obstacle. Appropriate guidance of public opinion, not only can meet the public's right to know but also give the public the positive impression of responsibility so that colleges' brand image and social influence will be deeply rooted in the hearts of the people. On the contrary, it will lose credibility and make work in a passive position, even leading to a new crisis. Emergency treatment and public opinion guidance in university interact and influence each other which are not the relationship decided and be decided or between each other. Public opinion guidance should become an important content for colleges to deal with unexpected events in new media context.

3. The New Features of Public Opinion for Colleges' Emergencies in the Context of New Media

The public will show thinking, perception, emotion, attitude and viewpoint on various kinds of social phenomena and problems. As long as they form a certain scale, public opinion will be produced. In general, a major public crisis is usually accompanied by public opinion. They may run through the entire process or jump in and never abandon [3]. The sudden incidents in Colleges are inextricably linked with public opinion. The attitude and measure to deal with emergencies in

Colleges has become the focus of public opinion. The function of public opinion supervision is strengthened in the new media context so that the public opinion of College emergencies is showing new features.

3.1. Implicate Effect

Once the incidents come into the public view, issues will lead to other issues so that public opinion will present a more interactive and complex features. A sudden incident in Colleges often leads to the outbreak of other public opinion events which are relating or have some common characteristics. In April 2013, Huang Yang from Medical College of Shanghai Fudan University was poisoned to death with dormitory roommates. This hot event makes several cases of poisoning occurred in the case of colleges and universities become the focus of public opinion, which triggered a big discussion 19 years ago, Tsinghua University, Zhu Ling poisoning case. When the case of Huang Yang was in the ascendant, Jincheng Institute, Nanjing University of Aeronautics and Astronautics a boy was killed by the dormitory students for life trivia, one with Carrion was found in Nanchang Aeronautical University dormitory. The frequent cases of murder in Colleges and universities have produced a popular network language "thanks to the students not to kill". The significance of this popular word is beyond the literal itself, which contains the public's attitude and opinion about the public affairs and social phenomena. The public pay attention to the university because of emergencies, which leads to the extended association and the over interpretation of the Chinese educational system. This is a typical example of emergency public opinion being related to public opinion.

3.2. Explosive Effect

The traditional theory of crisis public relations is that a response within 48 hours of the crisis can be controlled by public opinion. However, from the era of mass media to the digital media era, response time reduced from 48 hours to golden 4 hours or even golden four minutes. The propagation velocity of emergencies has been improved by the geometrical multiples. On June 22, 2013, Zhejiang university alumni association in France, Wang Xiaojie in "Michelwang65" weibo name published a long post "Joint statement of the heads of the Alumni Association of Zhejiang University". Subsequently, a named "overseas Qiushi Owl" microblogging account issued an open letter "against Mr. Lin Jianhua served as president of Zhejiang University", along with the previously announced "Joint Declaration". A crisis about alumni opposition to the new president was detonated, which became popular microblogging day event. From the challenge to the new president of Zhejiang University, to factional fighting speculation behind the open letter behind the factions of speculation, and to the consequent discussion of Chinese University Presidents appointed system, the change of Zhejiang University President evolved into a public crisis event. The online public opinion of emergencies is not a little bit of accumulation. Even if only bits and pieces published on

the web, with increasing concern about the events, the network public opinion is like an atomic bomb and like nuclear fission. Emergency itself as the center of a circle, a public opinion shock wave is caused by serial public opinion of the big bang and the network public opinion runs to be a trend which cannot be halted.

3.3. A Lot of Rumors Associated

Rumor is a form of public opinion. American scholars Peterson and Geist defined rumors in the "rumor and opinion": Circulating privately among the people, the rumor is an interpretation and interpretation of the things, events or problems for people interested in [4]. Rumors will bring about a variety of negative effects and the actual loss of the people and the society, and even lead to serious social unrest and endanger public safety. On 1st June, 2012, a vice president of the Jiangsu University of Science and Technology was killed by a senior student in the office. For a time suspected of passion, revenge killings, guess manslaughter on the network version was crazy reproduced, causing great harm to the image of the school and the victim's reputation. After the unexpected event occurs, the new media provides a convenient means of technical means so that multiple versions of rumors generate. There are two reasons. Firstly from the source of information, unexpected events easily lead to the audience's fear and curiosity and people's demand for information reaches the highest peak. And universities in the sudden events are often subjective not willing to say so that real and effective information can not be released in a timely manner and the asymmetry of information leads to rumors breeding. Secondly judging from the communication process, due to the instability and uncertainty of the sources of information, a lot of distorted and exaggerated and fictitious information is prone to produce. The criminals spread rumors with malicious invention, mixed with some friendly crowd of ordinary people whose sense of moral self-discipline is too weak to be used by criminals, leading to the spread of rumors.

4. The System Intervention of Sudden Incidents in Chinese Colleges

At present, different Chinese Colleges and universities have formed a set of effective treatment and rehabilitation mechanism about the public opinion, but the scientific and fine public opinion guidance level still need to be further enhanced. Effective and targeted to establish public opinion guidance mechanism in new media context in order to make the new media from the sudden event of malignant transformation into a benign interactive field, colleges and universities need to carry out adequate institutional intervention.

4.1. To Establish a Sound Organizational Structure

As a leader in the media guide, colleges should establish a sound organizational structure to deal with public opinion guidance. There are many subsystems such as students,

logistics, security, office and so on in the colleges. In the face of sudden incidents, all departments should cooperate with each other in an orderly way. After the incident, the propaganda department is responsible for handling and releasing the news in general whose statement must be representative of the school's voice and be the formation of a unified caliber of the views of various departments. Based on the nature of the incident, colleges and universities should specify the administrative department as the lead department, which can not replace the propaganda department a major role in crisis management while be responsible for coordinating actions of various departments and for external releasing information.

Colleges and universities should establish emergency plans for mechanisms to guide public opinion. According to the degree of influence, the level of emergency events in colleges and universities can be divided into four levels including general events, larger events, major events and especially major events. For different levels and types of emergencies colleges and universities should sum up the corresponding treatment plans. After the incident, the colleges should quickly locate the type of emergency, current situation, future trend, ultimately determine the nature of the incident and develop emergency plans in accordance with practice.

Colleges and universities should establish a public opinion collection, analysis and assessment mechanism. Collection, analysis and assessment of emergency public opinion ought to be throughout the whole process of public opinion guidance. The university should set up a work force of public opinion, which is familiar with university life, work law and understanding of University hot, focus and difficult issues. The team is subdivided into four directions in public opinion attention, public opinion surveys, public opinion analysis and public opinion feedback, writing reports of public opinion daily, monthly, yearly for collecting, analyzing and judging public opinion. University BBS, well-known forum, microblogging and other sites of public opinion monitoring should be focused on, from which university is keen to find university-related public opinion hotspot to respond effectively to the next public opinion and win precious time.

4.2. To Keep the Principle of Openness and Transparency

The principle of public opinion guidance is open and transparent information. When public opinion erupts colleges and universities should be always actively on the spot and keep the same resonance frequency of public opinion. When information is open and transparent, college lives active position in the wind of public opinion, on the contrary it play an obstacle role so that public opinion is in a passive position. Press conference is the most basic way of providing emergency information to the media and the public. Fletcher, who served as a spokesman for the White House press, called a vivid example. It's like a lot of hungry people waiting for a turkey is roasted, if chicken wings has cooked, they should firstly cut out that part and let people fill their stomachs, and then continue to roast the other part. Don't let people wait for all roasted turkey [5]. In accordance with the information

gathered in the event of public opinion and public opinion trends, colleges and universities should determine the timing of news release and spread accurate event information. Press release is only to solve the problem. In the process of dealing with emergencies, colleges and universities should be good at dealing with the news media so that the media become the best friend of the university to deal with emergencies and the two sides negotiate how to deal with the problem. The news media has the advantages of depth, authority, comprehensive, agenda-setting ability whose depth and breadth of parsing incident is just what universities need. Colleges and universities should establish a good relationship with the media, uninterrupted publish dynamic information to the mainstream media, actively seek media support, understanding and cooperation and make the news media to help rather than to the chaos in the emergency.

In the traditional situation, the university mainly takes the news conference and the traditional media as the main position to guide public opinion. In recent years, the development of new media has led to the transfer of public opinion position, the first time exposure rate of sudden events on the network has increased year by year. Where to spread public universities to put the boot in the position where built, colleges and universities should quickly find out online public opinion, publish online, organize online discussion and keep active interaction with users. Only full advantage of the press conference, the news media, the internet, colleges and universities can guide truer comfortable type of public opinion and spread mature and stable self-oriented public opinion with the effect of unexpected events.

4.3. To Guide Public Opinion

Agenda setting is the key to guide public opinion. The goal of agenda setting is to achieve the perfect combination of college agenda, media agenda and public agenda. Agenda setting can determine what the public is concerned about, but also how the public concern about it. American political scholar Lance Bennett has pointed out that the rational use of news and information is the key to political success. In dealing with the emergencies, the effective agenda setting is the fact that the agenda set up by the colleges has been accepted by the public after the media coverage and dissemination. Facing the ecological environment of public opinion in the network era, colleges should set the media agenda to reach the public agenda. Measures to deal with emergencies in Colleges and universities have become the focus of the public. In that way colleges and universities will be able to guide the development of public opinion toward the direction of emergency response.

In the course of the agenda setting, the colleges should

grasp two key points. A key point is to strengthen the gatekeeper function. Any information dissemination process is a matter of choice, which is full of a wide variety of gatekeepers manifested in the media such as reporters, editors and network management, etc. Those play an important role in the selection of information and guide public opinion. Colleges and universities should pay attention to the interaction with the media and establish a sense of service for the media and the public. The gatekeeper's excitement points are around the agenda the school set through the good communication and contact.

Another key point is to treat and attach importance to network opinion leaders. Network opinion leaders are people who have the power of thought in the Internet. According to the article "Dialogue with opinion leaders" from the People Daily website, the public pay the heightened interest in the opinion leader so that the opinion leader can let the we-media upgrade to the social instruments. The effect of agenda setting and public opinion amplification is obvious. In some cases, the agenda setting may even hold the nuclear button [6]. Colleges and universities can establish contact with those who are active on the site of the opinion leaders. Colleges can set up long-acting contact mechanism with owners, moderators and bloggers to quickly get in touch with opinion leaders at the outbreak of sudden incidents and attract them into the "emergency teams" so that opinion leaders have become a bridge and link between the colleges and the public to lead the wind of public opinion.

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