Research on the Countermeasures for the Guidance of Fire Control Public Opinion on New Media

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Abstract: With the rapid development of the Internet, new media not only have an impact on traditional media, but also provide news with faster access to information and a wide range of ways of dissemination. In this paper, the current emergence of a variety of network public opinion is analyzed. Hence, as a countermeasure, correct understanding of information and proficiency in using new media is needed. Establishments and organization also play a role in guiding people's opinion towards the right direction. With that, better scientific and reasonable solution can be given during the emergence of a variety of network public opinion and information of a fire can be spread on time. Finally, in achieving correct guidance of fire emergency reporting in the self-media environment, not only can the values of media science be reflected, social stability and healthiness can be maintained the substantive pursuit of building a harmonious society is prospected can be met.

Keywords: Fire protection; Breaking news; Public opinion guidance; Social media platform

1. Introduction

With the extensive use of big data, all kinds of new media come into being. New media users can not only express their opinions freely, but also release some information on their own initiative. This new mode of communication has gradually diminished some functions of the traditional media [1-9]. Information that is to be publicized should be announced purposefully, and combined with the actual needs of the masses. It should be released at the right time and place followed by observing and analyzing the information. At the same time, the effect of delivery is evaluated objectively [10]. However, because the new a lot of information is being spread on new media, the release of information is more random and the content of the information is mixed, it is difficult to distinguish whether they are true or false which makes it a double-edged sword. As the fire and rescue team is considerably influential towards the society, negative public opinions will arise if undeclared information is released therefore requiring more attention.

2. An overview of negative public opinion on fire protection
2.1. Current situation of negative public opinion crisis in fire protection
2.1.1. The release is inconsistent and has no authority

For the release of fire emergencies, every step is interlinked. If there are mistakes and omissions in any part of the release, it will lead to the failure of the whole process and deviate from the actual information. This will not only affect the credibility of the news but also causes all kinds of negative public opinion. In

particular, it will hurt to the families or families of the victims even more, not only financially but also mentally. It causes some non-authoritative reports and biased remarks towards them. When some units encounter rescue tasks such as rescue and firefighting, the media does not receive clear information and content. Hence, the authority and professionalism of the fire control department cannot be portrayed in the right way.

2.1.2. Incorrect release time

Fire emergencies are generally cause negative emotions and negative public opinions of the public. The main cause of it is that the release information is not released in time. Besides, positive information are not released, which leads to the emergence of negative emotions of the masses, which has a negative impact on society. Other than that, there are both pictures and texts in the process of communication [11] causing a certain impact on the vision of the masses and produced a preliminary perceptual understanding. At the same time due to the competition between the traditional media and the new media, the way of reporting was altered in order to gain dominance in public opinion, the network events are directly reported and commented on personal social media accounts. In the case of the interweaving of traditional media and self-media, netizens no longer pay attention to the authenticity of the event, but retweet and comment on a large scale.

2.1.3. Lack of media coping skills

Some people like to spread negativity on the Internet and express their arguments according to one-sided views, but do not take effective measures to deal with it. Furthermore, the subsequent remedial measures will also affect the enthusiasm of the whole event. For some emergency news reports, there is a lack of media response skills, which cannot prevent the occurrence of follow-up events. The development of public opinion on the Internet is usually influenced by human factors. In this self-media era, netizens have a new role, which is the role of journalists, but they do not have professional qualities and ethics of journalists [12]. They only report part of the event instead of looking at it as a whole, coupled with personal rendering, often making the occurrence of the incident deviate from the truth. After that, people who comment and watch will not look at the event from a neutral and objective standpoint. Instead, they will use vulgar words, along with strong personal views and motives to carry out abuse and attack, this kind of bad atmosphere permeates whole network. The spread of network events has lost its original appearance and is now showing the imprint of the communicator.

2.2. Reasons for the frequent occurrence of public opinion towards fires
2.2.1. There are various sources of information from self-media.

Due to the many types of self-media, the amount of information released and the attention garnered from the public is huge. The characteristics of high interaction and large amount of information are reflected in the hot discussions on the network, the role of network users becomes participants and promoters. False information is then spread through a variety of known channels continuously. And since the media attention to the masses is uncertain, if only one Weibo message is forwarded by fans, the number of followers will become more and more. For the traditional media, using "exclusive" as the top priority of information dissemination, while self-media to share, is an important way to spread information [13]. No matter how the content of the report is being perceived, the traditional media adhere to "objective, true and accurate", so as to ensure faithful attention to the masses, and act as the premise of authoritative discourse.

2.2.2. The spread of public opinion is fast and involves a wide range of areas

The communication direction and times of traditional media are one-way and single, mainly because the

information dissemination is basically only once [14]. If second dissemination is carried out, the influence is far less than that of the first time. One-way communication is the traditional way of communication from the media to the audience, and there is a lack of interaction between the media and the audience in this process. Communication on media platforms like Weibo, Wechat and other forms are usually multi-direction and spread many times. Information is always spread, diffused, diversified, and decentralized, and the influence formed also grows geometrically [15]. In Tencent's annual financial statements in 2016, we can see that there are 889 million active accounts and 868 million QQ active accounts, which is an 8% and 2% increase respectively compared to the previous year.

3. Countermeasures against negative public opinion of fire protection under the background of new media

3.1. Correctly understanding and facing news about fire emergencies

Compared with traditional media, the spread of sudden fire news in the new media is particularly fast, and can produce greater influence. In addition, public opinions are easily visible on the network. The masses can get real-time news from the network and express their corresponding needs and opinions, which effectively stimulates their enthusiasm, but it also breeds network "sprinklers" (used to express offensive comments). People behind the network who have unhealthy mindsets and expresses their opinion publicly. Because of this, it is necessary to improve their coping skills to the media and encourage the masses to divert their attention towards the damage caused by emergencies and the work of rescuers [16]. If the majority of people have a healthy mindset, and give corresponding attention and assistance, minor opinions and theories will not cause much stir. When collecting, combing and preparing the news that needs to be reported, the work of obtaining and evaluating public opinion is particularly necessary to grab the attention of the relevant personnel. From the point of view of sudden firefighting incidents, in order to fully grasp the causes and rescue conditions of the disaster, it is necessary to correctly guide the trend of public opinion, actively collect and acquire technologies, topic exploration and tracking techniques, and bias analysis methods. To evaluate the attitudes of the vast majority of neighboring people in real time, we should not only pay attention to the major media platforms, but also pay sufficient attention to some non-major but large traffic platforms. In forums and communities where views are neutral or overly spoken, corresponding measures should be implemented in accordance with the trend of public opinion to effectively prevent the widespread of negative public opinion.

3.2. Be proficient at using new media

The use of emerging media can promote the rapid spread of relevant news and information through many ways, thus creating opportunities for the development of traditional media. Weibo, Wechat and so on are the key ways to report fire emergencies. Based on this, traditional media needs to cooperate with new media to promote the timely and large-scale spread of information to promote the growth of public opinion topics [17]. The release of news on fire incidents is usually to remind and warn people to pay attention to fire prevention, combined with the promotion of a variety of media channels more people will come to understand the seriousness of the fire and avoid the occurrence of the incident. Based on this, it is necessary to enhance the degree of assistance between traditional and network media, shape the guides of the network point of view, and form positive and constructive collaborators, so as to promote the fire prevention measures to be fully implemented [18].

3.3. Improve the guiding mechanism of public opinion

Improving the news reporting mechanism plays a positive role in the trend of public opinion. In recent

years, the domestic news publishing mechanism has been continuously optimized, but part of the content still needs to be explored in combination with relevant practical activities to obtain the best form [19]. It is a key obligation for the media to publish relevant information in a timely manner, especially news and information about fire emergencies, and relevant organizations need to maintain impartiality and sincerity when dealing with sudden news. According to the principle of "quickly report facts, carefully report the reasons," "faithful, say quickly, say first," or in other words distribute the correct news and information in time, we should seek the help of relevant institutions and media when such incidents happen. The sudden news of fire emergencies is closely related to the safety of people's lives and property [20]. Therefore, if the incident is handled inappropriately, it will easily lead to panic among the masses. Reasonable and scientific information should be reported in time, which can effectively avoid the spread of bad information.

4. Conclusion

Fire emergencies usually draw the attention of people from all walks of life, and the media reports in this area also meet the relevant needs of the broad masses. With the rapid improvement of information technology, since the emergence of the media has promoted the influence of many events more extensively. Therefore, this paper draws several conclusions. Firstly, we need to pay attention to the rationality of news reports. The role of today's media is to guide public opinions so that it will not go astray, and fire emergencies are also one of the hot topics discussed by the masses. At the same time, it also warns the world of the importance of fire prevention and disaster prevention. Secondly, correct guidance of fire emergency reporting under the self-media environment not only reflect the values of media science, but also promotes the development towards social stability and health, and meet the substantive pursuit of building a harmonious society. Finally, mastering the reasonable and effective handling mechanism of fire public opinion is of great help to the handling of fire public opinion, which can make the handling of public opinion emergency more reasonable and efficient. Combined with the above analysis, we can see that there is a close relationship between the emergence of network public opinion and the rapid improvement of network information technology and the rapid diffusion of information, and its transmission mode is usually based on virtual channels. The relevant government agencies need to pay corresponding attention to their personnel, equipment and related systems and norms continue to optimize and strengthen the intensity of management and control of network public opinion.

Disclosure statement

The author declares no conflict of interest.

Author contributions

Yaqing Huang conceived the idea, performed the analytical work, and wrote the paper

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