Force in the Same Direction to Maintain the Network Ecological Environment During the Epidemic

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Abstract
Since the full-scale outbreak of the new type of coronavirus pneumonia, the Internet has gradually become an important medium for people to obtain the development and trend of the first-line epidemic, but rumors about the epidemic have also flooded. What needs to be vigilant is that the network itself is a "double-edged sword." In this sensitive and special period, all parties must play active network functions to better help us overcome the epidemic. On the contrary, letting rumors spread will hinder us. Epidemic prevention and control. Therefore, we must better maintain a healthy network ecological environment during the epidemic, play the active role of the network, work in the same direction, and jointly win this “war”.

Keywords
Novel Coronary Pneumonia; Network Ecology; Force in the Same Direction.

1. The research review of online public opinion
The "Regulations on the Ecological Governance of Network Information Content" reviewed and approved by the Office of the National Internet Information Office and published by the National Internet Information Office came into effect on March 1, 2020, strictly controlling all kinds of false information about the epidemic, and winning the consensus of all praise and support. Historical experience has repeatedly warned us the one who has the same desire up and down wins! Only when multiple parties work in the same direction and implement the spirit of national regulations and instructions can we create a healthy network ecological environment and play the positive role of the network in fighting the epidemic.

At the beginning of 2020, with the sudden and rapid spread of the novel coronavirus pneumonia disease, all 1.4 billion Chinese people "bury themselves at home" after a state order, and "suffocate" the virus through closed isolation. During the epidemic, the Internet has become the most convenient way for people across the country to quickly obtain the frontline epidemic situation every day, but the large amount of false and false Internet information that comes with it has also spread rapidly in the Internet torrent, causing great panic among the Chinese people, To a certain extent, also affected the smooth completion of the battle against the no gainsmoke epidemic.

1.1. The Significance of Strengthening the Governance of Internet Public Opinion
We must have a full understanding of false information on the Internet, it refers to a person or a group of subjectively fabricated, unfounded violations and spam information. Criminals take advantage of the anonymity of the Internet to spread false information on WeChat, Weibo, Douyin and other high-frequency software used by the public, only to gain the attention of bloggers and to gain clicks. During the epidemic, it is very likely that a sentence, an article, or even a repost in WeChat Moments may cause Internet commotion. These illegal information continue to breed like a "virus", for example, "Shuanghuanglian for animals can also fight against new crown pneumonia." , "drinking, smoking, eating garlic can prevent new crown
pneumonia”, “cock dung vine can prevent new crown pneumonia” and other unfounded rumors, due to the rapid spread of the Internet, and netizens are paying high attention to the epidemic during this special period. More eagerly seeking the truth and development trend of the epidemic, causing the people to be sensitive, confused, hesitant and helpless. In an emergency, they blindly believe in all kinds of false information transmitted on the Internet, which has a very bad negative impact and has caused serious social public order and damage. From the perspective of the media, false information bears the brunt of the credibility and influence of the media, so that the real information released by some mainstream media is submerged in the overwhelming false information, it is impossible to correctly convey effective information to the public. Second, when the people did not develop a vaccine against the epidemic, after the gullible remarks spread on the Internet, long lines formed at the door of the pharmacy to wipe out the Shuanghuanglian oral liquid. People in the supermarket stocked excessively and rushed to buy unnecessary food, resulting in a serious waste of resources. More contact with people has severely disrupted public order, distorted the truth, and transformed from online panic to offline chaos.

1.2. The Present Situation of Internet Public Opinion

During the epidemic, we can only win this battle at a higher level if we make reasonable use of the Internet and other technological means. The faster and more efficient access to information resources on the Internet is undoubtedly an important carrier for the majority of netizens to understand and grasp the latest developments of the epidemic. On the Internet, people can get the latest "epidemic map" in time, watch the live broadcast of the latest dynamic information analyzed by the epidemic experts, and understand the prevention and control information of the frontline epidemic progress more efficiently, real-time and intuitively. All these have the effect of eliminating public panic and scientific epidemic prevention, positive effect. The Internet is also the carrier of the spiritual power of all Chinese people. The unimpeded courier brother conveyed thoughts and love to people who can’t leave at home, and guaranteed the supply of food and medical equipment; the "most beautiful retrograde" choked the throat of virus transmission and ensured the safety of people’s lives; data collection, Telemedicine, and high-speed construction have witnessed the "China speed" and "China quality"; likes, forwards, and countless materials flooded into Wuhan. It is also the network that gives people a convenient channel to express their love and determination, and boosts people. Confidence in defeating the epidemic... However, in the complex cyberspace, there are many "polluters" in cyberspace who use online platforms to release false information about the epidemic for their own personal gain, causing unreasonable panic among the masses, affecting public order, and controlling control. The development of the epidemic is even more harmful but not beneficial. It will also chill those who silently give it. It is more likely that people’s previous efforts will be wiped out. It can be said that one party is careless and loses everything.

2. Measures to control network public opinion

The Internet is not a place outside the law, and the people's good life requires a healthy network ecological environment; the Internet is not a vanity fair where traffic is king, and a convenient and efficient government concept requires an orderly positive energy space on the Internet; the Internet is what we need to maintain and maintain in order to overcome the epidemic. Fully utilized modern scientific and technological means.

2.1. Positive guidance to promote positive energy

First of all, we must strengthen network law enforcement and optimize law enforcement methods. There must be both "sparse" and "blocking." On the one hand, pay attention to the publicity and guidance of the masses and enterprises, pay attention to promoting positive
energy, encourage the dissemination of effective information, and let all aspects of society work together to build a network ecological space.

2.2. Prevent micro-duration and punish false statements
On the other hand, relevant departments should strengthen top-level design and strengthen unified and effective supervision of online media. Secondly, supervisory personnel must have the awareness of preventing micro-faults, promptly stifle false statements in the cradle, and at the same time increase the punishment of those who spread rumors and spread rumors. It is necessary to open simple and fast reporting channels for the masses, and use the power of the masses to better maintain the network ecological environment. Internet companies must implement national regulations, strengthen platform governance, and shoulder their own social responsibilities. The published information shall be reviewed and filtered, and illegal information shall be reported back to relevant departments in a timely manner. In recent years, Weibo has opened up the function of dispelling rumors, giving full play to the functions of its own mainstream media. This is an effective blow to false information and provides good platform governance ideas for other platforms. At the same time, the media can take the form that the masses like to hear and see, and let the masses spontaneously spread useful information. This is undoubtedly a win-win method for economy and efficiency.

2.3. Improve the distinguishing ability of netizens
Finally, as the main body of the network ecology, the majority of netizens must actively participate in network construction, improve their ability to identify false information, consciously maintain network order, actively forward positive energy, and not be deceived or incited by false and malicious network information. The public must also have the responsibility and awareness to become a new force in network construction, and resolutely resist the "naval forces" that make rumors and make troubles. They must resolutely do not believe in rumors, spread rumors, and not spread rumors, follow the pace of national development, start from themselves, and fight the epidemic. At the same time, we must resolutely fight the "blocking war" to prevent cyber risks.

General Secretary Xi Jinping emphasized when investigating scientific research on the prevention and control of new coronary pneumonia in Beijing on March 2 that the scientific research on the prevention and control of new coronary pneumonia should be regarded as a major and urgent task, integrated multidisciplinary forces, unified leadership, and coordinated advancement. 1.4 billion Chinese people have already demonstrated incomparable cohesion and centripetal force in real life. On the Internet, it also requires all parties to work in the same direction, so that we can better complete this big "exam" and win it.

References