

The Psychological Evolution and Formation Mechanism of Internet Public Opinion Communication

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Abstract: With the prevalence of Internet communication in recent years, various Internet public opinions and Internet phenomena have also become more and more concerned issues in mass communication. The popularity of some Internet characters and the popularization and extension of Internet phenomena in real life are also constantly reaching people. It is clear that the era of online public opinion has come. Netizens exchange information and express opinions in the virtual world of the Internet, gradually forming a new force of public opinion. This force affects our economic and political life, and has even become an important participant in some major events. This article studies the formation mechanism of online public opinion, and discusses how to control the development direction of online public opinion, and guide online public opinion to become an important force for building a good public opinion atmosphere for building a harmonious society.

1. Introduction

With the rapid development of Internet technology, the rapid integration of network communication and social public opinion has produced a new form of public opinion that is different from traditional public opinion, namely, network public opinion [1]. The public opinion reflected by the public has a certain universality. It can get the most obvious response on the Internet, and in reality, it can also reflect public opinion more truthfully, directly and timely. Therefore, Internet public opinion is very representative in this respect. Of [2]. As the environment for the generation, formation and dissemination of network public opinion, the role of the network public opinion field is special. In the Internet environment, social groups and individuals have undergone great changes in their ideology, moral concepts, or lifestyle [3]. Network communication has the advantage of being more timely and wider than other communication methods, making network public opinion more and more demonstrating its characteristics as an important social force. How to explore the potential motivation behind online public opinion from a psychological perspective has become an important way to study online public opinion [4].

In the era of traditional media, newspapers, magazines, and television have absolute control over the release of information, and most of the information flows one-way, so the field of public opinion formed is also relatively closed [5]. However, the current new media environment has broken the boundaries set by the information publishing authority, and netizens are able to express their opinions freely. The focus of attention is not only limited to the truth of the incident, but also moral judgment and emotional venting. The resulting evolution of public opinion can be "live broadcast" through the Internet, and public opinion presents a landscaped media form [6]. Mechanism refers to the internal association and operation mode formed by the interdependence of various elements, organic combination and automatic adjustment. Mechanism refers to the procedures and processes. To analyze the formation mechanism of online public opinion, we must first study the formation mechanism of public opinion [7]. Studying the formation mechanism of network public opinion, discussing how to control the development direction of network public opinion, and guiding network public opinion to become an important force for building a good public opinion atmosphere for building a harmonious society should become an important subject of communication and sociology research [8].

2. Public opinion and its influence

2.1. Overview of network public opinion

The word "public opinion" literally refers to the opinion of the people and civilians, that is, the public opinion. Public opinion belongs to the category of social psychology and social ideology, involving a wide range. Many scholars have put forward a variety of definitions of public opinion: public opinion is the opinion of the authoritative majority who shows the overall perception and collective consciousness of society. Public opinion is the common opinion of society or social groups on a controversial social issue that has occurred recently and is widely concerned by people. Various anti-corruption and law enforcement cases caused by the disclosure of Internet users have been solved, which has been heard from time to time in the society, while the popularity of various network characters and the popularization and extension of network phenomena in real life. The era of network public opinion has come. Both government organs and individuals should be ready to meet all kinds of changes that network public opinion may bring to their lives at any time. From the perspective of the government, the relevant departments can investigate and collect evidence according to the phenomena provided by the poster and bring the lawbreakers to justice, but there is also the possibility of negative impact on the image of the government [9]. The same is true for individuals, which can help the victims to avenge their wrongs or become famous with the help of online public opinion. Otherwise, they will lose their reputation and their private lives will be greatly affected.

In short, network public opinion is a form of public opinion with the Internet as the carrier. Compared with traditional public opinion, network public opinion has the characteristics of decentralization of communication subject, diversification of information sources, interaction of public opinion, initiative of audience consciousness, wide range of communication and so on. Network public opinion is strongly related to public opinion, so many researchers first define the concept of public opinion, and then discuss the concept of network public opinion.

Public opinion is the sum and expression of various group emotions, wishes, attitudes and opinions held by the public on social events related to their vital interests or topics that can arouse their desire to express. Network communication and its social media environment constitute an infinitely interconnected "mobile space" for network public opinion [10]. In such a field of public opinion, the five elements in the process of network public opinion communication, namely the communication subject, information, media, receiver and communication effect, all present new characteristics.

2.2. Public opinion field of landscape

With the development of social media, information release is no longer the privilege of government, organizations and traditional media. At present, although the traditional media still occupies a dominant position, the source channels of events rapidly spread to the online media. The information sources of public opinion on the Internet are more ordinary people. Even though the netizens don't know their true identity, they have many opportunities to interact with them. In the new media era, any citizen may become a potential source of information. The development direction of network events is closely related to the trend of public opinion. Cyberspace is a huge gathering of public opinion landscape, and the public opinion that has been landscaped is the "murder" of the truth. In this landscape entertainment environment of public opinion, netizens' emotions have defeated their reason, and the expression of public opinion on network events has become the way of their emotional catharsis, and netizens have also become slaves influenced by emotions and promoters of landscape public opinion.

In social media, netizens actively intervene in the spread of events as the source subjects. This is due to the change of the right relationship between the sender and receiver of information. In mass communication, there are great differences in rights between mass media and ordinary audiences in terms of technology and structure. In the spread of online public opinion, there is little difference in the rights between the two parties caused by scientific and technological factors, and the Internet has given the net public technical equality with the government and mass media. This interactive

real-time communication among netizens enables various opinions and opinions to be expressed quickly, and the discussion is broader and deeper, and the network public opinion can be reflected more intensively. During the period of social upheaval and institutional transformation in China, social contradictions are unprecedentedly concentrated and prominent, and citizens' interests in the physical space are infringed. The network provides an effective way for them to defend their rights by connecting online and offline platforms.

Although the network public opinion is generated in a specific way of communication, it is as social as the public opinion formed by traditional media. Today, with the increasing popularity of the Internet, online public opinion has an important influence on all aspects of people's social life. Everything has a life cycle, and online public opinion is no exception. The network public opinion of specific events will eventually die out, at least for a period of time. Events of concern will have sustained influence in their own public opinion cycle, which varies according to the importance of events and the degree of relevance with citizens' vital interests. When the influence of events decreases or events are solved, the public opinion cycle will end by itself.

3. Formation mechanism of network public opinion

3.1. Media environment of network public opinion generation

Network public opinion refers to the sum of the opinions of the public (Internet users) on some public affairs or focus issues through network language or other ways. Different interest groups will express different opinions, resulting in different public opinion. Network public opinion does not exist as soon as it comes into being. The internal mechanism of public opinion will eliminate the fittest. Only topics that can survive are qualified for the game of public opinion.

Major social events and hot issues are the objective basis for the formation of network public opinion. The formation of a kind of social public opinion is often due to the public attention caused by major events or hot issues in society. People discuss and express their opinions on these social phenomena and social problems, resulting in "relative consistency, intensity and sustainability" in this process. Opinions are social public opinion, and then form a strong pressure of public opinion. Among the three sub fields of network public opinion field, new media field, psychological field and social field, the new media field undoubtedly provides the most direct factor for the formation of network public opinion. Throughout the development of network public opinion in recent years, the new media field has long been formed in China. In the process of the formation, development and dissemination of network public opinion, the new media field provides a media behavior environment for the operation of network public opinion. The main body of public opinion is the public. When traditional media release news and guide public opinion, the discourse power is mainly controlled by the media. The public lacks sufficient discourse power, and the opinions and requirements of ordinary people are very likely to be blocked. In the network communication, its concealment (anonymity), real-time and other communication characteristics make netizens, as an ordinary audience, not only the receiver of communication, but also the subject of communication, and obtain the discourse power that they can't have in the real world. Netizens can truly and unreservedly reflect their views, opinions, attitudes and positions on social events on the Internet, and there is a smooth channel for the expression of public opinion.

3.2. Psychological schema of network public opinion behavior

There are two psychological types of online public opinion behavior: individual psychology and group psychology. Individual psychology is the psychology formed by a single netizen in the face of social events, while group psychology is the psychology shared by many netizens with similar attitudes, opinions, and opinions. In the psychological field of Internet public opinion, individual psychology and group psychology are closely connected. However, whether it is individual psychology or group psychology, it is related to the characteristics of netizens.

Unlike traditional media's disseminators, audiences, and the division of subject and object, in the process of network public opinion dissemination, a new subject that transcends subject, object,

communicator and audience plays the role of subject and object, communicator and audience at the same time. This is the psychological group. The pioneer of communication Lewin regards the events connected with people in daily life as psychological events that are known to people. It is believed that usually people's psychological areas are in a relatively balanced and tense state. Once they are stimulated by the outside world, their psychology will be out of balance. And tension is generated. In order to eliminate tension and restore balance, people will seek goals that can meet their needs in the psychological environment and release energy to launch behaviors to achieve the goals.

Clark talked about "the credibility boundary of sympathy" in the sympathy theory, that is, sympathy has a quota limit, and it has a boundary like credibility. Generally disadvantaged groups, kind people, and people who are constantly struggling in adversity will get more sympathy. As the saying goes, "the poor person must have something hateful". Once the hateful part of the poor person is discovered, the sympathy he can get will be minimized. In China's online public opinion incidents, the amount of sympathy generally received by people who receive sympathy basically does not have the credit boundary restrictions that Clark said, because the Chinese people generally believe that the adversity of those disadvantaged groups and sympathizers is largely not caused by its own reasons, but by the social system. For example, poverty is not a personal cause, but a consequence of the distribution system and related policies. Therefore, in the behavior of online public opinion, the object of sympathy can generally receive unlimited sympathy from netizens.

3.3. The psychological change from individual to group and the formation of group psychology

Social mentality is a dynamic psychological state formed in a certain social and cultural environment. Scholar Yang Yiyin believes that it is a macro social state of mind scattered in the whole society or social group category. It is the sum of the emotional tone, social consensus and social value orientation of the whole society, and reflects the most macro psychological relationship formed by the mutual construction between individuals and society. Birds of a feather flock together. The power of network public opinion lies in the power of groups. Xiao, a group dynamics scientist, believes that all groups have one thing in common: there is interaction among group members. Therefore, he defined a group as two or more people who interact and influence each other. Inspired by Xiao's definition, we believe that the network public opinion group refers to the group that takes the network media as the intermediary and expresses its views on real or virtual life events through online interactive communication. In the network public opinion group situation, the two most prominent group psychology of Internet users are herd psychology and group intensification psychology, as well as the resulting herd behavior and extreme behavior.

According to the theory of social psychology, demand dominates and determines people's behavior and determines people's behavior. Therefore, the basic reason why netizens enter the network to participate in discussions and speeches is the need for expression and communication. Through posting and following posts on the Internet, people's repression in reality is vented in the network, and their views that they are unwilling or afraid to expose in reality are publicized in the network. In the psychological evolution of network public opinion, the network public opinion group is usually formed through the group pursuit of individual Internet users, and then the network public opinion situation is formed. In the network public opinion situation, the group conformity psychology and even polarization psychology are born, and finally the network public opinion with great influence is hatched. After the formation of network public opinion group, the group situation of network public opinion will be formed, and the individual Internet users will be affected by the group situation.

4. Conclusions

When the audience chooses the mode of communication, they will choose the media that can express their opinions more easily and conveniently, and the network undoubtedly provides them with a platform with plenty of room for development. The rise of social media has led to the

reconstruction of the traditional information dissemination mode, and the dissemination process of online public opinion presents new features such as decentralization of communication subjects, diversification of information sources, interaction of public opinion, initiative of audience awareness, and wide dissemination range. Mechanism refers to the procedures and processes. To analyze the formation mechanism of online public opinion, we must first study the formation mechanism of public opinion. Studying the formation mechanism of online public opinion, discussing how to control the development direction of online public opinion, and guiding online public opinion to become an important force to create a good public opinion atmosphere for building a harmonious society should become an important topic of communication and sociology research.

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