"Distorted Facts": Discussion on the Motivation and Response of Public Opinion Crisis in Health Emergencies

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Abstract: From the perspective of the communication process, public opinion is mainly completed through the chain mechanism of "information communication -- audience (subject) -- information repackaging -- zanxiety (panic) -- diffusion". The public listens to rumors and gossips, and the psychological pressure becomes greater, which leads to a series of unreasonable behaviors, leading to the generation of public opinion crisis. However, the most effective way to deal with the public opinion crisis is to take the government as the leading force, enhance social responsibility, and then spread a reasonable, scientific and authoritative "voice" to every corner of the world. In other words, the government and society should face up to the risks caused by rumors and rumors behind the "distorted facts", so as to better cope with the crisis generated by various public opinions, reduce the psychological anxiety (panic) of the main body, avoid the spread of anxiety and stop the false news and spread during the prevention and control. Suggestions: First, discuss the influence of false information on public psychology; second, in public health emergencies, how should the government and society deal with public opinion crisis; finally, the government has strengthened supervision over online platforms to curb false rumors at the source and improve the ability of online social governance.

1. The Development Status of Public Opinion in Public Emergencies

"Public Opinion" means in the different historical stage of social groups for some subjective reflection of social reality and phenomenon, is a mass consciousness, ideas, opinions and requirements of integrated performance, is a common psychological tendency to contain deep in people's thoughts, the impact on the society, the public and individual major, is a kind of important tool of social control (Jieren Xi, 2007). No matter when, the public will express their own emotions, attitudes and other emotional reactions to some social phenomena. Some scholars believe that public opinion is the social and political attitude generated and held by the public as the subject towards the state manager as the object around the occurrence, development and change of intermediary social events in a certain social space (Laihua Wang, 2004). In other words, public opinion is essentially to measure people's will, information needs and spiritual needs from a political perspective, or to measure social psychology from a political perspective (Laihua Wang, 2003). Nowadays, relationships and interactions between people can be realized not only through online platforms, but also through online office and academic research. As a common knowledge of public opinion, the reason why we call public opinion "social skin" or "barometer" reflecting social current affairs is that public opinion is something similar to perceptrons (Guoming Yu, 2016). Diversified society will bring ever-changing information, and thus the development of social public opinion will become diversified and complicated. Therefore, the interpretation of the concept of public opinion in this paper is as follows: in a special period, the group's subjective feelings, emotions and cognitive attitudes towards the current social events are the explicit "transmitters" of the group psychology under the influence of social events.

According to data statistics, during the Covid-19 epidemic, public opinions came from 11 channels, including Weibo, client, WeChat and website. According to statistics, the sources of solstice on February 4 and within ten days of February 14, Weibo accounted for 70%-80%,

followed by the client which accounted for 10%-15%, followed by WeChat platform which accounted for about 7%. The proportion of the remaining source channels is basically between 0 and 5%.[1]

The public's distrust and conformity psychology are important factors that cause the dilemma of online public opinion (Yi Xie, 2017). This paper mainly describes the relevant social public opinion since COVID-19 and the measures taken to deal with it. It is understood that the real and positive social public opinion can promote the development of society and economy. On the contrary, the false public opinion information will deepen and aggravate the psychological panic of the public, resulting in the lack of security, and then generate the public opinion crisis. So why are there "distorted facts" such as false or inflammatory public opinion in public health emergencies? What measures will the government take to deal with the public opinion crisis, so as to achieve the goal of cultivating a sound psychological service system, so as to enhance the public's sense of trust in the government and society and gain a sense of security?

2.   Motivation Analysis: Public Opinion Crisis in Public Health Emergencies

The public pays high attention to the social public opinion on the epidemic and further evaluates its overall situation. Whether it is reality or rumors, it will reflect the emotion of "empathy and resonance", and this emotion will also produce corresponding behaviors. In public health emergencies, the public will be trapped in an empathic dilemma or empathic fatigue due to the emergence of public opinion crisis, that is, the subject's own emotions cannot feel and understand other emotional states and situations in the outside world, resulting in consistent emotional reactions with the outside world, cognitive deviation, or even out-of-control behavior.

Motivation 1: Information is ambiguous and difficult to distinguish between true and false. The stronger the fluidity of public opinion information, the higher the public's attention to public opinion information. Now researchers say all media era, there is an obvious of the problem of "information overload, but attention is scarce, therefore how to use social media, law, in a shorter period of time to harvest more" fans ", and then get more commercial interests, becomes the dominant logic, new media operations and the resulting current unprecedented fierce competition of the media (Jingtai Tang, 2016). Because of this, some illegal clients and network platforms take the opportunity to spread rumors and gossip, hoping to attract the public's "eyeballs", increase the amount of reading, and gain benefits through the amount of reading on the platform. For example, during the epidemic period, some criminals published false information on the network platform by pretending to be government departments, disease control units, drug research institutions, public welfare organizations, "old Chinese medicine practitioners", "health experts" and "authorities", thus defrauding property.[2]Moreover, in addition to information spread through illegal platforms, there are also some people who regard the battlefield of epidemic prevention and control as their "performance stage" and talk freely in order to satisfy their "performance desire".

Reason two: Rumor "packaging".As long as everyone has a smart phone, they only need to log in to a client to get information about the epidemic in a relatively short period of time through these channels. But because in a social network in the virtual world in contrast to the reality of social networks more complexity and variability, so as the Internet public opinion events and mass incidents caused by Weibo of situation on the public opinion formed resonance, this no doubt increased the tension of the society, and make the atmosphere of the underlying social and upper class antagonism spurt (Kunjin Luo, 2013). The repackaging of public opinion information is nothing more than some lawbreakers causing public psychological panic by "making irresponsible remarks" through online platforms. When the audience sees such rumors as "taking antibiotics or Tamiflu, Virivirin and other anti-influenza drugs can prevent viruses" and "drinking lactiferrin or

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[1] Data from the official website of China Public Opinion Legal Network, provided by Shanghai Sosi Data Technology Co., Ltd. Browse the website in: http://www.chinaxwjd.cn/listinfo-17-3.html. The author made it by collating the data of public opinion sources from February 4th to February 14th.

[2] See information comes from People's Daily online, browse the web site at http://society.people.com.cn/n1/2020/0323/c1008-31644019.html. The accessed time is March 23, 2020.

eating more garlic and chili can inhibit novel coronavirus", they will have empathy, that is, they will perceive these rumors to bring great threats and fall into anxiety. After the rumor has passed from one person to another, more and more people will believe that the rumor is true. However, the "rendering and packaging" of public opinion information on foreign media platforms has not only deepened social panic, but also caused the foreign public to dislike and reject China.

Three: Public psychological panic and cognitive imbalance. "The world in which we live today is a terrible and dangerous world" (Giddens, 2000:4), the PHE incident broke out, through the chain of public opinion transmission mechanism, people vulnerable to public opinion crisis of empathy, appear constantly emotions such as anxiety, self-doubt, and this kind of mood spread to a wider range. The subject uses the mental representation generated by the actions and emotions experienced by himself to understand the same actions and emotional experience of others, thus generating emotional empathy (Xiaojin Yuan; Chang Liu; Lin Liu, 2019). The fear generated by suspected patients makes them better able to understand the psychological emotions of those who have already been diagnosed. This kind of "emotional empathy" is negative and promotes the increasing psychological pressure of the subject. Once suspected patients under high pressure believe the packaged public opinion information, they will inevitably make "escape, refuse treatment" and other behaviors. Studies have shown that compared with events in daily life and general disaster events, infectious diseases are more likely to cause panic among people. Influences of the COVID-19 epidemic have caused widespread public anxiety (Suhong Chen et al., 2020).

3. Coping With Public Opinions in Sudden Public Crisis

At the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China, the Central Committee of the Communist Party of China on adhering to and improving the socialist system with Chinese characteristics to promote the modernization of national governance system and governance capacity of a number of major issues of the decision: "Improve and innovate positive publicity, improve public opinion supervision system, improve major public opinion and emergency public opinion guidance mechanism. We will establish a sound system for comprehensive Internet governance, strengthen and innovate Internet content development, fulfill the primary responsibility of Internet companies for information management, comprehensively improve their capacity for Internet governance, and create a clean cyberspace."3Therefore, in order to dispel rumors in a timely manner, avoid the continuous spread of public opinion crisis and maximize the prevention and control effect, it is necessary to adhere to the government as the leading role in the public opinion field of COVID-19 epidemic, reasonably and formally operate the network platform, and supervise multimedia public opinion information in real time.

First of all, as the saying goes, "A rumor stops with a wise man". In the face of an emergency public opinion crisis, the spread of rumors and rumors even stops with responsibility. This responsibility is embodied in the government's governance responsibility for various crises arising from emergencies, as well as the social responsibility of enterprises, social organizations and other multiple subjects to fight against "epidemic". In order to better cope with the public opinion crisis, the key is to adhere to the strict supervision and management of online and offline platforms, so as to maximize the effectiveness of media resources. For the platform vulnerabilities, can be timely "patch". The best way of "patching" needs to be supported by law, and only on the basis of law can the information be true and reliable, and there are laws and evidence-based. Finally, the goal of blocking those marketing platforms from turning the public opinion field into a stage for their "wanton play and rambling" is achieved.

Secondly, in the process of epidemic prevention and control, in addition to the dissemination of epidemic status and relevant information through Weibo, WeChat and client platforms, some regions have adopted the form of "loudspeakers" to inform the elderly who cannot read and do not have smart phones about the epidemic prevention and control work. For example, a county in Yulin

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3 Data from the China central people's government's official website, browse the web site in http://www.gov.cn/zhengce/2019-11/05/content_5449023.htm. The access time is February 25, 2020.

City, Shaanxi Province recorded audio propaganda materials in an easy-to-understand language and played them on a circulating loop throughout the town using "loudspeakers".4The majority of Party members and cadres actively made use of their social circles, such as WeChat group, Weibo and other channels, combined with the form of "text + voice" to publicize public opinions on the epidemic. There are also Party cadres, volunteers to visit households, accurate propaganda of prevention and control policies, comprehensive investigation. Another example is the women's federation cadres in a village in Huozhou City, Shanxi Province. Although they don't have full protective clothing or uniforms, they still wear masks and continue to go door to door to publicize epidemic prevention and control. Weak legs and blistered soles from daily walking; His voice became hoarse after too much talking. He still insisted on conveying the public opinion information of COVID-19 to every villager.5It further reduces the likelihood that people will hear hearsay and receive false information.

Finally, in the current society, "hot topic, hot search, pop" and other Internet terms emerge in an endless stream, and the number of hot public opinion is counted in seconds. This not only presents the rapid development of the era of big data, but also enables different voices to appear in a relatively short time through Weibo, WeChat and other channels. Such "voices" not only include the real but also the false. Our society is a human society that values the relationship network. Only by strengthening empathy and empathy among people can we constantly understand each other and enlighten ourselves. Empathy is an individual trait, the ability to empathize with others, which means that one has the ability to accurately perceive the feelings of others and understand what those feelings mean (Kalisch, 1973). The public is easily infected by some "rumors, rumors" and other voices in the virtual society, resulting in emotional and cognitive empathy and falling into a public opinion crisis. The behavior of "rushing to cure" not only cannot prevent disease and infection, but also may greatly damage people's health and destroy their own immunity. In short, actively strengthen the public's psychological counseling, so that people can consult the local psychological service hotline to relieve the psychological panic, enhance the public's positive attitude in the face of the epidemic, which is also the key to build the confidence to "win the fight against the epidemic".

4. Summary

To sum up, with the rapid development of the Internet era, the mode of public social interaction has gradually shifted from the traditional ways, such as making friends, entertaining guests and so on, to the new media form through the network platform. The public began to pay a lot of attention to Weibo, WeChat, news and other client platforms. The interactive mode is becoming more and more simple, and the real-time public opinion information of the society is getting faster and faster. However, some rumors and rumors are repackaged based on existing, unverified information. The public becomes the audience group through the chain mechanism of public opinion dissemination, and the audience group constantly spreads information outwards, thus causing anxiety and psychological panic among subjects in a wider range. The evaluation of information becomes ambiguous and unsettling. Each unconfirmed information, therefore, is likely to become the "catalyst" rumors, slander, different main body in the virtual community is both the recipient and the role of the communicator, so to avoid public opinion crisis from the source to the society, the negative consequences of life, whether in government, or online media platform, all need to the question of the country's response to public and true information to the international community, to convey the voice of China is energy.

Specifically: 1) Strictly supervise network platforms. Now each client has established a rumor platform, or a rumor public number. For example, Weibo conducts daily summaries to dispel

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4 Information was gathered from tencent, browsing web site can be found in: https://new.qq.com/rain/a/20200217A0SGGT00. The access time is February 27, 2020.

5 Data from surging news website, browse the web site can be found in: https://www.thepaper.cn/newsDetail_forward_6159660. The access time is February 28, 2020.

rumors, so that the public can clearly understand the real information, rather than the "distorted facts". 2) Enhance the positive attitude of the public. Especially for the general public, the use of local language in information transmission and the use of local conditions can achieve the resonance between the public, full participation in epidemic prevention and control, to the greatest extent to achieve a reasonable and effective spread of empathy; 3) Correctly guide social public opinion related to COVID-19. To provide legal safeguards; emphasize timeliness in public opinion information; in terms of sources, make the public believe in information released by authoritative organizations and based on science; In terms of behavior, promoting the public needs to improve the ability to distinguish right from wrong and not spread rumors. As shown in Figure 1:
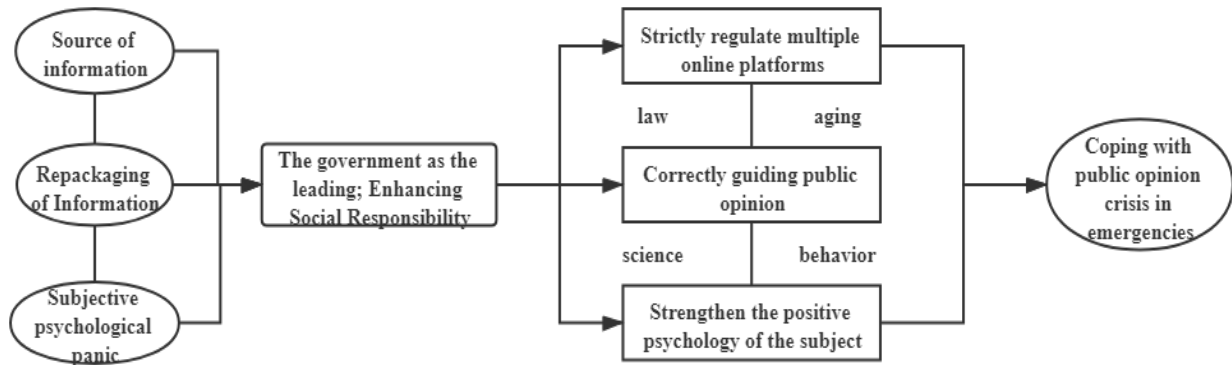
Figure 1. Operation diagram of public opinion in the epidemic prevention process

To sum up, the era of Internet, new media has come, for the social public opinion information innovation created the condition for the generation, development and evolution of, for the social public opinion to the party committees and governments, monitoring, early warning, response to treatment of brought a huge challenge, decision making, a lot of social public opinion social public opinion induced events, which cause serious damage to the social order, harm the image of the government (Cai lihui; Yang Xinzhu, 2015). In order to avoid the increase of public opinion crisis, the government and the society need to jointly undertake the responsibility of establishing a good network ecology in the process of public opinion information dissemination. Adhere to the coordination of online and offline multi-platforms and multi-resources, and release real-time, accurate and reasonable information to both domestic and foreign countries. In particular, international media should report on the COVID-19 epidemic through authoritative platforms or authorities, rather than regional "stigmatization" and reporting false news.

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