〈研究論文〉

Research on Emergency Management Mechanism of Network Ideological Crisis

Lianfang WANG*

Wenchun WU†

Abstract: Network ideological crisis has its own unique presentation, which has the characteristics such as the technicality of generation, the essential sociality and the particularity of information etc. The reasons for the formation of the network ideological crisis are related to several aspects that the imperfection of the public appeal mechanism, the lack of government governance capacity, the mastery of net work technology, the boost of network media and the extreme behavior of Internet users. The handling of the network ideological crisis could be carried out from the following aspects: managing according to law, grasping the source, standardizing the requirements, comprehensively coordinating the management and improving the quality of Internet users.

Key words: Ideological Crisis; Network Crisis; Emergency Management Mechanism

Nowadays, the network with its unique characteristics expands the space and form of the ideology function, and provides new opportunities for the development of national ideology. However, this aggregator with the function of public opinion dissemination and social mobilization also has the harm of spreading erroneous ideas. In any country, there are one network crisis after another which bring by the hostile forces at home and abroad who use the network platform to dump the values of other countries, to distort their own history, to question and slander the ruling party. When the historical nihilism, Neoliberalism and other erroneous social thoughts are waiting for the opportunity to rise and strive to seize the right of ideological network discourse, all of these pose a threat the ideological security of the country, and we have to actively take countermeasures.

1. Network ideological crisis and the characteristics

At present, scholars at home and abroad have different opinions on the concept of network ideology, and each interprets the meaning of network ideology from different perspectives. In the analysis of the basic meaning of network ideology, there are three representative views: one is that the network ideology is the extension of traditional ideology in the network; the

other is that the network ideology is an ideological system with value guiding function to the behavior of Internet users; the third is that the network ideology is an ideology with class attribute in cyberspace. This paper holds that network ideology not only pays attention to cyberspace, but also can't do without the real society. It not only pays attention to the individual Internet users, but also can't do without the real individual. These essential factors highly integrated and infiltrated with each other. It is an organic system formed in the symbiosis and sharing of information, knowledge and spirit by Internet users with the help of digital, symbolic and information intermediary system, and it is a synthesis of the symbolic beliefs and ideas of netizens in the network society, and the core of it is values[1].

As for the Internet ideological crisis, some ideas is the tendentious attitude of public towards political issues in cyberspace; others ideas is the netizens' systematic views and opinions of Internet users based on the real socio-economic form and the political system decided by it. Here, the author believes that the network ideological crisis event refers to the collection of attitudes, emotions and behavioral tendencies of the public towards the national guiding ideology, political system, laws, moral norms, and closely related social and political events and national security affairs in cyberspace. The governance of network ideological crisis refers to the governance subject led by the ruling party and government in the realistic social background, with the help of certain technology and management means, integrating various resources inside and outside the ideological field, and properly monitoring, intervening and guiding the ideological network public opinion, so as to effectively resolve the crisis, promote the benign development of the crisis, and ensure the security of national ideology.

Therefore, the network ideological crisis has its own unique presentation, which is manifested in the following characteristics.

First of all, the network ideological crisis has its technical. Network ideology is the product of the network social communication practice and a new form of ideology in the era of network society. Network ideology and traditional ideology are closely related, but it is not a simple transplant and reproduction of traditional ideology in the network. It is the development of traditional ideology based on the technical attributes and essential characteristics of the Internet, and it is the product of the high integration of online society and offline society with new content and form. "The network actually provides a better platform and carrier for the dissemination of socialist ideology, especially the proposal of the concept of financial media which brings the advantages of traditional media and new media (network media) into full play"[2]. The thought, concept or spiritual phenomenon of Internet users is one of the important contents and influencing factors of Internet ideology.

Secondly, the essence of network ideological crisis is social. In essence, ideology belongs to the superstructure of views. The economic foundation determines the superstructure. In the network society, the generation and development of the network ideological events are inseparable from the technical elements, but the most fundamental elements affecting the generation and development are determined by the socio-economic conditions. Internet users are not closed individuals in cyberspace. They are still members of real social life. Their thoughts, consciousness and views in cyberspace are influenced by real social and economic life, and they are the reflection of real socio-economic life. With the high economic level and abundance life of people in the

real society, Internet users will get the corresponding sense of superiority and belonging, so that the spiritual world could be satisfied, and it is easier to accept and identify with the core value of the society emotionally. Among them, emotional identity is the premise and foundation of behavior identity. Only the Internet users identify with the core value of society emotionally, and in the wave of network information they will rationally express their thoughts, and correctly identify different voices, and transmit the positive energy of society, thus promoting the development of network ideology.

Thirdly, the network ideological crisis has the particularity of information. Network ideology is a new form of ideology that the network reshapes the relationship of information communication and then participates in changing social relations and production relations. Network ideology is the product of the interaction between the technological logic of cyberspace and the formation and development logic of the mainstream ideology of society. The core of it is the deep belief and value judgment system of network groups. "The expansion of network technology, the populist trend of network society and the weakening and virtualization and ritualization of mainstream ideological propaganda lead to fragmentation of network public opinion which gradually occupies the field of social public opinion, and even leads the mainstream ideology to go"[3]. Therefore, the consideration of network ideology can not only rely on the inspection path of traditional mainstream ideology, but also from the particularity of technology, so as to explore the internal logic and specific problems and solutions of network ideology in detail.

At present, the ideological struggle in the network is fierce. The main reason is the imbalance of world economic development. "It is "flexible" to what purpose and how technology will be used by users"[4]. In the space of network society, countries with strong economic strength use the advantages of information network technology to infiltrate ideology into countries with relatively weak economic strength. The ultimate goal is to impact the mainstream values of other countries, and promote their own political, economic and cultural development mode, and control the distribution right of world wealth. From this point of view, the situation of world economic development and the competition of comprehensive national strength determine the situation of network ideological struggle. Although the change of ideology is relatively independent, its activities are still difficult to go beyond the stipulation of social and economic basis, which is reflected in the basic support and priority of economic and social development for ideological change.

2. The causes of network ideology crisis

When the negative evaluation of heated discussion in society is widely spread, which has a negative social impact and impacts on the mainstream ideology, the network ideological crisis will be formed. The sensitive events which involve the public interests of Internet users or have strong political nature or high degree of concern to ferment into the network ideological crisis are the premise of the formation of the network ideological crisis. The emergence of network ideological crisis events is related to the agenda setting of communicators, the psychological activities and interest needs of Internet users. The main types are ethical and moral events, economic reform events, political system events, judicial and legal events and livelihood events etc. The effective recognition of sensitive events is helpful to identify network crisis events more efficiently.

The causes of the network ideological crisis are as follows:

First, appeal mechanism of the masses is relatively slow, but social contradictions are becoming more and more complex. Network problem is the reflection of reality. At present, there are many network ideological crisis events in the society. From the root, it is not completely the lack of laws and regulations and the loopholes of the regulatory system. Most of the time, the reason is that the legal expression path of public interests is not smooth, which leads to the deep-seated reason of the frequent occurrence of negative events on the Internet. For example, when the income gap increases, or employment pressure increases, or the education and medical care can not meet the needs, but at the same time, some administrative supervision and legal protection can not follow up in time, it will lead to the increase of survival pressure of the masses and the breeding of various irrational emotions. If the conventional channels of public opinion expression are blocked, public opinion demands will naturally be "squeezed" into the cyberspace with greater freedom of speech and less personal threat risk. At this time, if the government can attach great importance to the construction of network platform, so that public opinion can be expressed through institutionalized channels and get effective feedback, it will greatly promote the relief of social contradictions. On the contrary, once the problem is not solved smoothly, the social unhealthy mood is accumulated continuously, then many government websites and government micro platforms have become the source of negative public opinion and make complaints about them. The irrational emotions gathering of the masses on the Internet makes many daily social life problems ferment into political ideology problems.

Second, the network ideology crisis event governance ability is insufficient. "the early network of China was gradually developed under the promotion of Commerce and capital, and the network ideological security did not get fundamental attention at first, and the network ideological security governance was relatively absent"[5]. The capacity of the ruling party and government to deal with ideological network public opinion events is a very important factor to determine the trend of public opinion events. However, there may be some deficiencies in government governance, mainly in several aspects. First of all, the early warning consciousness is not strong, and the application scope of intelligent monitoring system is limited, which leads to the lag and deviation in the information collection of network ideological crisis events, and miss the best time to answer and guide the crisis events. Second, standard deviation of judgment. Many staff only rely on their experience to determine the authenticity of information, which affects the control of crisis events, and makes it impossible to send out alarm information timely and precisely. Thirdly, in the face of the ideological crisis on the Internet, it is more likely to cause a new round of crisis events by using negative means such as deletion, shielding, prohibition, or hasty response. Finally, the ability of collaborative governance is poor, leading to the shortcomings of fragmented governance and insufficient external cooperation, which leads to improper response when the crisis comes.

Third, there will be domestic and international hostile forces in any country, which is one of the reasons for the network ideological crisis. "Any country has its own mainstream ideology, and it will prevent ideas completely opposite to the mainstream ideology"[6]. If some countries grasp the advantages of network technology monopoly, network management control and

network information release, they may vigorously promote cultural hegemonism on the network and publicize their values, political systems and lifestyles, so as to infiltrate the sought of Internet users in various forms and destroy the national mainstream ideology. These countries even actively cultivate the so-called "elites" of the target countries as their agents. By playing the role of "network opinion leaders", they conceal their purpose of directly intervening in the ideological field of the target countries. Because these opinion leaders meet the social psychological needs of some people to "seek novelty and difference", their speech is very confusing and deceptive, which has a great impact on the mainstream ideological identity of Internet users. In fact, behind some vicious events, hostile forces at home and abroad manipulate public opinion. With the help of the network media platform, they deliberately stir up and use extreme national emotions, and incite people who do not know the truth to create chaos, so as to intensify social contradictions and destroy the stability of domestic society.

Fourth, the vicious boosting role of network media. The boost of some network media is the main reason for the intensification of network ideological crisis. Network media has incomparable advantages over traditional media in information dissemination. If network media can really play the role of network environment watcher, it will effectively promote the resolution of negative events. However, with the increasing competition among the media, some online media pursue "eye-catching benefits" and economic benefits in order to seize the time, or tamper with the headlines to mislead Internet users, or causing ideological debates, or catering to the low tastes of some audiences, thus squeezing out the space of mainstream ideological propaganda. Sometimes, when some emergencies occur,

some media publish the unverified rumors on the Internet, and even report false news that deviates from the truth to mislead the public, which also provides room for the pan political interpretation of the ideological crisis on the Internet.

In addition, some extreme behavior of Internet users. Internet users, as the publishers of network information constitute the most important subject of ideological network public opinion, which affects the nature and trend of public opinion. However, some Internet users consciously or unconsciously become the initiators and boosters of ideological network public opinion crisis. The reason lies in that the political quality and media literacy of some Internet users are not high, and they praise the ideology of egoism, hedonism, money worship and consumerism; They distrust the local government and staff, and arbitrarily negate the government activities and the behavior of officials under the influence of inherent prejudice before the matter has been fully investigated and the real situation has not been disclosed, then the ideology and anti mainstream ideology take advantage of the situation; the "group polarization" effect of Internet users is also an important reason to promote the upsurge and even more serious of Internet ideological crisis. The shared responsibility of group will make individuals tend to be extreme, especially when it comes to some issues of personal private rights and social public rights. As long as there are some so-called authorities' provocations, the prejudice and dissatisfaction accumulated in consciousness of the masses will break out collectively. The masses no longer scrutinize the truth of the event, but are used to making judgments of good or evil with the tide, which leads to the further deterioration of ideological network ideological crisis.

3. The governance of network ideological crisis

Ideology is an important field of network social governance, and its governance effect has the function of orientation, cohesion and evaluation for the modernization of network social governance. The guidance and disposal of network ideological crisis events is an important means and tools of network social governance. The governance capacity of crisis events is an important component and embodiment of the governance capacity of the ruling party and government, and is an important content and indicator of the network social governance ability modernization. Therefore, in the field of ideology, to explore the governance path based on the governance capacity of network ideological crisis events is not only helpful to promote the construction of ideology, but also helpful to innovate the governance mode of network society and realize the modernization of governance capacity in network society.

First, governance according to law, which improve the system of network platform. "Although cyberspace and Internet ideology are virtual and invisible, they are not illusory things completely divorced from the realsociety, but images of the objective world, so they are also realistic"[7]. No rules, no circles. Cyberspace is by no means outside the law. The network ideology security needs to rely on laws and regulations as a guarantee. It is necessary to explore the establishment of laws and regulations and law enforcement methods to adapt to the network society, and strengthen law enforcement, and promote the legalization of network ideology security governance. When ethics has been unable to maintain the order and security of the network, the law has become the last line of defense to maintain the ideological security of the network. At the same time, according to the ideological characteristics of our country, we should improve the formulation of network information laws and regulations, strengthen the construction of laws and regulations of big data industry, build a perfect supervision and management system, and make clear provisions on the use, use mode and use scope of big data public opinion. For example, the network platform, users and domain names should be strictly reviewed, and the information sources of spreading rumors and decadent ideas should be held accountable, so as to ensure the credibility of ideological departments in the construction of ideological discourse power in cyberspace, improve the effectiveness of ideological discourse system, and form an effective protection of mainstream ideology.

Second, we should grasp the source and deal with the network ideology crisis. To get rid of the crisis, we need to start from the source, that is to increase the investment in the network field of cutting-edge technology and key core technologies with international competitiveness, and to strengthen the strategy of tackling key information technology equipment in the network field, and to ensure that we have the initiative in key network technologies. Network technology has always been not only a competition at the level of science and technology, but also a competition at the level of national ideology. In the process of network ideological struggle, it is necessary for some countries to accelerate the development of network information technology and the breakthrough of core technology. The development of Internet building technology, big data technology, microelectronics technology, information transmission technology, "network breaking" technology and wireless network attack technology etc, and the application of these technologies

in the field of ideological security is one of the key links to crack the network ideological crisis.

Third, the standardization of network media. The spread of Internet speech and the formation of Internet ideological crisis are inseparable from the platform of Internet media. The platform is not only the platform of crisis communication, but also the second censor of communication. Therefore, the network media should be responsible for the network speech first, and delete the anti social speech and purify the network space by shielding the sensitive and pornographic words. At the same time, the network platform should strengthen the guidance function, and establish the public opinion interactive feedback mechanism, and build the netizen political participation platform, and become the communication bridge between the government and Internet users on the premise of fully protecting the right of Internet users to know and participate. In addition, the public opinion position of the network platform needs the active occupation by the mainstream media, and consolidate the network basic skills, and promote the integration of new and old media, and construct the mainstream propaganda platform.

Fourth, the improvement of the main quality of Internet users. Internet users not only have a large number of people, but also play an important role in the network information dissemination. The main quality of Internet users has become the first shackle restricting the network ideological crisis. When "bad network public opinion fills the cyberspace, to a certain extent, it impacts the network ecology, so that the dominant space of ideology is constantly eroded, and the spread of mainstream ideology is affected"[8]. This requires to strengthen Internet users recognition of the mainstream ideology at first, and in terms of ideology and morality to promote Internet users to establish a conscious "

network firewall". Internet users should constantly strengthen their own ideological and moral construction, and correct their ideological and political positions, and use their moral conscience to resist the vulgarity of the Internet consciously, and use scientific moral cultivation and legal knowledge to reject false public opinion information, and extend the law-abiding in real life to the legal speech in cyberspace. At the same time, network opinion leaders should bear more social responsibility, and release practical information, and correctly guide public opinion, and avoid the intensification of network ideological crisis due to their own limitations.

Fifth, comprehensive governance and shared governance. Cyberspace destiny community is the network extension of building a community of human destiny. It also provides the possibility of common development and originating and sharing for the friendship of all countries. It is a community of interests for the international community to jointly solve network security problems. It is a Chinese scheme for global network governance. It is a world trend, which requires the joint responsibility of all countries. Whether in cyberspace or in the real world, the main body of promoting network security is the masses, which must integrate the strength of individual, society and country. At the same time, we should mobilize the enthusiasm and creativity of the people to the greatest extent. Only when the Internet users group participates in the network security maintenance system, can we strengthen the ability to resist network risks. In the process of network ideological security governance, it is very important to fully respect the status of all kinds of network subjects. Social organizations and Internet users should be absorbed to participate in the governance, so as to ensure that social organizations and Internet users can democratically manage and

supervise, and form a governance structure of multiple subjects. In addition to government departments, Internet enterprises and Internet users are also important participants in the network ideological security governance. It is necessary to strengthen the responsibility consciousness of each subject in the network ideological security governance, so as to make the governance enter a virtuous circle and walk out a new road of joint management and benign interaction.

Annotation:

1　Huang Dongxia, Wu Xinyi (2016.5): New Definition of the Connotation of Network Ideology, Social Science Research, p 107-112.

2　Fang Zhengxin et al. (2020.1): Discourse Theory and the Promotion of Discourse Power in Network Ideology[J], Education Teaching Forum, p 357-358.

3　Wang Tiannan (2020.1): Analysis of the Causes and Resolutions of Ideology Guidance Led by Fragmentedly Net-Mediated Public Sentiment, Journal of the Party School of Tianjin Committee of the CPC, p 36-42.

4　Zhang Weiliang, Gong Shan (2020.1): Duality of Network Ideology and the Maintenance of Mainstream Ideology[J], J. CENT. SOUTH UNIV. (SOCIAL SCIENCES), p 137-143.

5　Ding Cunxia (2020.1): Modernization of Network Ideological Security Governance Capacity in the New Era [J], Hubei Social Sciences, p 158-164.

6　Liu Fusheng (2020.1): On the Integral Examination and Comprehensive Governance of Network Ideology, Academic Exploration, p 7-13.

7　Han Pugeng, Zhu Siying (2019.12): Research on Ideological Security Problems and Countermeasures in Cyberspace, Guizhou Social Sciences, p 32-38.

8　Lin Daiying (2019. 12): Challenges and Countermeasures Faced by the Spread of Network Ideology, Education Review, p 98-102.

References:

1　Qin Qiang: <Cyberspace Is Not A Place Outside the Law-Guidance on the Core Laws and Regulations of Network Ideological Work Responsibility System>, Beijing: People's daily press, 2020.

2　Huang Dongxia: <Research on the Discourse Right/ Power of the Network Ideology>, Beijing: China Social Sciences Press, 2020.

3　Wang Yongjin: <Research on Discourse Power in Ideological Work of Network>, Hangzhou: Zhejiang University Press, 2019.

4　CNNIC: The 44th Statistical Report on Internet Development in China. (2019-08-30) http://www.cnnic. net.cn/hlwfzyj/hlwxzbg/hlwtjbg/201908/t20190830_ 70800.htm.

5　Institute for Public Opinion Research of Shanghai Jiaotong University: <Annual Report on Chinese Online Public Opinion in 2016>, Beijing: Social Sciences Academic Press (China), 2017.

6　Hu Yong (2017.4): <"Post-truth" and the Future of Politics>. Journalism& Communication, p 5-13, 126.

7　Zou Chengxiao, Zhu Zhongxiao (2005.1): <On the Natural Attributes of Technology in Generative Perspective>. Science Technology and Dialectics, p 96 -98.

8　Huang Chuxin (2019.10): The Characteristics and Guidance of Public Opinion Expression on the Internet in China, People's Tribune, p 119-121.

9　Zhu Ting (2018.5): Analysis of Countermeasures to Maintain the Security of Network Ideology in the Era of Big Data, Journal of Yanbian Party School, p 33-36.