

Analysis of social media's online expression strategy for social hot spots based on the perspective of mass communication- Take "Bilibili" as an example

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Abstract. With the rapid development of information technology on the Internet and the establishment of new online media platforms, it has played a great role in the delivery of information and the reception of content. The new media have profoundly influenced people's lives in terms of the way they communicate, the construction of ideas and the execution of processes. This has not only enriched the ways in which news is disseminated, but has also opened up wider avenues and channels for news reporting. Since 2009, Bilibili has grown into a representative domestic secondary platform which is a high-density group of young internet users. The development and dissemination of social events that cater to the moods and emotions of young people can also serve to moderate cultural tensions to some extent, but, if used poorly, can be counterproductive. It is important to pay attention to the issue of culture, both to prevent pan-entertainment and to achieve cultural identity. In the face of online public opinion, government news media should change their previous negative attitude and adopt new and timely methods of response. The correct way to guide public opinion in hot events is a problem that the news media has to face and urgently needs to solve.

1 Introduction

With the popularity and the use of the Internet, the demand for all kinds of information has grown quickly, creating the conditions for people to better understand and participate in society; thus enabling various information platforms to integrate with each other, giving the public more opportunities to express their own views and expand the public perspective.

As the rise of short videos has accelerated people's access to information, hot issues in society have also arisen; the rapid development of the Internet has enabled internet users to better accept news from different sources and of unknown authenticity, thus undermining the health of the online opinion ecology and making the news media less credible [1]. In today's online society where information is flooded and pluralistic, the public tends to prefer information provided by the government media when receiving information, which is the authority and credibility long established by the government media, which has a huge fan base; due to its innate advantage of news dissemination, the government media, in order to give full play to its function of guiding online public opinion, must first grasp the news facts before producing press releases to weaken the effect of their dissemination; at the same time, they should correctly guide the direction of public opinion to keep in line with mainstream public opinion, so that the public can obtain true and authoritative information, and

provide sufficient space for communication on the Internet so that public opinion can be fully expressed.

Bilibili is the biggest ACGN entertainment community platform in China. It is a gathering place for young people and its related accounts are suitable for the development of Bilibili. It is also a mature audience group with strong user stickiness [2]. "CCTV News landed on Bilibili on December 8, 2019, expanding the youth audience and spreading mainstream voices in a more relevant and youthful format. "The successful launch of CCTV News on Bilibili is an initiative to further integrate mainstream culture with popular culture. CCTV is the flagship of China's mainstream media, and it is taking the lead in the media convergence trend, trying to build a new communication platform. This paper looks at the marketing strategy of the social hotspot event Bilibili account and analyses the overall content production of the Bilibili account and its various links, providing a useful reference for the development of mainstream media to break the circle. The aim of this paper is to analyse the communication effects of the trending topics that emerged on Bilibili, with a focus on their impact on young users and how to increase them. At the same time, the paper also combines relevant communication theories and provides a reasonable analysis of Bilibili's account, which provides a useful reference for the development of Bilibili.

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2 Literature review

Public opinion refers to the general public perception and opinion of public events and represents the common consciousness of the majority of society. As the concept of public opinion is classified as a social ideology and social psychology, it covers a wide range of issues, making it difficult to develop a unified definition of public opinion. Some common definitions include: "Public opinion represents the common consciousness and opinion of the majority of authoritative groups or individuals in society." [3] "Public opinion is a collection of public opinions on public events, public figures, social phenomena, issues and ideas, etc., which is universal, continuous and consistent, and may influence the development of social events." [4]

Internet opinion guidance refers to making Internet users change their views on Internet opinion with the help of the guidance of the relevant subjects. New media are influencing the public perception of the Internet in all aspects of society. Any major event that may cause strong reactions from users will gradually create a free market for conducting opinion exchange, and the free and open online environment will also generate new issues. However, the free, anonymous, interactive and instantaneous communication characteristics of public opinion inevitably lead to qualitative changes in the dissemination of information. Effective management of public opinion through online opinion guidance is an important issue in modern society, which aims at adjusting netizens' misconceptions about social opinion and turning to actively participate in the construction of online public opinion. In fact, the key to guiding online public opinion lies in establishing scientific means of communication, reasonable agenda setting and an effective feedback and guidance mechanism, so that the public will recognize the positive influence of online public opinion and thus actively cooperate with the construction of online public opinion guidance, so that online public opinion will develop in a more harmonious, rational and direction. [5]

The Internet can cover social aspects that cannot be covered by traditional media and allow for good interaction among netizens. Bilibili is one such platform with wide coverage and strong interaction among netizens, and using Bilibili as an entry point will provide perspectives that cannot be covered by traditional media.

The interactive nature of online information dissemination and netizen participation is a prominent feature of online public opinion. As long as a certain number of public participate in topic discussions on online platforms, there is a chance for a serious public opinion crisis to form within a short period of time, no matter what kind of event it is. When sudden destructive, complex and catastrophic factors appear on a social event at the same time, it is likely to attract the attention of the public on the Internet. At this point, the media, as the party with the most information about the event, needs to sort out information about the event for the public, alleviate the fear and anxiety that the event brings to the public, and guide public opinion positively through platform channels such as microblogs, public

numbers and news clients, so as to channel public sentiment and make their comments rational.

3 Method

3.1 Social hot pots about cyber violence

Three new confirmed cases were released in Chengdu on 8 December, and the patient in question, Zhao, is the granddaughter of confirmed the case. The patient, Zhao, was criticised by netizens for her indiscreet private life as she frequented many bars and busy locations prior to her diagnosis, and nine related terms such as "granddaughter of a confirmed patient in Chengdu" have since appeared. Zhao's ID card, address and other private information spread online, and some netizens faked their own friendships and videos, hurling numerous insults at Zhao and even at his staff, calling him a "bad girl". At the same time, many people were affected by the rumours.

Within hours of Zhao being diagnosed with the new coronavirus, someone posted Zhao's name, ID number, home address and other information, and posted his picture on all social media. In just a few hours, public opinion online became increasingly heated, partly because of the content circulating online attacking Zhao, and partly because of the outrage caused by the release of Zhao's personal information. As the dispute escalated, the Chengdu police launched an investigation into the confirmed leak of personal information in the afternoon of December 8 and brought the matter to its first public climax. From December 8 to the evening, several media outlets published condemnatory statements about the leak, with CCTV and other state media publishing articles such as "CCTV comments on the leaked information of the confirmed girl in Chengdu: Anxiety about the epidemic should not be a reason for online violence" "It's not good to point fingers excessively." At the same time, many people were affected by the rumours.

Zhao issued a statement on the incident at 9am on December 9, not only stating that he was unaware of the incident prior to his outing, but also apologising to the people of Chengdu for the incident. This response immediately generated more attention and was the second wave of conversation on the matter [6]. Afterwards, the Chengdu police released a message that the 24-year-old man had been administratively punished for leaking the confirmed girl, and the netizens' enthusiasm for the matter gradually cooled, but were more supportive of Zhao.

Once the circumstances surrounding the online violence against the girl in Chengdu were clarified, the fake public opinion information was gradually declining due to the timely clarification and reporting by the official media. The official media released the news to various platforms within a short period of time and expressed their views in their own voices, thus reversing the course of this hot issue. The official media must give full play to the fast and interactive nature of the news media to guide public opinion correctly and give the

public authoritative information in order to stop the spread of such rumours. When confronted with a hot issue, the government media should be mindful of public skepticism and gradually steer it towards stability until the issue is properly resolved [7].

3.2 Elements of a successful communication strategy for social hot pots

On December 13, 2019, CCTV News published a short article titled Medical insurance bureau experts soul cut, enterprise representatives shed tears on the spot, which was uploaded on Bilibili for 40 seconds and sparked the attention of a large number of netizens, with the number of hits exceeding one million and the number of pop-ups exceeding eight thousand. The video was then posted to the official microblogging site of Bilibili, and the content of the video was switched to the entire page so that netizens could get a better idea of event.

The dynamic section focuses on news and news reports, which are published in text and image form. The text form is precisely what complements and supplements the content of the short videos, the key information, and its function is increasingly prominent. young viewers of the Bilibili also have a certain demand for quality news at home and abroad, and paying attention to news and understanding current trends is an important part of young people's development. At the same time, CCTV News provides a platform for Bilibili users to learn about domestic and international issues and to participate in national public affairs.

Fragmented communication has broken the pattern of time and space and communication methods, the rise of the micro power of the audience, the collision of the traditional media speaking power, and the core of the Internet thinking is the user's problem. In the road of social communication, traditional media and our media more from the user needs and use of scenarios, consider audience preferences, and gain market favor. There should be more use of young, popular voices to interpret information and comment on current events. The quality of content and the form of communication should not only match the communication characteristics of the platform itself, but also truly meet the needs of the audience.

With the continuous development and deepening of the Internet, netizens have gradually become the main users with multiple identities, especially in Bilibili which is a place where young people gather. This is the current state of online media literacy of the "Internet indigenous" group [8]. In an environment of information overwhelm, the latest official news is published in a timely manner, and public opinion is proactively shaped to provide immediate information to Bilibili users. After the riots in Hong Kong, the government's official account carried several days of consecutive texts, including those about the killing of elderly people in Hong Kong, the closure of schools in Hong Kong and the release of government statements on the issue. Articles titled The New Coronavirus Pneumonia cases: 136 new cases in Wuhan, 2 confirmed in Beijing, 1

confirmed in Guangdong, Wuhan Health Commission issues precautions for high incidence of viral pneumonia, 217 cases of pneumonia with new coronavirus infection have been confirmed nationwide have also been published. Since then, the official Bilibili account has been announcing the number of confirmed cases of novel coronavirus pneumonia and control measures every day.

3.3 Suggestions about helping Bilibili accounts for spreading social hot pots

The uploaders on the Bilibili should enhance their communication with users by increasing the frequency of their presence in the comments section, by being able to post their views on the home page and by liking them in the comments. Respond to users in the comments section expressing doubts about the content in the contributed videos. Special staff have also been arranged to monitor and reply to messages, to actively focus on changes in user sentiment in hot events, to seize the initiative, to guide public opinion and to correct mistakes in a timely manner; and to avoid wrong tendencies in public opinion.

Official media accounts have strong media resources, professional photography teams, and maintain close cooperation with relevant government departments [9]. Most of the video content submitted comes from other official media, and should increase the proportion of personalised content; so that they can better demonstrate their role. Firstly, expand the team of collaborative other uploaders and cultivate positive, upbeat and connotative uploaders; secondly, the cooperation between CCTV and uploader has increased the number of submissions. The official account should be more aware of the importance of civilianising and keeping the material close to the public. Adding good self-publishers and working with Bilibili's uploaders to make more room for Bilibili's local creators.

Official clients and advanced media users should remain calm and define their own position of objectivity and fairness during the dissemination of social hot pots , rather than blindly co-create hot online events or push the envelope. It is also possible to outline commonalities in social hot pots. Professional analysis and commentary on published works as well as reviews allows the media itself to intervene early in guiding public opinion on online events by improving its foresight of public opinion. The process of guiding public opinion on the Internet is still a process that cannot be achieved through a single report or a single programme, but requiresIt takes a certain amount of sustained coverage over a certain period of time to have a gradual effect. There is a time process, from the occurrence of a hot online event to its resolution, then traditional media need to capture all the links in the process and bring out a detailed, rational analysis to convince the audience of the different

Themes and the ability to set different issues at each stage of the event's development, play a good traditional media agenda-setting ability, comprehensive guidance network hot events

Currently, the public opinion guidance work of China's government news media is mainly through grasping the general trend of social opinion and striving to provide comprehensive and accurate coverage of online public opinion events [10]. When the public focuses on a hot topic and gradually expands its discussion and dissemination, a major social There are many examples of official media and governments responding in a timely manner to curb the deterioration of the situation. For example, in the case of the sinking of the "Eastern Star", the government announced the accident in time and the national media reported the accident in a timely manner. At the same time, foreign journalists were invited to report on the rescue work in Supervalu, Hubei, to ensure that the information was open and accurate, so the matter was handled smoothly online. Another example is the posting on the internet about "sexual abuse of minors in kindergartens and orphanages in Bijie and Kaili, Guizhou", which caused widespread public concern because of the negative social impact. The following day, the Guizhou police investigated the matter; the images circulating on the internet of "rape of underage children in Bijie and Kaili" were obtained by the suspects using internet searches and falsified information. The local government and media came forward within hours, stating their position and actions, and following up on the news to reassure netizens.

4 Conclusion

In the process of dealing with online public opinion, the relevant departments and the news media should follow up and improve it in a timely manner to ensure the correct guidance of public opinion, so that public opinion can be handled in an orderly manner and things can be brought to light [11]. At present, the official account is still in the initial stage of development. It is important to make full use of and explore the features and functions of Bilibili to improve the credibility of the website and its form of communication. They also should make full use of its own quality resources and the characteristics of the Bilibili platform to achieve a perfect combination between quality innovative content, platform attributes and user needs. In this era of ever-changing new media platforms, everyone can post online to express own opinions. The mainstream media should actively guide the correct political direction while calling on the youth community to actively participate in the creation of content; Bilibili is a gathering place for young people who are still at a critical stage of their development and whose positions and perceptions are easily influenced by extreme rhetoric and non-mainstream ideologies. While maintaining their political authority, mainstream media should also play an active role in guiding young people in terms of their values, life and career.

Online self-publishers, claiming to be the deliverers and providers of media communication platforms, should continue to maintain their own sense of leadership, seek to strengthen the establishment of

regulatory mechanisms through the development of media codes that can make the media more harmonious, and more strictly regulate their own discipline; secondly, for pornography, infringement of reputation, online The second is to immediately stop information in categories such as pornography, infringement of reputation and online abuse, and to impose appropriate penalties on the publishers and disseminators of undesirable information once they are found. In addition, the various shortcomings of online self-media are inextricably linked to the imperfection of online laws and regulations. Relevant legal departments in China should improve laws and regulations as soon as possible, and in particular should In particular, they should formulate and promulgate special laws and regulations on network information dissemination and network media management as soon as possible, and crack down on all kinds of misconducts in the process of using self-media. In this way, the management of self-media will be more operable and more just and legal.

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