

Case Study on the Response of Local Government to the Educational Public Opinion in China ——Take the "Postponement of College Entrance Examination in Shexian County, Anhui Province" as an Example

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Abstract

This paper takes the postponement of the college entrance examination in Shexian County, Anhui Province as an example, and combines the characteristics of public opinion communication to analyze the response measures of the local governments in response to public opinion emergencies from the perspective of new media, so as to summarize the experience of local governments in public opinion response.

Keywords: Shexian County, College Entrance Examination, public opinions, response

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1. Introduction

As of December 2020, the number of Internet users in China has reached 986 million, accounting for about 20% of the global Internet users(Wang 2016). The Internet, as an important medium for the spread of online public opinion, provides a huge platform for the spread of online public opinion. With the increase of Internet users, the speed of network communication is developing rapidly, and the timeliness of news has been maximized.

Public opinion is the sum of all kinds of feelings, wishes, positions and opinions that the public, that is composed of individuals and society as a whole, hold on various public affairs that they care about or their own interests are closely related to during a specific historical period and social development(Liu 2007).

Controlling the accuracy, authenticity and real-time of public opinion information plays a vital role in regulating network information and also has an inevitable impact on maintaining social order and stability. Under the Internet environment, the analysis of the online public opinion information plays an important role in strengthening the management of social public opinion information and ensuring the stability of the country.

2. An Overview of the Public Opinion Event of the Extension of the College Entrance Examination in Shexian County

2.1 Background of public opinion events

The year 2020 is destined to be a special year. The COVID-19 forced the development of all aspects of the country to press the pause button, including the college entrance examination. Students all over the country have been taking online classes at home for a long time, and the most worrisome among them is the junior high school students. At the stage only a few months away from the college entrance examination, they were delayed by the epidemic. Therefore, in the context of the epidemic, the Ministry of Education issued a notice on the postponement of the college entrance examination on March 31, 2020. The college entrance examination in all parts of China (except Hubei and Beijing) will be postponed for one month from July 7 to 8.

2.1.1 The college entrance examination in Shexian County, Anhui Province is a public opinion event in 2020.

On July 7, 2020, the first day of the college entrance examination, affected by the continuous rainstorm and the upstream flood peak, Shexian County, Huangshan City, Anhui Province, suffered the once-in-a-50 year flood. The river in Shexian County was flooded, and it was difficult to travel due to the serious water accumulation in many places. Most of the teachers and students of Shexian Middle School and Shexian Second Middle School could not reach, so the morning Chinese examination was canceled. At about 13pm on July 7, Anhui Provincial Education and Enrollment Examination Institute reported that after discussion and reporting to the Ministry of Education, the Chinese and math examinations originally scheduled for July 7 in Shexian County Examination District were postponed, and the comprehensive and foreign language examinations on July 8 were still normal. With the consent of the Ministry of Education, on July 9, Shexian County, Anhui Province, used the spare college entrance examination paper for make-up examination, and the difficulty of the spare paper was the same.

At the special moment of the epidemic situation, the college entrance examination in 2020 was postponed for one month. The sudden 50 year flood again postponed the college entrance examination in Shexian County. Suddenly, public opinion on the Internet rose one after another. Everyone's attention to the college entrance

examination in Shexian County reached a climax, and doubts about the fairness of the college entrance examination coexisted with the sound of cheering. The Internet became the main occurrence and dissemination platform of this public opinion.

2.2 Public opinion development stage

The college entrance examination in Shexian County, Anhui Province lasted for three days, and the network public opinion was also constantly fermenting. With the advance of time, the development of this public opinion event can be divided into incubation period, outbreak period, and dissipation period. The public opinion characteristics displayed at different stages are also different.

2.2.1 Incubation period

The college entrance examination has always been a public opinion hot spot in June and July every year, and it is a major livelihood event that affects thousands of families. The first day of the college entrance examination under the epidemic this year has a different significance. All the media are preparing news planning and relevant reports about the college entrance examination in advance. On the two days of the college entrance examination, the media will create blockbuster news through pictures, words, videos and other ways to attract public attention and enthusiasm.

As can be seen from the public opinion monitoring system in Figure 1, before the first exam officially started at 9:00 a.m. on July 7, local online media and we media, such as Huangshan Daily, Haike News and Hefei News, reported on "Shexian County Flood Disaster" and "Kaoshe County Students Go to the exam by boat". There was a little popularity on the Internet, but because the exam has not yet officially started, and Shexian County has little influence in the country, so it did not attract much attention except in the local area.

However, these reports have also conveyed that the college entrance examination in Shexian County is facing difficulties. The flood disaster has affected the normal travel of examinees, so the follow-up development of the college entrance examination in Shexian County is not necessarily within the controllable range. There are uncontrollable factors and hot spots in the college entrance examination, so these reports have gained some popularity on the Internet, which has aroused netizens' attention and discussion, but there has not been a large-scale discussion and enthusiasm. The public opinion event of the postponement of the college entrance examination in Shexian County, Anhui Province is still in the initial stage of development.

At the initial stage of the public opinion, the event showed a variety of media. When the public opinion first broke out, some media first reported it on Weibo, followed by a rainstorm in Shexian County. The video of examinees going to the examination room by boat appeared on major platforms, such as Tiktok, Station B, etc; The mobile social platform is also one of the platforms where netizens gather. The netizens have fully played the role of network porters, making the event further spread and spread.

In addition to the diversity of communication carriers, at the initial stage, the public opinion event also showed the mobilization of Internet users. The spread of online public opinion can not be separated from the active participation of netizens. Through relevant comments and expressions, online public opinion information is constantly added in the process of dissemination, and the dissemination effect is magnified. The reason why Internet public opinion is rapidly amplified is closely related to the opinion participation of netizens, in addition to the technical characteristics of the network communication platform itself.

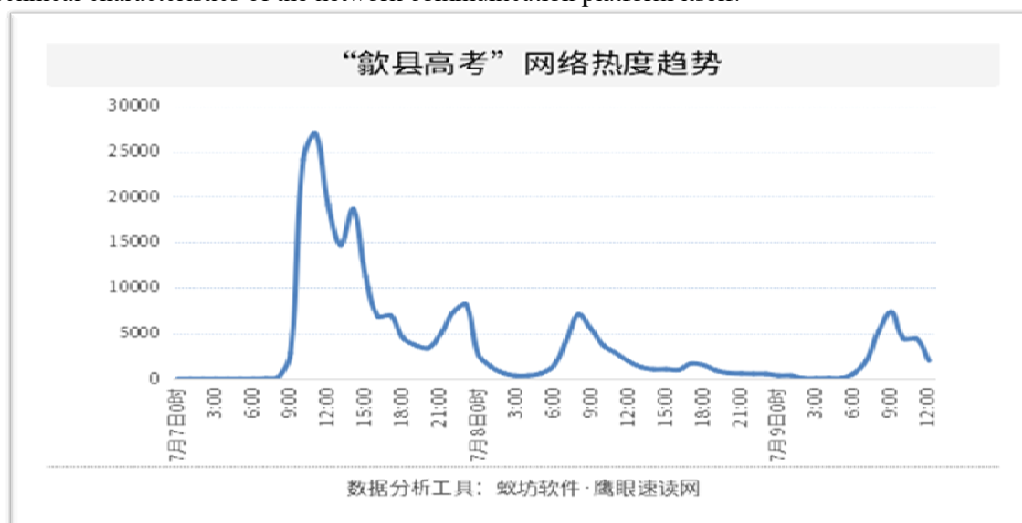


Figure 1. Trend Chart of Network Popularity of College Entrance Examination in Shexian County from July 7 to

The public opinion on the network has the characteristics of unlimited dissemination potential, which also laid a communication foundation for the outbreak of the delayed college entrance examination in Shexian County.

2.2.2 Outbreak period

Time distribution of public opinion heat

After the formal opening of the college entrance examination at 9 o'clock, the media kept following up on the college entrance examination event in Shexian County. From "or delayed until 10 o'clock" to "the delay of the college entrance examination in Shexian County, Anhui Province due to the rainstorm", the online public opinion of the college entrance examination in Shexian County continued to rise in a straight line and reached the peak of public opinion around 12 o'clock.

On microblog, the topic of "the college entrance examination in Shexian County, Anhui was delayed due to rainstorm" reached 400 million readers and 32000 discussions. It can be seen that this hot issue has attracted the attention of netizens. At this time, the public opinion event of the college entrance examination in Shexian County broke the regional restrictions, and people from Shexian County to the whole country are paying attention to it. The college entrance examination affects everyone's mood.

According to the trend of network popularity reflected in Figure 1, the public opinion popularity declined briefly after 12:00 on the 7th. At about 14:00 pm, the news that the college entrance examination for mathematics in Shexian County, Anhui Province was delayed due to heavy rain was also brushed off the screen. CCTV News, People's Daily, Globegroup and other official media forwarded and spread this news. This public opinion event was again concerned and discussed by netizens. Therefore, the public opinion enthusiasm rose slightly from 14:00 to 15:00.

Regional distribution of public opinion popularity

The college entrance examination in Shexian County is a postponement in the process of postponement. The sudden and unprecedented particularity of this event has brought it heat and concern. Through the analysis of the public opinion monitoring system, it can be seen that on the first day of the college entrance examination on the 7th, the absolute heat of Anhui reached 99, ranking first in the country and far exceeding Beijing and Guangdong, the second and third places; It can be seen that the netizens in Shexian County, where the public opinion took place, paid close attention to this matter. The postponement of the college entrance examination was closely related to the interests of local examinees. The popularity of the college entrance examination in Shexian County reached a climax in this stage.



Figure 2. Regional Heat Distribution on July 7

The network public opinion about the postponement of the college entrance examination in Shexian County is sudden. The network makes time and space no longer limited. While major news has become a public opinion

field on the network, it has also quickly become a hot issue of public opinion. The network can be updated at any time, which makes the network public opinion can be spread quickly.

The immediacy of emergence and transmission is the biggest difference between network public opinion and general public opinion of emergencies. According to the Emergency Response Law of the People's Republic of China, which came into force on November 1, 2007, emergencies refer to natural disasters, accident disasters, public health events and social security events that occur suddenly, cause or cause serious social harm, and require emergency response measures(Fang, 2011).

The sudden postponement of the college entrance examination in Shexian County and the inherent popularity of the college entrance examination itself have made this event a hot topic. In history, the college entrance examination has only been postponed for a few times due to special circumstances, while the previous college entrance examination postponement, because the Internet and new media are not so developed, has not reached such a large scale of participation and has not formed such an influential network public opinion.

2.2.3 Dissipation period

After 15pm on the 7th, the public opinion heat showed a wave trend to decline, and the attention to this event gradually returned to normal. When the second day of the college entrance examination returned to normal on July 8, the public opinion enthusiasm had two small peaks respectively at the two time points of 9 a.m. on July 9 when the backup test was started. However, the overall popularity was far less than that on July 7, and the overall network popularity was still declining. So far, the discussion of this public opinion event on the Internet has entered a dissipation period.

After the 9th, the news reports and popularity of She County, Anhui Province, on the Internet gradually subsided. When the college entrance examination results came out on July 24, Shexian County received another attention because of its excellent results, but it did not cause too much enthusiasm on the whole. Later, the reports on the college entrance examination in Shexian County also gradually shifted its focus, from focusing on the event itself to focusing on the examinees and their parents. The scope of public opinion has gradually expanded, and the subject has become more diverse.

The spread of public opinion is also a process of multiple elements crossing, and various elements cross each other, promoting the evolution of public opinion.

3.Public Opinion Response of Shexian County Local Government in Anhui Province

3.1 Public opinion response measures of local government

After receiving the notice of postponement of the first day's Chinese and math examinations, the local government of Shexian County subsequently posted a letter to the examinees and their parents on the official website.

The response of the She County Government in the letter reflects the concern for the examinees and the attitude of attaching great importance to the event. It gives students and parents a positive response and reassures people from all walks of life who care about the matter. In the face of media interviews and inquiries, the official said that students' personal safety was always the first priority, saying that examinees should not take risks in the exam. Set up an image of being considerate of the people.

Not only did she respond to the public opinion, but the Shexian government also acted before and after the college entrance examination.

3.1.1 Launch emergency plan

According to the report of the relevant government of Shexian County, Anhui Province, according to the speculation of the meteorological department, there will be a new round of heavy rainfall in Shexian County from July 7 to 8. At 4:00 on July 7, the county flood control and drought relief headquarters decided to launch the Level III emergency response of the Emergency Plan for Flood Control and Drought Relief in Shexian County.

At 4:30 a.m. on July 7, the police of the Traffic Police Brigade of Shexian Public Security Bureau began to evacuate vehicles parked in low-lying areas. In the two hours from 5:00 to 7:00, the flood water level rose by nearly one meter. Even if the emergency plan was launched, the rising speed of the flood still could not be withstood. The examinees could not arrive at the examination site safely and timely in the flood. The first day of the college entrance examination was postponed due to various factors.

In order to successfully hold the college entrance examination in the next few days, many departments in Shexian County acted together.

3.1.2 Build floating bridge and allocate emergency materials

The local government of Shexian County reported the situation in the Notice on the Overall Situation of the 2020 National College Entrance Examination in Shexian County Examination District issued on July 10, "From the

evening of July 7 to the early morning of the next day, the people's soldiers built a pontoon bridge on the only way to the examination site, deployed emergency vehicles and speedboats, and dozens of emergency teams were on standby at any time. The emergency vehicles outside the school of the examinees were scheduled according to the specific conditions, and were escorted by police cars throughout the whole process to ensure that all examinees could arrive at the examination site and participate in the college entrance examination on time."

With sufficient preparation, the next day's exam went smoothly, and no one in Shexian County missed the exam. Although the pontoon bridge did not come in handy as the flood receded, it was enough to see the actual actions of the Shexian government, which reassured the examinees and parents.

3.1.3 Prepare standby examination sites and do a good job in epidemic prevention and control

On July 7, Xin'an Primary School in Shexian County was transformed into a standby examination site. On July 8 and 9, the flood in Shexian County receded, and the traffic was restored to normal. The college entrance examination sites in Shexian County were used normally, but the prepared backup test sites were not used.

At the same time, each examination site strictly implements epidemic prevention and control. In the morning of July 8, Shexian County Government organized thousands of volunteers, party members and cadres and environmental sanitation workers to clean up the mud and garbage on roads and public places. The health department carried out professional epidemic prevention and disinfection on the flooded areas to ensure that the environment of the examination site was clean and prevent the occurrence of the epidemic. According to the requirements of epidemic prevention and control, candidates in Shexian County passed the examination in an orderly manner and were released in batches after the examination to avoid crowd gathering. During the two days of examination, the examinees did not have fever or other conditions, and the spare examination sites and isolated examination halls in Shexian County were not opened.

3.1.4 Improve the logistics support and pay close attention to students' conditions

The local government set up the college entrance examination headquarters in time and held meetings to discuss the work of the college entrance examination. The meteorological and water conservancy departments set up special organizations to observe the changes of flood conditions and provide accurate meteorological services for candidates. At the same time, the teacher in charge of the examinee's class should pay close attention to the examinee's physical condition and psychological changes, and provide psychological guidance in a timely manner. Accommodation is provided for examinees and invigilators who are far away from the examination site. During the few days of the college entrance examination, 3850 free lunches are provided for those who need them, and temporary rest sites are arranged.

In order to ensure the smooth participation of students in the college entrance examination, the Shexian government has done a lot of work this time, and the subsequent college entrance examination has been carried out in an orderly manner, which has been generally praised by the masses.

During the college entrance examination, the Shexian government reported more positive news when the whole country paid attention to it, and established a good government image. On the morning of July 8, CCTV sent a microblog message: the armed police carried the injured students into the examination room; After the make-up examination ended on July 9, the CCTV news client also released a microblog on Weibo: candidates from Shexian County, Anhui Province walked out of the examination room and bowed to the armed police. It is precisely because of the twists and turns and difficulties of the college entrance examination candidates in Shexian County that they are more humane and warm.

The Shexian government has taken practical actions to ensure the smooth implementation of the examination and not let a student fall behind; Publicize positive energy news to the outside world and promote the development of public opinion in the society. Due to the sudden nature of the college entrance examination postponement event, the local government did not have sufficient public opinion early warning mechanism to respond to such emergencies, and could not predict the future direction of the event, so the response measures were not perfect. However, on the whole, in an emergency, the local government timely pacified the examinee's mood, did not evade responsibility, and made a response and response measures at the first time of the event.

3.2 Positive aspects of public opinion response of Shexian County Government

In this online public opinion event, some response measures of the Shexian County Government effectively eased the public opinion crisis. Under the pressure of many eyes staring, it was generally praised by students and parents, and some places are worth learning.

3.2.1 Take full advantage of new media

In response to the public opinion, the local government of Shexian County made full use of the fast spread speed and wide spread of new media, continued to update the latest progress of the college entrance examination on the official government website, and timely delivered the news to the examinees, parents and all sectors of society to

respond to and explain the public opinion event.

3.2.2 Didn't evade responsibility

Shexian County government can quickly make correct public opinion response judgment and effectively mitigate the development of events. Gather online public opinion at the first time, which is conducive to distinguishing the development of public opinion and formulating scientific countermeasures.

Shexian County Government was brave to bear the responsibility when encountering such a major event, and quickly made response strategies, taking the pontoon bridge, allocating vehicles, and preparing emergency teams to ensure that the next exam could be held smoothly. It reflects the government's timely and effective response.

3.2.3 Sincere attitude

In the letters sent by the local government of Shexian County and the response to the media, the safety of students was put first, and they did not exaggerate the report, conceal the truth and speak with practical actions.

This measure will help shape the image of Shexian County government. An excellent government image will enable the public to identify with and support the government's policies, thus forming local cohesion. This cohesion can enable most citizens to fully understand and support the government's policies.

3.2.4 Follow up the report in time to ensure the openness and transparency of the information

In the Internet era, the Internet provides a more free public opinion space for the masses. In this space, both government officials and ordinary people have the right to speak independently, which poses a great challenge to the traditional local government management. Establishing a good government image is conducive to the local government to deal with online hot public opinion events in a timely and effective manner, and strengthen the trust of Internet users in the government, So as to create a good social management environment for local governments.

During the college entrance examination, the website of Shexian County People's Government has always maintained an efficient update frequency, passing on the current situation of the college entrance examination to the society in a timely manner, to ensure that the masses get first-hand information without poor information, so that the masses can trust the She County Government more and facilitate the next step of government management.

3.3 Deficiencies of Shexian County Government's response to public opinion

In the new media era, the public opinion environment has changed. The Internet gives the public more choices. Any Internet user can be a "journalist". However, many governments have not changed their attitudes in time and lacked experience in responding to sudden online public opinion. The Shexian government still has some shortcomings in this response, mainly because it is slow to respond to online public opinion. The Shexian government has not grasped the best time to respond to public opinion, which should be within 4 hours of gold. The local government didn't officially issue a notice about the postponement of the college entrance examination in Shexian County from 9:00 a.m. to 2:00 p.m. The local government was too slow to respond to such a major livelihood event as the college entrance examination, and did not make the first news release. This point needs to be improved in the future work, such as the construction of a normal public opinion monitoring system to solve the problem of slow response.

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