

The Research of Government Response to Public Emergencies on the Micro-Blog

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Abstract: The popularity of micro-blog provide greater space for citizens' freedom of speech, Public opinion crisis occurred frequently in all kinds of public emergencies. The government should put forward higher requirements on the ability and quality of dealing with the sudden public events. In this context, the article sort out and define the basic concepts and characteristics of public emergencies, and selected typical cases to the government's response to treatment behavior analysis, points out the existing problems of government in dealing with the public emergency, including the government response to miss golden time node, the response is lack of sincere, information content is not flexible, and interaction mechanism and effect evaluation system aren't perfect. At last we can put forward the corresponding improvement suggestions: establishing the concept of service, positioning government, enhancing operation on micro-blog, improving the effect evaluation system of government response.

Keywords: public emergency incidents; government response; micro-blog.

INTRODUCTION

Research Background

Public emergencies, also known as the "emergency" or "crisis", is suddenly, cause or may cause serious harm to society, which needs to be taken emergency measures to deal with natural disasters, accidents, public health incidents and social security incidents. According to the Chinese Internet Network Information Center (CNNIC) statistics, as of June 2015, China's netizens have reached 660 million, and micro-blog users have reached 204 million, including the use of micro-blog users accounted for 69.4%. The social media attributes of micro-blog generally have been accepted by customer market and consumer markets[1]. As an important medium of network information generation and dissemination, micro-blog which has characteristics: spreading of interactivity, openness and low threshold, provides ample space for the public's freedom of speech, and also gradually change the citizen communication and life style [2]. Micro-blog also play a decisive role in the to the public emergency, which is recognized "changing the overall pattern of official and public discourse".

The current research on government response in China

The study of government response can be divided into three categories. First, the dissemination of information. The government should take the initiative to deal with the concept of information to grasp the timing of the release node, and use micro-blog's

discourse skills to communicate with users, and attach importance to the role of traditional media and opinion leaders [3]. Second, the government's ability and quality. In order to deal with public emergencies, the government must strengthen the public crisis consciousness, increase the emergency knowledge reserves, improve the ability of quick response and the overall situation, enhance the organization and coordination capacity, and improve the emergency management mechanism to improve the emergency management mechanism and so on [4]. The third category is to sort out foreign experience. Japan has established a complete emergency management system, including emergency organization system and disaster relief system [5]. Emergency management system in the United States has the following five characteristics: law-based administration and prevention; comprehensive organization and coordination; smooth information and leading technology; people-oriented and cherishing life; ensuring the safety at all costs [6].

But the study of the government response to public emergencies in the academic circles mainly from the organization, emergency management system, the study of legal system, no study started from the characteristics of public emergencies itself, especially the new media in the micro-blog platform of public opinion and the lack of pertinence and the practice of operation.

CASE ANALYSIS

Based on the consideration of the public emergencies category, timeliness, attention and social influence, this paper select the public security incident which happened on Shanghai the Bund stampeded in 2014 as the main case study. Social security incidents, including terrorist attacks, economic security incidents, which has the characteristics of social, emergency and hazardous, will seriously threaten the social order and the safety of life and property.

Analysis idea and case selection

Related to the classification of the national standard, this paper select the typical events in recent years as a case based to analysis of the government behavior in response to the micro-blog perspective. To find out the difficulties and emphases of each category of public emergencies, and put forward some suggestions to improve the government to deal with the difficulties of their own.

The data used in this study are from the government's public information, the accident investigation report and authoritative web site released data analysis, which can ensure the authority of data sources, openness and credibility.

The social security incidents including terrorist attacks, security incidents and other economic, social, characteristics of urgency and harmfulness. It also has a coupling, derivative, fast diffusion, and the character of the conduction variability, it will be a serious threat to the social order and safety of life and property of citizens. In reality, all kinds of security incidents, security of citizens is reduced, positive interaction with the public, stable and appease public sentiment, the trust of the government, which is one of the important tasks of the government's handling of the accident.

Government response behavior analysis

In December 31, 2014, a serious stampede occurred in Shanghai, killing 36 people and injuring 49 people, which caused very bad social impact.

After the accident, the Shanghai government used the official micro-blog @ Shanghai release to real-time follow up and release the latest accident investigation and handling of cases, and hit back the rumors in time like the "money event", "35 deaths limit" and others spread by network. In order to ensure public access to the latest disaster relief information at the same time, the government inhibit the breeding and spread rumors, to mislead the citizens and psychological impact. But as the "spokesman" of the government, @ Shanghai release began the original information related to the accident in 4 hours after the stampede, the emergency response speed on the performance is difficult to meet the public

psychological expectations, which made the government's image and credibility had been questioned and impacted. In terms of medical rescue, the Shanghai municipal government urgently mobilized the city's high-quality medical rescue forces to carry out medical treatment for the wounded, while convening mental health experts, volunteers to intervene and appease the injured and their families. But what can not be ignored is that, before the accident, the government's is lack of risk awareness and assessment of large-scale mass activities, which making the scene of the security forces weak. According to the survey report, the traffic that night in Shanghai to reach the Bund 310 thousand highest peak in the 1 hours before the incident, but the security allocation ratio is about 556:1. We can see the guard force is in serious shortage, which reduce the accident emergency response capacity and rescue efficiency, delaying the rescue golden opportunity. @Shanghai released in the accident is in public opinion's "storm eye", the government through it for information release, ambulance tracking, rumors, counterattack and Internet users interaction, which can play a positive role in promoting the positive development of public opinion. But the government administrative micro-blog's style of language is fossilized, and did not carry out direct interaction and communication with users, and there is no interaction via micro-blog and Internet celebrity, one is information publishing and information transmission, without questioning to netizens launched a positive response, which undoubtedly makes users to guess the cause and that incident, and buried the scourge for the generation and dissemination of rumors.

Policy suggestion

The government should strengthen the use of official micro-blog, interact more with Internet users, avoid the government's "ostrich mentality", and make it face the real problems and needs of citizens. To resolve all kinds of public emergencies of public opinion crisis, the government must pay attention to the new media platform based on function, and also should follow the network information dissemination and interaction rules, try to use plain text instead of the "investigation" and other professional terminology and vocabulary. Lively language fusion mode and diversification of the contents, can narrow the distance between Internet users and government. At the same time, the content of micro-blog should try to avoid appearing in the form of words, and use pictures and emoticons to cater to the Internet users' thinking and information reception habits, and promote the people's correct interpretation and understanding of official intention information. Finally, the government should grasp and pay attention to the rules of public network's opinion trends, timely understand of the focus of the public attention and information needs, to ensure that the government information can meet the public needs, so as to improve

the satisfaction of people to the effect of government response.

CONCLUSIONS

Compared with the traditional media, micro-blog's advantage in information dissemination and interaction is more obvious, micro-blog features simple, asymmetry and fragmentation of the original micro-blog can evolve into viral real-time dialogue flow, which play an important role in emergencies reported. The government administrative micro-blog as the government's "spokesman", the content in the micro-blog is the "display window" of official attitude and behavior, and thus grasp the government official micro-blog information construction work, to establish a good image of the government in the Internet. Through the analysis of cases, there are a lot of problems at the present stage of our government response. First, government response is easy to miss the prime time's node, and it is difficult to publish events related news in the first time. Second, the government responded to the perfunctory attitude, and have poor sense of service. Third, government micro-blog's information release content is rigid and have monotonous form, which is difficult to ignite interest citizen users 's reading interest. Final, the interactive mechanism of government response is slow, and information interaction and feedback are lagging behind. This requires the government to establish the concept of service, adhere to the "people-oriented, the principle of service for the people", and grasp the authority and entertaining balance. The government should also improve the operational level of government micro-blog, from micro-blog release methods, content, emotions and other aspects, to adapt to the micro-blog discourse system.

There are some limitations in this study. The main research of this paper is qualitative analysis, the overall reaction and analysis of the problem is not clear enough in the quantification. And the general adaptability and practical operation of the conclusions in case studies need to be improved. If we can improve the measurement of government response on micro-blog in the future, it may make us better understand the policy in building a service-oriented government.

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