



Research on the Enhancement of Public Opinion Guidance in News Communication in the Social Media Era

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Abstract: *With the advent of the social media era, the speed and breadth of information dissemination have significantly increased. Although it has brought users a more customized news experience, it has also increased the risk of false information and negative public opinion spreading. In this context, it is particularly important to ensure and promote the healthy development of public opinion guidance.*

Keywords: Social media; News dissemination; Public opinion guidance.

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1. The Impact of the Social Media Era on the Construction of News and Public Opinion

1.1 In the Era of Social Media, the Popularization and Dissemination of News are Accelerating

With the vigorous development of mobile Internet, smart phones have become the preferred tool for people to obtain information, gradually replacing the traditional desktop PC. Many commercial institutions have launched aggregated social news clients, and major media organizations have also integrated media to create their own social news platforms. Meanwhile, various mobile social platforms also undertake the important task of news dissemination. The transformation of media has brought about a shift and reshaping of public guidance. Social news, with its powerful penetration and extensive influence, is profoundly constructing social public opinion and exerting significant influence on public guidance.

The innovation of media technology, the expansion of the network environment, and the rise of self media have led to a complex process of dissolution, distribution, reconstruction, and migration of guiding power in the changing times. With the popularity of smart phones and the maturity of mobile Internet, more and more people tend to obtain news information through mobile devices, which has become the main way for them to obtain information. Social news can achieve real-time global dissemination, whether it is major events, emergencies, or daily news, it can quickly spread on mobile platforms, allowing people to keep up with the latest news trends in real time. In addition, social news also provides various media forms such as video, audio, and images, further enhancing the attractiveness and dissemination effect of news.

In terms of obtaining news channels, users can follow the accounts of news organizations or professional institutions to timely obtain the latest news reports. At the same time, they can also share news events by sharing their observations, experiences, and opinions, thus enriching the diversity and dimensionality of news. The real-time nature of social news has increased user engagement. Through social media platforms and news applications, people can directly participate in news discussions and express their views and opinions. This interactivity gives the public more guidance, making public opinion more diverse and enriched. However, the accelerated speed of information dissemination also brings the risk of spreading false information and rumors. Unverified information easily spreads on mobile platforms, causing confusion and misleading to the public. Therefore, both the media and

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users need to remain vigilant about information from non authoritative sources, actively verify and confirm the authenticity of news.

1.2 The Rise of Social Media Platforms Amplifies Their Impact

The rise of social media began with the popularity of blogs and later evolved into the prosperity of social networking platforms. In the era of social media, social media platforms such as Tiktok, Weibo and WeChat play a pivotal role in news dissemination. These platforms are not only important channels for the public to obtain news information, but also important places for users to express their opinions. The immediacy and interactivity of social media make news more vivid and interesting, enhancing users' sense of participation. Meanwhile, social platforms also provide individuals with a relatively equal platform for expression, allowing everyone to speak out.

The speed of information dissemination on social media significantly enhances the influence of individual speech. On social media, a comment about a hot event can quickly spread among users and spread to a wider audience through instant forwarding and sharing. The characteristic of rapid dissemination enables individuals' viewpoints to have a wider impact on the public, and triggers discussions and reflections on the viewpoint among the public.

However, social media also faces many challenges. In many cases, users find it difficult to express their thoughts through positive and rational means, and instead resort to irrational ways to vent their dissatisfaction, which makes the construction of the online platform ecosystem more complex. In addition, the spread of social media is rapid and widespread, and personal opinions or news events can quickly spread and trigger public discussion, which also makes it a "breeding ground" for the spread of false information and rumors, causing confusion and misleading to the public and having a profound impact on public opinion.

1.3 The Impact of Customized News Push on Public Opinion

In the era of social media, customized news push has become a common trend. News platforms provide customized news content based on individual interests and preferences through algorithms and user behavior analysis.

Firstly, customized news push can meet users' interests and preferences, enabling them to receive news content that aligns with their inherent viewpoints. Due to the algorithm determining which news to push based on users' click history, browsing history, and interactive behavior, users are more likely to access information that aligns with their own stance.

Secondly, this customized news push guides users to engage with and pay attention to specific types of news, thus forming the phenomenon of information filtering and information cocoons. Users are confined to continuous push notifications of similar content and trapped in a self built 'information cocoon'. For example, some news that contradicts or is controversial to the user's interests may be filtered out, resulting in incomplete understanding of the entire event or topic by the user. The limitations of this information may lead to imbalanced public opinion and biased or distorted public opinions.

Finally, customized news push may exacerbate social divisions and conflicting viewpoints. When users are only exposed to information that aligns with their own views, they may become more convinced of their own position and develop conflicts with those who hold different viewpoints. This situation may exacerbate social divisions and opposition, hindering rational and inclusive discussions.

2. Mechanisms and Methods for Constructing Social Public Opinion

The construction of social public opinion is a complex process involving multiple aspects such as media reporting and editor selection, public participation, and interaction. The media guides the public's views and attitudes towards events through functions such as reporting perspectives, presentation methods, and agenda setting; Public participation and interaction, on the other hand, express their views and emotions through channels such as social media and news platforms, driving the evolution and development of public opinion. The interaction between these two factors jointly shapes the pattern of social public opinion. In order to promote a more positive and healthy formation of public opinion, we need to pay attention to the fairness, accuracy, and diversity of media reports, while encouraging active participation and rational expression from the public.

2.1 The Influence of Media Coverage and Editor's Choice

As an important channel for information dissemination, the media's reporting content and editorial choices have a significant impact on the formation of public opinion.

The perspective and presentation of news events by the media directly affect the public's perception. By selecting specific reporting perspectives and presentation methods, media can guide the public's views on events and form specific public opinion orientations. The development of think tank based multimedia involves some media outlets building think tanks and promoting think tank based multimedia to supplement and improve their existing forms and functions. This not only enhances the capacity building of the media's public opinion battlefield and communication platform, but also further strengthens the role of the media in the formation of social public opinion by providing professional analysis and insights. The agenda setting function allows the media to selectively report on certain issues and ignore or downplay other issues, thereby shaping the order of public attention to these issues. This agenda setting function helps to form a specific social public opinion framework.

2.2 The Role of Public Participation and Interaction

Public participation and interaction are an indispensable part of the formation of social public opinion. The role of social media and news platforms: Social media and news platforms provide channels for the public to express their opinions and emotions. These platforms enable grassroots voices to spread widely, increase the weight of discourse, and promote the evolution and development of public opinion. The impact of public feedback is significant for the media and decision-makers. The government's response and media coverage will be adjusted based on public feedback, further influencing the development trend of the event. This interactive mechanism helps to form a broader and deeper social opinion. The interactive effect of social platforms, user feedback on social platforms, and the interaction between authors and users will to some extent strengthen and guide the public's understanding of events. Especially when the author actively participates in interaction, it can dispel public doubts and guide public opinion towards a more positive and healthy direction.

3. Challenges Faced by News Guidance in the Era of Social Media

3.1 The Rampant Spread of False Information and Rumors

The era of social media has not only greatly increased the speed and breadth of information dissemination, but also opened up broader avenues for the proliferation of false information and rumors. On social media and other platforms, information can spread quickly and widely. However, due to the lack of effective verification and validation mechanisms, false information and rumors can spread widely, misleading the public and weakening their ability to discern true information. Even more tricky is that information correction often encounters a backfire effect, making the phenomenon of "easy to spread rumors but difficult to refute them" increasingly common.

3.2 The Dilemma of Opinion Filtering and Information Cocoons

With the application of customized news push and social media algorithms, users often only have access to information consistent with their own interests and positions, thus forming an information filtering and information foam. This phenomenon may result in the public only receiving a single or highly similar viewpoint, lacking diverse sources of information and collision of ideas. The public's opinions and views are gradually converging, and the diversity of public opinion is limited, which in turn affects the formation and expression of guiding power. Especially with the algorithm mechanism of mobile applications, customized recommendations exacerbate the problem of information cocoons, making it easy for the public to lose their ability to make correct judgments about events and increasing the difficulty of information correction.

3.3 Penetration of Personal and Business Interests into Guiding Power

In the era of social media, the infiltration of personal and business interests into guiding power is becoming increasingly significant. On the one hand, a few institutions or individuals, with their significant guiding power, can have a profound impact on the direction of public opinion and the setting of issues. They may selectively convey information or avoid certain topics. On the other hand, advertisers and commercial interests may also interfere with media coverage and content, further manipulating public guidance.

4. Ways to Enhance Guidance

4.1 Media's Responsibility Practice and Moral Norms

The media, as a key hub for information dissemination, shoulders the noble mission of conveying accurate and truthful information, which requires the media to adhere to objective and fair reporting standards and effectively shoulder the responsibilities that the media should have. Firstly, the media should uphold objectivity and strive to maintain a neutral stance in their reporting, avoiding the infiltration of personal subjective tendencies or specific positions. This requires the media to comprehensively present information, consider diverse voices and facts, and ensure the comprehensiveness of reporting. Secondly, the media should adhere to the principle of fairness, ensuring that reporting does not favor any interested party and providing equal opportunities for relevant parties to express their views and respond to concerns. At the same time, the media should respect individual privacy rights, adhere to legal bottom lines, abide by media professional ethics, and safeguard personal rights from infringement. To ensure the authenticity and credibility of information, media organizations need to strengthen internal supervision, establish independent editing processes and review mechanisms, and ensure the accuracy of reported content. In the content production process, media should rigorously verify the sources of information, adopt multiple verification methods, and effectively prevent the spread of false information and rumors. For false information that has been published, the media should promptly correct it and actively guide public opinion towards the right direction. While strengthening internal review, the media should also actively face external supervision and feedback, promptly correct errors or false reports, in order to maintain their credibility.

4.2 Strengthening Media Literacy Education

In order to enhance the public's media literacy, schools and media institutions need to work together to promote information literacy education projects. Schools should integrate relevant teaching content into the curriculum system, focusing on cultivating students' information comprehension and application abilities, and enhancing their information screening skills. During this process, schools should encourage students to develop critical thinking and independent thinking abilities, enabling them to analyze information more rationally. Media organizations can work closely with schools to provide a wide range of educational resources and tools. By organizing online courses, seminars, and other forms, the media can impart practical skills for identifying the authenticity of information, and use case studies and practical reports to deepen students' understanding and application of learned knowledge in practice. In the process of promoting media literacy education, we should also emphasize the understanding and respect for diverse perspectives. The media should advocate for the public to have extensive access to news content of different types, sources, and perspectives to avoid bias caused by information singularity. Schools can also conduct cultural diversity education activities to cultivate students' respect and understanding of different cultures and values, thereby further enhancing their media literacy.

4.3 Broad Participation and Sound Diversity

The key to enhancing guidance is to ensure diversity in sound. The government and media play a central role in this process, actively promoting public participation and interaction, and building more platforms for them to express their opinions and views. The government can invite the public to participate in the decision-making and policy-making process through forms such as public consultation meetings and community forums. These participation mechanisms help the government gain a deeper understanding of public needs and concerns. At the same time, the government should strengthen information transparency and fully disclose relevant information and data to the public. The media should also present diverse voices and perspectives in their reporting, using rich expressive techniques and technological means to enrich news content and strive to resonate. The media needs to pay attention to the interests of different groups and incorporate the voices of individuals and organizations from different social classes in interviews and reports. In addition, the media should respect multiculturalism and diversity, provide platforms and opportunities for the public to freely express their views. This can be achieved through interactive news reporting, social media interaction, online forums, and other means. The media should actively encourage public participation in comments and discussions, promote communication and dialogue among each other, thereby enhancing public participation and promoting diversity and inclusiveness in guidance.

4.4 Building a Media Supervision and Information Verification System

It is crucial to establish a media supervision and information verification system to ensure the effective use of guidance. This system aims to take a dual approach, ensuring the accuracy and correctness of media information

transmission while maintaining the credibility of the media. Regulatory agencies and independent third-party organizations should jointly assume the responsibility of supervising and evaluating the media. Regulatory agencies can develop and implement relevant norms and standards, requiring media to abide by professional ethics and legal provisions, and enhance the legal awareness of media practitioners. At the same time, strict quality checks will be conducted on media content, and corresponding punishment measures will be taken for violations. In addition, independent third-party organizations also play an indispensable supervisory role, promoting the continuous improvement of media quality through comprehensive evaluation of the quality, balance, and accuracy of news reporting.

In terms of information verification, verification agencies should conduct in-depth investigations into controversial or widely influential news events and issue authoritative fact checking reports to help the public better understand the truth and reduce the risk of being misled by false information. Professional news source certification agencies also play an important role. By constructing and operating this system, we will effectively safeguard the integrity and credibility of the media, enhance the public's ability to discern information, and promote the formation and guidance of social public opinion.

5. Conclusion

This article proposes a series of specific suggestions on the path to enhance the guidance of news. The media should adhere to the principles of objective and fair reporting, and be brave enough to take on media responsibilities; Schools and media should closely collaborate to deepen information literacy education activities and jointly promote media literacy education to a new level. At the same time, the media, government, and other sectors of society need to work together to promote diversity and inclusiveness in the expression of viewpoints, strengthen information screening capabilities, and effectively curb the spread of false information. Relevant departments should increase regulatory efforts and crack down severely on the use of false information to manipulate public opinion. In addition, establish a media supervision and information verification mechanism to ensure the accuracy of media information and maintain media credibility. Individuals also play an important role in maintaining guidance for healthy development. People should deeply recognize their responsibility in information dissemination and speech expression, actively engage in practice, and contribute to the healthy development of guidance. Through the joint efforts of all sectors of society, we are expected to build a fair and inclusive public discourse space, jointly safeguarding the health and vitality of guidance.

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