

Research on Information Dissemination and Risk Prevention and Control Measures of Public Health Emergencies in the New Media Era*

Chengcheng Yin^{1,**}

¹ Students' Affairs Division, Shandong Technology and Business University, Yantai, Shandong, China

^{**} Corresponding author. Email: 201913712@sdtbu.edu.cn

ABSTRACT

In recent years, public health emergencies have occurred frequently. Public health events have the characteristics of emergency, public attribute, diversity of causes and severity of harm. The arrival of the new media era has brought many challenges to the information dissemination of public health emergencies. Based on the risk analysis of information dissemination of public health emergencies by new media, this paper proposes to establish an integrated information dissemination platform, disclose information in time and strengthen information supervision, Suggestions on strengthening publicity and education and building a benign communication mechanism between the public, the media and the government.

Keywords: *New media, Public health emergencies, Information dissemination, Risk prevention and control.*

1. INTRODUCTION

In recent years, public health emergencies have occurred frequently in China. From the SARS virus to the melamine milk powder, from the avian flu epidemic to the outbreak of the new crown pneumonia incident, recurrent public health incidents not only seriously damage the public health, but also damage the national economy and disrupt the normal social order. In 2003, there were a total of 8,422 SARS cases worldwide, with 919 deaths. Among them, China has a total of 7,747 confirmed cases and 829 deaths. Under the impact of SARS, domestic consumer demand has significantly slowed down, and the national economy was once sluggish; at the end of 2019, a sudden outbreak of new coronary pneumonia. As of February 22, 2022, a total of 154,169 new coronavirus cases and 5,788 deaths have been confirmed in China. At present, the epidemic continues to spread around the world. Its rapid spread and high infection rate make people shudder. New media is a form of dissemination that uses digital technology to provide users with

information and services through computer networks, wireless communication networks, satellites, etc., as well as computers, mobile phones, digital television and other equipment. In the context of new media, the public will actively participate in the discussion of events, relevant data and information will form a huge public opinion in a short period of time, and various network information will affect people's judgments and choices, resulting in excessive panic. By analyzing the characteristics of public health emergency information dissemination and the possible "secondary risks" in the new media environment, this study finds out the problems existing in the current public health emergency information dissemination mechanism, and formulates corresponding solutions to solve these problems. Effectively prevent and control the harm caused by public health emergencies.

*This work is supported by MOE Project of Humanities and Social Sciences (19JDSZ1003).

2. SIGNIFICANCE OF RISK PREVENTION AND CONTROL OF PUBLIC HEALTH EMERGENCIES

2.1 Enriching the Theory of Risk Prevention and Control of Public Health Emergencies

By reviewing relevant domestic and foreign literatures, we found that China's emergency management system has gradually developed and improved in recent years. However, compared with foreign countries, the research on information network communication technology for public health emergencies in China started late, and there are relatively few theories for reference, and a complete set of theoretical foundations has not been formed. and research methodologies. In addition, the rapid development of new media has changed the environment of public health emergencies, and the information management of public health emergencies cannot effectively deal with the dissemination of information on the Internet, so many problems have been exposed. This study attempts to start from the impact of new media on the dissemination of public health emergencies information, supplement and improve my country's relevant knowledge theories, and strengthen the prevention and control of public health emergencies.

2.2 Improving the Theoretical Framework of the Two-way Information Communication Strategy

The advent of the new media era has broken the previous one-way communication mode between superiors and subordinates, emphasizing a two-way, friendly and effective interaction mode. However, China's application of new media for information management and dissemination is still in the stage of continuous experimentation and development, and the concept of superiors and subordinates has not been completely changed. To truly tap the actual information needs of the public, service awareness needs to be further strengthened. Through surveys and interviews with the public, a set of relatively complete theoretical framework for two-way information dissemination is formulated, which provides a theoretical basis for relevant institutions to implement the design of two-way data and information dissemination plans.

2.3 Heightening the Efficiency of Information Release and Establishing a Benign Interaction Mechanism Between the Public-Media-Government Departments

Research on the dissemination of public health event information under the new media can improve the timeliness and availability of data and information dissemination, ensure that the dissemination of information related to public health emergencies is more timely, accurate, scientific, and authoritative, so that the public can obtain comprehensive and reliable information, Thereby establishing a good social public-media-government management agency benign interaction mechanism.

2.4 Enhancing People's Ability To Distinguish Information and Reducing the Impact of Misleading Information on Social Order

The outbreak of public health events has an important impact on the production and life of the people. The control of the event itself is important, but the effectiveness and transparency of information dissemination can reduce secondary risks. In the early stage of the outbreak of a public health emergency, it is more likely to cause huge panic because the cause is not yet clear. In the face of overwhelming information, the public is at a loss as to how to distinguish the authenticity of the information. Therefore, through active guidance, it is necessary to help the public realize the advantages and disadvantages of correct information and wrong information to the public, enhance the ability to distinguish information, do not believe in rumors, do not create rumors, enhance the ability to think independently and analyze problems, and form a healthy and orderly network environment.

3. THE CHARACTERISTICS OF PUBLIC HEALTH EMERGENCIES

3.1 Sudden Occurrence

The occurrence of public health emergencies is sudden, so there is no premonition in advance, and it is not easy to predict, so it is difficult to quickly propose countermeasures to completely avoid such events.

3.2 Public Properties

The objects endangered by emergencies have no specific orientation. They are aimed at uncertain social groups. As long as they are within the scope of the incident, everyone may be harmed.

3.3 Diversity of Causes

The causes of public health events come from various aspects. Natural events and social events can all become the trigger for public health emergencies. For example, natural disasters such as earthquakes, floods, and mudslides can easily induce infectious diseases, and environmental pollution, ecological damage, and traffic accidents are also prone to mass morbidity or death.

3.4 Severity of Harm

The hazards of public health emergencies have the characteristics of wide coverage and deep impact. Its harm is not only manifested as immediate and explicit damage to the society, such as endangering public health and life safety, affecting economic development, etc., but also manifesting as hidden damage to the long-term development of society, such as causing public panic, anxiety, etc., the indirect impact on social development and political stability[1].

4. RISK OF INFORMATION DISSEMINATION OF PUBLIC HEALTH EMERGENCIES IN THE NEW MEDIA ERA

New media has the characteristics of outstanding personalization, multiple audience selection, and diverse forms of expression. It has the advantages of fast speed, wide coverage, great influence, and high user stickiness. While the new media is convenient for information dissemination, it also brings a lot of uncertainty, adding risks and challenges to the dissemination of public health emergency information.

4.1 Widespread Sources, and Difficulty in Quickly Locating the Source of Transmission

There are various communication channels and methods of new media. You can use Weibo, WeChat, UP video, personal self-media, etc. to release information. The dissemination of ideas can be done in pictures, text, or video. Information is

released in a timely manner. In the era of new media, everyone has the right to disseminate. The public is not only the receiver of information, but also the producer and transmitter of information, and the public can reprocess and redistribute the received information. Event information and opinions and comments of different users on the event emerge in large quantities in various channels. Due to the diversity of information sources and rapid dissemination, it is difficult to quickly and effectively lock the source of information dissemination.

4.2 Large Amount of Information and Fast Speed of Information Dissemination

It is easy for the public to release or disseminate information on the new media platform, and the information review is simple. In addition, the new media platform has the characteristics of full-time information dissemination and can be presented in real time, which stimulates the enthusiasm of the public to release information, accelerates the speed of information dissemination, and increases the amount of information dissemination.

4.3 Being Easily Distorted in the Process of Dissemination

After a public health emergency occurs, the public is highly concerned, because the spread of communicators generalizes and the total amount of information increases, which provides more information for members of society to understand the incident. If authoritative information is not released in a timely manner, it is easy to generate rumors. The new media platform has a large amount of information dissemination and mixed information. There are certain semantic barriers in the network language environment. Distortion and falsehood are inevitable in the process of information dissemination, and a large amount of information also poses challenges to recipients. Due to the lack of awareness of information traceability and the low ability to distinguish information, some people are easily misled, resulting in negative public opinion[2].

5. PREVENTION STRATEGIES FOR INFORMATION DISSEMINATION OF PUBLIC HEALTH EMERGENCIES IN THE NEW MEDIA ERA

In the era of new media, information dissemination has remarkable characteristics. How to formulate information dissemination risk prevention and control strategies according to the characteristics of new media information dissemination is of great significance.

5.1 Integrating Resources and Building an Integrated Information Dissemination Platform

Traditional media have the characteristics of rigorous content, high authority and high credibility in information dissemination, and are more favored by middle-aged and elderly people. New media platforms have the advantages of a large amount of information, fast speed, and strong interaction. They carry richer content, flexible and diverse layouts, and are more popular with young people. Therefore, the public pays relatively high attention to new media platforms[3]. The two should clarify their respective roles, dig deep into the information needs of the public, give full play to the advantages of new media and traditional media, and promote their complementarity. It is necessary to diversify the overall communication channels and establish a comprehensive information communication system.

5.2 Disclosing Information Timely To Ensure the Public Information Right

The timely release of information not only maintains the prestige of the government, but also ensures the accuracy of information transmission to a certain extent. As an official media, it has relatively greater credibility for people and groups, and the way to maintain credibility is truth, openness, transparency, and principles. When the new coronavirus first broke out, the public was at a loss as to how to prevent the epidemic. Authoritative media released information such as popularization of coronavirus knowledge and how to choose and properly wear masks. After the public got reliable information, they would know about the previous incidents. The public shall be informed of the truth of public emergencies to avoid information distortion. In the era of new media, the emergence of self-media has led to the

emergence of a large number of information, and a large number of people have participated in public health event discussions and information dissemination, becoming the main subject of information dissemination. Therefore, government departments should pay attention to the updating and optimization of information, and provide true and comprehensive information. Once a public health emergency occurs, the government must disseminate the exact information of the public health emergency to the public as soon as possible, and publish the investigation results, treatment methods, process, and results of the incident in real time. It is necessary to make full use of authoritative media, enhance the service awareness of government service platforms, and enhance the appeal of information. At the same time, it flexibly uses Douyin, Kuaishou, Station B and other forms that are popular with the public to release information to enhance the interactivity of information[4].

5.3 Strengthening Information Supervision and Promoting Content Quality

It is a must to strengthen the government's responsibility in the dissemination of information on public health emergencies. In the face of a large amount of information dissemination on the new media platform, the government should conduct effective supervision and public opinion guidance on the information of various media in a timely manner. First of all, it is necessary to properly use the powers, not only to actively perform responsibilities, to meet the government's efficiency required to effectively respond to public health emergencies, to prevent and reduce the occurrence of public health emergencies, and to reduce and eliminate serious social harm caused by emergencies. At the same time, attention should also be paid to distinguish the scope and degree of the exercise of emergency administrative power, and consider the rationality of the measures and the legitimacy of the means. Secondly, make full use of the public opinion guiding role of authoritative experts and opinion leaders to guide the development of public opinion in the correct and scientific direction. When the public transmits information that does not conform to the facts of the incident, they should correct and refute rumors in a timely manner, and guide the public to remain objective and rational, respect science, and allow the public to remain objective and rational. Science and authority have become rumor smashers.

Furthermore, increase legal publicity. Raise the public's legal awareness and actively cooperate with the public health emergency management awareness, and create a good legal environment for the prevention and handling of public health emergency information dissemination by strengthening legal publicity. Strengthen the monitoring and legal management of big data platforms, and impose administrative penalties on netizens who spread false information.

5.4 Reinforcing Science Popular and Raising Public Awareness of Identifying Information

The public mainly obtains the latest information on public health emergencies through social media such as WeChat and Weibo. Some media platforms have released ambiguous information without a clear source of information. In addition, the public is prone to take out of context, leading to the dissemination of false information. The public should learn about information in various ways, improve their ability to identify, choose official channels to inquire about the latest situation of public health events, actively disseminate official information and report false information, actively participate in the relief of public health events, and give full play to the response. The government should earnestly perform its regulatory duties [5].

5.5 Establishing a Public-Media-Government Benign Communication Mechanism

The government and new media should establish a cooperation model with the government as the leading role, the new media should be assisted by propaganda and guidance, and the core of information control should be established. New media has a stronger dissemination power, but it is easy to breed false information, and the government can increase supervision to a certain extent and guide public opinion. The government and new media should have a clear division of labor, and under the premise of prevention, ensure efficient connection in the event of public health emergencies. The government should actively and consciously communicate with the new media and the public, understand the laws of new media communication, and ensure accurate and rapid acceptance of the new media by actively providing timely and accurate official information for the new media[6]. At the same time, support the new media to carry out public opinion supervision. The new

media absorbs the hot issues of public health emergencies that are of public concern, and timely feeds back the public's concerns and needs to the government according to the public's remarks.

6. CONCLUSION

To sum up, the arrival of the new media era not only brings opportunities to information dissemination, but also challenges to the information dissemination of public health emergencies. Preventing the risk of information dissemination of public health emergencies is of great significance to improve the efficiency of information dissemination and maintain social stability. Therefore, the whole society needs to attach great importance to improving the ability to integrate resources, strengthening the supervision of information, strengthening information supervision, strengthening publicity and education, and building a benign public media government communication mechanism.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Chengcheng Yin.

REFERENCES

- [1] GUI Tianhan, Zhong Wei. The Practical Path of Risk Communication in Public Health Emergencies--A Grounded Theoretical Study Based on the Evidence-based Literature of the World Health Organization [J] Journal of Public Administration, 2021,18(03):113-124+174.(in Chinese).
- [2] Zeng Xiangmin, Zhou Shan. Novel Coronavirus Pneumonia Information Transmission Path in the Context of the Whole Media: Based on the Report of the New Crown Pneumonia Epidemic Report [J]. Contemporary television, 2020 (04): 4-10 DOI:10.16531/j.cnki. 1000-8977.2020.04.001.(in Chinese)
- [3] Wang Hulin, Sun Yongchao, Chang Xiaoming, Dai Hanjun. Research on Information Dissemination and Risk Prevention and Control of Public Emergencies in the New Media Era [J] Journal of Chengdu University of administration, 2021 (01): 17-21.(in Chinese)

- [4] Yang Wen, Cui Dong. Government Information Disclosure in Public Health Emergencies and its Solutions [J] China Emergency Management Science, 2020 (12): 55-65.(in Chinese)
- [5] Jin Zining. Early Warning System of Public Health Emergencies from the Perspective of Risk [J] Contemporary Law, 2020,34 (03): 64-74.(in Chinese)
- [6] Guo Li, Yang Ming. Research on Risk Communication in Public Health Emergencies in China [J] China Health Education, 2018,34 (11):1049-1052.(in Chinese)