

Research on the Process of Advertising Movement Orientation

Wei Sun¹ Yingying Gao² Wenzhi Sun³

¹ Guangxi Academy of Sciences, Nanning, Guangxi 530000, China

¹ Shenzhen Cultural Assets and Equity Exchange, Shenzhen, Guangdong 518000, China

² Hunan University of Technology and Business, Changsha, Hunan 410000, China

³ Shenzhen University, Shenzhen, Guangdong 518000, China

ABSTRACT

In the backdrop of the intelligent era, the modern advertising ecosystem has become increasingly intricate. While the advent of digital technology has enhanced the effectiveness of advertising communication, it has also given rise to new issues related to advertising orientation. These include excessive catering to users' vulgar entertainment demands, deviation from the correct value orientation of content, and the pollution of industry environment through malicious competition. In such a reality, it becomes particularly important and urgent to study the process of advertising campaign orientation. This paper adopts the method of big data text mining, focusing on the analysis of the emotional changes and public opinion evolution of the public under advertising-oriented activities. It explores the process and mechanisms of negative public sentiment events in advertising evolution. Covering typical cases from four types of advertising orientations: ethnic politics, women, culture, and ethics, the study takes the longitudinal development of advertising campaign orientation over time and the lateral fermentation platforms of advertising sentiment as clues. It analyzes and summarizes the processes, platforms, evolution mechanisms, and dynamic features of public sentiment related to advertising campaign orientation. The aim is to provide new perspectives and approaches for controlling advertising communication orientation and monitoring advertising effectiveness in the context of media integration environment.

Keywords: Advertising orientation, Advertising public opinion, Process research.

1. INTRODUCTION

Advertising is one of the most common activities in human society, and its social value orientation and cultural significance have far exceeded its economic function of promoting goods. In this sense, advertising is not only an economic activity, but also a cultural activity with special political, cultural and ethical guiding functions. Since China entered a new era of consumption at the beginning of the 20th century, the public's dependence and concern for advertising has been increasing. With the support of online media and other technologies, the advertising audience has gradually got rid of the passive position in the right to speak, and can freely express their views and opinions on advertisements, so many controversial advertisements have caused the spread of negative public opinion in enterprises, and the formed

advertising public opinion is also affecting all aspects of social life. From the perspective of advertising public opinion, the study of advertising communication content, platform, process and communication effect can not only grasp the whole movement process of advertising orientation more accurately, but also analyze and summarize the beneficial experience of advertising orientation from the actual communication effect.

Based on this, the present study takes advertising orientation as an extension of public opinion orientation for research. It focuses on analyzing and studying the emotional changes and evolution of public opinion under advertising-oriented activities, as well as exploring the process and mechanisms of negative public sentiment events in advertising. For the specific analysis, a method of big data text mining is employed. Typical cases from four types of advertising

orientations — ethnic politics, women, culture, and ethics — are selected. Taking the longitudinal development of advertising campaign orientation and the lateral fermentation platforms of advertising public opinion as clues, the study analyzes and summarizes the processes, platforms, evolution mechanisms, and dynamic features of advertising campaign orientation, as well as public sentiment. The aim is to provide a new perspective and pathway for controlling advertising communication orientation and monitoring advertising effectiveness in the context of media integration environment.

2. SELECTION OF TYPICAL CASES IN THE STUDY OF ADVERTISING CAMPAIGN-ORIENTED PROCESS

In order to grasp the differentiation, attributes, and trends of the public opinion orientation process surrounding advertising campaigns pertaining to diverse social issues, as well as to investigate and synthesize their shared characteristics, this article will center its attention on four social issues that commonly give rise to substantial social discourse and public opinion formation. Specifically, these issues encompass ethnic politics, women, culture, and ethics.

2.1 Ethnic Political Issues

With the development of society, various political-related or overlapping advertisements such as military advertisements, public sentiment advertisements, and political event advertisements have been continuously appearing in our social life. As a result, they have increasingly significant influence and significance in terms of national political and cultural cohesion, enhancement of citizens' political literacy, consolidation of public political cohesion, and optimization of the social political ecosystem. From the perspective of the main connotations and basic nature of political advertising, these politically meaningful advertisements undoubtedly belong to the main category of modern political advertising. In addition, the issue of guiding the values of ethnic political public opinion is an indispensable aspect of national governance. In the post-pandemic era, threats to national sovereignty come not only from traditional military, political, and diplomatic conflicts but also from the contestation of public opinion, discourse, ideas, and values on the internet[1]. Therefore, as advertising serves as a common carrier of politics, economy, culture, and

social values, the study of the process of advertising campaign orientation under the ethnic political issue should not be overlooked.

2.2 Women's Issues

With the development of the internet, it has created a public opinion space for equal dialogue and has demonstrated its unparalleled ability to empower women. However, at the same time, topics such as women's consciousness, observation, and gaze have become sharp focal points in the public discourse on gender equality. The portrayal of women in advertising is based on the realistic needs of advertising positioning as well as aesthetic symbolic logic. However, in the creation of modern female image advertisements, issues such as objectification, stereotyping, and the drift of aesthetic subjects often arise, leading to a divergence between the work and the audience's aesthetic pleasure and resulting in criticism of the legitimacy of advertisements. Therefore, examining the advertising orientation process from a perspective of social gender is a realistic requirement in the evolving trends of public opinion.

2.3 Cultural Issues

Edward Hall once put forward the concepts of "high-context culture" and "low-context culture". The "high-context culture" is a unique communication model born out of the homogeneous society in the East. It is a collectivist-oriented culture that pursues harmony and avoids conflicts. The "low-context culture" is a kind of communication mode which is connected with the heterogeneous society in the west. It is individualism-oriented, positive conflict and problem-solving[2]. Whether it is the process research of social public opinion or advertising public opinion, we should combine the specific social context and cultural context to explore its formation mechanism and dissemination mechanism. The cultural orientation of advertising is based on "advertising is a cultural form" and "advertising is the carrier of cultural communication".

2.4 Ethical Issues

Ethics establishes a kind of relationship between people, and restricts and influences people's behavior through potential values[3]. Advertising ethics refers to the ethical issues

involved in advertising activities, and tends to pay attention to "what is right or wrong in the advertising mechanism, and what should be done, not just what must be done". The ethical orientation of advertising includes two points: first, advertising communication and advertising industry itself should have an ethical orientation, which will inherently guide and standardize the thinking and behavior of advertising activities and related topics; Secondly, advertising works, as a cultural form, have a guiding function in ethics, moral values and consumption concepts. Advertising is a kind of moral activity, which is in a certain ethical environment, and the mutual reflection between advertising and ethics also restricts each other.

3. ANALYSIS ON EVOLUTION PROCESS OF PUBLIC OPINION IN TYPICAL CASES

Drawing upon the aforementioned four social topics, namely ethnic politics, women, culture, and ethics, this study has chosen one representative case focusing on negative advertising-oriented for each topic. By monitoring and analyzing the trends and data of public opinion over a one-month period following the occurrence of these incidents, the study conducted real-time tracking of the advertising campaign process to discern its inherent characteristics and patterns.

3.1 Advertising Sample on Ethnic Political Issue

In July 2022, Hitachi Electric Appliances held a promotional campaign called the "77 Festival" on its Tmall flagship store, Hitachi Electric Appliances Flagship Store. The "77 Festival" took place from July 5th, 2022, 20:00 to the evening of July 7th, 2022, offering a 1,000 yuan discount coupon. In addition, customers could combine it with an 88-member discount for an additional 500 yuan off. This advertising campaign named "77 Festival" sparked discussions among netizens and faced resistance.

3.1.1 Analysis of Overall Public Opinion Data

According to the data monitoring system of Qingbo Public Opinion, the "Achillek Hitachi '77 Festival' Advertisement" event generated a total of 1,640 pieces of information related to "Achillek Hitachi + 77 Festival + promotion" from December 15, 2022, 00:00:00 to March 17, 2023, 23:59:59.

Among the media platforms, the highest number of related information was found on Weibo, with a total of 935 posts, accounting for 57.6% of the total.

3.1.2 Focus of Public Opinion

The "77 Festival" advertising promotion launched by Achillek Hitachi in early July 2022 sparked discussions and faced resistance among netizens. On Weibo, this incident generated multiple trending topics, such as #Hitachi77Festival#, #ForeignCompaniesPromote77FestivalAds#, #ElectronicsCompanyFined600000#, #NeverForgetTheShameOfJuly7Incident#, and #85thAnniversaryOfJuly7Incident#. Online public opinion primarily focused on questioning Achillek Hitachi as a Japanese brand enterprise, expressing anger over using a historical event date for promotional activities, and speculating about the company's intentions.

3.1.3 Media Reports

The incident started with a report from a Taobao consumer. The first was on July 3, when netizens posted screenshots of the Taobao flagship store's "Seventh of July" campaign, expressing doubts, and on July 4, @jia dian quan v sent out information. Then @sina finance media issued the earliest report, attached to the topic #Hitachi electrical appliances planning the seventh day of July promotion #, with "rollover, the product has been quietly off the shelves, 5800 yuan rice cooker can not be cut" comments. In the following days, @times finance, @sanxiang metropolis news, @jiangxi morning news, etc. have entered the topic field for forwarding, discussing and re-reporting. On February 3, 2023, when the Market Supervision Bureau released the penalty results of Achille Lacs Hitachi Household Appliances (Shanghai) Company, @signal finance sent out a microblogging video news earlier, issuing the topic #company fined 600,000 for releasing a promotional advertisement for the July 7 Festival, with the comment "Damaging national dignity". On February 4, @communist youth league central issued a news release and commented on "zero tolerance", which triggered a lot of comments from netizens. It can be seen that during the development of public opinion from the occurrence of this incident to the time when the punishment was not issued, the media agenda reporting form went through a process from event follow-up to opinion output. After the issuance of the punishment, the

media's agenda changed to "damage to national dignity" and "zero tolerance".

3.1.4 Emotional Analysis

As shown in "Figure 1" and "Figure 2", whether during the period of public opinion fermentation after the incident last year or during the period of public opinion development after the penalty was imposed this year, disgust emotion has occupied a

significant proportion, followed by anger. Overall, the main emotions expressed were disgust and anger. Compared to other types of negative advertising public opinion events, due to the cohesion of national political culture and the political solidarity of the Chinese people, public opinion events related to ethnic political issues tend to generate a one-sided public opinion phenomenon within a short period, accompanied by polarized anger and disgust.

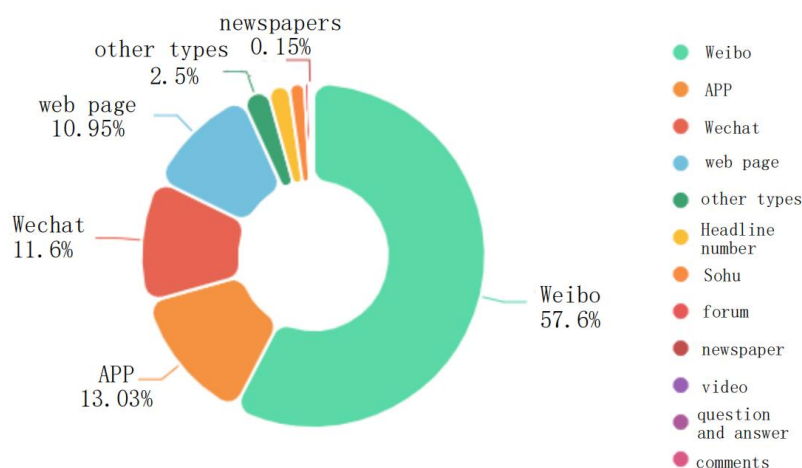


Figure 1 Major media channels.

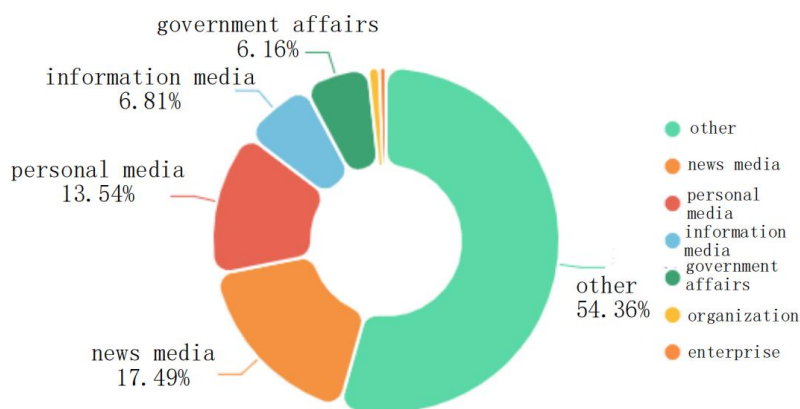


Figure 2 Major sources of communication.

3.1.5 Feature Analysis of Key Nodes

The incident was a public opinion incident involving consumers' reports, netizens' debates and media's participation. There are three key points: firstly, on July 3, 2022, Hitachi Electric's Taobao flagship store's "July 7th Festival" activity was reported; secondly, on the following day, @sina finance media issued a report with the topic

#Hitachi Electric planned the July 7th Festival promotion, followed by many media outlets' issue fields; thirdly, on February 3, 2023, @signal finance, @boiling point video, @mornings view news, @dovey finance and other media reported on the news that Achik Hitachi Household Appliances (Shanghai) was fined 600,000 yuan. The trend of public opinion is also basically consistent with the development of the situation.

3.1.6 Development of Dynamic Relationship Network

During the evolution of public opinion on this event, it can be seen that advertising public opinion events related to historical events and national politics will touch the sensitive nerves of Chinese people, resulting in a one-sided and rapidly fermenting public opinion, dominated by disgust and the entrance of media commentaries. As shown by the analysis of key node characteristics and media reporting platforms, the one that triggers higher attention and discussion is the microblogging platform @sina finance account media. The hyper-sensitive patriotic nerve is one of the main factors for the fermentation of this type of advertising public opinion events. Any form of symbolic flirtation and emotionally provocative advertising and marketing will be attacked by public opinion.

3.2 Women's Issues Advertising Sample: Fu Yan Jie Ads Accused of Insulting Women

In May 2022, the advertising campaign of the new product "hyaluronic acid rose nourishing lotion" was accused of stigmatizing women. After the incident was exposed, it quickly went on the hot search. On May 18, the "China Women's Daily" pointed out that "do not use vulgar methods to gain profits", and then the Jiangxi Zhangshu Market Supervision Bureau launched an investigation into it.

3.2.1 Analysis of Overall Public Opinion Data

The Qingbo public opinion data monitoring system showed that there were 62,410 pieces of relevant information in the "Vulgar Marketing of Women and Men" incident from 00:00:00 on May 17, 2022 to 23:59:59 on June 17, 2022. Public opinion on the incident continued to ferment from May 17 to 19 and peaked on May 19. Weibo has the most relevant information on the platform, with a total of 47836 articles, accounting for 76.65%.

3.2.2 Focus of Public Opinion

The "Fuyanjie Vulgar Marketing" incident has aroused extensive discussion among netizens on the Internet. As of May 19, 2022, the # Fuyanjie advertisement related to the incident in Weibo has

been accused of insulting women # # Fuyanjie related products have been taken off the shelves # # Why is the Fuyanjie advertisement offensive # # China Women's Daily has read more than 600 million times on topics such as the comment on Fuyanjie Vulgar Advertising #. Netizens' public opinions mainly focus on topics such as "vulgar advertising and marketing methods", "objectifying women to attract more attention" and "the marketing market urgently needs to be rectified".

3.2.3 Media Reports

As shown in "Figure 3" and "Figure 4", the incident has attracted wide media attention since it occurred. The media channel of the incident is mainly Weibo. The number of articles reported by the media on the incident increased sharply on the day of the incident and peaked on May 18. News media (39.22%) and information media (33.66%) are the main topics of the articles. The topics of the articles mainly focus on society (70.39%) and women (9.85%). Judging from the media traffic, anonymous users, financial circles, The Paper and others are the main sources of the incident.

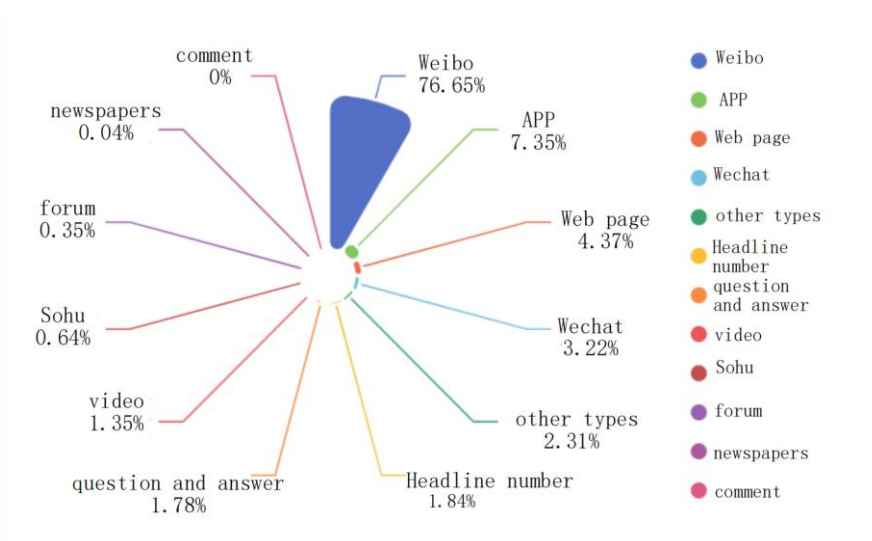


Figure 3 Major media channels.

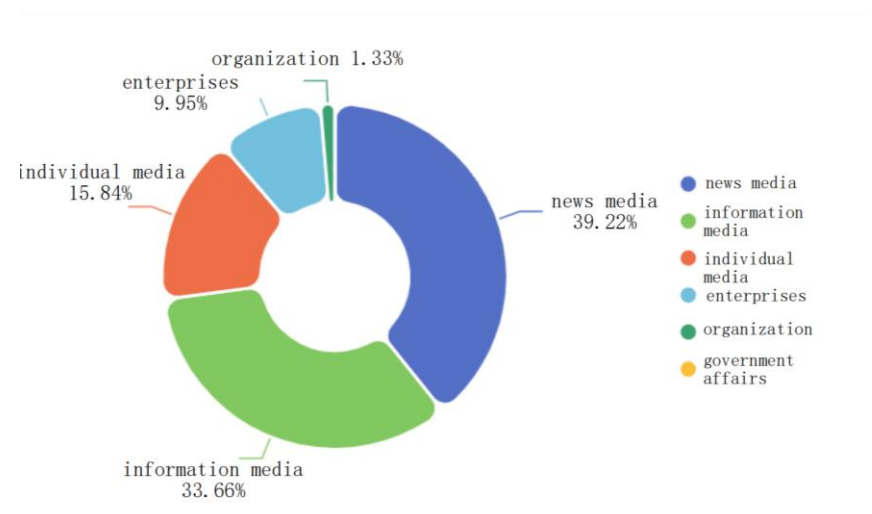


Figure 4 Major sources of communication.

3.2.4 Emotional Analysis

As shown in “Figure 5” and “Figure 6” the majority of netizens hold a negative attitude towards the incident and consider its impact to be relatively bad. During the monitoring period, the majority of negative public opinions on the network, totaling 55,139, accounted for 88.35%. Anger (38.26%), disgust (38.08%) and surprise (15.44%) and sadness (6.52%) were the main emotions of internet fame. The trend of emotion is basically the same as that of public opinion, and netizens' emotion has changed from anger to disgust.

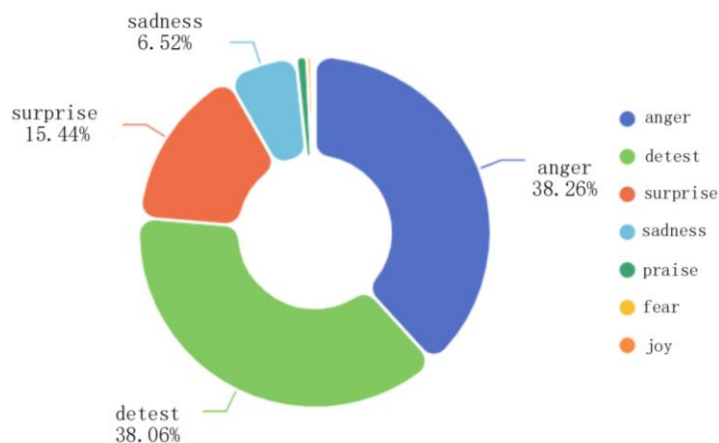


Figure 5 Emotional distribution map.

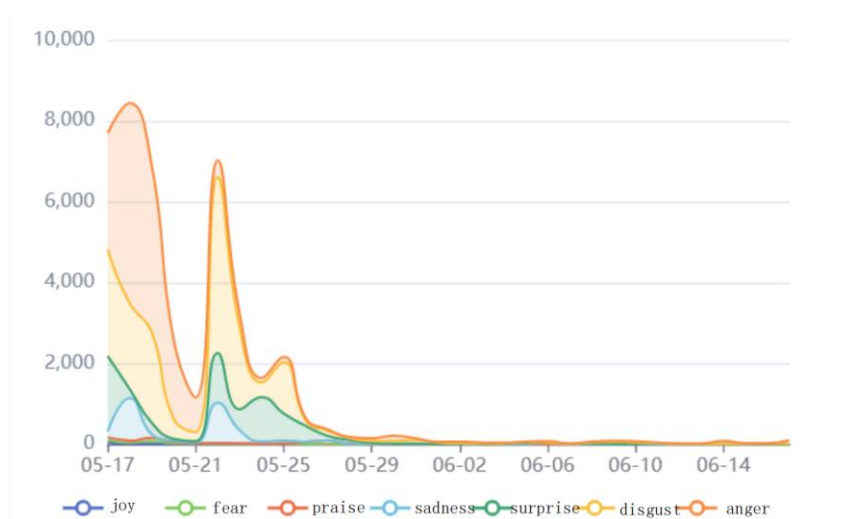


Figure 6 Emotional trend chart.

3.2.5 Feature Analysis of Key Nodes

It can be seen from the analysis of the characteristics of the key nodes of the event (as shown in “Figure 7”) that the event lasted for about 30 days, and the trend of the topic was a double-peak curve. The peak of the discussion was directly related to the development of the event, but as time went by, the fermentation time of the topic discussion degree increased, and the formation of the peak of public opinion lagged behind. On May 18, the "China Women's Daily" uttered its voice and criticized the vulgar marketing behavior of Fuyanjie. After a day of fermentation, the overall public opinion reached its peak on May 19 the next day; On May 20, the official of Fuyanjie issued a further apology statement. The discussion in the media and online users was pushed from the event itself to the discussion of brand marketing methods

and related cases (such as the P&G member center event), which ushered in the second wave of significant public opinion peak.



Figure 7 Analysis diagram of event key nodes.

3.2.6 Development of Dynamic Relationship Network

The whole process of public opinion fermentation presents a dynamic evolution process. The emergence of key nodes in the development cycle of the situation itself and the time-based admission of media and netizens have a direct impact on the public opinion fluctuations. From the analysis of the characteristics of key nodes, it can be seen that the media headed by China Women's Daily played a key role in the whole process of public opinion fermentation. The voice of China Women's Daily directly triggered the climax of public opinion momentum, while the continuous discussion of other media further promoted the development of the situation and locked the focus of public opinion, which played a media chain effect. The official apology as a key node in the development of the situation also subsequently triggered the second peak of public opinion fermentation.

3.3 Advertising Sample on Cultural Issues: Recruiting Dispute in Coconut Tree Recruitment Advertising

The advertising and marketing methods of the Coconut Tree Group have been repeatedly criticized. In April last year, the Coconut Tree Group released a job advertisement, and was later fined 400,000 for "obstructing social public order or violating social good manners"; However, on April 12 this year, the screenshot of the coconut tree was only deleted "there must be beautiful guys chasing" and changed to "promising, rich" and then

released again, which once again caused controversy.

3.3.1 Analysis of Overall Public Opinion Data

The Qingbo public opinion data monitoring system shows that the event of "Coconut Tree Re-sending Dispute Advertisement" ran from 00:00:00 on April 12, 2022 to 23:59:59 on May 12, 2022, with a total of 12,874 pieces of information related to "Coconut Tree+Dispute+Recruitment Advertisement". In the media, Weibo has the most relevant information, with a total of 4909, accounting for 38.13%. On the whole, the most neutral information was 7,888, accounting for 61.27%.

3.3.2 Focus of Public Opinion

The incident is a typical retrospective case of public opinion. Apart from discussing the legality of the incident itself, the public is more likely to compare and discuss it in the light of the past. Public opinion is generally focused on the banter of "Truly the coconut tree's style", "Vulgar marketing is unnecessary", the platform of "not feeling anything wrong" and the puzzle of "self-smashing a signboard", which are highly controversial. The proportion of men and women who pay attention to events is basically the same. It can be seen that social events involving culture have always been a hot topic.

3.3.3 Media Reports

This incident, from origination to fermentation, was disclosed and promoted by the media. On April 13 @ the boss simulcast the first video news, and then @China economic weekly pointed out that the coconut tree group "changed six words from a year ago, # the coconut tree group sent a controversial advertisement again #: there is a car, a room, a high salary, a future, and a wealth" to attract netizens to discuss. In the next few days, various media rushed to enter for forwarding, discussion and re-reporting. The media agenda as a whole reflects the shift from information-based reporting to the output of "why does vulgar marketing go one after another?"

3.3.4 Emotional Analysis

As shown in "Figure 8" and "Figure 9", the emotional distribution proportion of the incident as

a whole presents a tripartite confrontation of praise (32.13%), disgust (30.02%) and anger (22.92%). From the perspective of emotional attributes, as many as 61.27% of neutral remarks are made. It can be seen that the coconut tree group, which is the object of public opinion, is highly controversial. Compared with previous controversial advertising incidents such as "I grew up drinking from childhood" and "having handsome men and beautiful women chasing" of coconut trees, after the recurrence of this incident, netizens unanimously showed a "normal" mentality, while lawyers and other professional practitioners increased their discussion, and one after another analyzed the nature of the incident, believing that coconut trees group was actually making use of the "predictability of disputes" to earn traffic for themselves.

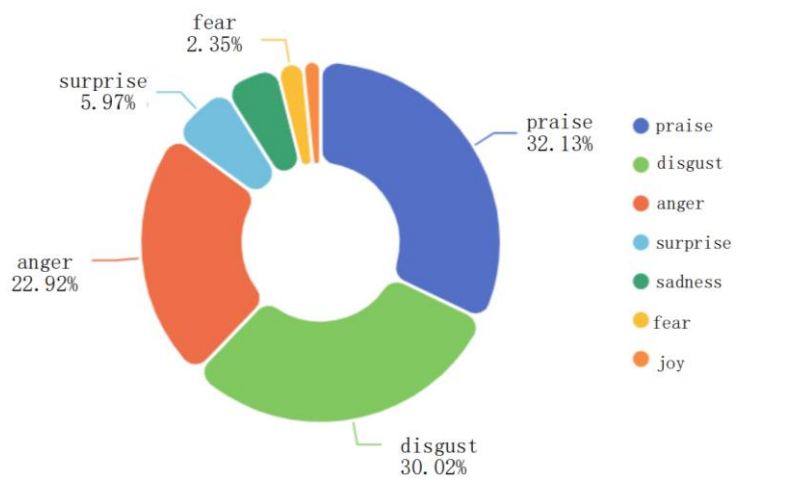


Figure 8 Emotional distribution map.

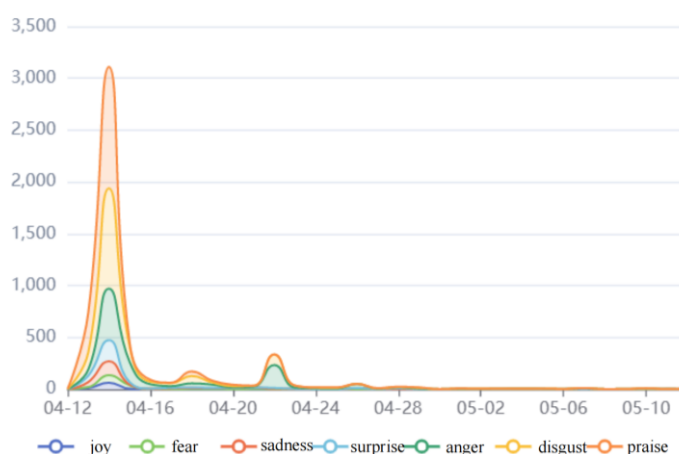


Figure 9 Emotional trend chart.

3.3.5 Feature Analysis of Key Nodes

The incident was a media-led public opinion event, starting with "Coconut Tree Group Re-issues Dispute Recruitment Advertisements" and ending with "Brand Should Reject Vulgar Marketing". The life cycle of public opinion is relatively short and the volume of information is relatively small. As shown in fig. 10, there are three key nodes: first, on April 12 @hainan coconut tree group official micro released this year's recruitment advertisement; Secondly, the following day @ boss simulcasts the first video news, then @China economic weekly forwards the video and reports with articles; Third, the company responded that "the recruitment information is true, and only when it meets the standards can it be rewarded". The trend of public opinion is basically consistent with the development of the situation.

Coconut trees, as a national brand with "criminal record", have seen a steady stream of public opinions in recent years. It can be said that this incident is just one of the huge public opinion networks about "vulgar marketing of coconut trees". Thus, public opinions are repetitive, retrospective and developmental. Judging from the intention of the brand itself, the brand of this public opinion event has the suspicion of "knowing the law and breaking the law" and trying to beat the flow, which also reflects the subjective and guiding characteristics of the development of public opinion to a certain extent. In a word, the evolution of public opinion is undoubtedly directed by its subject and object, and each factor is closely linked, which always presents a dynamic network relationship.

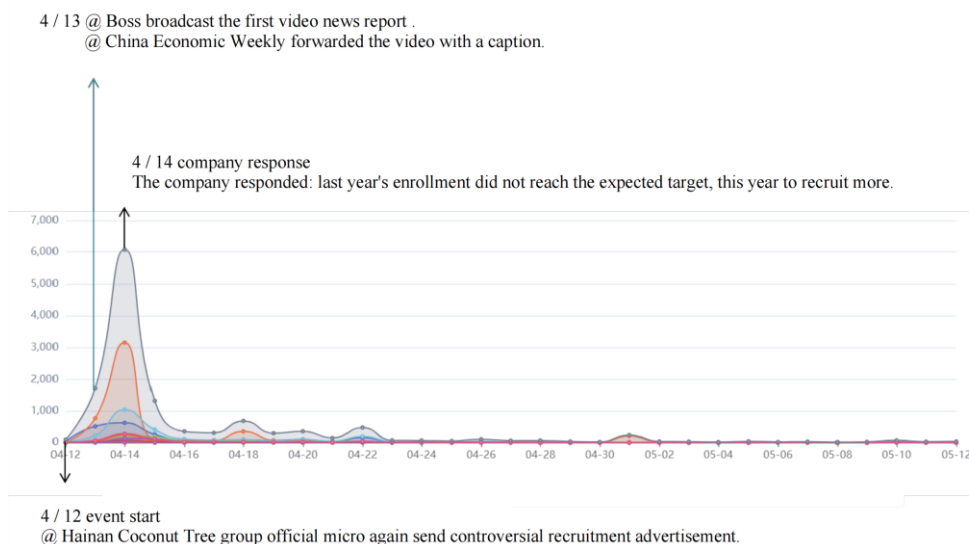


Figure 10 Analysis diagram of event key nodes.

3.4 Ethical Issues Advertising Sample: Audi Xiao Man's Plagiarism

On May 21, 2022, Audi, together with Andy Lau, stepped on the marketing season of "Small Man" and released a short video on the philosophy of "Life is Small Man, Don't Be complacent, Know Less". Once the video was released, it quickly became popular in the WeChat video number and Tik Tok. However, the turning point of the incident followed, and the blogger "Peking University Man Ge" appeared to rebuke the advertisement copy for its high coincidence with its short video content. Audi could not escape the suspicion of plagiarism, causing a great stir.

3.4.1 Analysis of Overall Public Opinion Data

According to the Qingbo public opinion data monitoring system, there were 227,619 pieces of relevant information during the period from 00:00:00 on May 21, 2022 to 23:59:59 on June 21, 2022. As the main position of public opinion evolution, Weibo still carries the most information, with a total of 140,584, accounting for 61.76%.

3.4.2 Focus of Public Opinion

The incident mainly involved three parties, namely, the Audi brand, Andy Lau and the

advertising company. Whether it was the quick response and apology of Audi and the advertising company or the subsequent response of Andy Lau to "express deep regret", all made the incident quickly qualitative. As a result, the public opinion of the incident focused on the issue of the responsibility of the incident itself, but also spread a number of topics, such as # advertising infringement # # Audi's public relations # # dispute over the creator of Xiao Man copywriter #, etc. The proportion of men (54.74%) and women (45.26%) who pay attention to this event is basically the same. It can be seen that this kind of social event involving ethics and culture often attracts the common attention of all people.

3.4.3 Media Reports

As shown in "Figure 11" and "Figure 12", the media volume of the incident was also mainly concentrated on the Weibo platform, with 140,584 broadcasts (61.76%). From the early stage to the late stage, the media as a whole presented a progressive reporting order from following up the development of information reports, commenting on the events themselves, guiding the direction of public opinion, and then discussing more issues in a divergent way. Judging from the amount of media communication, The Paper, popular information network and Hongxing News are the main sources of communication of the incident.

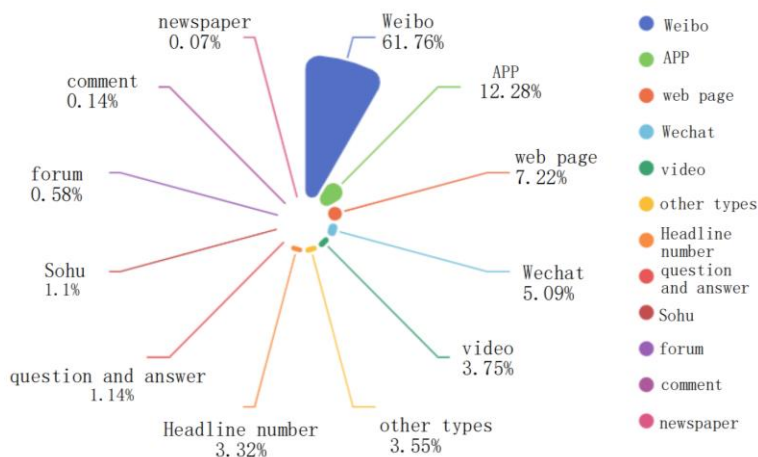


Figure 11 Major media channels.

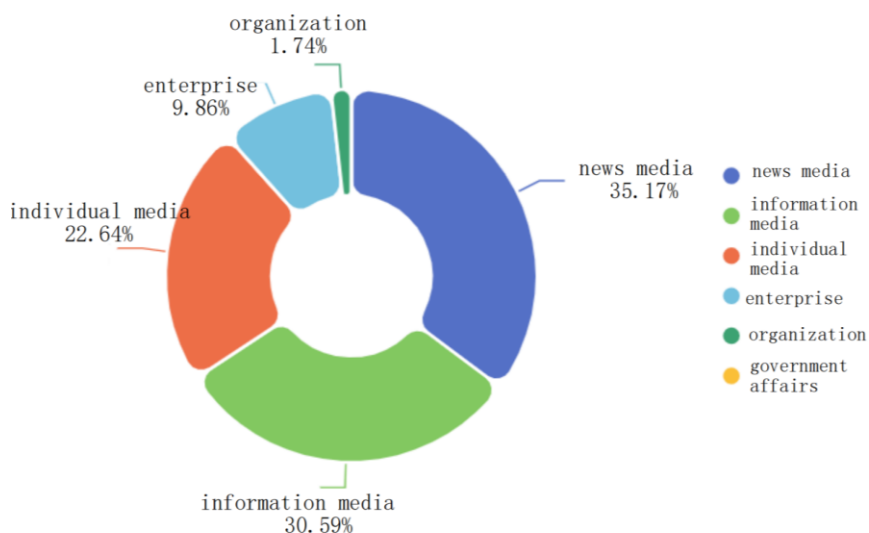


Figure 12 Major sources of communication.

3.4.4 Emotional Analysis

Judging from the proportion of emotion distribution of the incident (as shown in “Figure 13”), although anger (40.28%) and disgust (36.8%)

accounted for a very high proportion, the trend of emotion was basically consistent with the trend of public opinion, and anger and disgust remained high on the whole, but there were still some neutral and positive expressions.

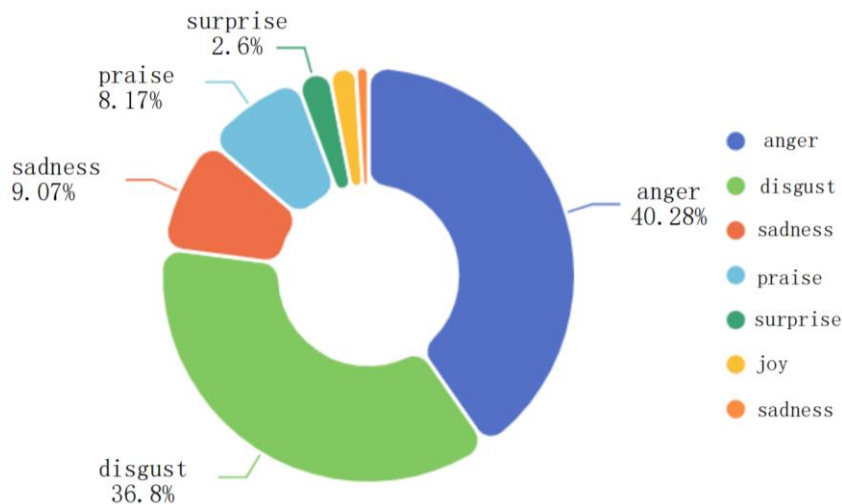


Figure 13 Emotional distribution map.

3.4.5 Feature Analysis of Key Nodes

Under the rapid response of the other party involved in the incident, the relevant public opinion was in a rush despite its overwhelming force. As shown in “Figure 14”, a series of key nodes followed, causing the trend of public opinion to drop rapidly after peaking on May 22. Subsequently, both the public and the media turned to focus on some secondary topics, which reflected the derivative nature of social issues on the one hand and the volatile nature of public opinion on the other hand. Advertising companies, directors, copywriters, viewers and other car brands were all involved to some extent.

think about deeper issues such as the advertising industry and brand marketing.

From the media perspective, it can be seen that the media played an important role in the development of the situation. The People's Daily responded quickly to the video released by Peking University's elder brother Man at about 12 o'clock on the night of the 21st, and released a quick review the next morning to guide the public to focus on the identification of rights and responsibilities, which to a certain extent put pressure on the subject involved and stimulated its response speed; On the 24th, the commentary of the Economic Daily, after the incident was decided and the parties apologized, further guided the public to pay attention to and

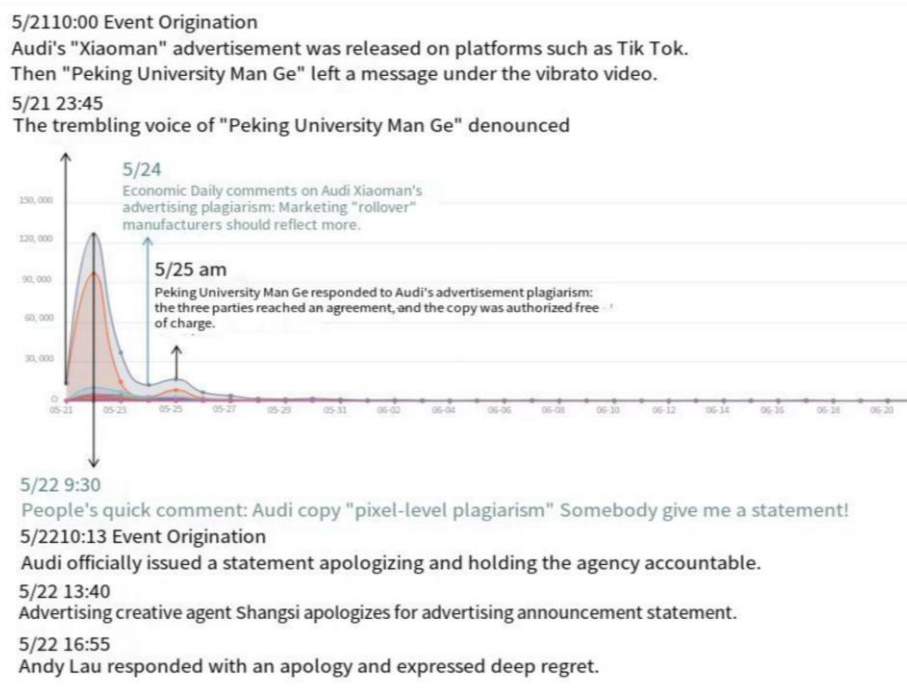


Figure 14 Event key node analysis diagram.

4. CONCLUSION: SUMMARY OF EVOLUTION MECHANISM OF ADVERTISING PUBLIC OPINION

The evolution of the complex and vast system of the advertising public opinion information ecosystem is the result of the organic combination of internal and external forces. Based on the previous analysis, the following characteristics can be summarized for this system.

4.1 Regular Evolution of the Advertising Opinion Cycle

Based on the analysis of the above four typical samples, we can see that the stage rule of "gestation period - information interpretation period - interaction period - dissolution period" is also the basic rule for the evolution of advertising public opinion[4]. During the gestation period, the main characteristics of the public opinion caused by advertising-oriented events are the entrance of multiple subjects and the concurrency of public opinion objects, and the public opinion shows the initial state of rapid rise in momentum, coexistence of multiple views and significant extreme emotions, and the rapid gathering and peak of various voices. At this stage, negative public opinion is generally a significant tone of public opinion, and it is also the most likely to be accompanied by public opinion

speculation, contradictions and controversies, and even rumors and false information, and the excavation and dissemination of related information is more intense at the beginning of the evolution of the incident. The position of the peak in the development evolution curve of this stage depends to a large extent on the point in time when the authoritative subject sounds. When any subject, including the subject of the incident or the official media, speaks out in response, the evolution of public opinion then enters the information interpretation stage, and the advancement of the development of the situation at key points makes the public emotions calm down as a whole, rational views gradually return, and the trend of public opinion falls back. The timing of information interpretation is highly related to the negative effects of advertising-oriented public opinion events. Negatively oriented advertising public opinion events, once they occur, will quickly enter the public view, so the relevant subjects need to grasp the timing of information interpretation and respond to social concerns in a timely manner with accurate and sincere information. After the development of the situation becomes clearer and the media and netizens are able to conduct a complete sorting and review of the incident, the evolution of public opinion enters the interactive stage of public opinion, during which the focus of public opinion often shifts from the delineation of authority and responsibility of the incident itself to

the discussion of more extended issues. In the fast-changing information era, the disclosure of information is often completed within a very short time (1-2 weeks), after which public opinion will naturally dissipate, which is the last stage of public opinion evolution but comes quickly and lasts for a long time.

4.2 Characterization of Advertising-oriented Accompanying Public Opinion

As for the evolutionary characteristics of public opinion, the public opinion associated with advertising orientation issues often shows three characteristics: First, the one-sided direction of negative sentiment. Since such public opinion often originates from the brand's advertising and marketing mines, the negative nature of the subject and the body of public opinion directly affects the position of the public as the object of public opinion, so it often presents a clear directional and rapidly gathering negative sentiment. Although the evolution process of most advertising public opinion is relatively simple and short, compared with other types of social opinion events, in most cases, advertising public opinion events do not have opposing public opinion controversies, and the public as a group of consumers will consciously stand on the same side. Therefore, the explosive power of advertising-oriented negative public opinion is very powerful and the public opinion points to it very clearly. Second, retroactivity, a feature born from the dynamic relationship of public opinion itself. For example, if Coconut Group issues another recruitment advertisement, the event itself is not controversial enough but still triggers public opinion, mainly because of the controversial nature of Coconut Group for a long time, which intermittently triggers the retrospect and turnover of public opinion. Public opinion on other social events will be retraced and discussed due to the recurrence of the same type of events, and the same is true for advertising-oriented accompanying public opinion. The occurrence of the same type of negative advertising-oriented events will trigger public discussion and comparison again. On this basis, the degree of evolution and consequences of advertising-oriented accompanying public opinion will also be influenced by the public trust and favorability of the advertising brand subject. Thirdly, extension, the public opinion caused by advertising orientation problems often extends to a large number of accompanying topics, and in addition to discussing

the incident itself, the public will also spread out and discuss from small to large (from individual cases to the industry) and from the past to the present (correlating the same incident). If a large number of accompanying public opinions are not handled properly, they will also amplify the public's negative emotions and generate secondary public opinions such as rumors and social conflicts.

4.3 Diversified Platforms for the Origination of Advertising Opinion

Based on the platform-based perspective of public opinion evolution, it can be seen that the origin of current advertising public opinion is often pan-platform, whether it is Tiktok, Weibo, WeChat public number, e-commerce platform or mass media, as long as there is a major error in advertising orientation, it will be discovered, amplified and denounced; however, based on the comparative analysis of media volume of the above four cases, it can be seen that the main field of public opinion fermentation is still Weibo. In the above cases, no matter which platform the events started from, Weibo was always the main venue for the derivation of key nodes and the gathering of public sentiment. As one of the most popular social platforms in China, Weibo carries a huge amount of information exchange at all times[5]. The specific characteristics of the microblogging platform information itself, including the expression form, dissemination subject, content emotion and other factors are the key elements that create the strong communication power of microblogging information. The interactive methods such as comments, likes and retweets provided by the microblogging platform are one of the core mechanisms that enable microblogs to quickly focus the public's attention and trigger the resonance of social emotions.

The length of the process is determined by a number of factors such as the subject, the object, the associated body and the nature of the public opinion. By summarizing the mechanism of the evolution process of advertising public opinion, we can correctly identify and judge public opinion, which is an important issue for establishing correct advertising guidance. Faced with the characteristics of regular evolution stage, characteristic accompanying public opinion and pan-platform origin in the evolution of advertising public opinion, different subjects should take different measures. Summarizing the evolutionary process mechanism of advertising public opinion can provide new ideas

for the healthy development of the advertising industry from the perspective of advertising effects and user feedback on the one hand; on the other hand, the combination of the evolutionary process mechanism of advertising public opinion and big data technology will bring unprecedented innovative paths for advertising supervision. Combining the characteristics of regular evolution stage of advertising public opinion, characteristic accompanying public opinion and pan-platform origination mentioned in this paper, a predictive, real-time and accurate multi-dimensional advertising supervision model can be built based on frontier technologies such as big data and virtual technology to realize comprehensive supervision of online and offline, multi-channel and all-media advertising as well as all-weather supervision of advertising public opinion before, during and after the event. By constructing an advertising data warehouse and setting up sub-platforms such as public opinion evolution timeline and companion public opinion collection pool, the information in the advertising data warehouse can be deeply mined and analyzed to reveal the laws, trends and potential problems of advertising dissemination in a timely manner. At the same time, virtual technologies can be applied to advertising regulation models, such as using virtual reality (VR) and augmented reality (AR) technologies to simulate advertising effects in order to assess advertising compliance.

REFERENCES

- [1] WANG Hui. The logic and path of the Chinese national community consciousness guiding the value orientation of national public opinion on the Internet [J]. Journal of north university of china (Social Science Edition), 2020,36(04):15-19.
- [2] Yang Shiming. Characteristics of high-context advertisements and their cross-cultural communication strategies [J]. Journal of Zhengzhou University (Philosophy and Social Sciences Edition), 2009, 42(05):166-169.
- [3] He Zhirong. From technical tools to actors: the reconstruction of the ethical subject of advertising intelligent communication [J]. Future communication, 2022,29(02):18-24.
- [4] Liang Xiaomin, Jian Xu. Emotion analysis and relationship network research of critics in public opinion events [J]. Information Science, 2018,36(02):37-42.
- [5] Cong Liu, Xie Yungeng, Wan Xuanao. Research on the relationship between micro-blog emotion and Weibo's communication power-based on the empirical analysis of 24 public events related to Weibo [J]. Journalism and Communication Research, 2015,22(09):92-106+128.