

Research on the Path of Agile Management of Campus Network Public Opinion in the Era of Artificial Intelligence

Li Hua

Yancheng Teachers University, Yancheng, 224000, China

Abstract

In the era of artificial intelligence, the campus network public opinion environment has undergone profound changes, which has an important impact on the stability and development of colleges and universities. This study deeply analyzes the status quo and characteristics of campus network public opinion in this special era. At the same time, it analyzes the problems exposed by the current governance model in coping with these changes, such as the technical challenges, the dilemma of management mechanism, and the lack of personnel capabilities. Based on this, agile governance paths such as optimizing technology-driven accurate monitoring and early warning paths, establishing a sound collaborative governance mechanism, and strengthening network literacy education are proposed to provide theoretical support and practical guidance for creating a healthy and stable campus network environment and effectively coping with campus network public opinion problems.

Keywords

Artificial intelligence; Campus network public opinion; Agile governance.

1. Introduction

In today's era, the rapid development of science and technology is like a surging wave, pushing human society into a new era of digitalization and intelligence [1]. As the core driving force in this wave of change, artificial intelligence is penetrating into all areas of social life with unprecedented depth and breadth, from healthcare to financial services, from transportation to entertainment industry, all of which highlight its huge influence. The field of education is also undergoing profound reshaping in this technological revolution, and the campus, as the core place of educational activities, is increasingly becoming a complex digital ecosystem [2].

With the popularization of the Internet and the advancement of campus information construction, the Internet has become an important platform for teachers and students to obtain information, exchange ideas and express emotions. On this platform, the campus network public opinion came into being, which is the sum of the attitudes, opinions and emotions expressed by teachers and students on various events, phenomena and problems inside and outside the school. In the era of artificial intelligence, campus online public opinion presents new and complex characteristics and trends. Under such a background, how to achieve agile governance of campus online public opinion has become a major challenge and a key issue to be solved in the field of education management [3]. Agile governance emphasizes rapid response, flexible adjustment and efficient collaboration to cope with the complex and changing environment, which is highly consistent with the needs of campus network public opinion governance in the era of artificial intelligence.

2. Current Situation and Characteristics of Campus Network Public Opinion in the Era of Artificial Intelligence

2.1. Current Situation of Campus Network Public Opinion

Under the background of artificial intelligence, campus network public opinion shows a unique face. At present, the campus network has become the gathering place and dissemination center of information, and the amount of information dissemination is increasing explosively. With the widespread popularity of intelligent devices among students, almost every student can become the publisher and disseminator of information [4]. For example, all kinds of campus activities, academic lectures, competition information, etc. can spread quickly on the Internet, and at the same time, negative campus events, such as student conflicts, management disputes and other related content can also spread quickly.

From the perspective of communication channels, artificial intelligence-driven social platforms and personalized recommendation systems have become mainstream. The influence of official campus websites and forums has gradually been weakened, while social platforms such as Weibo, wechat, Douyin and various campus-specific apps have become the main ways for students to obtain and disseminate information. These platforms push relevant content to users based on algorithms, which makes information dissemination more accurate, but can also create information cocoons and exacerbate the opposition between different viewpoints. In addition, external information has an increasingly significant impact on campus network public opinion. Hot social issues easily penetrate into the campus network environment and interweave with internal campus events, further increasing the complexity of public opinion.

2.2. Characteristics of Campus Network Public Opinion

The campus network public opinion in the era of artificial intelligence has remarkable characteristics. The first is immediacy and dynamics. Once the information is released, it can spread to the entire campus network almost instantaneously, and the public opinion content will constantly evolve with the addition of new information. For example, a sudden incident on campus may trigger a lot of discussion within minutes, and the direction of the discussion may change as details of the incident are disclosed. The second is diversity and complexity. Participants include not only students and teachers, but also parents, alumni and people from all walks of life [5]. These different subjects have different values, positions and views, which makes public opinion present a diversified and complex situation. Moreover, the content of public opinion covers academic, life, management, interpersonal relations and other fields, and the problems in different fields are interrelated, which further increases the difficulty of analysis and response. At the same time, the anonymity of the network makes some participants' speech more casual and emotional expression more prominent, which is easy to trigger the intensification of public opinion.

3. Existing Problems in Current Campus Network Public Opinion Governance

3.1. Technical Challenges

In the era of artificial intelligence, the management of campus network public opinion is faced with many problems brought by technology. First of all, the combination of information explosion and intelligent algorithm push leads to the confounding of true and false information [6]. It is difficult for schools to effectively screen out public opinion information that is truly valuable and may cause adverse effects. For example, maliciously fabricated false news of campus violence may spread quickly with the help of algorithms to interfere with normal school order. Secondly, the diversity and complexity of network platforms increase the difficulty of

monitoring. Different social platforms, online forums, etc., may become the birthplace and transmission channels of public opinion, and the data formats and transmission rules of each platform are different, so it is difficult for existing monitoring technologies to achieve comprehensive coverage and prone to monitoring loopholes.

3.2. Dilemmas of Management Mechanism

From the perspective of management mechanism, there are obvious defects in the management of campus network public opinion. On the one hand, there is a lack of coordination between departments. The network management department, the student work department, the publicity department, etc., often operate independently, and there is no unified command and coordination mechanism. When public opinion breaks out, various departments have poor information communication and inconsistent actions, resulting in low governance efficiency. On the other hand, there is a lack of sound early warning and emergency handling mechanisms [7]. Many schools can not accurately predict the development trend of public opinion, react slowly in the initial outbreak of public opinion, and miss the best time to deal with it. Moreover, in the process of emergency treatment, the measures lack pertinence and flexibility, and can not effectively control the deterioration of public opinion.

3.3. Lack of Personnel Capacity

The uneven ability of the personnel involved in the management of campus network public opinion has also become a problem. Some managers and teachers lack sufficient understanding of AI-related technologies and cannot well adapt to the requirements of public opinion governance in the new technological environment [7]. They may not be able to interpret the data accurately, and it is difficult to use new technological means to analyze and guide public opinion. At the same time, as an important participant of public opinion, students' network literacy and discrimination ability need to be improved. In the face of a large amount of information, they are easily affected by false information, which further aggravates the complexity of public opinion. However, the work of schools in improving students' Internet literacy needs to be strengthened.

4. Agile Governance Path of Campus Network Public Opinion in the Era of Artificial Intelligence

4.1. Technology-Driven Accurate Monitoring and Early Warning Path

In the era of artificial intelligence, the use of advanced technology to achieve accurate monitoring and early warning of campus network public opinion is the first link of agile governance. First of all, an intelligent public opinion monitoring system should be built [8]. We use web crawler technology and big data analysis tools to comprehensively cover campus websites, forums, social media groups and other network platforms to collect massive online speech data in real time. For example, the crawler program regularly traverses various sections of campus BBS to obtain information about students' discussions on curriculum arrangements, campus activities, and school facilities. At the same time, with the help of natural language processing technology, semantic analysis and emotion recognition are carried out on the collected data, and the nature of the information is accurately determined, such as positive, negative or neutral, so as to quickly locate the negative remarks that may cause public opinion crisis.

Second, establish an intelligent early warning mechanism. Machine learning algorithm is used to train the historical public opinion data and build the prediction model. The model can automatically evaluate the potential risk level of public opinion according to the current public opinion heat, propagation speed, topic sensitivity and other factors. When the risk level exceeds the preset threshold, early warning information will be sent to the school administration,

teachers and relevant network operators in time [9]. For example, when it is found that negative comments on campus food safety issues spread rapidly in a short period of time and the heat continues to rise, the system can quickly warn, so that the school has time to prepare countermeasures in advance and avoid further deterioration of public opinion.

4.2. Efficient Response and Treatment of Collaborative Governance

The agile governance of campus online public opinion needs to establish a sound collaborative governance mechanism to achieve efficient response and processing [10]. On the one hand, strengthen the collaboration between departments in the school. The school should set up a special public opinion management leading group, including network technology center, student work office, publicity department, security Department and other relevant departments. Clarify the responsibilities of various departments in the management of public opinion, such as the Network technology center is responsible for the maintenance and technical support of the monitoring system, the student Office is responsible for understanding the ideological dynamics and emotional guidance of students, the Publicity Department is responsible for information release and public opinion guidance, and the Security Department is responsible for dealing with public opinion issues related to campus security. When public opinion events occur, all departments, under the unified command of the leading group, quickly linkage, information sharing, and joint development of coping strategies. For example, if there is public opinion about online violence on campus, the student Affairs Office can investigate the situation of the students involved, the Network Technology Center can assist in finding the source of information, the Publicity Department can release the initiative and guidance information against online violence, and the security Department can ensure the campus security order. On the other hand, strengthen cooperation with external institutions. Establish close contact with local network supervision departments, public security organs, etc., and seek professional support and guidance in time when online public opinion incidents involving crimes are encountered. At the same time, cooperate with professional public opinion analysis institutions to obtain more scientific public opinion analysis reports and coping suggestions, and improve the school's ability to cope with complex public opinion. For example, in the face of malicious attacks on the reputation of the school and unknown sources of public opinion, the resources of the network supervision department can be used to trace the source of information, and the public opinion analysis agency can work out targeted resolution strategies.

4.3. People-Oriented Literacy Improvement and Guidance Path

In the management of campus network public opinion, improving staff literacy and strengthening guidance are the key to achieve agile governance [11]. For students, network literacy education should be strengthened. The content of network morality, information discrimination and rational expression will be incorporated into the school's ideological and political education curriculum system. Through thematic class meetings, special lectures, case studies and other activities, students are guided to establish correct network values and improve their self-restraint ability and ability to distinguish right from wrong in the network environment. For example, through the analysis of online rumor cases, students can understand the harm of false information and identification methods, so as to avoid blindly spreading unconfirmed news in the campus network.

Teachers and school administrators should improve their ability to cope with public opinion. Organize regular training and seminar activities to learn the law of online public opinion dissemination, coping strategies and communication skills. In daily teaching and communication with students, teachers should be good at discovering students' ideological dynamics and potential public opinion problems, and give correct guidance in time. In the face of public opinion events, school administrators should calmly respond, actively communicate with students, listen to their opinions and demands, and solve problems in a humanized way to

avoid the intensification of public opinion [12]. At the same time, encourage teachers and students to actively participate in the construction of campus network culture, create a healthy and positive atmosphere of network public opinion, and reduce the generation of negative public opinion from the source.

5. Conclusion

In the era of artificial intelligence, the campus network public opinion presents a complex and changeable situation, which poses a new challenge to the stability and development of the school. Through the implementation of the agile governance path, starting from the three dimensions of technology-driven accurate monitoring and early warning, efficient response and processing of collaborative governance, and people-oriented literacy improvement and guidance, the effect of campus online public opinion governance can be effectively improved.

Technology is an important support to achieve agile governance. Accurate monitoring and early warning systems can help schools to capture public opinion information in time and gain time advantages for follow-up responses. The collaborative governance mechanism breaks the barriers inside and outside the school, integrates the resources of all parties to form a response force, and ensures that the work can be carried out quickly and orderly when the public opinion occurs. The people-oriented quality improvement and guidance strategy can reduce the occurrence of negative public opinions from the root, and ensure smooth information communication and proper solution of problems when public opinions occur. These agile governance paths are interrelated and complementary to each other, and jointly build a campus network public opinion governance system that ADAPTS to the characteristics of the artificial intelligence era. Through continuous optimization and improvement of this system, the school can better cope with the challenges brought by online public opinion, maintain a good campus network environment, ensure the normal development of school education and teaching activities, promote the harmonious and stable development of the campus, and create a positive and healthy network space for the growth and development of students.

References

- [1] You Zuo. Trial Analysis of the Encounter of Japanese and Korean Pop Culture in Local Variety Art from the Perspective of Cultural Integration——Take "Sisters Who Make Waves" for Example [A]. 2023: 494-504.
- [2] Jiali Zhang, Nataporn Rattachaiwong, Qianqiu Jin. The Development of Dai Dance in China Against the Background of the New Era Taking "Song of the River" as an Example [A]. 2024: 143-148.
- [3] Zhi-Fei Yang, Zheng Zhao, Xue-Ao Dong. Digital Science and Technology for Empowering Textile Education and Teaching Innovation [A]. 2024: 154-160.
- [4] Bowen Sun, Zhiyong Yang, Shujie Hou, Ruizhe Shi, Siwen Lv, Yulia Boleva. New Aesthetic of Technology Under AIGC Art Digital Technology Leads the New Trend of Artistic Creation[A]. 2024: 68-75
- [5] Gouveia Patrícia, Leal Isabel, Neves Lara, Cardoso Jorge. Predictors of peer victimisation in the context of secondary school [J]. 2021, 53 (S1)
- [6] Jialin Zhang, Feng Cen, Lihong Xu. A Classification Algorithm of Fish Feeding Behavior for Automatic Bait Feeding Control [A]. 2020: 651-659.
- [7] Haofan Fang, Xiaoyu Chen. A Study on the Thought System of Contemporary "Neighborhood Diplomacy" with Chinese Characteristics [A]. 2024: 28-36.
- [8] Wu-Yue Weng. Strategies for Upgrading Green Design in Textiles:Driving the Spillover Effects of Digital and Intelligent Technologies [A]. 2024: 228-236.
- [9] Binya Zhang. Brand Operation and Economic Analysis in the New Media Era of Short Video and Live Broadcast [A]. 2023: 250-255.

- [10] Guoyu Lv, Niantao Jiao. Research on the Issues and Countermeasures of Contemporary College Students' Network Integrity [A]. 2023: 57-62.
- [11] Hao-Ke Liu, Jia-Shen Li, Yi Li. Advances in Digitization and Transition Towards Textile Circularity [A]. 2024: 199-210.
- [12] Chenhao Zhang. The Role of Social Media in Urban and Rural Planning [A]. 2023: 469-476.