

A New Media Platform Evaluates Chinese Social Workers' Anti-Epidemic Actions: An Analysis of Network Public Opinion Based on COVID-19

Lin Lin^{1*} and Wang Jingying²

¹Department of Science, Harbin Normal University, Harbin, China

²Department of Curriculum and Instruction, Renmin University of China, Beijing, China

*Corresponding author: Lin Lin, Department of Science, Harbin Normal University, Harbin, China, E-mail: linlin3273@163.com

Received date: September 6, 2021; Accepted date: September 20, 2021; Published date: September 27, 2021

Citation: Lin L, Jingying W (2021) A New Media Platform Understands of Chinese Social Workers' Anti-Epidemic Actions: An Analysis of Network Public Opinion Based on COVID-19. Health Sys Policy Res Vol. 8 No. 5: 94.

Description

Lin Lin and Wang Jingying took social workers as the research object who worked during the period of epidemic prevention and control under the background of COVID-19, the major public health event of in China. It referred to the international research on public opinion and selected 63 related hotly discussed articles containing keywords "epidemic+social workers" and "epidemic+volunteers" in the WeChat public platform, and public comments on the WeChat public platform, the new Chinese Internet media. Lin Lin and Wang Jingying considered the struggle of social workers during the pandemic and must appreciate him for taking them as research objects. The WeChat platform used by the author namely "5 W" communication model helps to study public opinion evolution is very much compatible. American political scientist Harold. D. Laswell proposed the "5 W model" of cultural communication in *The Structure and Function of Communication in Society* that is, human communication activities are composed of five elements: Who-Says what-In which channel-To whom-With what effect. The research used this model to analyze the communication process of public opinion, and conducted research from five parts: public opinion evolution, text content, communication media, audiences, and public opinion influence.

This article adopted the "5 W" communication model to study public opinion evolution, text content, communication media, audiences, and influence of public opinion. A model for generation of network public opinion was constructed through the research process of open coding, axis coding, and selective coding, etc. When information about public events is projected onto Internet users, their understanding and cognition of projection events may be affected by personal characteristics such as their own life experiences, role positioning, and news information released by official media and corporate media, then emotions, attitudes, opinions, and behavioral tendencies of event cognition are ultimately formed, which together constitute network public opinion.

Research on the communication of network public opinion is not uncommon. Network public opinion can truly and objectively reflect social hotspots, so the research and application of network public opinion can analyze the emotional tendencies of Internet users toward hot events, and more

accurately understand their opinions and attitudes toward public opinion. Compared with previous studies, the innovations of this research are mainly reflected in the following: On the one hand, it is reflected in the research object. This article selected the articles and comments of the WeChat public account as the research object. Due to the privacy of the development and positioning of the WeChat public platform, it is difficult to use web crawlers to collect information. Therefore, in previous studies, platforms with high openness such as Weibo and Twitter were generally selected. In contrast, the WeChat public platform has the advantages of a large user base and a wide range of communication, and there is no word limit to express opinions, and moreover the articles and comments can form one-to-one case analysis, so the conclusions can be more real. Therefore, the WeChat public platform is an important platform for public opinion generation and fermentation, and is also a good platform for academic research. On the other hand, it is reflected in research methods. Quantitative methods are mostly used in the current research on network public opinion, using data to explore internal mechanisms. While in this research qualitative research methods were used to code the collected original data layer by layer and extracted core concepts, on the basis of which built a grounded theory to explore the model of the generation of network public opinion.

The following problems in social work can be found through network public opinion data: First, Chinese communities should have the resilience function to meet the various needs of individual social life. Second, it is necessary to attach importance to the practicality of social work and integrate network and offline services. Third, there is a shortage of health social workers, and public health social workers are even more lacking. Lastly, although psychological assistance and publicity work is effective, big data warning requires more attention.

The 5 W model shows that the communication process is a purposeful behavior process with the purpose of trying to influence the audience. Therefore, its communication process is a process of persuasion, and the implementation effect of the five links is very critical. The majority of healthcare workers in Asia are willing to receive COVID-19 vaccination. Perceived COVID-19 susceptibility, low potential risk of vaccine harm and pro-socialness are the main drivers [1]. This may help formulate vaccination strategies in other countries. Vaccination

transmission of mainstream social platforms in various countries should also pay attention to the 5 W transmission process and learn from the influencing factors of the above findings. Other countries can learn from the social platform and 5 W communication models in this study to improve their response. Timely government implementation of stringent measures to reduce viral transmission would benefit mental health, as evidenced by reduced rates of depressive symptoms. This plays a role in controlling the propagator who in the 5 W model.

Conclusion

It can be concluded that as an important social force, social work plays multiple roles in China's epidemic prevention and control, such as resource linker, service providers, educators, psychological counselors, and policy advocates. It works by linking social resources for service targets, providing professional services, carrying out publicity and education, conducting crisis

intervention, strengthening social support and other methods to deeply participate in epidemic prevention and control. But we should also be rationally aware that social work lacks its due structural status in China's public health system and emergency management system. Although medical social work has a certain foundation in China, it is mainly manifested in hospitals, medical social work, and mental health social work. The social work service system has not established a sufficient and effective institutional connection with the public health service system. On the other hand, social work lacks an institutional role when participating in emergency management and disaster relief.

References

1. Chew N, Cheong C, Kong G, Phua K, Ngiam JN, et al. (2021) An Asia-Pacific study on healthcare worker's perception and willingness to receive COVID-19 vaccination. *Int J Infectious Disease* 106: 52-60.