Vol.5 Iss.7 2024
https://doi.org/10.37420/j.cer.2024.101

Research on Irrational Communication Behaviors in Social Media Public Opinions from the Perspective of Mass Aggregation Communication

Wenzhuo Wang*
School of Business English, Mianyang City College, China
***Corresponding author, E-mail: 624179768@qq.com**

Abstract:
With the rapid development of the Internet, the use of social media has become even more widespread. The irrational spread stemming from social media opinions has always been a research object that scholars closely follow. This paper analyzes the formation, impact, and coping methods of irrational spread from the perspectives of psychology, economics, sociology, and communication. The core arguments of this paper are as follows: Firstly, it analyzes the explicit behaviors of online irrational spread; secondly, it analyzes the formation and dissipation of irrational public opinions; finally, it analyzes the impact of irrational public opinions and the corresponding coping strategies, thus providing a new perspective for the analysis of irrational spread behaviors.

Keywords:
Information dissemination, Irrational communication, Online public

1 Introduction

Since 2013, the Internet has developed rapidly, and the speed and range of information dissemination have been greatly expanded. Social media, with its characteristics such as the combination of video and audio and personalized algorithmic recommendations, has attracted a large number of followers ranging from teenagers to the elderly. The anonymity mask endowed by the Internet enables network users to move freely on the network, independently choose to read, follow, and comment on network events. Under the influence of this characteristic, network users can quickly gather on the network regarding an event, driving public opinion. The content of network information is complex, and users' attention becomes dispersed under the aggregation of explosive information, showing a short-lived feature in their attention to events. Thus, the phenomenon of irrational communication frequently occurs. We are curious about this: What is the connection between irrational communication behaviors and the identity of netizens as "group" members?

2 Literature Review

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

2.1 Irrational Behaviors from the Perspective of Philosophy

From the perspective of philosophy, rationality and irrationality are often regarded as a pair of opposing concepts. Rationality is usually understood as the rigor, scientificity, and logicality in thinking and is an important tool for humans to understand and transform the world. On the contrary, irrationality refers to those ways of thinking and behavioral manifestations that do not follow logical rules, lack scientific basis, and may even distort facts. From the perspectives of Heidegger and Hegel, rational thinking is regarded as the path to pursue the "absolute spirit"; while irrationality is based on the concept of the unity of heaven and man and the integration of all things, and the "empathy" born from the innate connection between people is externally manifested as irrationality. This constitutes the philosophical basis for the research on rational and irrational communication.

2.2 Irrational Behaviors from the Perspective of Psychology

From the perspective of psychology, irrationality is regarded as a deviation or distortion in the process of human rational cognition. Meanwhile, irrationality is often associated with strong emotional reactions. These cognitive deviations may drive individuals to make irrational decisions, thus presenting various complex irrational situations on the path to pursue the "absolute idea".

2.3 Irrational Behaviors from the Perspective of Economics

From the perspective of economics, economists focus on the impact of irrational behaviors on market efficiency, resource allocation, and individual welfare. Through empirical research, economists have found that irrational consumption behaviors play an important role in retail enterprises and become an important source of enterprise profits. Through the research of economists, it has been found that there are often a large number of irrational factors in the actual decision-making process, such as risk aversion, ambiguity aversion, and inconsistent time preferences. These irrational factors cause individuals' decisions to deviate from rational expectations, thereby affecting economic behaviors and market efficiency. However, the corresponding research has not deeply explained the fundamental driving forces behind netizens' irrational communication.

2.4 Irrational Behaviors from the Perspective of Sociology

From the perspective of sociology, sociology regards irrationality as the result of the shaping of individual behaviors by the social and cultural environment. Different social and cultural backgrounds, values, customs, and habits will all affect individuals' cognitive methods and behavioral patterns. The phenomenon of irrationality in group behaviors is particularly prominent. In a group environment, individuals are easily influenced by others to do things that are inconsistent with their own wishes. This group polarization phenomenon is especially obvious in the network environment, such as network violence, which is often triggered by the irrational behaviors of a few people and quickly spreads to the entire group. Sociology also focuses on how to reduce the occurrence of irrational behaviors through social norms, educational guidance, and other means.

In conclusion, scholars' definitions and explanations of "irrationality" involve multiple disciplinary fields and theoretical perspectives. Philosophy emphasizes the opposition and contradiction between rationality and irrationality; psychology focuses on the psychological mechanisms and manifestations of irrational behaviors;

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

economics explores the economic impacts of irrational behaviors from the perspectives of market efficiency and individual welfare; sociology emphasizes the influence of the social and cultural environment on individual behaviors and how to guide and reduce the occurrence of irrational behaviors through social norms. However, the above perspectives have not clearly defined Internet "irrational" communication behaviors from an overall perspective and have not conducted in-depth research on their generating motives, formation mechanisms, and effects. Therefore, this paper poses the following question:

What is the connection between irrational communication behaviors and the identity of netizens as "group" members?

3 Research Methods

This paper adopts the research method of in-depth interviews to attempt to answer the above questions.

3.1 In-depth Interview Method

3.1.1 Interview Outline Preparation

The interview questions are mainly divided into three parts:

The first part mainly involves the basic situation of the interviewees, including their gender, age, educational level, etc.

The second part reduces the research question to the degree of awareness of events, the social problems reflected by events, the channels for expressing opinions, the preferences for expressing opinions and the reasons. The interview questions include their views on social hot events, such as the Fat Cat event, and the ways they express their opinions on this event.

3.1.2 Interview Object Selection

This study conducts semi-structured in-depth interviews lasting 30 minutes each with 30 undergraduate and above students. The interviews started in March and ended in April 2024. The interviewees first included 10 undergraduate students from the first to the fourth year of Mianyang City College and Southwest University of Science and Technology. Then, more research samples are recruited through social media. According to the maximum sampling principle of qualitative research methods, when the 28th interviewee is recruited, all the interview contents are sufficient to answer the research questions, and the sample collection is stopped. The interviewees differed in terms of age, occupation, educational level, and region, with a low degree of homogeneity.

The interviews are conducted in the form of WeChat text. The interview results are sorted into verbatim transcripts, with a total of 3756 words in the interview transcripts. The processing of the interview content was completed by the author.

4 Analysis and Discussion

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

4.1 Explicit Behaviors of Online Irrational Communication

In the current information age, the Internet has become an indispensable part of people's lives. It provides a convenient information exchange platform for people, but the irrational public opinions on the Internet that lead to irrational behaviors in reality have attracted attention. Irrational public opinions are easy to arouse public emotions, form group effects, and lead to the occurrence of real problems such as mass incidents. Moreover, they are often accompanied by the spread of rumors and false information, misleading public judgment and causing social panic and unrest. Some netizens have emotional cognitive biases when disclosing social problems, conducting "media trials", and triggering subsequent extreme remarks and behaviors. Therefore, irrational public opinions often turn a blind eye to positive guidance, instead focusing on and intensifying conflict events, leading to a further escalation of social contradictions.

Irrational public opinions on the Internet are easy to trigger mass incidents in reality. When some social problems attract wide attention and discussion on the Internet, people may organize themselves through the Internet and take some collective actions. If these collective actions are not effectively guided and managed, they may evolve into mass incidents, causing damage to social order. In the content of the interviews regarding the Fat Cat event, the huge influence of online irrational public opinions was demonstrated. It is like a mirror, reflecting people's irrational behaviors in reality, which is a wake-up call.

In this interview, we found that all the interviewees learned about this event through social media such as Weibo, Douyin, and Xiaohongshu, and chose to "take sides" by means of "comments". Even some interviewees supported the "Fat Cat" by ordering takeout to send to the bridgehead due to some netizens. However, as more evidence emerged during the fermentation of the event, all the interviewees changed their camps. Even the interviewees who had placed orders on Meituan to support the "Fat Cat" also said that they were "poor judges of people" and were guided by the public opinion of netizens on Weibo and other social media, and thus made irrational behaviors. Therefore, in the "Fat Cat" event, the irrational communication was particularly prominent. Some netizens fabricated rumors to attract traffic and draw attention, not only causing harm to the person involved, Tan, but also having a bad social impact. In addition, some netizens believed and followed others blindly, hastily participating in the moral criticism and personal attacks on Tan, and finally brewing a storm of network violence. These behaviors deviated from the fundamental purpose of public discussion, were based on false information, and were completely irrational manifestations. This event reflects the complexity of online public opinion, warning netizens to adhere to multi-party verification when participating in online speech, avoid inciting emotions and misleading public opinion, and emphasize the importance of stating facts calmly, comprehensively, and objectively, thus confirming that irrational communication is closely related to the identity of "netizens".

4.2 Formation and Dissipation of Irrational Public Opinion Behaviors

Irrational public opinions on the Internet are easy to lead to irrational behaviors in reality, which poses a threat to social harmony and stability. In the research on irrational public opinions, we found the following reasons for causing irrational behaviors:

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

4.2.1 Economic Factors

4.2.1.1 Business Competition

In a market economy, enterprises may suppress their competitors by creating public opinions in order to compete for market share and profits. For example, some enterprises may hire online water armies to release false information or negative evaluations to smear the products or services of their competitors, thus guiding consumers to choose their own brands. This kind of business competition behavior is easy to trigger irrational public opinions because consumers are often difficult to distinguish the authenticity of information and are easily misled. The competition between different industries may also lead to the generation of irrational public opinions. For example, the rise of emerging industries may impact traditional industries. To safeguard their own interests, traditional industries may resist the development of emerging industries through public opinion means. This kind of interest conflict between industries is easy to trigger irrational arguments and public opinions.

4.2.1.2 Personal Economic Interests

Some individuals may deliberately create hot topics or spread false information to attract attention and traffic in order to obtain economic benefits. For example, some self-media people may exaggerate facts and fabricate stories to obtain more fans and advertising revenues. This kind of behavior is easy to trigger irrational public opinions because people are often attracted by exaggerated and dramatic contents and ignore the authenticity of information. Especially in the financial market, some investors may create market panic or optimistic emotions through public opinion means to influence stock prices or exchange rates. Some institutional investors may release false research reports or messages to mislead the decisions of other investors, thus obtaining profits. This kind of behavior not only triggers irrational public opinions but also may affect the stability of the financial market.

4.2.1.3 Employment Pressure

Economic downturns or industrial structure adjustments may lead to an increase in employment pressure. People's concerns about employment prospects are easy to trigger irrational public opinions. In some areas, due to industrial upgrading or enterprise closures, a large number of workers are unemployed. The unemployed will express their dissatisfaction and anxiety through channels such as the Internet, thus triggering social attention. If this public opinion is not timely and effectively guided, it may further exacerbate social contradictions. Meanwhile, employment competition may also lead to the generation of irrational public opinions. In some popular industries or occupations, due to fierce competition, people may attack their competitors through public opinion means to improve their own competitiveness. This kind of behavior not only destroys the environment of fair competition but also may trigger irrational public opinion conflicts.

4.2.2 Social Factors

4.2.2.1 Differences in Class Cognition

People of different classes have different cognitions and understandings of the same problem due to differ-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

ent life experiences and educational backgrounds. These cognitive differences may lead to difficulties in understanding and communicating with each other, thus triggering irrational arguments. For example, regarding a social welfare policy, high-income classes may think that it will increase the tax burden, while low-income classes may think that it is a necessary guarantee. The cognitive differences between the two sides are easy to trigger fierce public opinion conflicts.

4.2.2.2 Lack of Trust in the Government and Institutions

If the public lacks trust in the government, media, enterprise, and other institutions, when facing various events, they are likely to have a skeptical and questioning attitude. This lack of trust may lead people to be skeptical of official information and more likely to believe unconfirmed rumors and hearsay, thus triggering irrational public opinions. For example, in some sudden events, if the government's information release is not timely or transparent, the public may be misled by various rumors, forming irrational public opinion pressures.

4.2.2.3 Collision of Multiple Cultures

With the development of globalization, the exchanges and collisions between different cultures are becoming more and more frequent. Different cultures have differences in values, moral concepts, and behavioral norms. These differences may trigger conflicts and arguments on some specific problems, forming irrational public opinions. For example, in the conflict between cultural traditions and modern concepts, people of different cultural backgrounds may have different views. During the argument process, both sides may be emotionally excited, leading to the public opinion going irrational. The coexistence of multiple cultures may also lead to confusion in value concepts. When people face different value concepts, they may feel confused and at a loss, and in this state, they are easily attracted by some extreme views, thus forming irrational public opinions.

4.2.3 Psychological Factors

4.2.3.1 Cognitive Bias

When people receive information, they often selectively pay attention according to their own interests, needs, and values. This means that they may only focus on the information that conforms to their own views and ignore other important information. This selective attention will lead to an incomplete understanding of events, thus easily forming one-sided views and irrational public opinions. In some political disputes, people who support a certain political party may only focus on the positive news and remarks of that party and turn a blind eye to the views and evidence of other parties. This will make their views more extreme and difficult to accept different opinions, thereby triggering irrational arguments.

4.2.3.2 Stereotype

Stereotype is the fixed and one-sided view that people have of a certain group or thing. When people are affected by stereotypes, they will quickly judge and evaluate specific events or people without considering the specific situation and individual differences. This stereotype is easy to trigger prejudice and discrimination, thereby forming irrational public opinions. In some events involving gender, race, or occupation, people may

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

evaluate the relevant personnel according to their stereotypes and ignore the specific facts and background. This one-sided evaluation is easy to trigger disputes and conflicts, leading to the generation of irrational public opinions.

4.2.3.3 Emotion-Driven

Anger and fear are two strong emotions that are easy to trigger impulsive reactions and irrational behaviors. When facing some unjust, dangerous, or threatening events, people often feel angry or fear, and these emotions will affect their judgment and decision-making, making them more likely to accept extreme views and remarks. Not only that, sympathy and pity are also common emotions that can prompt people to care about the difficulties and pains of others and take actions to help them. However, excessive sympathy and pity may also lead to irrational public opinions. When people are touched by the miserable situation of an individual or a group, they may lose rational judgment and blindly support their demands without considering their rationality and feasibility.

4.2.4 Dissipation of Irrational Public Opinion Behaviors

The information on the Internet is updated rapidly, and new hot events keep emerging, so that the previous irrational public opinions are quickly covered by new information. As time passes, people's attention will shift to other events, and the previous irrational public opinions will gradually fade out of the public view. So irrational public opinions dissipate after a while, showing the characteristic of "the Internet has no memory".

The theory of the mob points out that groups are prone to showing characteristics of lacking rational thinking and blindly following. In the Internet environment, when an event attracts public attention, a large number of netizens may quickly form a group public opinion tendency based on emotions or one-sided information without understanding all the facts. However, this group's attention and emotions are often short-lived and easily transferred. Once a new hot event appears, the group's attention will quickly shift to the new topic, and the irrational behaviors and discussions in the previous event will gradually be forgotten. For example, the online heated discussions triggered by some entertainment gossip events often stop being concerned about the previous event after new entertainment news appears. The group gatherings on the Internet are often temporarily formed based on a specific event or topic, without a clear organizational structure and long-term common goals. This temporary group is easy to disband after the event's popularity declines, and the previous irrational behaviors are difficult to continue to ferment due to the lack of continuous promotion by the group. Moreover, the anonymity of the Internet makes the connections between group members relatively loose, lacking a sense of responsibility and belonging, further exacerbating this instability. In the mob behavior, individuals may show irrational behaviors under the influence of the group atmosphere. But as time passes, when individuals break away from the group's influence and return to a relatively independent thinking state, they may reflect on and self-correct their previous behaviors. Meanwhile, individuals will also, out of the psychological need for self-protection, avoid over-focusing on their past irrational behaviors to avoid unnecessary trouble or negative evaluations. This individual self-adjustment and protection mechanism also makes it difficult for irrational behaviors on the Internet to last long.

The implosion theory emphasizes that modern media technologies have caused the amount of information to increase dramatically, and the expansion of information is like the Big Bang, and the boundaries between

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

the media and reality are gradually blurred, forming a "hyper-reality" state. In the Internet environment, a large number of information keeps emerging every day, and the update speed of information is extremely fast. This information overload makes it difficult for people to maintain long-term attention and memory for each event. The information related to past irrational behaviors will be submerged and replaced by the continuously emerging new information, thus gradually disappearing from people's view. For example, some network events that once caused disputes, after a period of time, due to the continuous emergence of new news hotspots, their attention on the Internet will quickly decline and finally be forgotten. According to the implosion theory, the meaning of the information conveyed by the media will gradually implode into meaningless noise during the continuous propagation and evolution process. On the Internet, the propagation and interpretation of information are often diverse, and different people may have different understandings and interpretations of the same event. As the information is continuously propagated and discussed, the original meaning of the event may be distorted, blurred, or dissipated. When the meaning of the event becomes no longer clear, people's attention and memory of it will gradually weaken. For example, some network rumors, during the propagation process, their contents and meanings are continuously distorted and finally become worthless, and people will also stop paying attention to it. On the Internet, the connection between the virtual world and the real world is getting closer and closer, and it is difficult for people to distinguish which events actually happened and which information has been processed or fabricated. This integration of the real and the virtual makes people lack a sense of authenticity and in-depth understanding of the events on the Internet, thus resulting in a lack of deep memory of irrational behaviors. When the authenticity of an event is questioned, people's attention to it will quickly decrease, and the irrational behaviors will also be forgotten accordingly.

People will also stop paying attention to it. On the Internet, the connection between the virtual world and the real world is getting closer and closer, and it is difficult for people to distinguish which events actually happened and which information has been processed or fabricated. This integration of the real and the virtual makes people lack a sense of authenticity and in-depth understanding of the events on the Internet, thus resulting in a lack of deep memory of irrational behaviors. When the authenticity of an event is questioned, people's attention to it will quickly decrease, and the irrational behaviors will also be forgotten accordingly.

4.3 Influences and Countermeasures of Irrational Public Opinions

4.3.1 Influences of Irrational Public Opinions

For individuals, those who are at the focus of irrational public opinions will suffer from cyber attacks, verbal abuse, and malicious speculation, thus feeling anxious, fearful, and helpless. Such psychological pressure may lead to mental illnesses such as depression and anxiety, seriously affecting individuals' physical and mental health. For example, after being attacked by irrational public opinions, public figures' work and life are greatly affected, showing symptoms such as low mood and insomnia. Moreover, irrational public opinions are often accompanied by rumors, false information, and malicious slander, which will greatly damage personal reputations. Once the reputation is damaged, an individual's image and status in society will be seriously affected, facing problems such as social barriers and hindered career development. For ordinary people who are unjustly involved in online public opinion events and smeared by false information, people around them will have misunderstandings and prejudices, and their lives will be greatly troubled. Finally, when facing irrational public opinions, individuals will often be in a difficult situation. Whether it is the impact on psychology

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

or reputation, it may have a long-term negative effect on an individual's future development. In the Fat Cat event, the interviewees more or less helped one side to "speak out". Even if it was just a few words, but many a little makes a mickle. Tan was bombarded with thousands of accusatory comments every day. Even some well-known bloggers publicly voiced support for the "Fat Cat", which unconsciously added another layer of pressure on Tan, and the damage to his personal reputation and psychology was immeasurable.

For society, the frequent occurrence of irrational public opinions undermines the social trust system. When people see false information, rumors, and malicious attacks on the Internet, they will doubt the authenticity of information and become more vigilant about others' motives and behaviors. This not only affects the relationship between people but also threatens social stability and development. For example, in public events, irrational public opinions cause the public's trust in the government, media, and enterprises to decline, increasing the difficulty of government decision-making and implementation, and damaging the credibility of the media and the image and reputation of enterprises. Many interviewees said that after the Fat Cat event, their speech on social platforms decreased significantly. For similar events, they all chose to be silent 不约而同， showing the behavior of "not supporting one side nor attacking the other side", just "surfing" on the Internet as "onlookers".

For platforms, irrational public opinions are accompanied by a large amount of false information, rumors, one-sided views, and extreme remarks, which are widely spread on the platform, interfering with users' acquisition of true, accurate, and useful information, reducing the efficiency and quality of information acquisition, and affecting users' trust and satisfaction with the platform. In sudden public events, the spread of irrational speculations and false rumors misleads the public, and the quarrels, attacks, and confrontations between users damage the communication atmosphere, making users afraid to express their views and suppressing their participation and enthusiasm. If irrational public opinions frequently occur on a platform and are poorly managed, users will doubt the platform's information supervision ability, doubt the authenticity and reliability of information, the platform's credibility will be damaged, and users will be lost. Irrational public opinions will also associate the platform with negative events or bad behaviors, damaging the brand image, affecting users' choices, partnerships, and market competitiveness. The large amount of false information brought by irrational public opinions requires the platform to invest more manpower in monitoring, managing, and handling, increasing manpower costs, such as forming public opinion management teams, increasing auditors, and strengthening staff training. At the same time, the platform needs to upgrade and improve its technical system, increasing technical costs. In addition, users may post remarks and information that violate the legitimate rights and interests of others. If the platform does not handle them in a timely manner, it may face legal lawsuits and compensation liabilities, and may also be punished for involving illegal and irregular remarks, affecting normal operation.

4.3.2 Countermeasures for Irrational Public Opinions

4.3.2.1 Countermeasures for Individuals

When facing irrational public opinions, individuals should improve their media literacy. They should learn to analyze information using critical thinking, not easily spread unconfirmed content, remain calm and rational when participating in discussions, respect different views, pay attention to their words and deeds,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

and control their emotions to avoid conflicts. At the same time, they should actively participate in rational discussions, support their views with objective facts and data, avoid emotional expressions, share and like high-quality content when they see it, and convey rational thinking and values to those around them to create a rational online environment.

4.3.2.2 Countermeasures for Society

In terms of society, education and publicity should be strengthened. Media literacy education should be incorporated into the school education system to cultivate students' ability to distinguish information and think rationally. Training for adults should also be carried out to improve the media literacy of the whole nation. Through media publicity of network moral norms, making public service advertisements, and carrying out theme activities, the public's awareness of network morality should be improved. Laws and regulations should be established and improved. Perfect regulations should be formulated according to the characteristics of online irrational public opinions to combat and punish behaviors such as maliciously manufacturing and spreading false information, strengthen supervision and law enforcement, and establish and improve the network law enforcement mechanism. Social supervision should be strengthened. Social organizations should carry out supervision and intervention activities, organize volunteers to guide civilized Internet access, establish a public supervision mechanism, and timely handle reports and complaints and give rewards and protection.

4.3.2.3 Countermeasures for Platforms

Platforms need to strengthen content review, establish professional review teams, screen content by combining manual and intelligent algorithms, delete and block irrational public opinion content, optimize the review algorithm to improve accuracy and efficiency. The reporting mechanism should be improved, convenient reporting channels should be set up, an efficient handling process should be established, and feedback and rewards should be given to reporters. Rational discussions should be guided. Platform rules should be formulated to regulate users' speech and behavior, and rational thinking and discussion should be guided by recommending high-quality content and promoting rational views. Technical means should be upgraded. Artificial intelligence should be used to monitor and warn of irrational public opinions in real time, cooperate with authoritative institutions to establish a rumor database, identify and refute false information, and punish users who spread rumors. Irrational behaviors are particularly prominent in the network environment, and their disadvantages are obvious, such as misleading the public, destroying the network ecosystem, and violating the rights and interests of others. We should take effective measures to deal with online irrational public opinions, guide the public to view problems rationally, and avoid the occurrence of irrational behaviors. Only in this way can a healthy, harmonious, and stable network environment and social environment be created.

5 Summary and Reflection

Irrational behaviors are particularly prominent in the network environment, and their disadvantages are obvious. Nowadays, the Internet is flooded with a large amount of unconfirmed information, rumors, and false news. These information often attract attention with exaggerated headlines and eye-catching content, misleading the public. In the era of information explosion, it is difficult for people to distinguish the authenticity

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

of information and are easily misled by false information, thus triggering irrational behaviors. Even some self-media people deliberately create and spread false information in order to pursue traffic and attention. They take advantage of the public's curiosity and emotions to fabricate various sensational stories, seriously affecting the authenticity and credibility of network information. In the network environment, people are more likely to be affected by emotions and make emotional expressions. In some hot events, netizens often post comments based on their subjective feelings and emotional impulses without fully understanding the facts. Such emotional expressions are likely to trigger disputes and conflicts, intensifying the tense atmosphere on the network. And the discussions on the network often lack rationality and constructiveness. People often only focus on their own views in disputes and are unwilling to listen to different opinions. Once there is a disagreement, they are likely to fall into quarrels and attacks instead of having rational dialogues and exchanges. Some netizens lack logical thinking and analysis ability in discussions and simply repeat their own views or carry out personal attacks. Such a lack of rational discussion method not only fails to solve problems but also intensifies contradictions and conflicts, destroying the harmony of the network environment.

With the continuous development of science and technology, everyone has become a part of the Internet, resulting in the frequent occurrence of cyber violence. However, there are still some deficiencies in the current network space supervision. Although there are some laws and regulations to regulate network behaviors, in actual implementation, there are still problems such as insufficient supervision and inadequate punishment. Some bad behaviors and illegal and criminal activities on the network cannot be effectively stopped and punished in a timely manner, thus fueling the bad atmosphere in the network environment. The technical means of network supervision also need to be improved. With the continuous development of network technology, new network problems and challenges keep emerging, and the existing supervision technical means are difficult to fully adapt to the changes in the network environment. For example, in terms of the identification and filtering of false information, the monitoring and warning of cyber violence, etc., further technological research and development and application are needed.

In conclusion, the governance of network space has a long way to go. We need the joint efforts of the whole society to strengthen the verification of information authenticity, guide the transformation from emotional expressions to rational expressions, create an atmosphere of rational discussion, combat cyber violence, strengthen network supervision, and continuously improve the quality and level of the network environment to create a civilized, harmonious, and safe network space for people.

References

[1].Wang Haiqin, Shen Chao & Yu Xunjie. (2024). Research on the Short Video Public Opinion Dissemination Model from the Perspective of Irrational Information Expression. Southeast Communication, (07), 17 - 21.(in Chinese)

[2].Zhang Tieyun & Zhang Kun. (2024). Re-discussing the Irrational Factors in Communication Practice: Conceptual Meanings,Structural Relationships and Functional Mechanisms. Youth Journalist, (07), 32 - 37.(in Chinese)

[3].Zou Ting. (2023). An Analysis of the Irrational Communication Phenomena and Coping Strategies in the Post-truth Era - Taking the Interview Practice of First Financial Video News as an Example. Shanghai Radio

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

& Television Research, (02), 115 - 120.(in Chinese)
[4].Yu Guoming & Mao Lulu. (2021). Misinterpretations and Corrections of the Irrational Factors in the Communication Ecology and Network Public Opinion. Journal of Guangzhou University (Social Science Edition), (03), 29 - 33.(in Chinese)
[5].Xu Ying & Cheng He. (2018). The Influence of Irrational Emotions on the Dissemination of Moral Events and Their Guidance. Journal of Zhongzhou University, (05), 72-76.(in Chinese)
[6].Yan Feng & Liu Lei. (2018). The Socialized Dissemination of Personal Emotions in Social Media and Its Irrational Analysis - Starting from the Public Opinion Climax Caused by the "Jiang Ge Case". Contemporary Communication, (03), 79 - 81.(in Chinese)
[7].Liu Shichao & Zhang Zhijian. (2018). Distortion, Irrationality and Loss of Subjectivity: The Anomalies of Network Public Opinion in the Post-truth Era - Taking the "Jiang Ge Case" as an Example. Southeast Communication, (03), 81 - 84.(in Chinese)
[8].Wang Yijia & Huang Qi. (2017). The Irrational Dissemination of Network Public Opinion - Taking the "Luxian Taifu Middle School Incident" as an Example. Today's Media (07), 38 - 39.(in Chinese)
[9].Yuan Shengqian. (2017). Strategies for the Diffusion and Dissipation of Irrational Factors in Network Public Opinion Dissemination,M..Dissertation,Shandong Normal University.(in Chinese)
[10].Zou Ting. (2023). An Analysis of the Irrational Communication Phenomena and Coping Strategies in the Post-truth Era - Taking the Interview Practice of First Financial Video News as an Example. Shanghai Radio & Television Research, (02), 115 - 120. (in Chinese)
[11].S.V. Kushchenko.(2019).Correlation of Rational and Irrational in Social Communications. (eds.)
[12].Stefan Büttner.(2017).The communication between feelings and reason: How rational is the irrational in Plato.History of Philosophy Logical Analysis, (1), 52-52.
[13].Janjani Parisa,Momeni Khodamorad & Rai Alireza.(2017).Mediating Role of Irrational Beliefs in the Relationship between the Quality of Family Communication and Marital Satisfaction.World Family Medicine Journal/Middle East Journal of Family Medicine, (7), 89-94.
[14].Mi Kyung Choi.(2015).The Relationships between Irrational Beliefs, Communication with Parents and Career Maturity of Adolescents.Korean Journal of Youth Studies, (3), 287-321.
[15].Juliane Kaminski,Marie Nitzschner,Victoria Wobber,Claudio Tennie,Juliane Bräuer,Josep Call & Michael Tomasello.(2011).Do dogs distinguish rational from irrational acts?Animal Behaviour, (1), 195-203.
[16].M. Telescu,N. Tanguy,P. Brehonnet & P. Vilbe. (2007). Fast communication: Efficient Gram-matrix computation for irrational resonant systems using Kautz models.Signal Processing: The Official Publication of the European Association for Signal Processing (EURASIP), (12), 3234-3240.
[17].L.Z. Cheng.(2000).Uniqueness of self-fractional Fourier transform with irrational order and a supplement to Caola–Mendlovic, Ozaktas and Lohmann's rule.Optics Communications, (4), 265-268.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)