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The relationship between media form and public opinion under the media environment study

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Abstract:
Public opinion is a barometer of the society, which reflects the social emotion, social reality and the focus of public attention. Public opinion is the subjective reflection of the social public to the social reality within a certain period in a certain scope, which is the comprehensive reflection of the group thoughts, psychology, emotion, will and requirements. Public opinion not only reveals the potential crisis in the society, but also reflects the public's opinions and attitudes on some problems and phenomena, revealing the contradictions and conflicts in the social reality. Nowadays, in the era of rich media, people's different preferences for the use of media have created different types of media users, and they form different public opinions on specific events in the interaction of cyberspace. From the perspective of media environmental science, this paper takes "Fat Cat event" as an example, uses the questionnaire method to analyze the media use behaviors and characteristics of audiences who prefer to use text, video and audio one by one, and then explore the connection between media form and social public opinion.

Keywords:
Online public opinion, Social media, Media environment, Pan-entertainment

1 Introduction

1.1 background information

At the beginning of 2024, the "Fat Cat incident" attracted wide attention and caused widespread discussion on various platforms. Douyin users made a sad video to remember it and called it a pure love warrior, while Xiaohongshu users criticized the food waste caused by Fat Cat, and Weibo users had various speculation about the incident. With the advent of the era of rich media, people can have access to the same information through multiple channels. However, we observe that people who watch the same information in the same media form and channel have roughly the same reactions, while different media forms form different public opinions. Why is the public opinion on the same event so different between different channels? Will there be any interaction between the users of the same platform?

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2 Literature review

2.1 Media environment science

Since the study of media environment, scholars have different definitions of it. Potsman, the founder of media sociology, views media environment from the perspective of sociology, believing that he studies the way that media affects human perception and the influence of the interaction between human beings and media on the living environment. Lance Sadvance, from the perspective of linguistics and semiology, broadened the research scope of media environment and emphasized the leading role of media form and information coding in media environment; Christian Nistrom viewed the complexity of media environment from a philosophical perspective and regarded it as a "metadiscipline" in its infancy. Although all three scholars study media environment from different perspectives, they all regard media environment as an ecological environment and believe that media environment is the research branch of sociology, ecology, philosophy and linguistics— This is both the basis and core of the research of media environment.

In the Internet era, mobile media has timeliness, portable, openness and interactivity, which has penetrated into all fields of people's life, entertainment and work. Therefore, although the media environment is not a material media field, it extends the boundary of people's participation in social life in the form of information network.

However, although these studies suggest the importance of media environment science for communication, they ignore how to use media environment science to actively influence media social life.

2.2 The media forms

Media form is the form and type of media, including traditional media forms such as newspapers, magazines, radio, television, and new media forms such as network media, social media, mobile applications. Review history can know the development of science and technology and economic development to promote the formation of new media form, economy and technology is the premise of the development of media, media operation mode changing, form accelerated evolution, function also change, so different media formed in a specific space and time field, and contain different users and audience, these factors together to the ideology, produced a variety of media form, together in the role of people's media life, affect the human social communication and view the perspective of the world.

However, these studies do not directly explain the relationship between media form and online public opinion, so they cannot answer our questions.

2.3 Online public opinion

Xu Hailing and Hou Yajuan in the sudden network public opinion event situational awareness model and its application of empirical use in the analysis of real data and simulation method of computer system research network public opinion, including emotion analysis, machine learning and data mining, etc., extract valuable information from large-scale network data, build model simulation complex public opinion in reality, with the aid of computer computing ability to simulate the real evolution, to reveal the characteristics of the evolution.

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Guang-hui ye in the network public opinion multiple subject collaborative governance simulation study using Agent modeling research, defines the network public opinion in the different subject and its attributes, then according to the network public opinion to participate in the governance subject, divided into network homemade, traditional management and multiple subject collaborative governance three modes, finally combined with the real public opinion events, with the help of Netlogo for the following three modes of network public opinion simulation analysis, put forward the multiple subject collaborative governance mode, netizens, the media and the government subject synergy, can make the network public opinion get better governance point of view.

However, as above, the research on online public opinion does not explain in detail how public opinion is different in different media forms, so it cannot answer our question.

2.4 Questions

The paper tries to answer the following questions from the perspective of media science, media sociology, media form and network public opinion theory:

Why do people in different media channels see the same event but produce different public opinion? How does the media form specifically affect the network public opinion? Are the people of the same medium being influenced by each other? Does the online public opinion reflect the opinion of most people in this media? Is it necessary to have different views on the same event?

3 Research methods

This paper adopts the research method of questionnaire survey to attempt to answer the above questions.

3.1 Questionnaire survey method

3.1.1 Assumption Establishment:

Based on the above questions, the corresponding assumptions are proposed here:

H1: The higher the frequency of using graphic media, the better the audience who prefer graphic media will be at analyzing the advantages and disadvantages.

H2: The higher the frequency of video media use, the more likely the audience who prefer video media is to become pan-entertainment.

H3: The higher the frequency of using audio media is, the stronger the stickiness of the audience preferring audio media is to their original views.

To prove the hypothesis, this study use a questionnaire survey, sample the population, and produce questionnaires.

3.1.2 Sampling method

The corresponding subjects of this hypothesis are the middle-aged group aged 18 to 45 years who use mo-

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bile phones more frequently.

First of all, we conduct a representative sampling of this group, and select the students and their parents and friends in some universities in Beijing, such as North China University of Technology and Communication University of China, as the overall research group. Second, we perform a stratified diversity-level sampling of the sampling box. Seventy students are selected as a sample group.

Data collection, collation and analysis are completed on August 13,2024. The survey is mainly based on open and closed topics, and the main contents are: (1) basic information confirmation: including age and gender; (2) division of audience use frequency types: graphic media, video media and audio media use duration and preference comparison; (3) survey of preferred media use behavior: summarize use behavior and preference from three dimensions of cognition, emotion and behavior.

This questionnaire contains 16 questions, including 6 multiple choice questions, 2 multiple choice questions, 1 sequencing question, 5 matrix questions, and 1 fill-in-blank question. Adopt the online way, through wechat circle of friends, Douyin, small red book distribution.

4 Preference for graphics: a more extreme expression

We usually stereotype the audience of graphic media, believing that they will be more rational or more thoughtful, and tend to analyze the pros and cons when looking at problems, but the results of data surveys are quite different. The survey results show that the audiences who prefer pictures and pictures will not necessarily look at the problems more objectively and comprehensively, but may produce extreme views. Therefore, we first need to analyze the characteristics of the graphic media and the conditions of extreme views.

4.1 Image media: both intuitive and group nature

From the characteristics of image media, image, as a carrier of information dissemination, has an intuitive, popular and entertaining. The holder of the viewpoint presents the ideological spirit and abstract language instantly through the concise and clear image symbols, making it easier for people to receive information. When viewing an image, you can make a judgment in the fastest time according to your own perception. At the same time, the graphic media manufacturing cost is low, also means that the threshold is low, any age, social status, education background can be with a snap pictures as the carrier of its view, do not need professional technology and calculation, make different ideas with faster speed into the media and seen by other users, with diversity and immediacy. In the little red book, for example, we find that the frequency of patients with depression always is very high, also often brush to some even the avatar without replacement, id is still coding user with a picture unrelated with text, talk about their life troubles, the narrative has no logic, almost a comma or exclamation point, a lot of description about emotions, without any tag, even in the next day was deleted. This just reflects the low threshold and immediacy of the graphic media.

Another remarkable feature of the graphic media is that the retrieval function is accurate enough. In the video medium, people want to find a video, but forget the creator and title of the video, and only remember the content, so even if people recite the lines in the video backwards, they cannot retrieve the video immediately. And the graphic media is different from the same, as long as the user down those keywords, the user can

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accurately search out all the views with this keyword in the near future. For example, in the graphic media, when we want to search the photographic notes of western Sichuan a few days ago, we can directly search the memory of the copy "summer western Sichuan never lack of vitality", and then in the searched notes, we can successfully lock; but if in the search, the video media, the text is not the main expression of the video media, the author may only take the western Sichuan tag, and the subtitle as the subtitles in the video, we can only search the text in the title area, but can not search the subtitles inside the video, so although remember all the text content of the video, also can not accurately search. This characteristic makes it easier for the graphic media to retrieve the content they want to search for. At the same time, again, for example, in the original fat cat event, you have a different point of view, when you are in the search bar search "I don't regret fat cat", in Douyin can only search a large number of tag for fat cat video, most are to remember, and you want to search for the original intention is far, and in the little red book, you can search at the same time with "fat cat" and "sorry" two keywords notes, and also the fat cat skeptical notes. Therefore, the text retrieval of graphic media helps us quickly find like-minded partners with group nature.

4.2 Group interaction drive the generation of extreme views

Nowadays, the decentralization of agenda setting brought about by digital technology allows users to express their views when participating in media life, but the content produced is not always objective, rational, positive and friendly and even has extreme views. Extreme view refers to those thoughts or behaviors expressed in an extremely extreme way beyond the daily accepted norms and mainstream ideas. This view may involve an extreme understanding of an issue, often strongly emotional and exclusive, and have a fierce resistance to other different views.

Extreme views have three main characteristics: first, extreme views are irrational and run counter to science. According to the view of group polarization, this irrational interaction is a necessary condition for group polarization, and the extreme view is the result of group polarization. Second, extreme views are usually purposeful, sometimes to create gimmicks to attract attention, so the pursuit of utility is the inherent motivation of extreme views. Third, extreme views are highly certain and can quickly assemble the emotions of the group. Therefore, the definite and collective environment provides the context for extreme views and helps the generation and diffusion of extreme views. At the beginning of the fat cat event, for example, many people published a "fat cat to mother belly" "fat cat I to accompany you" these comments, is extremely irrational, and the overwhelming of these comments, because represented by the new young dozens of web celebrity post backed fat cat, its fans and advocates under the guidance of its trusted opinion leaders, to "support fat cat" it is sure, so quickly assembled, on each other's comments, exaggerated feelings, created numerous laughing "tramp" extreme speech.

To sum up, we can know that extreme view is a view that produces and grows under the influence of groups. Therefore, extreme view not only requires users to frequently use the media frequently, but more importantly, deeply participate in group activities and group discussions. Only when users really interact with other groups can their participation be effective.

4.3 Characteristics of images: to provide the soil for the generation of extreme views

It is the characteristics of image media that lead to the emergence of extreme views. What is really influen-

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tial is the frequency of the audience contacting the group views, which has nothing to do with the frequency of using graphic media alone.

First, the immediacy and low threshold of the image media provide the conditions for the irrational expression of the audience. Publishing extreme views is usually intended to meet the psychological needs of people. For example, when people want to express extreme emotions because of a news, the graphic media with the lowest cost becomes the first choice. Therefore, people are usually at the peak of emotions and the most chaotic thoughts, knocking down text without thinking and clicking to publish. In this mental state of mind, people easily generate irrational, impulsive and anti-scientific views of individual extremism. Since then, the impact of such extreme views has been small, but the particularity of image media will soon develop individual extreme views into group extreme views.

The literal nature of the image media helps the audience to quickly lock in the group field for irrational interaction. How does the image medium spread extreme views? The first step is the grouping. Media has material, different media have different material, graphic media is composed of pictures and text, but in most of the graphic media, image is often auxiliary text, for text visual content, serve the text, so in the graphic media output content, the text content is often the focus of the user want to express and emphasize. Audiences who often use graphic media are also familiar with this rule, which has almost become a convention for audiences to generate content in order to be seen more well, so that people with the same views can quickly retrieve it. For example, when an audience comments on a hot event, often in the news tag, a brief overview of the content of the news will express their views, the subconscious for the media, it is to promote the retrieval efficiency of the audience, and guide the additional comments. Therefore, when people want to find an organization, they only need to type down the keywords in the search bar, and they can quickly and accurately locate the target content and users, and complete the preliminary screening of the audience themselves, which is unattainable for the audio audience and the video audience. Under this particularity, in the face of emergencies, the active audience who are good at generating content quickly publish their opinions, waiting for the approach of friends, and those who are not active enough actively find identical opinions through retrieval, and send approval signals to the publishers through likes and comments. In this trend, users quickly "huddle together", deepening their views and giving each other certainty.

The image medium brings about extreme perspective certainty. Extreme views in certain environment to wanton growth, and the characteristics of the graphic media contributed to the group gathering, boost the formation of the community, make each view within the community users in their view of the strong sense and confidence, the certainty makes them more irrational, even spontaneous through various media participation behavior to express their determination, such as spread their views to persuade more audience, to expand their territory, or with opposing views, to show their views the only right.

Therefore, the audience of graphic media is easy to produce extreme views when commenting on events. This extreme view is not affected by the frequency of users 'use of graphic media, but comes from the psychology of users' desire to be recognized, and is related to the depth of users' participation in media community activities.

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5 Preference for video: it is easier to produce a pan-entertainment tendency

After the text and text media, it is the deepest impact on everyone's life- is also the media with the largest proportion of the audience in the survey results-video media. We usually believe that the audience of video media will tend to be pan-entertainment, and the same is true of the survey results. According to the data results, the audience who prefers video is susceptible to the frequency of use in cognition and emotion, compared with that of graphics and audio. Why is this such a difference? We also want to look at the characteristics of the video media.

5.1 Video media: both multisensory and audience diversity

Video media has more medium, make people can not only enjoy audio-visual intuitive and fax, also can through text labels, image reinforcement form multimedia complementary comprehensive effect, in audio-visual emotional impact cause emotional resonance, brand psychological memory, and through the repeated reinforcement make up for the audio-visual media, reduce the loss of information.The multiple materiality of video media has greatly mobilized all of our senses, enabling the audience to achieve almost complete immersion. This kind of immersion allows us to easily enter any context, quickly mobilize and change emotions, and experience great joy and great sorrow in just a few minutes.

The threshold of video media is also very low, which is very different from that of graphic media. Graphic media low threshold is low threshold, and the video media is the identity of the audience involved in the low threshold, graphic media need users at least literacy or have certain cultural experience, video media only need users to have a mobile phone and the video, the low barriers to entry makes the video media audience throughout the range of age, occupation, social status, this characteristic leads to video media has popular, break the barriers of art and ordinary people in daily life, release and create content is no longer a director or artist, but ordinary people record their own life, more can cause the resonance of the public.

5.2 Video media breeds the tendency of pan-entertainment

"Pan-entertainment", that is, empty and superficial entertainment, is in essence a kind of ideology that combines consumerism and hedonism. With modern media as the main carrier, shallow and empty content can relax people's nervous and emotional performance, so as to achieve pleasure.

Consumerism stimulates hedonism, and hedonism leads to "pan-entertainment". Consumerism takes the lifestyle and values centered on excessive consumption and material enjoyment, emphasizes the importance of individual self-satisfaction and happiness, and regards consumption as the main way to realize self-value and identity. Its main feature is to ignore the unique attributes of culture itself, blindly pursue the sensory pleasure brought by culture, which can also be said to be "spend money to buy happiness". This emotional indulgence of material desire also leads to indulgence of pleasure. In Douyin, we often brush to some strange products, such as frying pan shell, spider man launcher, photo custom special pillow, running male voice, etc., their work is not delicate, some even very inferior, but the monthly sales is still tens of thousands of people, in the blogger comment area asked link, this is the result of "everyone crazy" short video environment, people spend money just to buy happy, even if those items for an entertainment after no use, but people still

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won't give up to buy. Therefore, consumerism inevitably leads to hedonism, and "pan-entertainment" comes from hedonism. If consumption is material pleasure, entertainment is spiritual pleasure. Moreover, the pleasure brought by material addiction is usually negative, so this spiritual pleasure is not simple entertainment, but presents "pan-entertainment".

Video media is the most easy to insert advertising, At least rejection, The advertising audience in the graphic media can directly exit from the right, Audio software if a lot of advertising content will be more impatient, Only the video, People have seen the first half of the content, Looking forward to the following content with an immersive emotion, The tolerance for advertising is now the highest, Even in some horrible or abstract video content, Ads will also be expected to moderate the awkward tension, at the same time, The video jump function also helps people to skip ads in special circumstances, So video software provides the soil for consumerism, At the same time, the sensory mobilization of video also inspires people's entertainment creation,Wonderful accents, inexplicable self-creation, deliberately ugly and other multiple forms of pan-entertainment with the help of the multisensory of video, People use various ways to amuse others, To gain love and spiritual relaxation, In this general atmosphere, Entertainment producers generate competition, To capture more traffic, The funny approach is becoming more and more and less restrictive, From the black way to do the effect, create false events to marketing, Drive the entire video platform to form a very wide entertainment boundary, People can make fun of life and death, play with love and hate, laugh at their gain and loss, Although it enhances people's positive attitude towards life, But it has also led to a lack of seriousness and an excessive rebellion of thought. Here, entertainment comes first, and those who can create the content that most resonates and arouses entertainment can be sought after and gain fame and wealth. Not only that, the video emotional rendering effect is extremely strong, people often found that even don't like music, don't like the stem, as long as it is on the Internet, will recurring, with the increase of use time, produced the "exposure effect", when the tune repeatedly in the brain, when the stem is repeatedly, people began to gradually accustomed to and accept, finally be assimilation, even unconsciously hum familiar melody, unconsciously use a hot stem to comment. Under the immersion of this inertia, when facing a piece of news, the audiences who prefer videos tend to explore their entertainment significance uncontrolled like "occupational disease", and unconsciously associate with the network hot stalks that can be nested with it.

Thus, the perception and emotions of video are influenced by the frequency of use, but the behavior is affected rarely. Although video media emphasizes entertainment, it is not entertainment to death. People use video platform as a utopia to escape from reality, rather than the real world. The tendency of "pan-entertainment" is also created, perhaps because people know that it is a utopia escaping from reality, and allow themselves to entertain and comment on it. The motivation for making all the entertaining comments is only for relaxation and fun. At the beginning of the fat cat incident, a large number of netizens mourn for the fat cat, but not many people pay attention to the truth of the things, the text is mostly borrow fat cat to express their emotional experience, most netizens did not follow because others for fat cat takeout, the public behavior will only firm its own views, did not produce too much behavior; the truth after reversal, people p figure play is not how malicious to fat cat himself, also just for fun. The media that prefer video do not focus on the truth of the event like other media, and they pay more attention to whether the event itself can be used as the basis for expressing their emotions. They do not have natural malice. In the video media, almost all content has the ability to be brought over by a smile.

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6 Preference audio: easier to stick to the original view

Finally, the audio audience, the audience of video and graphics, is the smallest affected range and the number of people base. We believe that audiences who prefer audio are less influenced by others in cognition, emotion, and behavior than those who prefer graphics and video. The data results are basically no difference. The audience who prefer audio will be affected by the cognitive and behavioral use frequency, while the emotion will be rarely affected. Present a more rational, profound characteristics. Why does the audio audience present this characteristics? This is still inseparable from the characteristics of the audio media.

6.1 Audio media: with independence and fragmentation

If video media is immersive to mobilize people's senses, then the audio media is to mobilize the hearing of a sense in the senses, visual call can put people in an illusory immersive world, while hearing more psychedelic, people with auditory receive information, no longer focus on the sight, but focused on the scene in the heart, information as the hearing into the brain, combined with each different growth experience and life experience, generate each different imagination, to contribute to everyone a different understanding. Audio media is not strong in emotion rendering, which will not cause people's emotional ups and downs, but it will make people calm down and lead their thinking to a deeper dimension.

Audio media has the characteristics of independence, and provides people with the space for rational thinking. Nowadays, the software focusing on audio is only some listening software and music software, and more audio media survive as an auxiliary plug-in in other media. We investigate when people use this kind of listening media scene, most are closed or do other housework, because boring as the background audio, so audio formed a temporary shielding people other sensory space, let people in use time only accept auditory information, the individual and audio in the same space for closed thinking. Audio media is not like video media, the audience in the first time will be influenced by others barrage and comment views, but provide people with their own independent understanding of the original information environment, no longer affected by the public opinion pressure and conscious or unconscious become mob, help the audience to adhere to their original views.

Audio media has the characteristics of white information space, which is easy to generate personalized interpretation. Audio media can also be said to be a living text media, but it is more fragmented than the text media. In the text medium, For example, e-books, Audience can see the context of the content at the same time, When reading a certain sentence, To look back at the original quote, Or below, Form a global system of text understanding, Understand the content from a more systematic and coherent perspective; The audio medium is different, In the book-listening software, People treat every word almost once with the understood power, After one, the verdict, When the reader finishes reading a certain sentence, People will immediately form their own understanding, Then the reader reads the next sentence, People naturally continue to understand the next sentence under the logic of the previous sentence, This snowball understanding allows people to understand an entire book almost in their own unique logical framework of understanding. If you mistake the meaning of a sentence in the text medium, in the reading context, the addition of each sentence makes you go back to look at the ambiguous words, and then read and return to the understanding track of the author, almost before the next sentence, you forget the personalized interpretation of the last sentence. In such cases,

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belong to people alone, may deviate from the understanding of the author in each mind, read a whole book at the moment, the audience almost formed a firm personal understanding, in its understanding after countless times with personal rendering, affirmation and deepen, then tell him the author's original intention and understanding of the deviation, is very cruel, may even make it feel strange and faith collapse. However, this is an extreme case, and the expression of most authors is rarely ambiguous, and people usually form a sublimation of understanding with personal characteristics after understanding the author's general intention.

6.2 Independence space contributes to personalized interpretation

In the nature of audio media, we have explained why audio media can promote the generation of personal opinions, and then let's discuss how audio media can retain personal opinions.

Audio media comments appear after people think. A person's opinion is affected, usually after seeing the different views of others, and the audience of the video media affects the generation of his opinion under this premise. The scene of people using audio media is usually accompanied by other things that don't need to use their brains, and the content of the book often needs to listen to and stay focused, so people usually don't read through the comments, which makes them too confused. This leads to people will not in generate understanding with other people's views, when the audio audience began to read comments, usually when they have read or have formed their own views and eager to verify and communication, therefore, the lag of others views intervention also led to the audience for the view of events can keep rational thinking.

Compared with other media, audio media is less group. If you only lag behind in receiving others' opinions, you can only keep thinking independently at the very beginning. Only by not being afraid of having different opinions from others can you retain your own views to the greatest extent. Graphic media and video media social is strong, people use this kind of media is mostly for social rather than with people thinking, to seek the starting point of the collective identity, desire to interact, people in the generated comments will consider the emotions of other audience, driven by social purpose, people will not consciously influenced by others, unconsciously by public assimilation change their original views. However, the audiences of audio media are not social and group oriented, and are they afraid to differ from others. Therefore, when they face different views, they will rationally accept and argue with them. This aggressive behavior, coupled with the persuasive words after rational thinking, well retains its original view. When we point in the Himalayan fat cat reports, you can see the comments area at the same time with "fat cat is really a poor young man" "love yourself after love" "things reversed" "tan bamboo and fat cat is the normal behavior between lovers" completely different point of view, but every comment exists completely, almost no comments by collision point, even if the event reversal, once cherish fat cat comments still exist, is not deleted.

Therefore, the audio audience is rational, and the audio itself does not have a strong rendering nature, so people's emotional tone is unchanged, and only the rational dimensions such as cognition and thinking will be influenced by more rational views. On the whole, the preferred audio audience can better maintain their views without being trapped.

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7 Summary

In the face of the same social news item, Audiences who prefer graphic media are more likely to focus on one side of events than those who prefer video media and audio media, To produce emotional and extreme views, This is related to the characteristics of the image medium; Audiences who prefer video media are more emotionally immersive than prefer graphic media and audio media, More likely to produce pan-entertaining views and interpretations, This is positively correlated with the frequency of exposure to the video media. Those who prefer audio media are better at independent thinking than those who prefer graphic media and video media, And can very well stick to their own opinion, Not being biased by public opinion, Generate more personalized or even distinctive rational opinions. This is related to the independent field created by the audio media.

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