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Research on the Application of New Media in Grassroots Police Work from the Perspective of National Public Security New Media Matrix

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Abstract: *The "national public security new media matrix" was established in 2018 by the Propaganda Bureau of the Ministry of public security, together with the people's public security newspaper and the China police network. On the basis of extensive investigation and research in the early stage, the matrix has made contributions to promoting the healthy development of new public security media, enhancing the ability of network media, promoting the popularization of public security publicity work and creating a good network environment. The development of Internet information technology accelerates the arrival of the new media era, that is, the transformation of media tools from paper media in the traditional media era to electronic media in the new media era. This requires the traditional community policing mode to change. To achieve the new police mode of "Internet + Police", we need to combine the new Internet technology with the police's professional knowledge, and meet the urgent needs of the masses according to the current situation of community policing. Through technical services to customize the community police work platform, relieve the pressure of community police, improve work efficiency, and strive to meet the growing needs of the people.*

Key words: *Media matrix; New media; Community policing*

Introduction

The meaning of community policing in the new media era

The "national public security new media matrix" was established in 2018 by the publicity bureau of the ministry of public security in conjunction with the people's public security newspaper and the China police network. Based on extensive investigations and studies, it was jointly initiated and established by the publicity bureau of the ministry of public security. "National public security new media matrix" will further integrate high-quality resources of public security new media, strengthen top-level design, improve working mechanism and improve original level. The matrix will play an important role in establishing the public security image and strengthening the relationship between the police and the people. At the same time, it will further strengthen the public security of new media and traditional media, new media and social media, online and offline interaction, and promote the healthy development of new public security media. Strengthen and improve the construction of new network media and public security propaganda team, and make contributions to creating a good network environment.

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Integrated the above definition of new media and the meaning of community policing, the fusion of innovation can be the meaning of the new media era of community policing. With the help of new media technology and tools, police officers interact with the working objects in community policing activities, so as to realize the functions of contacting the masses, publicizing the masses, organizing the masses, resolving the contradictions of the masses, serving the masses, maintaining social stability and closing the relations between the masses.

The media of community policing in the new media era

At present, there are six kinds of media that can play the role of community policing in the era of new media, namely: online public security bureau, online police station, online police room, police QQ group, public security microblog and public security WeChat. However, as the functions of online public security bureau, online police station and online police office are relatively complex, the realization of their functions also depends on electronic computers. Compared with QQ group, microblog and WeChat of police bureau, they are less portable and have more usage restrictions, so they do not have the conditions for large-scale application of community police. Therefore, the media of community policing in the new media era studied in this paper mainly refers to the police QQ group, public security microblog and public security WeChat.

QQ group of public security

In view of QQ's huge user group and powerful social influence, many local public security organs and police officers spontaneously took it as a platform to expand police work -- police QQ group. The police QQ group mainly has the regular functions of contacting the masses, providing consultation and accepting the alarm. The police QQ group here does not mean that its members are all the people's police, but no ordinary people's QQ group. But refers to a QQ group within a group with one or more identity is the people's police as a group of QQ group members. In the group, the police express their true identity to the group members, participate in the interactive chat within the group, receive and feedback the clues and Suggestions provided by the group members, and answer the relevant questions consulted by the group members, etc., in order to provide convenient services for the group members.

The public security microblogs

The public security microblog is established by the public security organs around the work of public security. The information released by the microblog is authoritative and professional, and the person who publishes it has a specific identity. It is a platform for the public security organs to share information with the public. There are two forms of public security microblog subjects: first, public security organs as the main body; Second, the main body is the individual police. Among them, public security microblog with public security organs as the main body is the most important form of public security microblog.

The public security WeChat

Public security WeChat is a characteristic government wechat. The purpose of combining wechat function with police practice is to promote police communication and police information release, and maintain social

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security. This is an important way to innovate social security management. At present, the WeChat public platform called "community policing" has been built. Each platform has a total of 226 basic three level menus, including most of the police information, business consulting and convenient query three aspects. Some platforms directly provide a simple way of query, only taking WeChat as the entrance, and residents' query and business processing or jumping to the website, its essence has not changed. The problems of WeChat public platform of community policing in different regions are mainly reflected in two aspects. On the one hand, the community police platform in various regions is still in its infancy; on the other hand, the community police platform in various regions has the problem of incomplete function.

Problems in the Application and Promotion of New Media in Community Policing

Old content and lack of innovation

Police QQ group, public security microblog and public security WeChat all belong to the instant information release system. It is expected that to maintain a high level of attention, a large amount of fresh information needs to be continuously released and spread rapidly and flexibly. However, due to the special status and functions of the public security organs, some information release needs to be reported for approval, which greatly limits the immediate release of information, seriously affects the timeliness of information, and loses the value of information. At the same time, many police QQ groups, public security microblog, public security WeChat are required by the superior management department or the superior leadership. Most of the police QQ groups, public security microblog, public security WeChat are operated by the part-time staff of the police, lacking supporting resources and professional team to manage and operate. These police QQ groups, public security micro blogs and public security WeChat only release some official documents and empty words without substantial content.

Stiff communication language with strong position

The most important reason why microblog, WeChat and even the early QQ can capture many users is that the language is "entertaining", "innovative" and "grassroots", personalized is very prominent. However, when QQ, microblog and WeChat were introduced into the public security work as the tools of police communication in the era of new media, the original language features of these communication tools disappeared and were replaced by rigid language expressions with official flavor. Public security WeChat, microblog and QQ group is for the government. As a publicity platform for public security organs, the language and words used need to be relatively popular and vivid. The public security microblog and WeChat platform of the public and the people can win more recognition of the public.

Inappropriate words and ambiguous statement

As a platform representing public security organs, QQ, Weibo and wechat should pay attention to the accuracy and format of words. Otherwise, it will damage the credibility of the public security organs and the government. However, in real life, due to the low quality of some public security microblogs and wechat managers, or under certain pressure of reality, the public security microblogs and wechat sometimes appear

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inappropriate words, which become the object of public ridicule. For example on August 14, 2012, TenCent news published a titled "Jinjiang, Jiangsu province public security bureau: use a stab injury civil servants to chop down a person not serious". For the microblog, Jinjiang public security bureau attaches great importance to and ordered relevant departments to investigate, and in 11 afternoon through its official microblog confirmed the microblog netizen leaks are true, but on the reports described the victim was cut as being suspect "stamp" injury. The bulletin was questioned by netizens as playing word games, triggering strong dissatisfaction among netizens.

Poor interactivity

The purpose of communication is to transfer information between different groups. Although police communication has its own particularity, that is, the main body of communication is the public security organ people's police, but this does not mean that police communication does not need people's interaction and participation. At the beginning of the new media tools used in community policing, due to its full freshness, police and the public participation enthusiasm is very high. The new media tools have changed the traditional way of communication of police and made people communicate in a relaxed and pleasant atmosphere. In the process of communication, both sides will also use very witty network language, such as "police sorghum", "have to", "oh", "cheese" and other network language. This makes the public feel that the police of the public security organ is not indifferent, but also contributes to strengthening the interaction between the police and the people and building a harmonious relationship between the police and the people. However, with the deepening of new media community policing, the initial sense of freshness disappears, and the public rarely actively participate in the interaction between the police and the people. The police communication in the new media era, like the traditional media era, returns to the one-way scene dominated by the public security organs.

Platforms lack effective management

"Zombie microblog" and "zombie WeChat" refer to the phenomenon of not updating microblog and WeChat for a long time despite the opening of microblog and WeChat. Such microblog and WeChat accounts are called zombie accounts by netizens. Such government zombie accounts are common in recent years. After the upsurge of public security organs and police individuals to open microblog, due to the lack of effective management, the content is not updated for a long time, and the problems of the public can not be answered, resulting in damage to the image of public organs. The main reason for this phenomenon is that the original intention of setting up public security microblog and public security wechat is not based on the actual situation and needs, but the result of blindly following the trend.

How to Improve the Application and Promotion of New Media in Community Policing

Clearing application principles of new media tools in community policing

Be a good listener. When facing the communication of colleagues or the masses, the police need to be patient, try to find problems from the text, pictures and other information, and finally give appropriate answers. When

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the police use the new media platform, they should not pursue the response speed, but verify the comments, help, alarm and other information of the public, and then give the corresponding response. Similarly, the public should also give police officers some concern in police communication.

Abiding by discipline and paying attention to the rule of law. In the course of the country's all-out efforts to promote the rule of law, all government organs and the people are required to always adhere to the principle of rule of law. With the advent of the new media era, everyone could express their interests through media equality, and may become the focus of social attention. Police QQ group, public security microblog, public security WeChat and other police communication tools have been widely used in the daily work of public security organs, which have brought rich results to the work of public security organs. At the same time, they have greatly enriched the communication channels between public security organs and the masses, and provided great convenience for community police work. But when people use them, they should also pay attention to their words. They must not break the law or get themselves into trouble by trying to be quick and grandstanding. Of course, in the process of using new media tools, police officers should always bear in mind the discipline principle of confidentiality. When the contents of communication involve state or public security secrets, they should strictly observe the discipline and pay attention to confidentiality.

Adapt to the new situation and build the community policing platform in the new media era

Increasing policy support. The leaders of public security organs at all levels need to update their ideas, keep pace with the times, and encourage and support the police participation in the new media era while doing well in the traditional business. In the construction of community policing platform, QQ group and wechat tools are used to strengthen communication with the people, leaders and colleagues. Local public security organs at higher levels shall, based on the reality of the region, formulate relevant policies and regulations that meet the development needs of the region, and guide and guarantee the construction of new media community policing platform. In this respect, Henan province public security department's practice deserves affirmation. Based on the actual needs, the public security department of Henan province made clear requirements for the guiding ideology of the public security organs at all levels to strengthen the network construction and open public security micro-blogs. Under the guidance and support of relevant policies, the public security department of Henan province took the lead in opening the official microblog of "safe central plains". Affected by this, in the next two months, 18 cities under the jurisdiction of Henan Province and 111 county-level public security organs successively launched the "safe series" official microblog. The coordinated operation of microblog group has built a bridge between the people and the public security organs, facilitated the interaction between the police and the public, broadened the channels for the people to participate in the discussion of politics.

Increasing financial support

For a long time, grassroots public security organs have been faced with the problem of insufficient fund guarantee to varying degrees, while grassroots public security organs have undertaken about 80% of the whole public security work. Such imbalance between supply and demand will seriously affect the work efficiency of grassroots public security organs. The lack of enough funds to ensure the most intuitive embodiment of the basic public security organs office equipment is old, low degree of informatization. At present, new media tools have been widely used in community policing work, although these new media tools

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have a low threshold of access to platform equipment, but the constraint effect caused by the lack of funds caused by the old equipment is again relentlessly amplified. Therefore, it is necessary to increase financial support for grassroots public security organs, upgrade their existing information equipment and improve their information level, which is of great significance to improve the efficiency of police communication in the new media era.

Improving organizational guarantee

In addition to the hardware foundation of the new media community policing platform, it also needs to have a sound organizational guarantee to ensure its normal operation. Therefore, the key to organizational security lies in the security of people in community policing work. New media age increase communication in the organization of police security can be based on the following modes. First of all, the provincial public security organ or the provincial public security department in oil is similar to the "network promotion center" functional department. It is responsible for the promotion of the public security network and the province's microblog of QQ group of police, public security, public security WeChat construction, operation, maintenance and management work; Secondly, for the whole office to select a number of have certain network media skills, understand the network, will write the excellent notice transferred to the network publicity center work; Finally, local public security organs have also been working hard to promote the construction of community policing platforms with their own characteristics, and strengthen the education and training of relevant responsible police officers.

Establishing and improving the working mechanism of the community policing platform in the new media era

Supervision mechanism. The establishment and improvement of the supervision mechanism of the community policing platform in the new media era will help improve the quality of the platform, contribute to the correct use of new media tools, and contribute to the true effectiveness of new media in community policing, making it an important means for the public security organs to strengthen internal organizational ties and close relations between police and people. The establishment and improvement of the supervision mechanism of the community policing platform in the new media era can be constructed from two aspects:

First, establish and improve the internal supervision mechanism. Here the main body of internal supervision mainly refers to the public security organs and the people's police themselves. Because the main body of the new media community policing platform is the public security organ and its people's police. Its attitude represents the attitude of the government. If we are not careful, it will easily lead to a crisis of trust in the country and government, and even mass incidents.

Second, we will establish and improve external oversight mechanisms. The main body of external supervision here is the people who are in close contact with the public security organs, including all social forces, of course. The people are important participants in community policing and have the right and obligation to supervise the operation of the platform. This kind of supervision is not just to ask the public to pick the improper words used by the public security organs and the people's police in the communication process, but exercise the supervision power in hand, and strive to urge the public security organs to better serve the people by supervising the problems in their work.

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Assessment mechanism. In establishing and perfecting the assessment mechanism, should abandon some departments set up number "to the fans and the public attention, content forward amount for assessment of hard targets", and should establish the qualitative evaluation, quantitative evaluation is complementary mechanism of dynamic and pluralistic evaluation, classifying different levels, different geographical location, classification, avoiding one-size-fits-all appraisal mechanism. In view of this, the following principles should be followed: first, incentives, assessment ranking; Second, qualitative, quantitative as a supplement.; Third, dynamic assessment, comprehensive assessment. In order to establish the assessment mechanism of community policing platform in the new media era, both local awareness and overall awareness should be considered. The assessment should not only assess the data changes in a certain period, but also evaluate the dynamic changes in different periods, and then compare and evaluate the data in different periods. According to this principle, local public security organs can formulate assessment standards suitable for their own areas and units, to improve the quality of community policing work.

Incentive mechanism

Considering the current situation of community policing in the new media era, the incentive mechanism must have the function of "stimulating the enthusiasm and sense of responsibility of community police officers", so as to arouse the attention of community police officers and improve the efficiency of the new media platform. Based on the above purposes, we can establish and improve the incentive mechanism from the following aspects. The first is to take the results of the application and promotion of new media in community policing as one of the reference factors for self-evaluation of the unit; The second is to give public praise to units and individual police officers who have performed excellently and give positive affirmation to meet their spiritual needs. The third is to take appropriate internal punishment measures for the units and individual policemen with poor performance, so as to urge them to change their consciousness and pay more attention to it, and to hold those responsible for causing serious accidents accountable. Longshan Fuqing's public security bureau police station, for example, in order to better and more effective play to the role of the "police WeChat" public platform, which will be treated as police for help, solve the masses of consulting WeChat quantity and quality of service to the masses as the content of the performance appraisal, and formulate relevant standards, as one of the important basis for police Pingxian recommendation.

How to Improve the Working Ability of Community Police in the New Media Era

Enhancing awareness of the rule of law

In the process of comprehensively promoting the rule of law, the public security organs should lead by example. Of course, law enforcement is only part of the daily work of public security organs, and a large part of public security work is service work, which is consistent with the concept of building a service-oriented government advocated by the state. As an important part of service work, community policing is especially important in the new era when new media tools are widely used in community policing.

The awareness of rule of law here does not mean the ability of the people's police to master laws and regulations, but refers to some qualities belonging to the category of the awareness of rule of law, such as

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loyalty consciousness, discipline consciousness, confidentiality consciousness and so on. Therefore, the people's police must be loyal to the party, and in the process of communicating with the people must never make anti-party or anti-government remarks. At the same time, in the era of new media in the process of community policing, the people's police must be vigilant to observe discipline and confidential consciousness, for the people through new media platforms sent a request for help, reflects the problems, Suggestions, be sure to timely respond to or address, but it is important to note that when reply to solve the secret, don't let the cat out of the public security in order to have the people's satisfaction secrets, brings to the public security organs and even national incalculable losses.

Strengthening media literacy

Public security organs are the Bridges between the people and the government. "finding the police in difficulty" has become the first choice for the people when they encounter problems and difficulties. In such an era, the opportunities for the police to contact the people are increasing, which means of course that the public security organs are more likely to make problems and mistakes. Therefore, in the new media era, as a people's police must have certain media literacy, know how to deal with the people in the new media era, and communicate with media friends; Know how to guide, utilize and eliminate public opinion through media tools and media literacy ability when public opinion occurs. Only in this way, can it be possible to avoid the situation of saying words that are inconsistent with police status because of not knowing the rules, avoid causing harm to individuals, units and the country, and contribute to building a harmonious and stable community.

Improving business ability

Social transformation brings opportunities for social development, but it also brings challenges. On the one hand, the increasing social wealth has greatly satisfied people's material and cultural life and greatly improved their living standards. But on the other hand, the rapid economic development has brought more severe challenges to social stability. The widening gap between the rich and the poor, the frequent occurrence of land expropriation and forced demolition, and the increasingly serious impetuous mentality of the public have continuously impacted the fragile social security. With the extensive application of new media tools in community policing, it has become the new normal to use police QQ group, public security microblog and public security WeChat to respond to problems and call the police for help. Because of this, the new media era of community police must raise their professional skills, strive to do in the face of the people of all kinds of alarm for help to be able to, not because of a lack of an individual's ability to some aspects of business and affect the quality of law enforcement and service, make alarm people feelings of resentment and hurt the people's police's image.

Conclusion

According to the research results, this research group provides a new understanding for the application and promotion of community policing new media from the perspective of new media under the national public security new media matrix. Firstly, the paper defines the relevant definitions of community policing, and analyzes the characteristics, significance and value of community policing in the new media era. Secondly,

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based on the problems existing in the practical application of the current community policing work, this paper studies the media of community policing work with the theories of communication and sociology. Finally, the new media is applied to the relevant factors of community policing, and some ways to improve the efficiency of community policing in the new media era are put forward. Although the content of this article is not very comprehensive, it mostly focuses on how to promote the efficiency of community police work in the new media era. Therefore, the author believes that the above aspects play a positive role in promoting the application and promotion of new media in community policing, and contribute to the realization of the basic construction function of "four centers".

The application of new media tools to community policing meets current operational needs, and it has been an advanced way to enhance the efficiency of public security work. In the increasingly severe situation of maintaining stability, the application of new media tools to community policing is conducive to the implementation of the public security work mass line and the construction of harmonious relations between police and people. Although the application of new media tools to community policing is still in the stage of constant exploration, it will certainly become a weapon of public security work in the future.

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