总体评价：

1. 讲稿有些表述不清楚，存在中式英语，需要继续打磨
2. PPT页面太少，另外，请不要放那么多文字（见倒数第2页）

Data analysis

1. The guidance of the school official body is the best, and the student organization official platform is second. The school teacher group's guiding force is also stronger.
2. At present, although universities have expanded the guidance of public opinion in various ways, the degree of participation of students is not high.
3. Most interviewees trust the official platform of colleges and universities, while the confidence of the gossip spreading among classmates is the lowest.

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|  | A.特别信任 | B.较为信任 | C.一般信任 | D.不太信任 | E.特别不信任 |  |
| **校方官方主体平台（如校团委官方微博、微信，校园报等）** | 18 | 62 | 17 | 1 | 0 | 98 |
| **学生组织官方平台（如学生会微信，广播站等）** | 12 | 50 | 31 | 5 | 0 | 98 |
| **知名教师的微博、微信** | 8 | 36 | 48 | 5 | 1 | 98 |
| **同学之间传播的小道消息** | 2 | 11 | 44 | 37 | 4 | 98 |

1. The majority of respondents (56.3%) believe that the degree of network information renewal is generally weak, resulting in the general lack of the platform construction force. Therefore, the update speed of the official network platform of colleges and universities needs to be improved.

Find the problem

Most of the people think that university should provide open channel for students to express their opinion, so as to strengthen the interaction with each other. At the same time, some people also recognized public opinion guiding thinking, break through the old ideas and innovation to strengthen the construction of network information platform, improving the guide way, increasing effect of the three measures.

Solution

1. Adhere to the network ideological position

Colleges should fully mobilize and coordinate various resources to create a harmonious, positive university network public opinion environment and a mainstream public opinion atmosphere, which leading the college students' rational thinking, must always maintain the political consciousness and the general situation consciousness, trying to occupy the ideological heights.

2. Control the source of public opinion

*Opening the work WeChat, microblog account, actively* occupying the network education new position, building the self-media education platform of the main body interaction in the school, and broaden the channels for the interests of the college students.

3. Construct the guidance system of network public opinion in colleges.

1. The leading body of network public opinion in and outside the school will form a net force of these guiding forces and play the leading role of public opinion guidance.
2. Universities can cultivate a group of students' network information staff to form an online public opinion analysis team, which can conduct dynamic monitoring of various official platforms in colleges, detect problems in time, and respond to special situations.

Our research topic is "the current situation of network public opinion in colleges and universities in the ideological field--taking some universities in Guangdong as an example". With the rapid development of Internet technology, the network public opinion has occasion developed and become an important component of public opinion. College students might take in some of the information from the network public opinion, which would affect their original ideology, their behaviors and values.

Based on the investigation of college students, our research analyzes the role of college students in the direction of public opinion and the discriminating ability of network public opinion, in an attempt to provide useful ideas for the construction of network public opinion guiding ability in universities nationwide. In order to carry out the research action smoothly, we made a research plan.

The general content includes the political appearance, the time of surfing the internet, the frequency of speech and so on.

Reference

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