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THE IMPACT OF THE USE OF CELEBRITY CRISIS PUBLIC RELATIONS STRATEGIES ON SINA WEIBO ON THE RELIEF OF PUBLIC PSYCHOLOGICAL ANXIETY

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Background: Social psychology discusses interpersonal relationships at the individual level and social group level. It believes that social changes and characteristics will have an important impact on people's psychology. At present, our society is in a transitional period, and there are more and more socio-psychological problems brought about by the imbalance of social structure, the reduction of social trust, the lack of channels for people's interest appeals, and the anomie of morality and culture. Although the mainstream social psychology is healthy, there are still many problems. Distrust, prejudice, emptiness, irritability, and other negative social psychology have gradually increased, and public emotional instability has become an important issue affecting the healthy development of our society. And the outbreak of every hot online incident is inseparable from the failure to solve a certain social problem in time and the long-term accumulation of public sentiment. The psychological state in the real environment is reflected in the online public opinion field, and it has become the shape of the public sentiment on the Internet. "Metafield". The occurrence and development of Internet hotspot incidents are always accompanied by fierce reactions of public emotions. Joys, sorrows, sorrows, laughter and scolding have become the "symbiosis" of public expression, and they have also become "boosters" for the development of events. The widespread dissemination of traditional media and social media has aroused enthusiastic public attention. With the deepening of media reports, the development of online public opinion has been ups and downs. The public conducted rational or irrational discussions on social media. The intense emotional experience exerted a positive or negative impact on the development of public opinion events. In this context, the research on public sentiment in the network environment is gradually attracting researchers' attention.

Social psychology believes that individual socialization process, communication, speech development, partners, family, living environment and school will have an impact on people's psychology. In the era of traditional media, emotions mainly exist in people's inner evaluations of others or events, or manifested in discussions in the streets and alleys. Under such circumstances, data about emotions are fleeting and difficult to obtain, and the overall public sentiment is grasped. The tendency is more difficult, and there is no effective way to guide it positively. The convenience of online communication has largely released netizens' desire for expression. Due to the characteristics of anonymity and freedom of expression, Internet communication allows people to vent their emotions almost unscrupulously, and public emotions become "visible" and "Sensible".

Objective: In the post-truth era, the influence of information is constantly weakening, while the influence of emotions is constantly strengthening. Public sentiment has become an important factor affecting the development of public opinion events. As the most important information disseminator in the field of public opinion, the media will respond to What is the impact of public sentiment. Therefore, giving full play to the guiding role of the media in the Weibo public opinion field, and the celebrity crisis public relations strategy promotes the development of Weibo public opinion in a positive direction.

Subjects and methods: Halo effect in psychology points out that people usually think that someone is good in other aspects because of his advantages in one aspect. Therefore, with the advent of the Internet age, people have higher expectations for celebrities. Once there is a problem on one hand, it will lead to the overall collapse of their image. Based on this, nowadays, celebrities have changed their public relations strategies. Most of the exposure of the incident first came from online media such as forums and Weibo, while traditional media began to degenerate into a "follow-up" role. Traditional media is no longer the leader of strong public opinion, but will be affected by the "grassroots public opinion" on the Internet, and the related news reports generated thereby further spread the Internet public opinion. By analyzing the public relations strategies of celebrities, research the relief of public psychological anxiety.

Study design: Randomly select 1,000 members of the public of different genders, ages, and occupations to issue a questionnaire about the psychological anxiety caused by Weibo celebrity incidents. The questionnaire is required to be completed at one time, and the time for each person to fill out the questionnaire is about 10-15 minutes. A total of 1,000 copies were issued, 979 copies were recovered, and the number of valid copies was 961.

Methods: Use Excel to calculate the relief of public anxiety and depression.

Results: In view of the characteristics of online public opinion, if measures are not taken in the early

stage of a crisis to “disturb” netizens, the radical comments of some netizens may quickly become the collective voice of almost all netizens. If you want to occupy the right to speak online in public relations activities, you must follow the principle of rapid response, “Before the formation of preconceived online public opinion, the progress of processing related work and positive ‘action information’ should be released in time. People will meet in a virtual environment. It is closer to the state of “self”, which is also the reason for the disorder of Internet public opinion. In crisis public relations, the “irrationality” of netizens can be used to win the understanding and sympathy of most people emotionally, then the crisis will be Half of the solution. When a star encounters a crisis, we must grasp the yardstick of public relations, and beware of making people think of “hype.”

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively caused a large error. The evaluation value of 1000 audiences are taken and the average is taken, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. Relief of public anxiety and depression.

Strategy	Master the right to speak	Emotional management	Prevent “hype”
Audience	3	4	3

Conclusions: Social psychology is an important branch of psychology. It believes that people’s social environment will have a vital impact on people’s psychological changes and characteristics. At present, China is in the period of social transformation, and the special social structure will certainly have a profound impact on the psychological state of the Chinese people. According to the principle of psychological compensation mechanism, when public emotions are difficult to express in reality, they will shift to a relatively free public domain. The high-speed network environment provides a space for Chinese ordinary people to express their discourse and release their emotions. The carrier of many social realities and mass psychology under the background of social transformation. Judging from the Internet hotspots that have occurred in China in recent years, Weibo, as one of the most popular social networking platforms, has increasingly become an important public opinion hub and sentiment amplifier. Under the implied by the collective law that it is not responsible for the public, it is anonymous on the Internet. Under the influence of sex, the public began to look for emotional outlets in the form of speech and opinions on the Internet, and the influence of public emotions on the development of events has become more and more significant. Therefore, timely and effective star crisis public relations strategies can effectively alleviate the public’s psychological anxiety.

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THE INFLUENCE OF NATIONAL COHESION ON THE REHABILITATION OF COLLEGE STUDENTS’ MENTAL SCHIZOPHRENIA

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Background: Schizophrenia is a persistent, usually chronic, serious mental illness. The disease has no obvious organic changes. It is a functional psychosis, which is mainly characterized by obstacles in thinking, emotion, will and behavior, and incoordination between mental activities and the environment. Patients often show mental and behavioral disorders, such as disorders of mental activity, internal unity of personality, severe defects in social functions, and many other psychological and behavioral obstacles. Although patients with this disease are generally unconscious and mentally disabled, the onset of the disease not only affects their physical and mental health and work ability, but also has a significant impact on the family and society. The main symptoms of schizophrenia are: perception obstacles such as various hallucinations; thinking and association obstacles such as various delusions, passive experience, thinking association obstacles, poor thinking, etc.; emotional obstacles include emotional agitation, slowness or Indifferent; obstacles to will and behavior include hypo-willedness, tension syndrome and so on.

Nationalism is a consciousness of unlimited loyalty to the country and the nation. It advocates that the national interest is above all else. It is necessary to do everything possible to enhance the cohesion of the nation and require the members of the nation to fight for the national interest at all costs. China’s