

On the Construction of Youth's Political Identification from the Cognitive Methodology of Public Opinion Entropy

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Abstract: In the current cyberspace, more and more uproar is being stirred up among the public, and all kinds of social media are also stepping up on the stage, which normalizes the game theory in the field of public opinion. The non-standard characteristics of new media gradually derive "media risk", and the entropy of public opinion gradually accumulates. For the time being, the entropy of public opinion presents a disordered state of public opinion, which mainly comes from redundant information, technical algorithm and emotional carnival in the perspective of "panoramic prison". The ecological status of public opinion entropy also highlights the macro-and-micro-oriented communication fission and the game of discourse right, which has an impact on the value orientation and political identification of young people. We should start with the methodology of entropy of public opinion, implement the governance of rule and value guidance, so as to prevent and control the "heat death" effect of entropy of public opinion, and construct the political identification of youth in the network space where youth show their self empowerment, combined with the positive interaction strategy of social structure.

In the Internet environment where "WeChat governance" is advocated as a political trend in China, the political leaders of "Post-truth era" make the most of the rules of media communication. The traditional value guidance in China, originates from the demand of social stability in the political context with Chinese characteristics. In this path of "terminal governance", the network public opinion is generating many uncertain factors dynamically. In the process of active self empowerment, the youth group also reflects a kind of "disorder", that is, being irregular, unorganized and confused. From the perspective of entropy law, it can melt the uncertainty of public opinion, enrich the experience of youth empowerment, and construct their political identification, which originates from the cognition of entropy system methodology, thus improving and enhancing the rule-making and management value of information network. How to construct youth political identification? From the perspective of the world view and methodology of entropy law, it is helpful to analyze and explain the aforementioned problems from the macro and micro perspectives.

1. Hidden Risk: The Gathering of Public Opinion Entropy

In the 1980s, in his book *Entropy, A New World Outlook*, American scholar Rifkin used the "entropy law" of physics to explain social problems in reality: When a kind of energy flows into the society, it can produce "negative entropy" and "entropy", that is, entropy is a kind of disorder. Entropy of public opinion introduces the concept of "entropy" into the network public opinion system and establishes the entropy model of public opinion. In the era of web1.0, in order to avoid disorder, that is, to avoid the gathering of entropy, it is necessary to "return to informatization" -- to realize the commercialization of the complete path of network information storage, transmission and reception. With the arrival of web2.0, network information has become increasingly diversified and personalized. At the same time, due to the openness of network public opinion, "returning to informatization" has been unable to completely eliminate the exchange of information energy

generated by the fusion of network public opinion and various social classes. From the perspective of youth, the media ecology is full of "strong discourse fractures caused by discourse conflicts and games in different clusters ²". "The value of young people's political identification experienced fluctuations, conflicts and even reconstruction. "In the context of social media being expropriated by activists again and again, young people initiated protests in political practice,³ "and anxiety, hostility and countering behaviors against the system began to prevail.

From the perspective of the cognitive methodology of public opinion entropy, the disordered accumulation of public opinion entropy and the orientation of youth's political identification are both influenced by the construction of media ideology. The media's discourse setting, topic manipulation and even media trial in communication are reflected in the social information system, which is deconstructed and crammed by the operation system of "panorama prison", including the overload of redundant information, the organization of technical algorithms and the amplified emotional carnival. When the entropy of public opinion continuously flows into the social system, the ecological status of its formation can be divided into macro natural inorganic and micro artificial organic orientation. The entropy ecology of natural inorganic means that the development of science and technology promotes social transformation and exposes the existence of loopholes in social operation, while the entropy ecology of artificial organic means the dissipation of organization in the traditional sense, revealing the weakness of individual social expression. Based on the current evolution of public opinion entropy, the methodology of public opinion entropy can be used to build a framework for the governance of social dynamic rules at the macro level and the creation of negative entropy value at the micro level. In order to ensure the perfection of the framework, enhance the engagement of the society and enhance the sense of identity of the youth, the government, society, school and the public need to form a positive interaction at multiple levels. While preventing the emergence of "heat death", it constructs the path of youth political identification.

2. Panoramic Prison: The Source of Public Opinion Entropy

Foucault mentioned "panoramic prison" in "Discipline and Punish", which means "seeing all ", which is a form of power. From the perspective of new media, "all the people participate in such a process of self construction, and build themselves into the subject of discipline in panoramic prison.⁴" Every individual follows and is followed. Independent individual is placed in the network public opinion, and language conflicts are constantly intertwined. The similarity of ideas, consciousness and views leads to the emergence of the mass cluster effect, and the inner group gradually produces the corresponding link and exclusion. As far as the youth groups are concerned, they tend to express their social preferences towards political, economic, cultural and ecological aspects, such as emoticons, videos and visual rhetoric, and gradually construct the "hidden text" with "minds thinking alike", which is unique to the inner group. Therefore, the conflict discourse generated by different groups constructs the outer framework of panoramic prison. Starting from the characteristics of "panorama", the sources of public opinion entropy are as follows:

2.1. Overload of Redundant Information

With the social inflow and exchange of intelligence, viewpoint, significance and other information, public opinion entropy, as a collection of anxiety and panic emotions, has always been lingering in the closed dimension of panoramic prison. After several times of transmission and exchange, it falls into the magic spell of "A repeated slander makes others believe ", which makes the value information and the value-oriented view including political identity gradually reduce and repeat and get mixed up. The vulgarity of information causes irritation and "relegates to noise, redundancy and platitude.⁵" For example, in the event of Cui Yongyuan and Fan Bingbing's two different contracts, more than one million pieces of data were collected from May 28, 2018 to June 7, 2018, "the proportion of media discourse took up 44.79%, and the sensitive information related to the public opinion field of Internet users accounted for 48.01%.⁶" Because of its inner group nature, the youth group is not keen on the aspects concerning politics and tax involved in this incident, but

focuses on emotional venting, social justice and gossip. Therefore, when the "explosive issue" of the public opinion event occurs, the information and all kinds of thoughts, knowledge and emotions in the panoramic prison have a living and nourishing cyberspace, and the continuous games, coupling and exchange lead to the increase of the entropy of public opinion. In fact, young people's primary online voice, while increasing the entropy of public opinion, also reduces the clarity of their own political identification. From the perspective of redundant information, we can get a glimpse of the value swing of youth and the lack of social rules.

2.2. Organization of Technical Algorithms

Faced with the impact of the era of big data, the way of information interaction is changing from one-to-many generalized ways to one-to-one precise target. In the framework of decentralized and grassroots new media communication, the entropy of public opinion in the perspective of panoramic prison gathers a lot of organizational information of algorithm technology, behind which is the support of power and the fight for discourse power. For example, "Toutiao" use algorithms to accurately deliver advertisement to target users, and youth groups become the target audience because of their "never offline" network attribute. This kind of information organization plays the role of warden in panoramic prison, monitors the social scenarios and its own mechanism, and uses "rational algorithm" as a tool to guide the value trend of youth. Because of its large base and attractive nature, the youth groups have become the lambs of various organizations. This actually exposes the unequal division of social discourse and the competition for power controlled by rules. The information of public opinion based on algorithm becomes a kind of "soft power", which pushes out more public opinion entropy, accompanied by information connected with big data that ignores cause and effect and only focuses on correlation. In terms of young people, their political identity is easy to germinate diversified and non mainstream in the panoramic intelligent algorithm environment created by contacting various kinds of organizational information, so as to accumulate more entropy of public opinion.

2.3 Magnified Emotions

Various uncertain factors in the ecological information of social media are easy to cause people's "emotional carnival", and a wide range of emotions are easy to be magnified infinitely, leading to "obsessed too deeply into the plot" of netizens. Any media event under panoramic prison gets the user's attention in the maximum probability. The violent emotions and language violence conflicts such as speculation, cyber manhunt, online trial and so on, which are derived from its tipping point, accumulate a lot of public opinion entropy. "Every time netizens vent their 'emotions', they will bring about a considerable number of netizens' opposite identification"⁷, and eventually lead to the confrontation of social awareness and social crisis. Huang Feihu, in the paper "The Evolution Model of Social Network Viewpoint Based on Information Entropy", integrated the positive and negative emotions generated by the public in media events through modeling, and it is believed in the evolution that "the intensity and tendency of individual viewpoint value are affected by public opinion environment; the more opinion leaders, the more unstable individual viewpoint trend, the more difficult group opinion is to reach consensus."⁸ The mainstream, positive value orientation and negative entropy of public opinion created by opinion leaders are exactly the emotions that young netizens should be attached to. Because the three outlooks are not fully developed well, the youth groups are faced with the impact of a variety of antagonistic opinions, and it is easy for them to come across difficulties in the construction path of developing political identification.

3. Natural and Artificial: Public Opinion Ecology

The pessimism, negativity and negative emotions contained in the entropy of public opinion in society are difficult to be dispelled through the self operation mode of panoramic prison, which actually highlights the loopholes in the social system. At present, the entropy of public opinion within the social system shows the normalization of people's demands and petition in the social transformation, that is, the natural organic public opinion, and the manipulated operation of

informatization after the organization dissipates, that is, the ecological status of artificial inorganic public opinion.

3.1. Social Transformation and Communication Fission

China, a nation that's developing and changing fast, is embracing global integration and impact in politics, economy and culture. In order to deduce and eliminate the fast-food mode of information transmission, the current social media platform has possessed the perceptual attribution of "differential pattern" - the traditional sense of "circle culture", which expresses the modernity of different relatives and strangers. The "micro chain" of interpersonal communication based on the exploration of the same kind of discourse gathers the "tribe" of the group. Its cultural sense of identification leads to viral transmission, and its characteristics also make the entropy of public opinion increase geometrically.

3.2. The Game between Organizational Dissipation and Discourse

With the increasing virtuality and simulation of the mimicry environment, the "real world" constructed by the media has penetrated into people's daily life seamlessly. Human beings hang themselves on the meaning woven by themselves, and gradually neglect the organization of self existence in reality. On this foundation, the "organization" in the entropy environment of public opinion builds a world of significance, which distorts and subverts the traditional meaning of "organization". "Communication platforms promote the decentralization, flattening and equalization of organizations, and the" information gap "tends to close gradually.⁹" Each independent individual becomes the center of speech generation and opinion expression.

4. Rules and Values: Political Construction

Too much noise in the ecology of public opinion will inevitably cause the people with imagination community to "get obsessed with the plot too deeply", which further aggravates the social risk, causing the contract of ethics and morality in the social internal system to be destroyed, and then leading to the obstacles in the construction of the political identification of the youth groups from the perspective of the media, and their beliefs are in a state of vacancy or confusion for a long time. Therefore, based on the methodology of controlling and preventing the entropy of public opinion, we should make a deep analysis on the macro and micro level, so as to construct the political identification of youth in all kinds of discourse forces.

4.1. Implement Dynamic Governance by Social Rule

The prevalence of public opinion entropy intensifies the social disorder. Shannon believes that eliminating uncertainty means eliminating disorder. The improvement of the system is the guarantee of the orderly operation of the system. Therefore, the realization of dynamic rule building and governance is an effective means to eliminate uncertainty. Therefore, the construction of dynamic social rules and emergency governance is actually to install barriers in the accumulation area of public opinion entropy, shorten the regulatory time limit and delay the growth rate of entropy, which helps to provide a rational thinking space for young people while actively empowering network discourse and modifying network rules.

4.2. Value Guidance and the Creation of Negative Entropy of Public Opinion

The traditional value guidance of our country is to spread through the propaganda of the mainstream awareness level by level. The participants include the government, society, elite and the people. Although the discourse authority of opinion leaders selected by mass media is still optimistic, its weight is shrinking. Due to the prosperity of populism, the value guidance of traditional opinion leaders is largely out of line with the effectiveness of new media communication preferred by young people, and the infiltration of ideology has evolved to the state of "subject deviation and object absence", thus creating new challenges for young people to construct political identity. In the public opinion network generated by social media discourse, it is necessary to

subvert the old ideology of opinion leaders' presupposition, build a new opinion subject, so as to better implement the value guidance of negative entropy, and then construct the political identification of the youth.

Based on the understanding and prevention of public opinion entropy, combined with the memetics evolved from Darwin's evolutionism, it may be able to describe the value core of "the opinion leaders of new generation " releasing the core value of public opinion of negative entropy. Based on the decomposition of memetics, the establishment of opinion leaders should "come from youth and integrate with the youth", guiding the youth to practice the core values of socialism, so as to improve the construction of political identification in the public opinion system of discourse game.

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