The Relationship between the Government and the Audience under the Algorithm Platform

Feng Wanrong[1], Liu Feng[2]

[1]School of Journalism and Communication, Shanghai University, Shanghai, People's Republic of China
[2](Corresponding author) School of Journalism and Communication, Shanghai University, Shanghai, People's Republic of China
Email address: panda197 @ 163.com

Abstract— *With the rapid development of algorithm technology, various algorithm platforms have become the main channels for government departments at all levels to disseminate government information and deal with rumors and open the truth. In particular, the algorithm platform represented by Tik Tok has become a new mode of government communication. Taking Tik Tok, a typical algorithmic platform, as an example, this paper analyzes how the rise of algorithmic platforms has affected the content of government communication, and what changes have taken place in the relationship between the government and the audience.*

Keywords— *Algorithm platform, Government affairs, Communication algorithm.*

I. THE CHANGES BROUGHT BY THE RISE OF ALGORITHM PLATFORM TO THE CONTENT OF GOVERNMENT AFFAIRS SPREAD

Government affairs refers to the government affairs work, generally refers to administrative affairs. The communication of government affairs refers to the communication to the public with government affairs as the information source and all kinds of media as the carrier. To put it simply, the communication of government affairs is that the government departments release the information of government administrative affairs with the media as the carrier, which has a strong official will and administrative color. With the rise of the algorithm platform, the channel of government departments to release information has also produced a new model, and at the same time, it has brought new changes to the content of government communication.

1. Changes in the modes of government communication

Firstly, the communication mode of new media in government affairs has developed from government affairs WeChat and government affairs micro-blog to government affairs short video communication

In the era of new media, government departments spread government information with the help of various algorithmic platforms, and set up a new image of the government. As a result, the mode of government affairs spread has undergone tremendous changes. The platform of government affairs spread has shifted from a single normal website such as WeChat and Weibo to an algorithm platform such as Tik Tok and other short video apps. The environment of government affairs spread has also changed from a relatively closed environment to a larger, more open environment. The form of government affairs spread has also changed from serious and rigid to relaxed and cheerful; The scope of audience of

government affairs spread is also more extensive. In addition, Tik Tok has become an important means for Party and government organs at all levels to advance with The Times and promote the dissemination of government information and social governance.

Secondly, while enhancing the interactivity, we also need to adapt to the algorithm recommendation mechanism.

The communication of government affairs has been lack of interactivity for a long time. With the development of social media, government communication has improved its interactivity through WeChat and microblog, but its interactivity is still poor compared with other types of communication subjects. Traditional media mostly use text to spread news, and use articles to convey some information. After receiving the information, the audience often interacts by forwarding thumb up comments. Now, it's the age of algorithm, such as trill algorithm platform to spread information will use many small video or as a way to live, with vivid video or live to give news to audience, more grisly attract eyeball, whereas the audience could by text, voice, video and emoticons for communication and interaction, recording platform launched hot topic or imitate challenge, or be involved in trill, live interactive way to interact with the government, as a result, government affairs spread and audience interaction is more active. While the communication of government affairs has improved its interactivity, it also needs to adapt to the algorithm recommendation mechanism as soon as possible. Under the algorithm platform, the amount of news thumb up is far greater than the amount of news likes of traditional media, with a larger audience range and greater influence.

2. Changes in the ways of government services

The communication of government affairs on Tik Tok platform mainly includes two kinds. The first is the short video works of government affairs Tik Tok which users actively participate in and interact with. The second is other short video works in which the government account and users interact together. Users can view short videos as tourists when they open the Tik Tok APP, but they need to pass real name authentication if they want to comment on, forward or communicate with other users during browsing. This is different from the service mode of traditional media in government affairs. In the process of microblog and WeChat government affairs spread, reposting comments and other behaviors do not need to be verified by real name. In addition,

the traditional media mainly provide government services through a series of fast government information channels such as WeChat public account and Weibo big V, so that users can inquire and understand the information. In the case of Tik Tok, users follow the government Tik Tok account to get the news of its short videos, or communicate one-to-one with the account owner through the private message window, or leave a message to the publisher or reply to other users' comments in the comments, thus forming a public one-to-many interaction. E-government service is an important content of government communication in algorithm platform, because the algorithm of personalized, push the push approach makes user get news is their interest, realize the news personal custom, and government service mainly through under this push users to interact with comments or direct messages page, satisfy different users with different between news and the service demand, the government and traditional media, more like a tool and shortcut, want in life convenient for people to search content.

3. Changes in government information control content

In the era of mobile Internet, government information is the commanding height of information in cyberspace. Artificial intelligence technology has given new impetus to new media in government affairs. If before the news is the audience who want to know some things, so today, in the algorithm under the action of push system, news can be accurately delivered to all kinds of different parts of the audience which is closely related to them, is that they are more concerned about the news. In trill the algorithm of this platform, e-government information dissemination is mainly through the way of small video, the cover of the government, small video is simply the title, can let the audience choose what you want to know the news, compared to the traditional text images, in the form of a short video can be greatly saved the user to select news time, and to attract more audience to watch the news and understand the contents of the government affairs spread. But at the same time, it also brings a lot of related problems. Trill, to a certain extent, such as government is to soften hard propaganda of e-government content transmission, to reduce the difficulty understanding of government affairs information, but the trill APP users tend to entertainment, fun, so government trill, content creation needs clear objectives and direction, deeply user research, to avoid repeating the same released properties of short video works or content too "ground" and lose the government's authority and professional. In the process of government information dissemination on the algorithm platform, due to the characteristics of large amount, rapid and convenient content of video transmission, relative departments need to strengthen control and optimize guidance more than traditional media. At the same time, the government also needs to play a good role as the controller and guide of the algorithm platform, guide the standardized and rational dissemination of short video content, improve the social governance of the Internet, and create a healthy network interaction environment.

II. CHANGES IN THE RELATIONSHIP BETWEEN THE GOVERNMENT AND THE AUDIENCE BASED ON THE ALGORITHM PLATFORM

With the development of the new media era, the original traditional means of communication such as text and pictures can no longer meet the needs of the audience. The advent of the era of algorithms has changed people's lives and also changed the way of information transmission. With the rise of algorithmic platforms such as Tik Tok, government communication has been able to express the characteristics and information needs of different departments to the audience through short videos and live broadcasts., according to data on the trill, the state's trill, has more than one m, has also emerged a large number of original short video quality e-government focus trill, these "web celebrity" e-government trill, the number of fans can reach hundreds of thousands or even millions, one-on-one hit video playback volume up to one hundred million times, it was enough to see under the action of the algorithm platform to spread as the audience recognition of the government's new Bridges, pushed the relationship between the government and the audience to a brand new start.

Firstly, the algorithm platform provides an opportunity for more efficient and in-depth communication between the government and the audience

Platform of traditional mode of transmission is mostly still stays in the articles and pictures forward comments, although sometimes the audience attention one of the government's Weibo account number or WeChat public, but is not interested in its release everything, need to take the time to search for your audience interested in content, this will cause the waste of time, if the lack of free time, just give up reading to other entertainment. And based on the algorithm of personalized recommendation technology platform, trill can recommend to the user by big data algorithm short video, make full use of the user's fragmented time, makes every effort in the shortest possible time to find users are most interested in the news, meet the personalized requirements of users, is beneficial to save user time, reduce the information overload of frustration. With the help of this artificial intelligence technology, high-quality short videos are more likely to be recommended by the system. Users can get the videos they want to see according to their preferences, and then thumb up forwards them, so that high-quality videos can be spread out for more people to find. In this way, high-quality short videos quickly stand out. As long as the content is original and high-quality, extraordinary communication effects can be achieved through personalized recommendation, and more efficient interaction between the government and the audience can also be achieved. In addition, as mentioned above, the audience on the trill through text, voice, video and emoticons for communication and interaction, recording platform launched hot topic or imitate challenge, or be involved in trill, live interactive way to interact with the government, this new way of interaction that the government and the audience will no longer stay in the far distance in the past, live the way much closer the relationship between the government and the audience, the audience

feedback, and the problem of psychological dynamic can be real-time communicate via live barrage to government departments, the government communication with the audience into a deeper relationship.

Secondly, a new "intermediary" element has emerged in the relationship between government and its audience. On the traditional media platform, the relationship between the government and the audience is very simple and one-to-one. The audience pays attention to the government's media account and passively receives all the news pushed by the government. However, after arriving at the algorithm platform, the algorithm will actively recommend the contents that users are interested in according to their preferences. The push of these contents depends on the user's personal portrait but also depends on the algorithm Settings of the algorithm platform. In fact, as a push tool implied by the designer, push algorithm reflects the value orientation of the designer, but the intention of the designer is not to push vulgar and illegal information content. Specifically, the algorithm is designed at the beginning of the implicit designer's predetermined judgment logic, the algorithm technology is to increase the "user stickability", the user's reading interest becomes the object of concern to the algorithm designer. The algorithm is to inject rules into the computer and form news recommendation logic according to the user's big data. "The number of clicks, forwarding times, number of comments and number of favorites are all important reference indexes. Different algorithms used by different algorithm platforms will produce different recommendation results, which is related to the designer's selection of relevant indexes and weight setting. Such an algorithm mechanism intervenes in the relationship between the government and the audience, becoming a new "intermediary" element. On the one hand, the algorithm platform provides a platform for the interaction and communication between the government and the audience, but at the same time, the intervention of the algorithm can play a role in influencing the communication mode of government information and the content communication and interaction process between the government and the audience.

At last, the weight of the audience in the interaction and communication between the two sides has been enhanced. Based on artificial intelligence personalized recommendation, the government communication on the algorithm platform is different from traditional social media in terms of operation and communication mode. The government short video adopts artificial intelligence algorithm to push the content. Therefore, different from the government microblog and government WeChat and government client, the status of the audience has been greatly improved. The audience who was originally passive in the information dissemination has become the relatively active one on the algorithm platform. Because the algorithm mechanism recommends to users what they are interested in and like to see, and if the government communication is still as rigorous and boring as the traditional media period, it is difficult to get the favor of users. Under such circumstances, government Tik Tok uploads and releases short video works that can satisfy users' curiosity according to users' needs and combined with the characteristics of the

department. When users' demands are paid attention and satisfied, government Tik Tok will be set as the object of long-term concern. If you have any questions in the video, you can put them up in the comment section or the private message page, and you can get a reply from the government account or other users. Then the problem can be solved, and the relationship between the government and the audience will be closer. Influenced by the algorithm mechanism, the government needs to have a deeper understanding of the personalized needs of different audiences in order to improve the communication effect, and more attention has been paid to the audiences.

III. GOVERNMENTS NEED TO ASSUME NEW RESPONSIBILITIES IN THEIR INTERACTIONS WITH AUDIENCES

Based on the new media platform, the government can deliver information and provide services to the audience. But in the algorithm platform, the government also needs to complete a new task and play a new role. Take more responsibility in the interaction between the government and the audience.

Firstly, to provide quality content and personalized services for the audience. The era of short video is different from the previous era of traditional media. Although the arrangement of articles and pictures in the traditional media period requires a lot of energy, the era of short video requires more professional video production. Although the length of short video is not very long, the cost of conception, shooting and production is still relatively high, and it is impossible to "mass produce" like government microblog or government WeChat. High production costs make it a challenge to continue operating. For example, some official accounts lack originality, their content tends to be homogenized, and even give up the short video platform because of the unsatisfactory communication effect. This requires the government to spend more thought and time on the release of short videos, maintain the continuous output of high-quality content, actively cultivate a professional content production team, and bring more high-quality content and videos to the audience. As a new mode of government communication, Tik Tok has to shoulder the main responsibility of releasing and interpreting government information such as policies and regulations in the era of new media. Secondly, personalized services such as live broadcasting on the algorithm platform are gradually accepted by government Tik Tok accounts. For example, on the evening of May 21, 2020, Tangshan Traffic Police official "Tik Tok" broadcast the investigation and investigation of drunk driving for the first time. The broadcast was carried out in the high-tech development zone in the rain from 21 to 23 o 'clock.During the period, all three cases of drunk driving investigated and dealt with by the five traffic police brigades were live broadcast simultaneously, and the number of thumb up reached 304,000, with 3,585 comments. Tangshan traffic police drunk driving investigation action can not only make more people understand the harm and seriousness of drunk driving, but also make the audience to further improve the trust of the government, a good two-way supervision. The live broadcast of law enforcement without any show is recognized

by the public. With the support of technology, government departments can provide more innovative services, and the service for the public is the best publicity for government departments. It can be seen that in the development of new media era, the relationship between the government and the audience will be closer, and the government also assumes more responsibilities to provide corresponding value output for the audience.

Secondly, the relevant government departments need to guide the audience to better identify the complex information on the algorithm platform, and more scientifically understand the "information cocoon room" and other issues." Information cocoon room" theory is the Sunstein in "my daily" the first to put forward a theory, refers to the developed along with the network technology and the dramatic increase in network information, the audience can be randomly selected in vast amounts of information they want to focus on the topic, completely custom according to his be fond of newspapers and magazines, long-term excessive independent choice, losing their ability to learn different things and contact, unconsciously made for himself a cocoon of a information room. When an individual is imprisoned in the cocoon of information constructed by himself for a long time, as time passes, his or her life will take on the characteristics of formalization and procedure. Algorithm platform has to avoid the phenomenon is inevitable, and the characteristics of the platform based on the algorithm, the algorithm can give priority to push them to users like and interested in content, over time, this will lead to the user in a cocoon "information room" of their own, due to the user's interests is filled with lots of vulgar taste, especially in the current social environment, money worship, utilitarianism and hedonism prevailed, with only the user interest for content standards tend to cause the contents of implied negative value orientation is a lot to push, it is easy for users to create "a lot of people have this kind of value orientation", It is not conducive to the spread of a good social atmosphere. At the same time, in the era of algorithmic new media, communication stresses "no news is quick". The more abnormal the information pushed by the algorithm is, the stronger the emotional discussion is, and the faster the transmission speed is. As a result, the algorithm platform is flooded with a large number of false information and the principle of "facts first" is ignored. Therefore, in the era of algorithm, the government has more responsibility to guide the audience to realize the risks and hazards behind big data network, and remind the audience to be rational, not to be misled by fake news and to follow the trend of forwarding comments and other behaviors. This is also a new content to improve the information literacy of the audience in the era of algorithm.

IV. THE GOVERNMENT NEEDS TO STRENGTHEN THE CONTROL AND GUIDANCE OF THE ALGORITHM PLATFORM

As Postman puts it, "Each technology is both a burden and a blessing, not an either-or, but a product of both." The development of algorithm platform is driven by capital and technology. In order to better serve the audience, the government must strengthen the control and guidance of the algorithm platform.

Firstly, standardize the algorithm platform of rapid development and "wild growth" in time. Because algorithm is the core of the push system algorithm requires the user to if you want to customize the news information, you must first leaked authorized algorithm (or push system for) their own information, such as gender, age, social relations, the reading interest, health quality and relationship characteristics, location, etc., only after obtaining the information under the premise of paint system to analysis the user's personal portraits, portraits and aggregation and push meets the interest private custom content to meet the user's information needs. Any information about the user (who he is, what he has done) can be exposed, which is undoubtedly a violation of the user's privacy. In the era of rapid development of algorithm platform, the government needs to pay attention to the problems and defects of algorithm platform, do its best to protect the privacy and rights of the audience, and regulate and control the development of algorithm platform. For example, the relevant privacy protection law is introduced, and users are legally given more detailed data control rights, including "personal information rights", such as the right to know, the right to delete, the right to correct, etc., in order to enhance the public's cognition of media and self-information protection. And thanks to personalized recommendations made by algorithms, short videos can spread quickly and widely, making them far more powerful than other social media. Some short video playback volume can reach hundreds of millions of times, and through the website, Weibo, WeChat and client channels such as secondary transmission, to further expand the area of its spread, this leads to short video transmission force algorithm platforms exceptionally strong, must be strictly controlled, the government can require algorithm platform outside the automatic filtering system and measures, according to need to add artificial way of audit, to ensure that the push to the user's personalized news has the correct orientation, to prevent a bad influence the spread of short video was malicious, influence people's social life safe.

Secondly, control and guide the "algorithm". Algorithm technology is objective, but how the algorithm is compiled and run is controlled by people, so the government needs to optimize and guide the principle of algorithm application. Because the algorithms used by different algorithm platforms will produce different recommendation results, it is related to the designer's selection of relevant indexes and weight setting. However, the algorithm implies the designer's intention to push some popular hot spots according to users' attention. Some of the hot spots may be vulgar and illegal information, which will cause some negative effects on readers. The reason why readers receive the information is that the algorithm determines the distribution channel of the information content and replaces the link of manual review of the information content. In addition, the user data collected by the algorithm will increase the possibility of such potential push, resulting in vulgar and illegal information being pushed to users as hot spots. Therefore, the government also needs to optimize the principles guiding the application of algorithms, improve the

transparency of algorithms, and ensure that the audience will not be harassed by vulgar and illegal information on the algorithm platform. The government's grasp of the above content is an algorithm era, and it is also an inevitable requirement to optimize the relationship with the audience and serve the audience with new content.

V. THE RELATIONSHIP BETWEEN THE GOVERNMENT AND THE AUDIENCE IN THE "THREE-WAY INTERACTION"

Through the above analysis, it can be found that the relationship between the government and the audience is in the "three-way interaction" between the government, the algorithm platform and the audience. In the era of government WeChat and government microblog, the government and the audience interact on the new media platform, and the new media basically only plays the role of information dissemination platform. But an algorithmic platform is different, because algorithms can guide and change the "rules" of information dissemination. Thus, the algorithm can also "interact" with the government and the audience.

To adapt to the new changes in the form of transmission, the state media, under the new media environment to strengthen the transformation of thinking mode, update form and means of improvement, also pay attention to fit their own image, do not go with the flow, spread the fundamental starting point and the foothold in e-government information propaganda, too much importance on algorithm platform form and ignore the audience for the acceptance of the contents tend to cause the opposite effect, so the government in the process of the spread of the new form of government affairs to become a mere formality of avoid by all means, just entertainment properties of joint algorithm platform, and instead of government, establishing the new image of the government's intention. Government Tik Tok must put the public interest first and strictly abide by the journalistic professionalism. Although it is difficult for government communication to meet the needs of different levels and categories of audiences, it is necessary to reasonably allocate the forms of communication as far as possible, not only to maintain its own authoritative image, but also to adapt to the communication mode that audiences are most willing to accept, so as to achieve a win-win situation for government departments and the public. At the same time, government departments can also spread all kinds of videos on Tik Tok on new media platforms such as Weibo, WeChat and the client, taking into account all kinds of new media communication channels and meeting the needs of different audiences for government information. The government needs to deal with the relationship with the audience in this three-way interaction. This is a new feature of the age of algorithms.

VI. SUMMARY

Platform in the algorithm of the new media era, government should actively embrace the new technology development and the content of the government affairs spread further, will do a good job, in algorithm platform also the further development of the relationship between government and the audience more complex ternary relationship, at the same time, the government should shoulder the new responsibility of new platform, do further control and guide of algorithm platform, platform for audience to provide more orderly algorithm.

REFERENCE

[1] Yang J N. The New York Times: Journalism Professionalism in the Digital Age [J]. New Media Research, 2019 (2) : 80-82,103.
[2] Du Leyun. Research on Interactive Communication of Tik Tok in Government Affairs [D]. Guangzhou University, 2019.
[3] Xie Xueyuan. Exploration and Consideration on the Development of Government Short Video [J]. News Research Guide, 2020,11(13):222-223.
[4] Zhang Dong, Zhao Hongyan. Analysis on the Communication Mode of Tik Tok in Government Affairs [J]. New Media Research, 2019, 5(05):33-34.
[5] Zhao Chunjie. The governance idea of news feed algorithm [J]. News World, 2019(07):88-90.
[6] Yan Xiafei. Research on Application of New Technology in Public Opinion Guidance of Emergent Events from the Perspective of Media Environment Science [J].Audio-visual, 2020 (12) : 195-197.
[7] Shi Fan, Shao Zhuang. A brief analysis of the current situation and countermeasures of the dissemination of government short video [J]. Research of Communication Force, 2019,3(23):106-107.
[8] Ma Liang. The status, challenge and prospect of government short video [J]. E-government, 2019(07):2-10.
[9] Liu Wenjie. Legal Perspective of Algorithmic Recommendation News [J]. Journalists, 2019 (02).
[10] Liu Haiming. The Value Entanglement and Ethical Mistake of Media Algorithm [J]. Social Science Journal of Hunan Normal University, 2019 (01).