

A Study on the Tendency of Different Platforms Toward Online Public Opinion Events in the Perspective of Social Media

--Taking the Jiang Ping Incident as an Example

Xinyu Guo^{1,a,*}

¹*Department of Journalism and Communication, Shandong University, Licheng District, Jinan, China*

a. 202200510035@mail.sdu.edu.cn

**corresponding author*

Abstract: In contemporary society, social media platforms have become the main way for people to get news and discuss hot topics. Many social media platforms have emerged as important places for people to exchange views. This makes the outbreak of online public opinion more difficult to control than before, and the development of public opinion also shows different tendencies among various platforms. Therefore, this paper will study the tendency of different social platforms for the same public opinion event. Taking the public opinion event “Jiang Ping Incident” as the basis, we adopt the traditional critical discourse analysis to compare and analyze Weibo and Zhihu in terms of word frequency graph, semantic connotation, and semantic network, to explore the tendency of the two platforms for the topic of the Jiang Ping Incident and to explore the social problems reflected behind it. To explore the social problems reflected behind, hoping to promote the establishment of a healthy network and the solution of social problems. From the results of this paper, microblogging and Zhihu are basically in the same direction for the same public opinion event, but there are some differences in the focus of attention. It also reflects people's concern about the education system and the serious problem of online public opinion, and how to solve these problems has become an important issue that needs to be solved in contemporary society.

Keywords: Social Media, Internet Public Opinion, Jiang Ping Incident, Tendency Research, Discourse Analysis.

1. Introduction

With the progress and innovation of communication technology, new media represented by social media are quietly changing people's production and life style as well as their way of thinking, and social media platforms are emerging and gradually replacing traditional media. With the upgrading of communication technology and the maturity of network content platforms, the enthusiasm of netizens to obtain information and express their opinions has further increased, and cyberspace has become an important way to obtain first-hand news and an important place for the exchange of opinions [1]. At the same time, the construction and popularization of mobile networks have increased

the frequency of Internet use. This on the one hand reduces the cost for Internet users to express their opinions, and at the same time makes the outbreak of online mass events more frequent. Network public opinion uses the Internet as a communication medium to closely follow the collection of network events to express opinions, conduct wide dissemination, and communicate and interact. With a large number of network audiences and complex cognition, all subjects and aspects of public opinion are faced with a huge impact. Social media platforms such as Weibo, Xiaohongshu, Zhihu, and Jieyin are important Internet social platforms in China at present, and when public opinion events break out, users will always have extensive and profound discussions in these platforms. Among the many netizens, there are some active information providers and opinion expressers who act as “opinion leaders” to guide the direction of the topic. Such opinions with different tendencies can reflect users' real-time attitudes towards social events, government work, enterprise products, current affairs and politics, etc., and the public attributes of the speech can be easily collected, organized and researched.

The research of this paper is based on the major public opinion event “Jiang Ping Incident”. On June 13, 2024 Alibaba Global Mathematics Competition announced the results of the final list, and finally 801 contestants from all over the world advanced, and Jiang Ping, as a junior college student, spent two years to learn higher mathematics by herself, and finally beat the contestants from famous schools with a high score of 93 points, ranking 12th in the world. Jiang Ping, as a secondary school student, spent two years studying higher mathematics on her own, and finally beat all the contestants from famous schools majoring in mathematics with a high score of 93 points, ranking 12th in the world, and becoming the first secondary school student to make it to the finals of Ali Math Contest. On the day of the incident, it aroused extensive discussion on the Internet, and then with the fermentation of time, diversified discussion topics were derived, evolving into a public opinion event with a long time span and a continuously high level of heat, which was on the discussion hot list on various social media platforms, and exerted an important influence on the Internet.

With the above background as a basis, the purpose of this paper and the significance of the study are presented next.

Firstly, in terms of the research purpose, this paper tries to answer the following questions by collecting popular posts on the four major social media platforms, namely, Weibo, Zhihu, Jieyin, and Xiaohongshu, during the period of Jiang Ping's incident, and analyzing the posts in terms of discourse:

- 1) What kind of tendency of the topic is shown by each social media platform for the Jiang Ping incident.
- 2) Explore the similarities and differences in the topic preferences of different social media platforms, and the reasons for the emergence of these similarities and differences.
- 3) The social problems reflected by the emergence of related discussion topics and their practical significance.

Furthermore, in terms of research significance, this paper will study the topic tendency of public opinion events on different platforms, so as to think more deeply about the reasons for the generation of topics of public opinion events as well as the elements of participation, to find out the differences of topic tendency on different platforms and the reasons for such differences, in the hope of providing certain theoretical basis and research ideas for guiding the topics of public opinion on public opinion events in the future. In addition, this paper will conduct discourse analysis on the popular posts during the Jiang Ping incident to understand the topics discussed on each platform for a specific incident, and then analyze the direction of users' attention to the incident, to understand the public's informed demands and common views on the current incident, and to respond in time, hoping that it can provide strong support for decision makers to grasp the direction of the development of public opinion incidents at the theoretical level in the future, and also can It also promotes the control of negative information at the stage of online public opinion generation as early as possible, so as to avoid the

situation of online public opinion getting more and more intense or even the phenomenon of polarization of online public opinion. At the same time, most of the netizens are in the middle of the Internet, and it is difficult to control the events from the overall height, so discourse analysis can also provide rich and effective information to help netizens understand the events in depth. The “Jiang Ping Incident”, as a long-standing and highly publicized public opinion event, has formed a wide impact on the Internet. The public opinion environment of this incident is complex, with a large time span and many derivative themes. Analyzing this incident can show the overall public opinion direction in the complex public opinion environment in a more comprehensive way, and summarize the effective strategies for guiding the public opinion of online mass events. Therefore, to a certain extent, this study can provide a new analysis perspective for the relevant management departments and ideas for future network governance, as well as a new observation perspective for the public, which can help the public to judge their positions and the truth!

This paper mainly follows the following framework and ideas. This paper will follow the idea of research, firstly, introduce the research process of this paper, including the research tools, sample selection and collection, as well as the elaboration of specific research methods. Subsequently, the results of the study will be described and analyzed in detail, and finally the results of the study will be discussed in depth.

The study mainly adopts traditional critical discourse analysis, using a combination of quantitative and qualitative analysis. The samples were collected by crawling and selecting manually, and the popular posts on Weibo and Zhihu during the fermentation of Jiang Ping's case were captured as samples, so as to establish a small corpus respectively. This study is mainly based on the combination of ROST CM software and “corpus” to analyze the corpus, through the three dimensions of word frequency analysis, semantic connotation and semantic network to study the topics and tendencies of Weibo and Zhihu during the fermentation of the Jiang Ping incident. Finally, by comparing the results of different social platforms, the existing social problems are discussed in depth.

2. Research Method

2.1. Data Collection and Research Tools

This paper mainly adopts the traditional critical discourse analysis, using a combination of quantitative analysis and qualitative analysis in the form of research [2]. From the research object, this paper collects the popular posts generated by different social media platforms for the Jiang Ping incident, crawls and selects the posts manually, grabs the popular posts in each social media platform and builds a small corpus of different platforms, and then analyzes the corpus by using the combination of ROST CM software and “corpus”. The corpus is then analyzed using a combination of ROST CM software and “corpus”. In the next section of this paper, we will step by step introduce the operations involved in building a corpus.

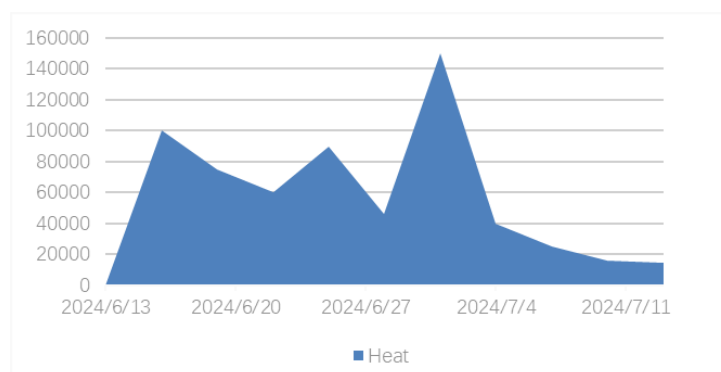


Figure 1: Baidu Heat Index of the Jiang Ping Incident figure

First of all, in terms of sample selection, this paper grabs the popular posts during the period from the fermentation to the stabilization of the Jiang Ping incident, according to the heat trend given by Baidu index (Figure 1), it can be seen that the development of the incident mainly from 6.13 to 7.4, and then tends to stabilize. Therefore, this paper selects 40 popular posts as samples to be analyzed every day during this period.

In terms of data collection, this paper adopts manual collection method to collect data, search the search page of social media platforms with “Jiang Ping” as the keyword to search, and collect popular and original posts related to the discussion topic and the Jiang Ping incident, during the period from 6.13 to 7.4, 40 cell phone posts were made on the microblogging platform every day, and a total of 920 original blog posts were collected. Collected 920 original blog posts, totaling more than 190,000 words. On the Zhihu platform, from 6.13 to 7.4, the posts were arranged according to the time and collected more than 40,000,000 words in total.

In terms of the choice of analysis tools, the corpus analysis in this paper will be completed by using two analysis tools, namely, “Corpus 4.0” analysis software and ROST CM6 text processing software, which will be introduced in the following paper. The first is “Corpus 4.0” software, which is a corpus processing software written by Laurence Anthony of the College of Science and Technology, Waseda University, Japan [3]. In this paper, we mainly use the keyword text co-occurrence function of the software, based on which we will analyze the context of the target words in the clauses. Furthermore, ROST CM software, which is an auxiliary tool developed by Prof. Shen Yang's team at Wuhan University to assist research in the humanities and social sciences, can realize a very powerful analysis of the textual content of the data. In this paper, we will mainly use the following related functions. First, the function of word division. The second is the word frequency and word frequency function. The third is semantic network analysis.

2.2. Research Process

The first is word frequency analysis, through which we can learn the different attitudes, topics of discussion and tendencies of each platform on the Jiang Ping incident at the macro level. First of all, the word-splitting function of rost software is used to clean the TXT files built on the basis of the corpus of Weibo and Zhihu respectively, and the text content therein is subjected to the word-splitting process. The principle of the program is based on its own lexicon to process the target text, in order to be accurate, this paper also carries out manual word division, adding customized words such as “cheating”, “questioning”, “genius” and other words, to the target text. In order to be accurate, this paper also performs manual word separation by adding customized words such as “cheating”, “questioning”, “genius”, etc. to the target text. Subsequently, word frequency analysis was performed on the segmented documents to identify the top 100 words in each of the two social media platforms. This paper hopes to compare the differences in words and word frequency rankings between Weibo and Zhihu, so as to draw out the similarities and differences in the topics of interest of the two platforms and their tendencies.

Furthermore, to analyze the semantic connotation of the corpus, through the keyword text co-occurrence function of “Corpus 4.0”, the high-frequency theme words derived from word frequency analysis can be retrieved, and the theme words will be co-occurring in the corresponding position in the target corpus. The specific position of the target words in the corpus text is mainly presented in the form of clauses, and this paper will analyze the attention of the two platforms to the specific topic of Jiang Ping's case based on the number of target words presented in the clauses by this function. First of all, the analysis of this paper is based on the files after the word division through the rost software, and then the “high frequency words” common to the two platforms obtained through the word frequency analysis are used as keywords for searching, so as to obtain the number of clauses containing this keyword in the corpus of microblogging and Zhihu, thus learning the tendency and

degree of concern of the two platforms for the same topic, as well as the number of clauses containing this keyword, so as to learn the two platforms for the same topic. The keyword is used as a keyword to search for the number of clauses containing the keyword in the corpus of Weibo and Zhihu, so as to find out the tendency and attention of the two platforms to the same topic, as well as the audience's semantic connotation of the specific topic.

Finally, the overall semantic network analysis, this paper in the microblogging and Zhihu discourse corpus based on the semantic relationship between the entire text vocabulary on the basis of the use of rost in the visualization tool, this function can be through the target text data is not divided into words for the semantic network analysis, the main analysis of text data in the semantic relationship between the subject of the word and the other vocabulary. In this paper, we utilize the “ego” function in netdraw2.084 to select the nodes and get the semantic network relationship graph of the two platforms. Through the semantic network, the node words of the two platforms are categorized into three circles according to the degree of heat, comparing the similarities and differences of the general direction of the two platforms' concern topics as well as the new topics around the Jiang Ping incident, so as to more comprehensively and concretely understand the direction of the concern and discussion between Weibo and Zhihu in the Jiang Ping incident.

3. Research Result

3.1. Word Frequency Exploration

Table 1 shows the screenshots of the top 15 words in the corpus of Weibo and Zhihu after removing the meaningless words. According to Figure 1, what can be intuitively noticed is that the top 15 words in both platforms of Zhihu and Weibo have a high degree of consistency, with “math”, “ginger ping” and “questioning” occupying the top three positions in the two tables respectively. The “math”, “Jiang Ping”, “questioning” in the two tables respectively occupy the top three positions, while “competition”, “results”, “final”, “genius”, “secondary”, “secondary”, “secondary”, “secondary”, “secondary”, “secondary”, “secondary”, “secondary”, “secondary” and “secondary”. “Secondary school”, “teacher”, “Ali”, and “proof” ranked high in both platforms. It can be concluded that the two platforms have a high degree of consistency in discussing the general direction of the Jiang Ping incident. Implemented to the event itself, it can be inferred that the fermentation of “Jiang Ping incident” is due to the strong contrast between Jiang Ping's identity as a “secondary school student” and her excellent results in math competitions, and this event has set off a great deal of heat on the Internet due to its scarcity. Netizens marveled while questioning their achievements as time went by. Thus, the faction of questioning and the faction of believing form an opposition, expanding the topic of “Jiang Ping” to discuss the education system and other social realities, proving their own point of view in a mixture of rationality and violence, and conveying their demands for the society through the frantic exploration of the network in a constructive way.

Table 1: Top 15-word frequencies in Micro-blog and Zhihu

Platform Ranking	Micro-blog		Zhihu	
	word	frequency	word	frequency
1	Math	1348	Math	276
2	Jiang Ping	1204	Jiang ping	226
3	Questioning	612	Questioning	90
4	Competition	463	Grades	80

Table 1: (continued).

5	Grades	424	Teacher	77
6	Finals	382	Ali	71
7	Ali	379	Competition	66
8	Teacher	368	Finals	54
9	Secondary school	359	Genius	51
10	Genius	253	Secondary school	49
11	Global	224	Wang Runqiu	47
12	University	217	Proof	44
13	Cheating	195	Preliminaries	42
14	Proof	154	Zhejiang University	38
15	Examinations	138	Evidence	37

3.2. Common Questioning of “Achievements”

As can be seen from Table 1, the word “question” is located in the third place of all words in both Weibo and Zhihu, and from the word’s “competition”, “achievement”, “Ali”, etc., we can understand that the netizens mainly questioned Jiang Ping's achievement in the Alibaba competition. From the word’s “competition”, “achievement”, “Ali”, etc., it can be understood that the netizens mainly questioned Jiang Ping's achievement in the Alibaba competition. Combined with the case, we can know the netizens focus on the direction of the topic: based on the identity of Jiang Ping's secondary school students, but the competition results are sandwiched between a number of prestigious schools, and because of Alibaba's math competition is open book, so people have questioned the results of Jiang Ping, that there is a suspicion of cheating.

In addition, through the word frequency table and the actual case, we can see that the word “teacher” has a great correlation with the word “question”, so this paper next discusses about Jiang Ping's teacher, Wang Runqiu, in the microblogging and Zhihu's attention. From Table 2, we can see that the word “teacher” ranks 8th in Weibo and 5th in Zhihu; in addition, Jiang Ping's teacher's name “Wang Runqiu” ranks 27th in Weibo and 11th in Zhihu, so we can draw a clear conclusion that Jiang Ping's teacher's name “Wang Runqiu” has a great correlation with the word “questioning”. Therefore, we can draw a clear conclusion: the frequency of discussion about Jiang Ping's teacher Wang Runqiu is higher in Zhihu than in Weibo in general. At the same time, whether Wang Runqiu assisted Jiang Ping in cheating is an important direction for both platforms to question Jiang Ping.

3.3. Discussion of the Education System

Table 2: Word frequency ranking of "teacher" and "Wang Runqiu" in Micro-blog and Zhihu

Ranking	Micro-blog		Ranking	Zhihu	
	word	frequency		word	frequency
8	Teacher	368	5	Teacher	77
27	Wang Runqiu	114	11	Wang Runqiu	47

From Table 2, we can see that the word “junior college” is in the 10th place in Weibo and the 11th place in Zhihu, while “genius” is in the 11th place in Weibo and the 10th place in Zhihu. It can be seen that although Jiang Ping's results were doubted, but with the identity of “junior college students” in the competition over the prestigious schools, still made her famous, but also caused netizens about the “junior college” and “ordinary high school” heated discussion. It also caused a heated discussion

among netizens about “junior college” and “regular high school”. Many netizens called Jiang Ping a “genius girl”, junior college students are not worse than “ordinary high school” students and think that “junior college” is not a dead end, but also a good choice in life! The following is a summary of the results of the study.

As can be seen from Table 3, among the top 100-word frequencies, “admission” has a high frequency in both Weibo and Zhihu, and the three famous universities “Peking University”, “Zhejiang University” and “Harvard University” are ranked in the top position in the word frequencies. “Harvard” three famous schools in the word frequency ranked in the first place. In this case, many netizens called on all famous schools to break the prejudice against junior college students and admit Jiang Ping.

Under the heated discussion of netizens, the discussion on this topic continues to heat up, the major famous schools have come out to respond, welcome Jiang Ping to apply for the examination. And on the admission of colleges and universities should not engage in “specialization” for a heated discussion.

Table 3: Ranking of the word frequency of "admission" and the names of colleges and universities in Micro-blog and Zhihu

Ranking	Micro-blog		Ranking	Zhihu	
	word	frequency		word	frequency
20	Peking University	123	14	Zhejiang University	38
57	Admission	71	42	Admission	17
75	Zhejiang University	58	65	Peking University	13
/	/	/	71	Harvard	12

3.4. Semantic Connotation Analysis

3.4.1. Semantic Connotations of “Questioning”

In the word frequency file, comparing the word frequency of the word composition of Weibo and Zhihu, the word “question”, which has an obvious viewpoint, receives strong attention in both platforms. In view of this, this paper will start from the word “question”, and then rely on the KWIC (Keyword Text Incidence Codification) function of the corpus software to explore the specific semantic interpretation of “question” in both platforms. In the following, this paper will rely on the KWIC (Keyword Text Interpretation Co-occurrence) function of the corpus software to explore the specific semantic interpretations of the word “question” in the two platforms.

As shown in Table 4 and Table 5, this paper searches “Puxin man” in the corpus of microblogging and Zhihu discourse, and finally microblogging gets 612 sentences, and Zhihu gets 90 sentences, because the original corpus of microblogging is five times more than that of Zhihu, so the sentences derived from Zhihu should be multiplied by 5, but the 450 sentences of Zhihu are still much different from the 612 sentences of microblogging, and from the index results, it is clear that microblogging is more eager to explore the word “question” than Zhihu, and the tendency to question Jiang Ping's achievement is more obvious. However, the resulting 450 sentences of Zhihu are still quite different from the 612 sentences of Weibo, and from the indexing results, Weibo is keener on exploring the term “questioning” than Zhihu, and its tendency to question Jiang Ping's performance is more obvious. In this paper, we will explore how netizens discuss the topic of “questioning” in specific semantic situations. The main direction of questioning Jiang Ping as perceived by netizens is: “Jiang Ping's

entry into the Alibaba Math Contest is questioned because it breaks several traditional perceptions. The first is education and specialization. Most of the participants are students at famous schools, and even math competition bulls, but Jiang Ping is from a secondary specialized school, or study clothing design. The second is gender. Although less talked about now, there is still a public and private perception that girls are not as good as boys in math and science. The third is the format of the competition. The preliminaries are online open-book competitions, unlike the familiar closed-book exams. People mainly seized on the first and third points, questioning the fairness of the exam and suspecting that there were substitutes. Some people even suspect that this is Alibaba's deliberate counterfeiting to create hot spots.”

Table 4: Co-occurrence of "questioned" texts - micro blog

Number of sentences containing keywords in Zhihu		90 pieces
Left Context	keywords	Right Context
One point, is also the most critical point, can all	Questioning	people, all over thrown. All who attack Master Wang Runqiu
Fujian's second place in history, full marks in Chinese, boys no one doubts	Questioning	the reason was never her origin, not
Concerned about such an unexampled genius, and with the network	Questioning	the fermentation, no won the network has been most people will not
Questioned Naiver Stokes equation. These days	Questioning	there are many voices, there is a very important reason

Table 5: Co-occurrence of "questioned" texts - Zhihu

Number of sentences containing keywords in Micro-blog		612 pieces
Left Context	keywords	Right Context
This is a message sincere	Questioning	since the Jiang Ping incident, the style of painting in the commentary area is like this
Hua came to predict Jiang Pings final results. Recently, I am intense	Questioning	the Jiang Ping incident was fraudulent. Well, if it's fake the final
The answer will soon come tonight. Professor He of Tsinghua Universality	Questioning	the video of the Jiang Ping incident has been blocked. How many more
Learning another one that's more difficult? Do you believe it?	Questioning	Jiang Ping series five. If Jiang Ping really went

3.4.2. Semantic Connotations of “Technical Secondary School”

In the actual case, Jiang Ping's case can set off such a high degree of heat in the network, one of the important reasons is that Jiang Ping's identity as a “middle school student”, from the second part of this article, it can be seen that “middle school” has received strong attention in both platforms, in view of this, this article will start from the term “middle school”. In view of this, this paper will start from the word “junior college”, and then this paper will rely on the KWIC (Keyword Text Interpretation Common) function of the corpus software to explore the specific semantic

interpretation of “junior college” on the two platforms, and some of the texts are indexed in the following figure.

As shown in Tables 6 and 7, the number of entries about “secondary school” in Zhihu is still much smaller than that in Weibo. Therefore, from the indexing results, Weibo is more eager to discuss the term “junior college” than Zhihu, and the tendency to discuss Jiang Ping's identity as well as education and education system is more obvious.

Table 6: Textual co-occurrence of "specialized schools"- microblog

Number of sentences containing keywords in Micro-blog		359 pieces
Left Context	keywords	Right Context
Talent and expertise have been discovered. making chance a necessity? Recently	Technical secondary school	girl Jiang Ping shortlisted with a global ranking of 12
Yes, I won't feel wasted for her, only gratified. Recently	Technical secondary school	girl Jiang Ping won 12 places in the world in math competition triggering
the corresponding procedures temporarily unable to answer Recently. 17 years old	Technical secondary school	girl Jiang Ping broke into the world's top 12 in math competition. triggering
Jiang Ping Entered the final of the Global Mathematics Competition	Technical secondary school	girl Jiang Ping won 12 places in the world in the math competition

Table 7: Textual co-occurrence of "specialized schools"- Zhihu

Number of sentences containing keywords in Zhihu		49 pieces
Left Context	keywords	Right Context
And Mr.Wang Runqiu doesn't read Dr.Nantah? Lianshui	Technical secondary school	the party secretary. don't want to make the school
Big, most of her world is her friends and relatives, Lianshui	Technical secondary school	my classmates, and this matter, believe the people around me.
She will also be asked to fight back, because it is related to Lianshui	Technical secondary school	reputation, admissions, and even the reputation of the city of Lianshui
Much stronger. In order to have more say, I let the family also 17 years old	Technical secondary school	the baby tiled, In order to play the game, altogether

3.5. Semantic Web Exploration

After discussing the word frequency results and semantic connotations of Weibo and Zhihu, the next text will be a descriptive analysis of the semantic network relationship graphs presented in the two platforms.

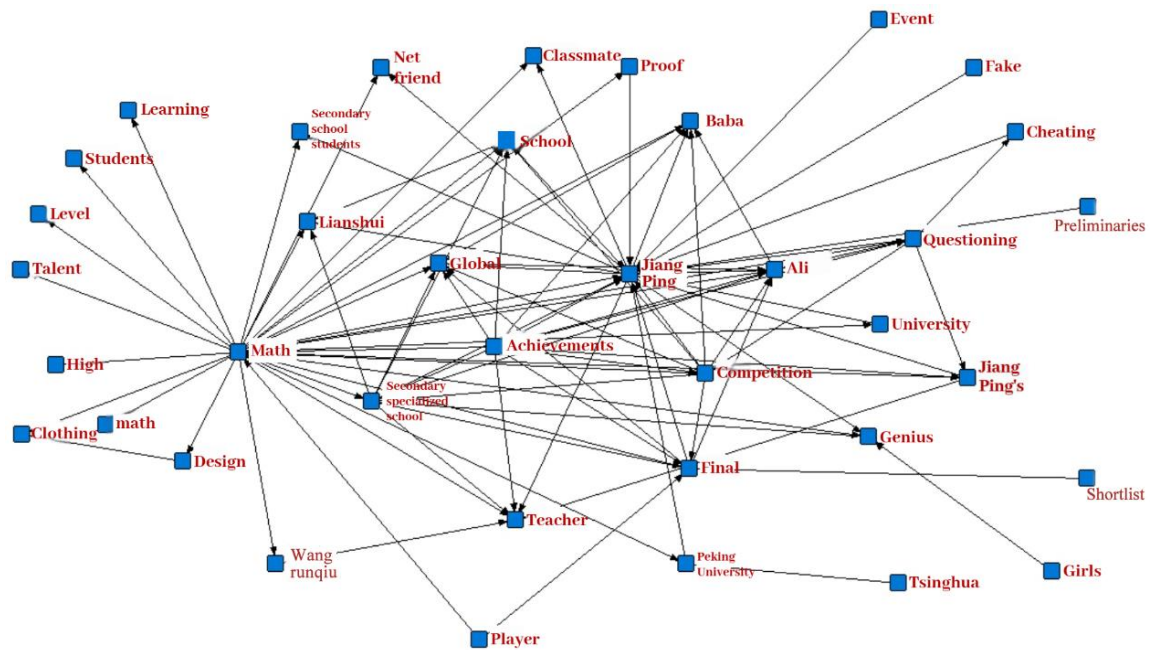


Figure 2: Semantic relationship map of Zhihu discourse

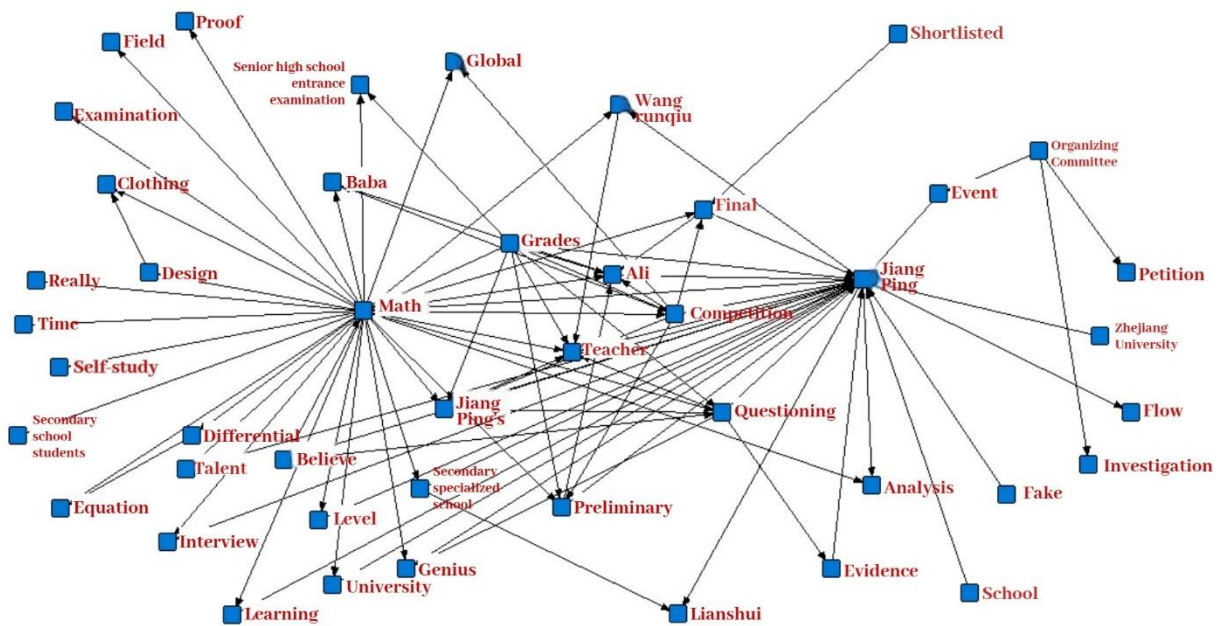


Figure 3: Semantic relationship map of microblogging discourse

In the semantic network graph of Weibo (Figure 2), in the first circle are the seven nodes “math”, “Jiang Ping”, “secondary school”, “competition”, “Ali”, “global”, “achievement” seven nodes. The implied message is an overall summary of the Jiang Ping event, “Jiang Ping, a secondary school student, achieved good results in the preliminary round of the Alibaba Global Math Contest.” In the semantic relationship diagram of Zhihu (Figure 3), the central topic of discussion in the first circle is more concentrated, mainly focusing on “mathematics” and “Jiang Ping”, while other words are

concentrated in the second circle. Unlike microblogging, the word “secondary school” in the first circle is in the third circle in Zhihu, which shows that microblogging and Zhihu are basically the same on the general direction of Jiang Ping, but microblogging pays more attention to the issue of education in the case of Jiang Ping than Zhihu.

In the second circle of the semantic network diagram of Weibo, there are mainly the words “question”, “Lianshui”, “school”, etc. It can be seen that netizens in Weibo are concerned about Jiang Ping's secondary school, “Lianshui Middle School”, which is the secondary school she came from. “Lianshui Middle School”. In terms of form, the second circle is an extension of the first circle, and the topic of discussion is more extensive. Looking closely at the node connections in the figure above, all the node words of the second circle layer are connected to the first circle layer. Looking at the second circle of Zhihu's discourse, the difference between the second circle and Weibo is that the words “teacher” and “Wang Runqiu” are listed in it, while these two words are located in a more peripheral position in Weibo. This also confirms the results of the first part of the study. The vocabulary of the two platforms in the second circle is still a complementary extension of the first circle, and the general direction is the same, but Zhihu pays more attention to the topic of “teacher”.

Let's look at the third circle of microblogging discourse, which consists of node words such as “young girl” and “clothing”. Among the words mentioned above, in addition to complementing the second circle, such as “cheating” is a complement to the node word “questioning”, and “junior college student”, “clothing” and “design” are complementary to Jiang Ping's identity. “clothing” and “design” to Jiang Ping's identity, but also the gender-related words “young girl” and “Peking University” and “Tsinghua University”. and “Peking University” and “Tsinghua University”. In terms of the connection of node words, the node words in the third circle are basically unidirectional to the words in the first circle. At the same time, the third circle of women's discourse also involves words such as “Zhejiang University” and “organizing committee”, which shows a new topic about Jiang Ping's case, indicating the need to explore gender relations in a larger context.

It can be seen that according to the web semantic analysis of the two platforms, the core vocabulary of the two platforms is basically the same, but there is a difference in the tendency of discussion focus. The vocabulary in the second and third circles is the focus of more attention, which provides richer discussion topics about Jiang Ping.

4. Discussion

Through the study of the tendency of the discussion of the topics on the platform of Jiang Ping incident, in addition to understanding the differences in the direction of the discussion on different platforms, it also reflects some social problems that need to be solved urgently through the related topics of the netizens on the incident of Jiang Ping.

The scientific nature of the evaluation system under the test-based education system has been discussed. Jiang Ping studied in a “secondary school” which is not important to the public, but because of her love for mathematics, she has been able to get excellent results in the field of mathematics, which, although questioned, makes people start to reflect on whether the evaluation standard under the current test-based education system is too single. Too single, if only the test scores as the main criteria for evaluating students but ignored the comprehensive quality of students and personality development, students can play the maximum potential. It is undeniable that under the system of exam-oriented education, it is often difficult to fully cultivate and develop students' interests and specialties, and many children have lost the opportunity to continue their education. How to strike a good balance between performance and specialties, and further improve the education evaluation system to find the talents that the society really needs are important issues that we need to face and solve at present.

Internet public opinion is a serious problem, and the incident of Jiang Ping, as a major Internet public opinion event, caused a wave of heat on various platforms as soon as it was released, sweeping the Internet with an uncontrollable trend. However, while the netizens have been discussing this incident frantically, Jiang Ping herself has been subjected to prolonged cyber violence and malicious suspicion, which is also very much related to the current network public opinion problem and network environment in China.

First of all, the public opinion environment and the public attention point shift; in the Jiang Ping incident, the network public opinion presents complex and diverse characteristics [4]. This public opinion environment caused unnecessary pressure and disturbance to Jiang Ping herself and her family. The public's focus gradually shifted from her mathematical talent to questioning the authenticity of her grades. This shift not only affected the fair evaluation of Jiang Ping herself, but also obscured the deeper social issues behind the incident. Furthermore, it reflects the fragmentation and emotionalization of public opinion; the Jiang Ping incident triggered a serious fragmentation of public opinion on major social media platforms [5]. Different platforms and different user groups have very different views on the incident, and there are obvious differences of opinion. This fragmentation phenomenon reflects the ideological differences and positional conflicts among Internet users. Many Internet users are highly emotional in expressing their opinions, often evaluating events based on their own emotions and prejudices, resulting in an online public opinion environment full of hostility and aggressiveness. In addition, netizens lack rational thinking and have a serious herd mentality when evaluating events [6]; in the case of Jiang Ping, many netizens hastily jumped to conclusions in the absence of sufficient evidence, and blindly followed the views and behaviors of others. This thinking attitude is not only not conducive to the resolution of the incident, but also may exacerbate the confusion and conflict of public opinion. This leads to the fact that online public opinion is often swayed by some inaccurate information or rumors, making it difficult to form objective and accurate judgments. Finally, the chaotic public opinion environment also has a lot to do with the reporting bias of the media as opinion leaders; some media lacked the necessary prudence and objectivity in reporting the Jiang Ping incident, exaggerating or creating controversy in order to attract attention. Such irresponsible reporting behavior not only misleads the public's perception of the incident, but also may exacerbate social contradictions and conflicts, and undermine the credibility and authority of the media.

Calls for reform of the education system, in the fermentation of the Jiang Ping incident, many netizens for Jiang Ping voice, calling for major universities to break the rules for admission of Jiang Ping, a special talent, although these calls have not been adopted, but it also allows us to begin to think about some of the limitations of the traditional admissions system. Colleges and universities are necessary to establish a more flexible and inclusive admission mechanism, in order to target the discovery and training of students with special talents is worth exploring the issue.

5. Conclusion

Through the study of the tendency of the discussion on the topic of Jiang Ping's incident on Weibo and Zhihu, we can find out the difference in the focus of different platforms as well as the social problems reflected behind it. It is hoped that it can provide some useful reference and suggestions to promote the reform and improvement of the education system and evaluation system, as well as to solve the problem of network public opinion. However, the research in this paper also has some limitations, first of all, the data samples in this paper are partially crawled manually, for the huge network data cannot be completely covered by the analysis, so the results of this paper are subject to a certain degree of sampling error; in addition, the research in this paper is limited to the microblogging and Zhihu two social media platforms, the coverage of the platform is small, and fails to study more types of social media platforms. It is hoped that the study can be extended to more

social media platforms, such as Xiaohongshu (life-sharing platform), Jieyin (short-video platform) and so on.

References

- [1] Wan Yu. (2020). *A study on the evolution mechanism of microblog opinion topics in emergencies* (Master's degree thesis, Jilin University). Master <https://link.cnki.net/doi/10.27162/d.cnki.gjlin.2020.002923> doi:10.27162/d.cnki.gjlin.2020.002923.
- [2] Liu J. (2022). *Gender discourse analysis in the incident of Yangasa's "Puxin man"* (Master's thesis, Yunnan University). M.A. <https://link.cnki.net/doi/10.27456/d.cnki.gyndu.2022.001373> doi:10.27456/d.cnki.gyndu.2022.001373.
- [3] Zhang, K. Jin & L. Qu. (2014). *Construction of a small corpus based on translation teaching on B2B platform of foreign trade enterprises*. *Quest for Knowledge* (07), 130-131. doi:10.14161/j.cnki.qzdk.2014.07.218.
- [4] Tian Xiaoli. *Research on Generation and Regulation of Network Public Opinion Hot Spots*. Guangxi University, 2011
- [5] Jiang Wei. (2016). *Contemporary social media space under the perspective of public sphere theory*. *News Communication* (19), 21-22.
- [6] Li Na. (2019). *The formation mechanism of online violence under the perspective of the "spiral of silence" theory-Taking the "Nanjing dog wrestling incident" as an example*. *Journalism Research Guide* (10), 66+68.