

Communication Risk and Public Awareness of Emergencies: Psychological and Social Factors in Public Crisis Communication in China

Guo Yuliang

*College of Communication, Shangqiu Normal University, Shangqiu, China
646082038@qq.com*

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Abstract: The objective of the study is to explore the factors related to the risk of emergency communication and public awareness in China's specific social, cultural and media environment, and analyze their impact on public crisis communication and coping strategies, so as to provide theoretical support and practical guidance for strengthening public crisis management and social response. The results of the study revealed that in-depth study of the psychological and social mechanisms of emergency communication can promote the improvement of the public's risk awareness and coping ability, improve the social response to emergencies and management efficiency, and thus build a more secure and stable social environment. At the same time, the research results can help improve the public's risk awareness and information literacy, promote the public's effective response and participation in emergencies, and reduce the occurrence and expansion of communication risks.

1. Introduction.

Contemporary China is faced with various public crises, which may involve social, economic, political, environmental and other aspects, such as natural disasters, emergencies, and social contradictions. With the development of the Internet era, we-media has gradually become a pillar part of public opinion. With the fermentation of news events on the Internet, the media pattern driven by we-media has undergone a thorough transformation. At the same time, the development of economic globalization promotes the rapid transformation of the domestic social structure and promotes the process of domestic democratization, and at the same time, the participation of citizens in online news has been enhanced. Correspondingly, the enthusiasm for participating in social affairs has increased to a certain extent. Public opinion has become the main way for netizens to participate in public life, but the difficulties in public discussion have also increased. The dilemma of public discussion refers to the dilemma of public participation in the discussion and exchange of opinions in crisis events. In these crisis events, the study of public crisis communication can discuss how to accurately convey crisis information, properly deal with public opinion guidance, and deal with rumors and false information.

In contemporary society, the frequency and influence of emergencies are increasing, which poses a great threat to the safety of the public, property loss and social stability. Public crisis communication is the communication process of emergency information in the media and social networks, among which the communication risk of emergencies and the formation of public awareness are crucial to the handling of public crises and social responses. However, the particularity of China's social and media environment makes the psychological and social factors in the communication of public crises have unique impacts and challenges. Therefore, an in-depth study of the psychological and social factors related to the risk of emergency communication and public awareness is of great significance for strengthening public crisis management and social response.

1.1 Psychological factors of the communication risk of emergencies

Discuss the public's emotional response, information selection preference, rumor acceptance and other psychological factors in the communication process of emergencies, and analyze the impact of these factors on the communication risk.

1.2 Social factors of communication risk in emergencies

Study the influence of social factors such as social network, social relationship and group behavior on the shaping of communication risk and communication path in the process of communication of emergencies, and investigate the role of social factors in shaping public awareness and forming attitudes.

1.3 Formation and influence of public awareness

Analyze the influence of factors such as public cognition, understanding and emotional response to emergencies on public crisis communication in the process of emergency communication, and explore the psychological and social mechanism of the formation of public awareness.

1.4 Adjustment of psychological and social factors and coping strategies

Study the communication risks of emergencies and the regulating factors of public awareness during the communication of emergencies, explore effective public crisis communication management and coping strategies, and put forward suggestions and measures.

2. Research methods

Qualitative and quantitative research methods will be used in this study, including literature reviews, questionnaire surveys, and in-depth interviews, to obtain comprehensive and in-depth data. Through the analysis and discussion of the psychological and social factors of emergency communication risk and public awareness, the relevant model and theoretical framework are established, and the implications and suggestions for public crisis communication management and social response are put forward. This study will adopt a comprehensive research method, including a literature review, questionnaire survey, and empirical analysis. Through the collection of public psychological response data, information selection preference data and rumor acceptance data, statistical analysis and correlation analysis methods are used to explore the impact of psychological factors on communication risk. This study will adopt comprehensive research methods, including literature review, empirical research, and case analysis. By collecting public awareness data,

emotional response data and social factor data and using statistical analysis and correlation analysis, this study will explore the psychological and social mechanisms of public awareness formation.

Comprehensive application of the above research methods can obtain rich data and in-depth insight to comprehensively analyze the public's emotional response, information selection preference, rumor acceptance and other psychological factors in the process of emergency communication, as well as the impact of social factors such as social networks, social relations and group behavior on communication risk. The research results will provide strong theoretical and empirical support for public crisis communication management and the formulation of coping strategies.

Through a three-month period of nationwide questionnaire collection, the questionnaire was collected through a combination of online and offline methods, and the two methods of online survey and on-site survey were comprehensively used to collect questionnaires. Through online and offline questionnaire collection, 1,384 valid questionnaires were collected nationwide. At the end of the survey, a total of 1384 valid questionnaires were collected through the two types of channels, covering 32 regions including Guangdong Province, Henan Province, Shandong Province, Inner Mongolia Autonomous Region, Beijing City and Jiangsu Province.

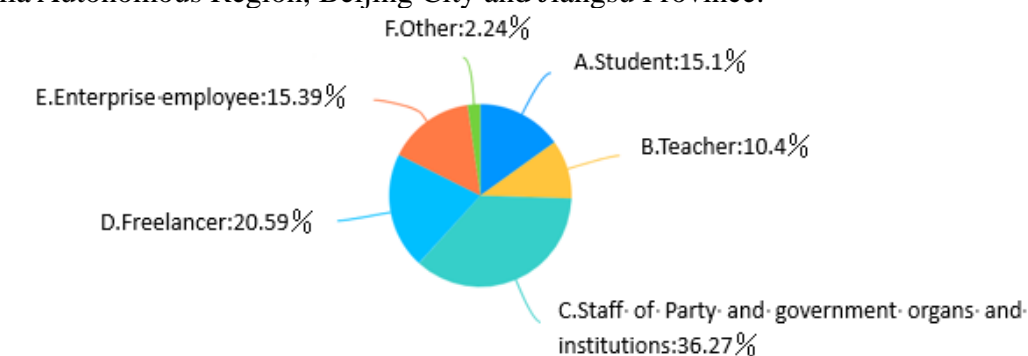


Figure 1: The chart shows the occupation distribution of the valid sample of questionnaire data.

As shown in Figure 1, According to the data table of this single choice, the following conclusions can be drawn: The valid number of people for this question is 1384. Workers in party and government organs and public institutions are the largest occupational group in the survey sample, accounting for 36.27 percent. Freelancers and enterprise employees, accounting for 20.59 percent and 15.39 percent, respectively, are also relatively large occupational groups in the survey sample. Students and teachers made up relatively small groups, at 15.1 percent and 10.4 percent, respectively. The share of other occupational groups was smaller, at 2.24 percent.

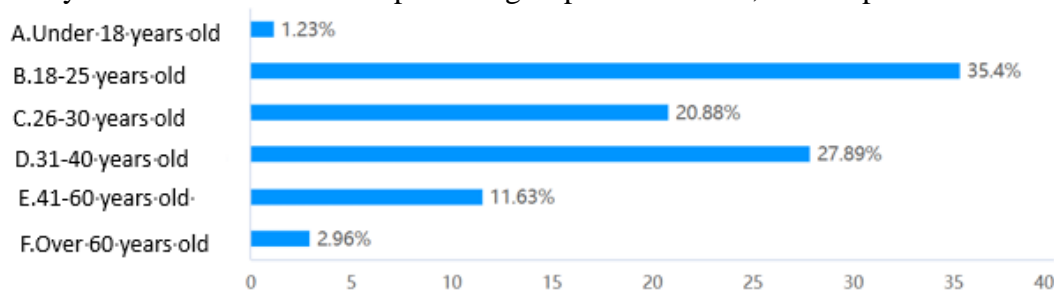


Figure 2: The chart shows the age distribution of valid samples of questionnaire data.

As shown in Figure 2, There were 6 choices in this single choice, and 1384 valid respondents filled in the questionnaire. Among them, the number of people aged 18-25 was the largest, accounting for 35.4 percent, followed by the number of people aged 31-40, accounting for 27.89 percent. Those aged 60 and above had the smallest number, accounting for only 2.96 percent.

Overall, the age distribution was more evenly distributed, with no significant age bias.

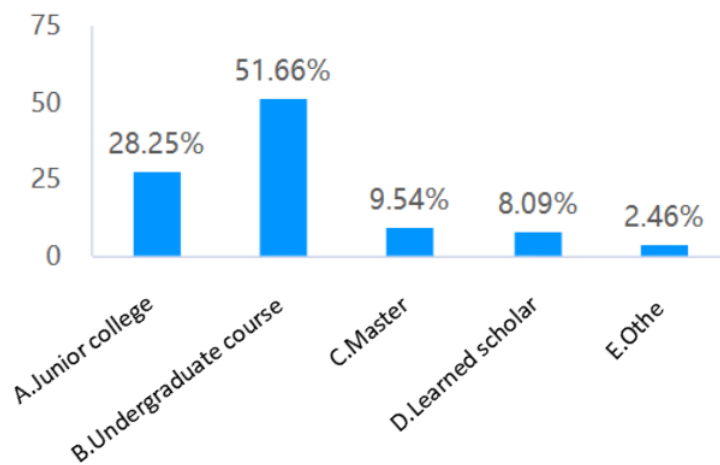


Figure 3: The chart shows the distribution of education level of the valid sample of questionnaire data.

As shown in Figure 3, According to the data table, a total of 1384 valid questionnaires were collected for this single topic. Among them, the number of people with a bachelor's degree is the largest, accounting for 51.66 percent, followed by those with a college degree, accounting for 28.25 percent. The number of master's and doctoral degrees is relatively small, accounting for 9.54 percent and 8.09 percent, respectively. Other categories of academic qualifications have the smallest number, accounting for only 2.46 percent. As seen, a bachelor's degree is the most common educational level among the respondents.

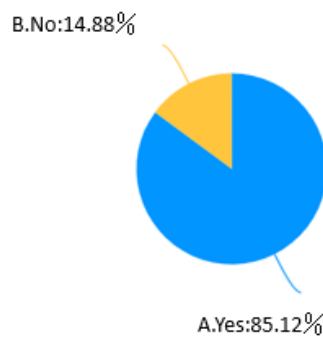


Figure 4: The figure shows a survey chart of a valid sample of questionnaire data commenting on the event

As shown in Figure 4, According to a nationwide survey, more than 85 percent of people comment on events when using Weibo or other platforms, while only 14.88 percent do not. That is, most people comment on events.

3. The psychological factors of the risk of emergency communication

3.1 The public's emotional reaction in the process of emergency communication

During the COVID-19 pandemic, the public is more alert and sensitive to their surroundings. At the beginning of the epidemic, facing the unclear source of infection and the increasing number of infected people, coupled with the proliferation of various unconfirmed news, the public was under a

huge shadow. When the public's risk judgment is biased, the public's mood will be affected, which will further affect the behavior.

Due to the rapid spread of the epidemic and the strong infectivity of the new coronavirus, the public thinks that they are in a very dangerous environment. In addition, the symptoms of the winter flu overlap with the new coronavirus, and many people cannot help but suspect that they are infected with the new coronavirus once they have fever and cough, and individuals and people around them quickly fall into a huge panic.

In the information age, all kinds of information in public health events are widely disseminated, and some false information or even completely fabricated information is widely disseminated, which is easy to induce the public's virtual risk experience and prompt the public to engage in stressful behaviors.

3.2 Public preference for information selection in the process of emergency communication

In reality, most young people are easily affected by the "opinion climate" in virtual space, and dare not speak freely, becoming the "silent majority". The spread of online violence, including language attacks and human flesh search, has also gradually lost the authenticity of online public opinion and public opinion feedback, resulting in a one-sided trend of online opinions. This phenomenon is best explained by the famous "spiral of silence theory": When people feel that their views are "minority" or "weak," they tend to remain silent in order to avoid being isolated or even attacked by a group. In the process of the formation of public opinion, the voice of one party becomes louder and louder, the opinion of the other party becomes silent, and the silent party causes the increase of the opinion of the other party, so the cycle forms a spiral development trend. Therefore, it is not uncommon for young people to be "expressed" in the network. [1]

3.3 Public acceptance of rumors in the process of emergency communication

In the major health events of the COVID-19 epidemic, the spread of rumors is more prominent. First of all, the strong demand for life safety is the internal reason. In addition, the abruptness, severity and uncontrollability of the incident itself, as well as the special measures taken by the government in different situations, the delayed disclosure of information about the virus by the government and official media, and the weak publicity of scientific protection have intensified the panic of the public. It provides a hotbed for rumors to breed. Information text arouses people's excessive attention and panic on life consciousness through calling structure, thus spreading related rumors. [2] When major public security problems occur, some media provide different emotions, attitudinal pressures and behavioral directions to the public by creating panic, attracting attention, transferring materials, exaggerating facts, intimidating, calling, suggesting, sympathizing, etc. Thus resulting in a high forwarding rate of strong links in group relations and the pressure of individuals seeking identity in society. The occurrence of these circumstances prompted the public to accept the rumor and promoted the spread of the rumor.

The psychological factors of the communication risk of emergencies are discussed in terms of the public's emotional response, information selection preference and rumor acceptance, and the influence of these factors on the communication risk is analyzed. Research on the psychological factors of the public in the process of communication of emergencies will help to better understand the formation mechanism of communication risk and provide a theoretical basis for the formulation of effective communication strategies and countermeasures.

As a kind of information, emotion can spread independently and has stronger appeal and influence. From the order of information dissemination in the public opinion field, "emotion" spreads the fastest, followed by "factual information" and finally moral evaluation or logical law, which is usually

referred to as "truth". From a more abstract level, the basic idea and internal logic of the research on the spread of group panic and risk management lies in the thorough analysis of the interaction between emotion, cognition and behavior. In multiple emergencies, emotion, especially panic, plays an important role in the social construction of risk events. [3]

The communication risk of emergencies is an important research field in which psychological factors play an important role in the formation and development of communication risk. Psychological factors such as the public's emotional response, information selection preference and rumor acceptance during the communication of emergencies will affect their cognitive, emotional and behavioral responses to emergencies. Therefore, exploring the impact of these psychological factors on communication risk is of great significance for further understanding the communication mechanism of emergencies, improving the communication effect and effectively coping with communication risk.

(1) Emotional response: Emotional response: Analyze the emotional response of the public in the communication process of emergencies, including the expression and change of panic, anxiety, anger and other emotions, analyze the impact of different emotions on the communication risk, and the correlation between emotions, information dissemination and behavioral decision-making.

(2) Information choice preference: Investigate the public's information choice preference in the communication of emergencies, including the choice of information source and the preference of information content. We explore the public's acceptance of different types of information and their judgment on the credibility of information and analyze the impact of information choice preference on communication risk.

(3) Rumor acceptance: We study the public's acceptance of rumors and communication behavior in the process of emergency communication. The influencing factors and propagation paths of rumors are analyzed, and the influence of rumors on the propagation risk and the public's response strategies to rumors are explored.

4. The social factors of the communication risk of emergencies

The influence of social factors such as social network, social relationship and group behavior on the shaping of communication risk and communication path is investigated, and the effect of social factors on the shaping of public awareness and the formation of attitude is investigated. Social factors of emergency communication risk, with special attention to the influence of social networks, social relations and group behaviors on the shaping of communication risk and the transmission path, and the role of social factors on the shaping of public awareness and the formation of attitudes. By studying the relationship between social factors and communication risk, we can deeply understand the important role of social factors in the communication of emergencies.

4.1 Formation and influence of opinion leaders

Opinion leaders originated from Western political communication studies and were proposed by Lazarsfeld et al. They believed that opinion leaders are "activists" who often provide information to others and exert influence on others in interpersonal communication networks based on the "two-level communication theory" of "media, opinion leaders and general audience". They play an important mediating or filtering role in the formation of the effect of information transmission. By spreading information to the audience, they form the two-level communication of information transmission [4]. General audiences often use opinion searches to obtain information and reduce risks in decision-making. The influence of opinion leaders is reflected in their influence on their views, attitudes and behaviors [5]. Before the popularity of mass media, opinion leaders were mostly experts, scholars, stars and other groups with high social status or great public influence because the channels

for acquiring knowledge and information in society were usually only in the hands of these few people. In the 21st century, the development of network information technology has promoted the birth of a large number of online virtual communities, which has provided a platform for more ordinary people to speak out and enriched their channels of information acquisition. Information exchange and thought dissemination on online platforms in different fields have given birth to virtual communities and opinion leaders in all walks of life [6].

Good news is one that uses concise and comprehensive words to influence people's judgment of right and wrong, thus causing a "spiral of silence" and becoming an "opinion leader". "The same is true of online rumors because it is also news communication but false news in news communication. Its disseminators, that is, rumormongers, fabricate incisable rumors and then spread them on the Internet, thereby affecting people's psychology and achieving their own purpose of confusing the public. [7]

The communication risk of emergencies is affected not only by individual psychological factors but also by the shaping of social factors and the transmission path. Social factors such as social networks, social relationships and group behavior have a significant impact on communication risk, and these factors are closely related to the formation of an opinion leader's self-ideology, values and attitudes.

(1) The development of online social media. With the popularity of social media, an increasing number of people have begun to share their views and opinions online, and these opinion leaders have gradually become an important force on the Internet.

(2) Professional knowledge and experience: New opinion leaders usually have rich professional knowledge and experience and can provide in-depth analysis and insights to win the trust and respect of others.

(3).Support from social media fans. New opinion leaders usually have a large number of social media fans, whose support and pursuit make them have a strong influence.

4.2 The influence of social network structure on information dissemination and rumor diffusion

First, the connection mode of social networks plays an important role in information diffusion. Traditional social networks are mainly based on interpersonal relationships in real life, and information dissemination relies on real contact between people. This "small world" network structure allows information to spread quickly, and messages can be quickly transmitted to closely connected friends and relatives. With the rise of social media, the connection between people is no longer limited to real life, and the emergence of virtual social networks breaks the time and space limits, making the information spread more quickly. The relationship of friends and followers on the network platform has become the bridge of information diffusion, which is no longer limited to the real social circle.

Second, the nodal characteristics of the social network cannot be ignored in information diffusion. In social networks, nodes refer to individuals in the network, and each node has different characteristics and influences. Research shows that some nodes with high social status and influence play a key role in the process of information diffusion. These nodes usually have more resources and information and are able to perceive new information faster and spread it to other nodes. In addition, the influence of these nodes will also affect the reception and forwarding of information by other nodes. Therefore, the characteristics of nodes in social networks are important factors that determine the effect of information diffusion.

In addition to the connection mode and node characteristics, the group structure in the social network also plays an important role in information diffusion. In social networks, different groups

and communities usually have relatively independent information dissemination structures. Research has found that information dissemination within groups tends to be more rapid and extensive, while information diffusion between groups is relatively slow. This is because within a group, people have more communication and interaction with each other, and information is easier to find and spread. However, between groups, some bridge nodes are needed to carry out information transmission. Therefore, the composition of the group structure and the degree of closeness in the social network have a significant impact on information diffusion.

4.3 The influence of social relations on the shaping of communication risk and communication path

First, we need to understand the formation mechanism of social influence. Social influence can occur through a range of channels and processes, the most important of which are interpersonal relationships and media communication. Human beings are social animals and cannot exist independently outside of society. In a society, people need to connect and communicate with different people, which forms the basis of interpersonal relationships. These interpersonal relationships are in turn influenced by social relationships. Social relationships are the networks by which people interact and connect with each other in society, and they have a profound impact on individual relationships. This article explores in depth how social relationships have an impact on the formation of an individual's interpersonal relationships.

With the rise and popularity of social media, people have more opportunities to interact and communicate with others, thus being exposed to different points of view and ideologies. Through discussion and debate with others, individuals constantly think, reflect and update their own ideologies and enhance their cognition and understanding of social issues, political views and life values.

Second, social interaction forms an individual's ideology through social norms and social identity. Social norms are the moral norms and behavioral norms that are commonly followed in a society, while social identity is an individual's identification with social values and cultural customs. Through social interaction, individuals accept norms and identities from others and society and gradually form their own values and ideologies. For example, when a person is exposed to discussion and agreement on the importance of environmental protection in communication with others, he or she may form an ideology of concern for environmental protection and act accordingly.

In addition, environments such as family, education and work are also important factors in shaping an individual's ideology through social interaction. The family is an important environment for the growth and development of an individual, and the values and behavior patterns within the family can have a profound impact on an individual. Education, on the other hand, is an important link in the process of socialization through the right to speak and the authority of schools and teachers. The individual will accept and adopt the ideology that comes from the educational institution and its content. The workplace is also an important place for individual contact and interaction, and the organizational culture and team concept in the work environment will affect individual ideology.

4.4 Shaping effect of group behavior on communication risk

The 19th century psychologist Charles Mankay pointed out in the book "Extraordinary Public Delusion and Group Madness" that the individual's personality is often annihilated after entering the group, and the common thought of the group's dominant behavior is manifested as conformity and irrational characteristics, prone to extreme emotions and mental health behaviors.[8]

There are often so-called "opinion leaders" or "leaders" in the group, and even professional fans in today's fan groups deliberately guide the behavior of the fan group, but the fan group is not limited to

real idols, other areas such as the well-known brand Apple also has its loyal fan groups, these areas may also appear extreme fan fandom phenomenon. In the dissemination of public opinion, there is also a similar phenomenon of following the "leader" in investment behavior, that is, herding effect. Group decision-making is often made between irrationality and rationality, risk-taking or conservatism, and group participants tend to follow the leader and follow the crowd. Because group participants subconsciously believe that the risk of group irrational or risky behavior is relatively small, active and large groups, even if their decisions are irrational and incorrect, may have an advantage in the battle of public opinion with other groups. In many open network social environments, fierce conflicts are often formed between groups with different interests, and extreme measures such as latent opposition groups are often used. Of course, the performance of Internet public opinion may not represent the whole, after all, there is still a silent majority. Even if the extreme opinions of "opinion leaders" lead to extreme results, often the leaders of such opinions will reserve ways for themselves to evade or evade responsibility, and the consequences will be borne by other followers or the whole group. In the case that the price to be paid and the sense of achievement to be obtained by "opinion leaders" may not be proportional to the direct economic benefits, the negative propagation of various online public opinions is more likely to occur. The negative communication of online public opinion is also positively correlated with the influence of information disseminators. The greater the influence of information disseminators, especially "opinion leaders", the faster and wider the negative communication. [8][9]

5. The formation and influence of public consciousness

Public awareness refers to the comprehensive psychological process of public cognition, understanding and emotional response to emergencies, which plays a vital role in the communication of public crisis. The formation and influence of public consciousness is a complex psychological and social process, involving individual cognitive mechanism, information processing process, social influence and value concept.

5.1 Influence of factors such as public cognition, understanding and emotional response to emergencies on public crisis communication

The occurrence of sudden public events, to a large extent, is triggered by individual emergencies. Through the effect of "archetype precipitation", the "collective memory" in the hearts of the masses is aroused, and even the masses are directly connected with their own interests to combine their own interests with the initial emergencies so that the emergencies become the events of group interests, resulting in emergencies. This brings potential harm and instability to society. On "archetype precipitation" and "collective memory", Sturtu Hall argued that people habitually accept the dominant value in discourse first and cancel its potential revolutionary significance. [10] [11]

5.2 The impact of public cognitive bias and misunderstanding on public crisis communication

When the public's perception of risk deviates, its risk behavior may change accordingly. Rumor spreading is considered to be the spread of risk information about an unsubstantiated claim that is widely circulated in a risk context. In other words, the public shares unverified risk information with others under the influence of cognitive bias in the risk situation. From the perspective of risk communication, the public's information risk behavior belongs to secondary communication; that is, the risk information is first known to the public from the parties concerned or the government through the media, and then the risk information is spread again due to the desire to spread. In particular, when the public is exposed to a large amount of risk information with cognitive bias in a risk situation, if

they do not screen the risk information and actively share the unfiltered risk information with others through the "we media", it is easy to distort the risk information and, combined with emotional influence, easily lead to the spread of rumors about environmental risks. Therefore, it is necessary to carry out an in-depth discussion on the relationship between risk cognitive bias and communication behavior. Therefore, the following key questions are answered through empirical research: first, the current level of public environmental risk cognition and cognitive bias in our country; second, the relationship between environmental risk perception bias and risk communication behavior. [12]

5.3 The role of social influence, social networks, group behavior and other factors in shaping and spreading public awareness

Social influence, social networks, and group behavior not only shape our values and perceptions, but also greatly influence our actions. We have learned from the above questionnaire that most netizens will comment on the incident when they use Weibo and other platforms. However, when we browse Weibo and other social platforms, we will often open the comment section to check other people's messages, and sometimes we will forward and make secondary comments on the messages. Due to the large number of netizens. The speed of netizens in forwarding comments is very fast, and it is easy to form a huge influence in a short time, and group behavior occurs, resulting in huge social influence. I will analyze the specific content in the following examples.

First, the influence of social influence on individual behavior can be explained through social identification. People tend to be influenced by the perceptions and attitudes of those around them because we tend to seek approval and acceptance from others. This social identification predisposes individuals to herd behavior, i.e., when they see that most people hold a certain opinion or take a certain action, they are more likely to choose to behave the same way. In regard to shopping, for example, when we see a large number of customers buying the same item, we are more likely to be influenced by them to choose the same item.

Second, social influence can also influence social public behavior through psychological pressure. People tend to feel that it is very important to gain approval and acceptance in society, so they will feel pressure from others. This pressure can cause people to compromise in their behavior and decisions to conform to social expectations and norms. For example, social standards on social media make many people feel pressured to conform to others in terms of appearance, lifestyle, and success to gain social acceptance and validation.

6. Adjustment and coping strategies of psychological and social factors

The communication risk of emergencies and the adjustment of public awareness are the key issues of public crisis communication management. In the process of emergency communication, the moderating effect of psychological and social factors has an important impact on the formation of public awareness and the result of public crisis communication. Therefore, it is of great theoretical and practical value to study the moderating effects of psychological and social factors and explore effective public crisis communication management and coping strategies.

Human beings are social animals, and our thinking, emotion and behavior are all influenced by our social environment. Social psychology studies the mental processes and behaviors of individuals in social environments and explores the effects of social regulation on individuals and society.

6.1 Effects of group mindsets

Group mentality is a mental state gradually formed by individuals in the group that has obvious emotional, cognitive and behavioral characteristics. Under the influence of group mentality, an

individual's attitude and concept will change. This is known as the "herd effect". Herding is when an individual is influenced by the words and deeds of the majority of the group members to change his or her own behavior and opinions when faced with a certain situation. For example, when a person comes up with a new idea in a group, he or she may choose to give up his or her idea or keep silent if the group members criticize or ridicule him or her.

The effect of a group mentality on an individual can also be seen as the social derision effect. The social derision effect refers to the attitude of individuals who agree with the group in the social environment and give up their personal judgment to cater to the group. This phenomenon often appears in some major events or public opinion scenes. Considering that individuals tend to accommodate groups and adjust their behaviors and concepts to maintain their social status and group identity, it can be seen that group mentality affects individual social behaviors to a certain extent.

6.2 The role of self-identity

Self-identification is an individual's evaluation and cognition of himself, which is the basis for forming a person's self-concept. The social environment has an important impact on an individual's sense of identity, and an individual's social behavior will affect the social environment through interaction. According to social psychology, individual self-identity is a product of the socialization process, which means that people form a certain sense of social identity through interaction with others and active participation in social activities during their growth.

There is a strong link between self-identity and social regulation. Social adjustment makes individuals form behavior patterns that conform to both their own values and social values in the process of socialization by means of norms, incentives and constraints. Individuals adjust their cognition and behavior by accepting social norms and adjustment to improve their adaptability in the social environment and enhance their sense of identity.

6.3 The power of norms

One of the most common ways in which society regulates is through norms to influence individual behavior. Norms are the concentrated embodiment of social values and norms of behavior, which can guide individuals to behave in line with social expectations in a specific social environment. People often feel moral constraints in the process of conforming to norms, which is realized through the social recognition and punishment mechanism.

The research on social psychology shows that individuals are often influenced by social norms to change their behavior. For example, in a friendly and harmonious community, residents tend to behave in line with social expectations, such as helping each other and respecting each other, while in a community with a high crime rate, people often deviate from norms and enforce private norms for self-protection. This shows that the power of norms cannot be ignored in society; it is a kind of self-restraint and social restraint derived from social psychology.

Social psychology is inseparable from social regulation, and they shape the relationship between the social environment and individual behavior by interacting with many aspects, such as group mentality, self-identity and norms. The interactions between individuals and society are complex and diverse and cannot simply be explained by a single theoretical model. Only by comprehensively considering the mutual influence of individual psychology and the social environment can we better understand and guide social behavior to achieve social harmony and progress.

7. Research Conclusions

- (1) This study is divided into four sections, which study the psychological factors of the

communication risk of emergencies, the social factors of the communication risk of emergencies, the formation and influence of public awareness, and the adjustment and coping strategies of psychological and social factors. Each section is in-depth, and the social harm and social instability caused by unexpected public events may be caused by them. It must be properly handled in a timely manner. Through the analysis of specific cases and theoretical analysis, it is not difficult to find that the psychological and social factors in the public's view of emergencies at this stage are improving. Through the analysis of this paper, we hope to promote the public's risk awareness and coping ability, and improve the social response to emergencies and management efficiency. To build a more secure and stable social environment.

(2) The research results can provide decision-making basis for public crisis communication managers and decision makers, and promote the scientific and standardized management of public crisis communication. It will help improve the public's awareness and response ability to emergencies, and further build a safe and stable social environment. The government must establish an early warning system to prevent incidents as far as possible. In the event of a public emergency, the government and mainstream media must adopt timely and effective coping strategies, inform the public of the incident in a timely manner and ensure the truth of the incident, conduct open and transparent investigation and handling under the supervision of the public, restore the truth of the incident, and properly handle the problem. This is not only conducive to the control of the social impact of public emergencies, but also can effectively play the role of the government, improve the credibility of the government, enhance the image of the government, and achieve efficient management.

(3) In the era of continuous development of we-media, it is necessary to strengthen public awareness education and training, establish an effective communication mechanism, strengthen social support and crisis intervention, etc., in order to cope with the communication risk of emergencies and the challenge of public awareness.

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