# Solution of Media Risk and Social Responsibility Governance of Social Media

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**Abstract.** The rapid development of media technology makes the modern society become a "social media" or even "over social media", the rise of social media makes it beyond the tool attribute, and become an important force in the reconstruction of contemporary society, the risk of concomitant. The anomie and breach of Social media regularly staged, weakened its positive social function, forcing us to think about the social responsibility of social media,which are reflections on the lack of responsibility, but also positive response of resolving the media risk and ask for moral strength.

## 1 Introduction

Social media is widely used constructed on the Web 2.0, the modern society is a highly social media and even excessive. Almost everyone is affected by social media, the network technology is highly developed today, social media cognition, not only in the tool attribute angle, it should be noted that it is in fact the transformation, reconstruction of the world, for individuals, their way of thinking, behavior is a deep imprint. The risk of modern society is superimposed on social media, that most of the social risk by the dissemination of information on social media has caused, ordinary people feel the risk and not the actual risk, but the risk of social media by "Pseudo Environment". The issue of social responsibility and the risk of social media are closely related to the media, even the positive response to the moral demands of the age of social media.

## 2 The reality of media risk

As a social information exchange system, social and cultural system construction, social and psychological counseling system, social management and control system, the mass media has nothing comparable importance to social media in terms of the social function. In the Media Ecology theory, the media interacts with society symbioticly. A new media's advantages will lead to a new civilization. Similarly, a kind of new media's weaknesses, will also bring unique risks to civilization. From the diachronic perspective, with the development of media technology, now a variety of media integration stage with multiple functions has happened, if today's society is the power structure of knowledge, the deep structure is networked, so performance is in the social media. The media society, which is a full social life, social events and social relations can be exposed in the media society, on society the media

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is full penetration. In essence, it is the media the relationship among people. In the 1980s, German sociologist Ulrich Beck in the book named "risk society" first mentioned the "risk society" concept and theory. He believes that after the industrial society it has entered a risk society. A medium risk is hard to ignore the reality of the problem.

Since 2004, as the representative of a new generation of social media began to appear such as Facebook, Twitter and the rapid growth of Chinese QQ, micro-blog, WeChat and other similar products followed in 2007, and occupied most of people's daily life time and space. According to the latest report of 2016 by We Are Social revealed: at present, nearly 1/3 of the population using social media, an annual increase of 10%. North America is a social penetration rate in the region with the highest (59%), and more than half of the population in each month to visit Facebook in South America. East Asian social penetration rate reached 48% (not including Internet users under 13 years old). Social media has become an important force of the mass media. It should not be underestimated that social media's important force.

So we can say, the media risk, can be said to a social media risk. In theory, the difference of risk in the risk society and the traditional society lies in its inherent and man-made. The representative of social media as Micro-blog and WeChat, with its interaction, sharing, autonomy, dialogue characteristics become widespread communication platform. Lan PENG believes that the use of social media is the social relations dissemination of the "personal communication portal" mode[1].This respect for people and enhance the discourse space and behavior space release, Giving freedom a new meaning and attitude also means increasing risk and social responsibility is on the agenda.

## 3 Problems in social media's social responsibility practice

Social media is built up from Web concept and technology, a variety of emerging online media to give users in the great space, it gives users the ability to create and disseminate the content. Social media blog, micro-blog, forums, instant messaging as a representative. From the current situation of research about social responsibility, compared social media with traditional media, it shows the contents of a direct extension of the situation, that is to say the reason of the lack of responsibility, coping strategies is exactly the same. No matter what type of media, media properties are basically the same, the responsibility of related research content in common can be understood, but we cannot ignore the various types. In order to ensure the effective implementation of the responsibility behavior, therefore, the following issues should be paid attention to.

### 3.1 The complexity of responsibility's subject

Because the responsibility itself contains two aspects, one hand is to assume responsibility, on the other hand, to bear on the consequences of responsibility. To determine the main subject for responsibility is not easy. This problem doesn't only exist in the traditional media, more and more complex in social media. Generally speaking, social responsibility's subject of social media is social media. "media institutions cannot do without a single practitioner, at the same time perplexing partnership between single practitioners within the organization form a superindividual propagation, this behavior cannot be attributed to the reduction or any individual behavior unique properties, also has not the individual ability to bear a unique effect. "[2] that is to say, the social responsibility of the media is not only reflected in the media, at the same time journalist is every practitioner of communication activities, so the responsibility is reflected in each journalist. The dialectical relationship beyond the simple superposition of media organizations and journalist is difficult to operate. In addition, the social media for the audience release a great space to express. Ordinary people involved in news production and communication process, the behavior, has affected the communication process and public opinion situation. From a practical point of view, a reversal of public opinion of many events are caused by ordinary people publish information and comments, the original meaning of "audience" should be in the column, responsible for their own behavior. More scholars, from the legal perspective, think that the reason that the media's default in addition to the

role of market mechanism, as well as a variety of power, interest group and social elite force clamp, more to "popularity, entertainment and even popular measure of film culture significance" by the majority[3].If possible, the main responsibility includes the majority of the audience, the broad range makes it fuzzy to ensure the responsibility, which is not conducive to fulfill responsibility, but also to increase the difficulty of the specific operational responsibility .

### 3.2 The homogeneity of the communication content

Providing information service is the first priority responsibility including traditional media. Social media, all kinds of media's social responsibility, provide true information of mass media is undoubted. Social media release information, fulfilling social responsibility will make it to win the public trust and social resource.Web2.0 technology makes the public influence the content of the information, spread and even results. Influence of ordinary people is the increase of the amount of information, the "information explosion" is supported by the Internet technology, and the power of the audience. Social media makes "grassroots truth" widespread, breaking the traditional sense of the media's information publishing monopoly. But from the quality of the information, the homogenization of serious problem of information is serious, information is blasted but lack. The content of homogenization performances in full of representation of information, from the formal point of view, this information only includes some basic time, place and simple description of fragmented information, from the type of view, such information is "new, strange, special" or even "strange" to attract the eye, even with bloody pictures, video. These superficial information is only a moment, lack of depth and innovation. We do not deny this kind of information, but if it's full of screen, we have to involve the responsibility problem of the media practitioners, can not help the media's professionalism, and querying oriented responsibility.

### 3.3 The single responsibility supervision

From the daily supervision of responsibility behavior, most is like this, first the public or the victim complaint to organization or association. After investigation, take administrative measures to supervise the rectification, or directly to the media, self-discipline to rectify completely rely on the media. But only rely on the media, self-discipline and restraint is not fundamentally to solve the problem, it is a kind of moral restraint means of social control which is soft, especially for people the lack of social responsibility and moral conscience, legal means is the rigid and support effective. Therefore, legislative norms are the key to the Internet management in China after decades of development, the network legislation has made some progress on social media. The performance of social supervision and regulation has a certain role in some aspects of the Internet, such as "Internet news information service management" "Provisional Regulations on Administration of Internet culture" "Information Network Transmission Right Protection Ordinance" "the National People's Congress Standing Committee's decision on safeguarding Internet Security", according to incomplete statistics, the number has reached 200. The Internet is not outside the law, the rule of law is necessary, social media's responsibility can be guaranteed. On the one hand, the legislative process on the one hand could not keep up with the rapid development of the Internet, on the other hand, due to the formulation of these rules' subjects are local governments and departments, legal order is limited on the legal effect, regulations on social media is low, the binding to the media or journalists misconduct cannot by timely corrected and punished, resulting in loss of responsibility anomie breeding.

## 4 How to urge social media to fulfill social responsibility

### 4.1 Develop a strong sense of social responsibility

The sense of social responsibility, in the rational thinking on the identity, is the deep feeling and

understanding of the objective existence of social responsibility, and internalized in the heart, actively undertake the responsibility of psychological thought. Only the responsibility for sublimation role to "I want to do", rather than the external requirement of "I want to do", to fulfill the responsibility for the evolution of consciousness and self-discipline. Internalized sense of social responsibility is the foundation of social media's social responsibility, internalized in the heart can be of the line to the level of consciousness outside. The construction of social media's responsibility, includes the reasons of responsibility, the content of responsibility and the meaning of responsibility. In the 1940s, the western mass media monopoly control group, blindly pursues economic interests and abandon the media function, in the face of triggered a sharp criticism of the media and the public outcry, free with the responsibility of news once again become the focus of debate. In this context, Commission on freedom of the press published <a free and responsible press >, the report first advocated the media should assume social responsibility, the media is a social utility, should be for the public to provide information. The background and present of the theory of the media's social responsibility is very similar to social media era. This paper argues that social media's social responsibility should keep pace with the times in the social background and technical support of the content. Especially in the retention of information dissemination, media public opinion, the premise of cultural heritage and other basic responsibility content. In the social transformation into the deep water area, the excitation of social media's social responsibility should be further mining, such as mining depth and innovation in the content, the value of the media.

Have the strong sense of social responsibility, need to continue to fulfill its duty in practice gradually, also need to continue to receive professional education and training. The responsibility come from professional journalism education. "At least the following benefits: first is to promote a sense of professional responsibility; second is the occupation training concept; third is to grasp the advanced writing and management skills; fourth is to train the broad international perspective; fifth is to lay a solid foundation of deep humanities and social sciences."[4]On the whole, in China journalism education is in the growth stage, journalistic professionalism has not yet fully mature. The author believes that the talent training model of news should be adapt to the development of the media industry, change idea, adjust the content of education, train evaluation attitude and critical spirit. At present, based on network related research and education of social media, timely update the content of education, which will shorten the distance of talent from between the school to the social, in order to cultivate the media compound talents.

## 4.2 The identity and content reconstruction of Journalism

Journalism can be traced back to the United States in 1830s, when commercial newspapers oriented and Party newspapers lost living space. As the representative of penny press the commercial newspaper is neutral, advocating freedom and pursuiting independence, which make party newspapers be cast into the shade of traditional pattern, creating a new pattern of newspaper. Accordingly, the journalists are also gradually moving towards the professional. The concept of journalism advocacy journalism occupation and social public service. HANG Dan believes that journalism requires multiple conditions, including full-time work, training and professional associations, legal protection, self-discipline and so on. From the internal dimension, journalistic professionalism includes at least four aspects of professional news organizations, occupation news, news value and news ethics standard[5]. Thus, the journalistic professionalism is the requirements for professional journalists in the traditional media era occupation.

The era of social media, the traditional news production mode has been broken, citizen journalism form against the professional news, especially South Korea's pure citizen news website OH MY NEWS, creates a trend that citizen journalism will embezzle professional news. But this paper argues that it seems not possible, citizen journalism and professional news does not exist who eats who, only intertwined in the development of fusion, the final collapse of OH MY NEWS proved this point. The fundamental reason is the demand for information has never stopped. Similarly, journalism is not completely eliminated, only identity and content reconstruction in the social media era can play its due

role, which is to do the social responsibility, thereby promote social media credibility.

The so-called *identity reconstruction*, refers not only to occupational journalists, "citizen journalists" of citizen journalism also should be included in the scope of journalism. From the practice of journalism, it is also necessary. "The news production has changed from the traditional professional production to socialized production. the form of social media that'everyone is a reporter could promote the organization of news production gradually to lose the center position. 'equal discourse rights become possible."[6]Depending on social media's low threshold technology, general public can participate in the news production process .As long as it is a member of the information dissemination process, should have professional ethics, because this is not just a personal behavior, but the behavior of public concerns the interests of the collective.

T*he content reconstruction*, is to improve and mine the quality and value of information. This puts forward more stringent requirements for the occupation. News is of the latest facts reported, but the news is in fact a multi-level concept. "The news is divided into three levels: the first level is the news facts now we generally think of, namely the dynamic appearance of the event, showing time, place, the basic situation, which exist in micro-blog, We Chat and another social media, because requirements of this level are the most basic to ordinary citizens of communication tools and pass showing capacity requirements , the journalistic professionalism in the levels of demand for "real"; the second level is digging through the in-depth investigation of the internal factors and the whole event model, which requires a certain amount of information technology and knowledge, generally difficult to reach; the level of third is to explore the deeper reason behind the secret, no more professional knowledge and occupation concept, a more scientific approach is not up to[7]. With a large number of first level news, or even false ones, with homogenization serious, "content is king" is still working in the era of social media. Occupational journalist is to do the second, third level news with their professional skill and deeply excavate, increase the value and quality of the content, it should be said that the updated communication technology broadens the journalistic world, can realize the ideal news from the more space, but to face the increasingly complex and severe challenges. More professional reports and performance, whether it is social media environment and future information environment, human's demand for information will not change.

### 4.3 Establish a sound mechanism of responsibility synergy

The synergy theory is proposed in the 1970s by German physicist Hermann Haken, "collaboration between the various factors caused the system coordinate collective effect, under the condition it's not only individual collaborative property enhancement, the overall effect will reach the maximum. In one word, order is synergetic, disorder chaotic. Then in a certain external force can be transformed into each other. In the collaborative theory, in order to enhance the credibility of social media, social media should establish a cooperative mechanism. The primary is the responsibility mechanism must be complete, Each element is complete, which can be coordinated. The author believes it can be reflected by training, performance management, evaluation, regulation, supervision and other aspects of the overall coordination. The training of responsibility is prior to the behavior, performance and management responsibility belongs to behavior, responsibility evaluation, regulation and supervision belong to afterwards behavior, through the responsibility process, enhance the credibility and form the benign circulation situation. The training of responsibility Mainly refers to cultivate the sense of responsibility, achieved through professional journalism education and practice, and fulfill the responsibility of management mainly refers to the content of innovation and mining production, which are discussed in detail in the above.

Here we mainly explain the evaluation, regulation and supervision of responsibility. Because of the social environment, improve the coordination mechanism of the responsibility may not happen overnight, it is necessary for social media's responsibility evaluation and timely diagnosis, which is the premise to adjust and perfect the responsibility, and a key part of the whole coordination mechanism. And the evaluation of social media's social responsibility is extremely lack. In December 7th, 2014,edited by information communication school of HUST and China network communication

society, <Report On the China's new media social responsibility (2014) > is released in Beijing, evaluates different types of new media's social responsibility, which is the first case in China, to fill the gaps in our country there's not new media social responsibility evaluation, at the same time, the new media social responsibility has aroused widespread concern. But the research associations universities and industry is limited in restraining the behavior of news communication, how to seek the cooperation with government departments, to maximize the value of evaluation, enhance the binding effect is worth pondering. The regulation of responsibility, as mentioned before, single means, imperfect legislation, "lack of coordination", the low rank of law to effect, the relevant government departments need to crack. Along with the deep influence of Internet, a suitable China Internet legislation has become particularly urgent. since 2014, to establish social responsibility report system strengthening the media to fulfill their social responsibilities, it's an effective measure and beneficial attempt. The supervision of responsibility at present mainly rely on social media and industry's self-discipline. Combine with ordinary people and play the power of encouragement ordinary users to support the spirit of criticism and supervision on social media information release, comments, communication.

The above is the discussion about synergy inside mechanism, finally specific behavior need organization or person to implement. The organizational structure of the collaborative refers to various departments, various organizational structure work together closely, rather than "each sweep the snow in front of their own. "Organization structure coordination is particularly important. Any part delay time will affect the global development. In China, social media has both the special status of the network and media, which determines the management mechanism and related are complex, resulting in Kowloon flood management structure. As the information reproduced and spread of media, it must first accept the examination of press and publication system; as the guidance and supervision of public opinion, it should be subject to the publicity department; as autonomous, self financing business organization, need to accept the license, such as the tax system management; as network technology and media industry, subject to the Internet News Information Service Committee. So bull management, bring a lot of action "inconvenience", directly or indirectly affect the validity of the behavior. So it should adhere to the active use, scientific development, according to management, to ensure the safety guidelines, and according to the management of large network efforts, to improve the leadership system of Internet governance. The author believes that the mechanism is simplified, clear function, formation of organization cooperation, improve the network behavior including regulation, supervision and validity of social responsibility, and promote the healthy development of the information network.

## Summary

Social media break the traditional media production, mixed content production and social relations. The dissemination of information divergent as the core to the periphery, greatly affect the implementation of social responsibility and credibility. Social media strong business atmosphere take the initiative and consciousness of social responsibility decline sharply. Social responsibility must break the traditional thinking inertia, instead of a simple extension of the social responsibility from traditional media, should seek answers on the profound changes in social transformation.

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