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Intervention of Audience Psychological Crisis in Internet Public Opinion

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ABSTRACT

Along with the increasing importance to the construction of social psychological service system in our country, the report of the 19th National Congress of the Communist Party of China stressed the need to strengthen the construction of social psychological service system, cultivate self-respect, self-confidence, rational and peaceful, positive social mentality. The construction of social psychological service system has thus officially become a national strategy. Since the rapid development of the Internet, the interaction between the media and the audience increases, which makes the audience become the secondary information source to produce the Internet communication content, quickly occupy the position of opinion leaders, and bring a subversive change to their identity. Therefore, it is urgent to further improve the countermeasures of cyberspace governance. Because cyberspace governance is also an important part of the construction of social psychological service system, the present research based on the theory of Internet public opinion, psychological crisis intervention, analyzing the psychological crisis intervention situation and effect of the ASF crisis, and based on Steven Fink of psychological crisis intervention of crisis life cycle theory and Belkin three models to explore the current problems in the audience psychological crisis intervention of public opinion of network and optimize the network public opinion in the audience psychological crisis intervention strategies. At present, the main problems of psychological crisis intervention among the network audience are the lack of popularization of psychological crisis related knowledge, the lack of network information release methods, and the lack of investment in network psychological crisis intervention. Optimization of Internet public opinion in the audience psychological crisis intervention strategies including strengthening the network psychological health knowledge of popular science, strengthening the training of network audience psychological crisis intervention, strengthening the construction of network public opinion supervision mechanism, strengthen the network channels and the improvement of the outlet, to express the network of psychological crisis intervention funds should be increased. This research has certain guiding significance for the theory and practice of psychological crisis intervention of audiences in network public opinion.

KEYWORDS: Internet public opinion, Psychological crisis, Psychological crisis intervention

I. INTRODUCTION

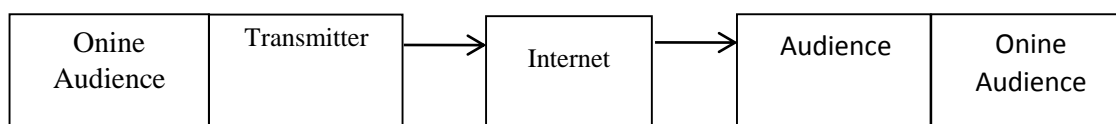
It is important for citizens to have a good mentality if we want to maintain social stability. We are now living in an Information Age, the current increasing interaction between the media and the audience has highlighted the urgent issue of the audience psychological crisis intervention. The relationship between the media and the audience has changed in a subversive way. The audience creates what spreads on the Internet, and occupies the position of opinion leaders in the first time, which leads to a lot of troubles. Especially in the event of an emergency, the Internet public opinion which are good and bad intermingled has a constant influence on the psychology of its audience. Accordingly, the establishment of network integrated governance system and the renovation of network social mentality will inevitably become an important link in the construction of social psychological service system. First of all, the present research sorts out the relevant concepts of psychological crisis intervention mechanism, and then to further support our opinion, research takes the ASF crisis as the entry point. On August 3, 2018, the first case of ASF virus was confirmed in Shenbei, Liaoning Province. In the short period of time after the outbreak of this crisis, public opinion kept fermenting; this aroused many audiences' concerns about food safety and price, and continued to deteriorate due to the psychological factors of public opinion audiences.

Secondly, the performance of the government in this event is analyzed. According to The crisis life cycle theory of Steven Fink, we use the Internet public opinion communication cycle model of emergencies and people's psychological crisis communication mechanism to discuss the existing problems in the construction of audience's psychological crisis intervention mechanism in network public opinion. What's more, the solutions to the above problems were considered according to Belkin's three modes of psychological crisis intervention.

Internet public opinion and audience psychology

Internet public opinion : Internet public opinion is a branch of public opinion, so it is necessary to define its concept. Bernard Hennessy, an American political scientist, believed that “public opinion is a combination of likes and dislikes expressed by a dominant number of people on important issues which they concern.” Besides, German communication scholar Neumann put forward that “public opinion is publicly released without fear of sanctions and can be blatantly acted.” Some domestic scholars believe that “public opinion is the joint opinion of the majority of people who have the right to speak and express the general cognition and collective spirit of the society.” In a word, public opinion refers to the public's comprehensive view to some social events, which are widely concerned and controversial. The concept of Internet public opinion showed up even later, it was defined as the sum of the ideas expressed by the netizens on some public issues or core issues, taking the Internet as a platform so that they can post anything online or using other methods. With their own subjective framework, the public forms and disseminates reactions, judgments, attitudes, opinions and risk assessment of major social events in Internet media. In this regard, Internet media is different from traditional media because of its diversity, explosiveness and irrationality.

Audience psychology in Internet public opinion: To analyze the meaning of audience psychology in Internet public opinion, we should start with the concept of audience. In the traditional sense, audience refers to the person who receives information unilaterally and passively receives all the information transmitted by the information source. [1] However, the information transmission process of Internet communication media is interactive. It is the interactivity that completely overturns the definition of audience, which means it can be used as an information source to publish information on the network platform, but also can be affected by different network information.



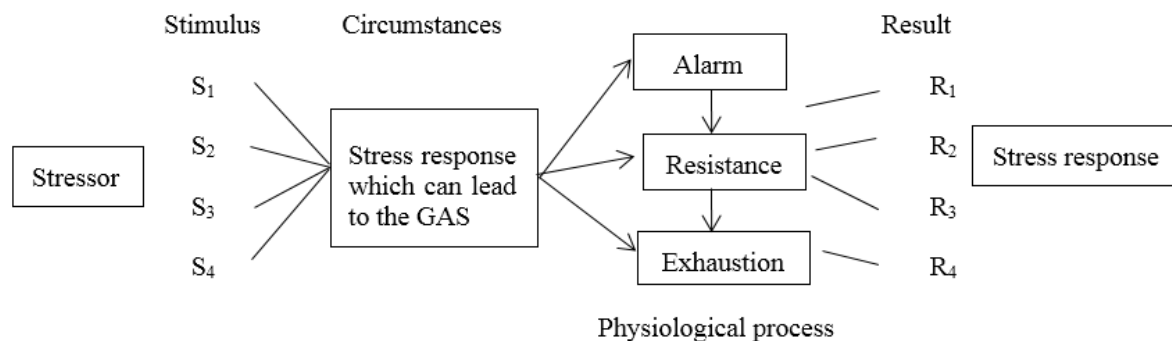
Picture 1 Network propagation process

The way audiences receive and use Internet information will vary depending on their age, gender, job, cultural quality, personality and residence and so on, but the psychology of audience generally presents the phenomena of anonymity, selectivity, conformity and reverse psychology. According to the theory of mental models, when people without an accurate logic, they integrate external public events so that they can build up their own internal psychological model and take it as the method to infer information on Internet. Therefore, we can make it predictable by setting the psychological model of audience in advance. More importantly, it plays an important role in optimizing the existing effects of government message dissemination and improving people's acceptability to the public opinion guidance made by government.

Psychological crisis and psychological crisis intervention

Audience psychological crisis in Internet public opinion: Kaplan, an American psychologist and founder of the theory of psychological crisis intervention, believes that “psychological crisis is the internal imbalance shown when an organism experiences an unusually serious life situation (such as the death of a family member or natural disaster).” It is a process of keeping balance in people's mind. Some unexpected events break people's inner balance and people think they can do nothing to settle those unexpected events. As a result, people get upset and have psychological crisis. Compare with other concepts mentioned above, psychological crisis in Internet came much later since. Scholars define it as “the psychological problem caused by the sudden Internet crisis, and the psychological crisis caused by people who already have psychological disorder spreading their own psychological crisis through the Internet and arousing others' psychological crisis.” The more serious the public emergency is, the more prone the individual is to psychological stress. For example, the ASF germs are a strong stressor in the ASF crisis. Psychologist Hans Selys calls psychological stress “the general adaptation syndrome (GAS)”; it refers to the symptoms and signs caused by the persistent stress source, including three stages: alarm, resistance and exhaustion. Furthermore, a series of biological responses (palpitation, chest tightness, sweating, dizziness, headache, sleep disturbance, etc.) may occur. If people feel excessively worry, fear or anxiety for a long

time, it can cause many mental disorders easily, such as anxiety disorders, mood disorders, somatic form disorders, etc.



Picture 2 The GAS response model of psychological stress

Psychological crisis intervention : in the field of psychological counseling, psychological crisis intervention is one of the intervention methods which are carried out by professional psychological interventionists to help individuals recover from psychological trauma by means of conversation, consultation, comfort and so on. It aims to prevent the outbreak of life-threatening psychological crisis, so as to eliminate symptoms, restore the psychological function to the balance state before the event, rebuild the damaged social function, assist individuals to get rid of the psychological crisis, and restore physical and mental health as soon as possible. [2] In our country's emergency response system, psychological crisis intervention for relevant person is included, after the occurrence of public emergencies. Thus, psychological assistance provided by government-led professional organizations is an essential link in government emergency management. The target of psychological crisis intervention mentioned in the present research are mainly those who have direct or indirect relations with public emergencies through network media, such as victims, witnesses, media workers, audience of network public opinion and practitioners of relevant industries. Because their life and work can be affected by the different information spread on the Internet, once they get too involved in a crisis situation, the vicarious trauma will occurs. For instance, after the OUTBREAK of ASF, hogs that had been bred for many years were forced to be culled without subsidies, and those engaged in related industries faced heavy losses and unemployment.

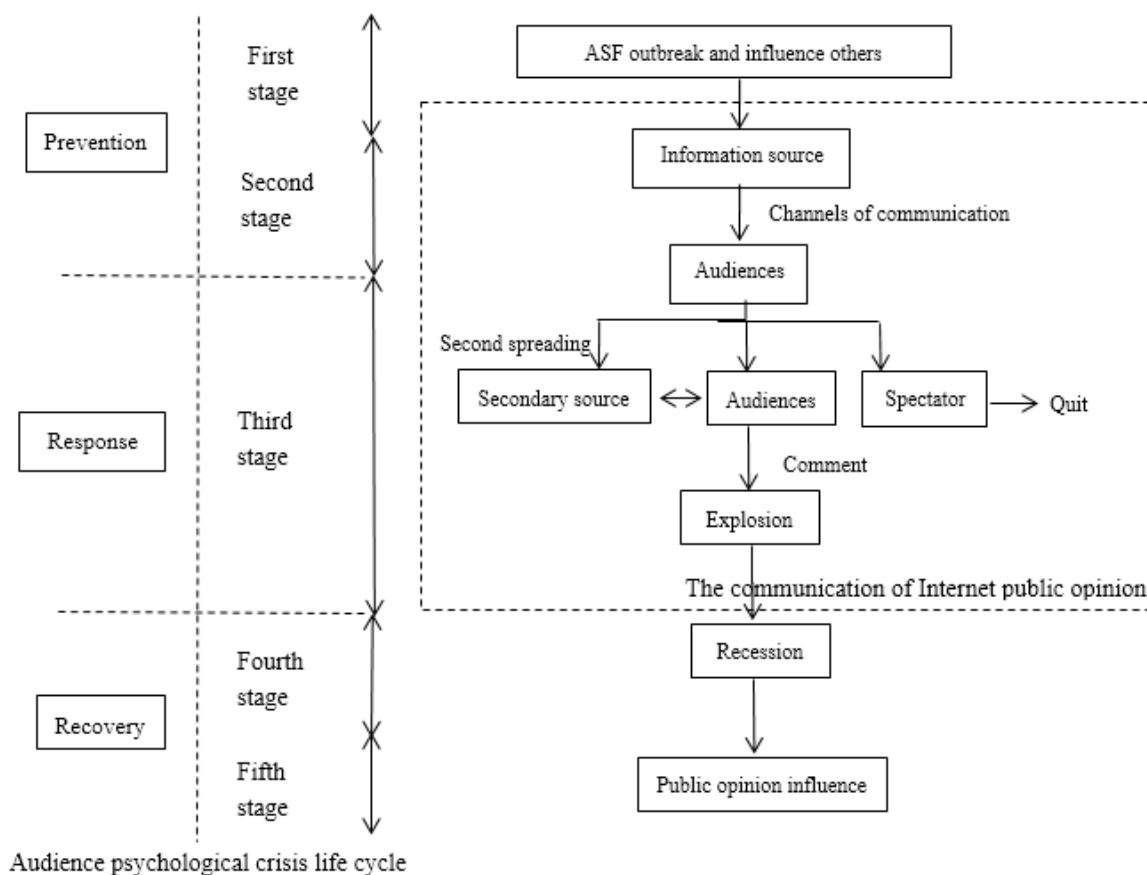
II. A CASE STUDY OF PSYCHOLOGICAL CRISIS INTERVENTION OF INTERNET PUBLIC OPINION AUDIENCE

African Swine Fever (ASF) is a viral disease caused by a complex DNA virus that originated in Africa and can survive harsh environmental conditions. Given that no vaccine has been successfully developed so far, it can only be controlled by compulsory culling, cleaning and sterilization. Because it's extremely contagious, serious socioeconomic or public health problems can be caused once it's widespread. On August 3, 2018, the first hog infection with ASF occurred in Shenbei, Shenyang, Liaoning Province, China. More information is as follow.

Basic information of Internet public opinion related to the event : Statistics from the ministry of agriculture show that by the end of August 2019, a total of 1.276 million hogs had been culled in China, and the price of hogs rose to 29.4 Yuan/kg. From the first outbreak of the epidemic in Shenyang in August 2018 to September 2018, there were 257,000 pieces of relevant online information and 85.67 million reads on Sina weibo micro-topics. In particular, the audience mainly focuses on three aspects: the prevention and control measures of government departments, the popularization and publicity of professional institutions, and the hog market and industry. [9] The public opinion has been controlled timely in the early stage, the situation is thus stable. From October to December, the epidemic was gradually brought under control, and the epidemic areas were unlocked one after another. Audience attention didn't increase until the food safety incident of Sanquan's products happened, which was of vital interest to the public. As a result, the audience attention reached its peak. If we want to evaluate the psychological crisis of the audience, risk perception is one of the indicators. It is the subjective perception of the risk characteristics and threat level of the sudden crisis. Taking 156 relevant micro blog reports and 936 popular comments as statistical samples, the scholars conducted statistics on public opinion factors affecting people's assessment of the severity of the epidemic, such as whether the epidemic is under control, whether it is scary or familiar. The results showed that the percentage of "Internet reports are frightening" was as high as 91.7percent. About 82.7 percent believed that "the impact of the epidemic is rapid", only 17.3percent of the public were familiar

with the cause. Spellman correlation analysis showed that risk accumulation and public familiarity were significantly correlated with risk perception. [11] In March 2020, when other epidemic situation had not been completely under control, another new ASF epidemic occurred in Hubei Province, the worst-hit area of COVID-19. According to the study, risk accumulation will put audiences under great psychological pressure and even increase the risk of psychological crisis; psychological intervention is thus urgently needed.

Basis situation of psychological crisis intervention process: According to the crisis life cycle theory proposed by Steven Fink, the whole crisis is divided into five stages: incubation, gestation, explosion, recession, and outcome management and reoccurrence. Only by clearly grasping the characteristics of each stage of crisis and adopting control which is scientific and reasonable, can the crisis be handled properly and never relapse. In the present case study, the above mentioned theory is applied to the field of audience's psychological crisis, and the intervention process of psychological crisis is divided into three stages: prevention, response and recovery.



Picture 4 Internet public opinion communication and psychological crisis cycle model

Personnel training and knowledge Publicity and education: During the stage of psychological crisis prevention, the information transmitted in the early stage has little influence; the audience will feel confused and curious. It is the best opportunity for the official to guide the public to increase their familiarity with the epidemic, because the psychological crisis is still in the incubation period and gestation period. Accordingly, on 3 August 2020, a special psychosocial intervention Advisory Committee gave the authority's emergency Command Centre some commendations, such as the content and manner of publication of the incident. Besides, the head of the Veterinary Bureau of the Ministry of Agriculture and Rural Affairs promoted on the official website of the Ministry of Agriculture: "ASF is not a zoonotic disease and does not infect people" and answered a series of questions from the masses. Local governments actively carry out training and education for professional intervention personnel, including animal disease prevention and control techniques, veterinary work principles, virus diagnosis and prevention and control, etc. Moreover, the personnel of the Epidemic Prevention and Control Center carried out publicity and education from house to house. For example, Ninghua County in Fujian Province launched a publicity campaign of "passing love, protecting health, and veterinarians in action".

Supervision of the information on network media: During the explosion of public opinion and psychological crisis, information sources began to intervene, such as major online platforms, professionals, and traditional media. They spread the incident and questioned the government's information disclosure mechanism. It's necessary for us to make a quick response during this period, or the negative psychology problem of the audience will accumulate to a certain extent and then form a group effect of psychological crisis. Therefore, the official strictly restricts the access thresholds for online information disclosure. According to the standards of the "ASF Epidemic Emergency Implementation Plan", without the official approval of the Ministry of Agriculture and Rural Affairs, local governments are strictly prohibited from publishing information related to the epidemic privately, whether it is notification of the epidemic or unblocking the epidemic area. They are required to provide professional explanations and guidance, and make more positive publicity, in order to prevent audience from being affected by online rumors and spreading rumors.[10]In addition, the central government quickly intervened in the information disclosure of local governments and severely punished any improper behavior that undermined the public's right to know, such as postponing, selective disclosure or even concealment of information.

Issue subsidies : In the recovery period of psychological crisis, events are gradually forgotten, and the focus of work is on the evaluation of psychological crisis intervention, resource integration statistics, and so on. However, so far, the epidemic has not been completely cleared, and it is overlapping with the COVID-19, which is likely to cause the recurrence of psychological crisis due to improper handling. Many affected areas have just been lifted and closed again due to the COVID-19, which put the famers under multiple psychological pressures. Therefore, the officials require that farmers should be compensated in accordance with relevant regulations, in order to help them resume hog production as soon as possible. They also provide pensions to people who get sick, disabled or die in the emergency response work. For example, Tianjin has set up subsidies for animal epidemic prevention personnel at the village level, subsidies for harmless treatment of diseased hog herd killed in feeding and slaughtering, subsidies for compulsory immunization vaccines, and other subsidies for animal epidemic prevention.

III. PROBLEMS EXISTING IN PSYCHOLOGICAL CRISIS INTERVENTION OF NETWORK PUBLIC OPINION AUDIENCE

Lack of online publicity about psychological crisis related knowledge: After a public emergency, compare to the handling of property losses, casualties, injuries and deaths, people pay less attention on the implementation of psychological crisis intervention, because the public does not attach great importance to mental problems. If the harm to people's psychology is not measured by means of quantitative evaluation, it is impossible to obtain objective and clear data results that can reflect people's mental state. Therefore, local governments are busy meeting various mandatory targets, such as construction and expansion of the new hog farms, restoration of hog production and operation, supervision of disease prevention and control, maintenance and control of pork prices, etc. As a result, they have no time to take into account the implement of online psychological crisis prevention knowledge education, and ignore the mental state of farmers, emergency response personnel, and consumers. People who lack the necessary awareness of psychological crisis prevention have little knowledge of the harm of mental illness, let alone the cause of it. They think it is organic disease and repeatedly go to the hospital for examination, or even turn into a somatoform disorder, because serious psychological problems are often accompanied by physical symptoms such as palpitation and chest pain, dizziness and headache, and a sense of dying. Some worried audience, for example, reported feeling unwell after eating normal pork that had been treated by high temperatures, and were afraid to eat pork ever since.

What's more, despite our intention to promote and educate mental health, we lack the prerequisites for a successful operation. First of all, our country lacks anti-discrimination publicity and education for mental illness, many patients and their families are unwilling to face their mental problems and refuse treatment because of the sense of shame. According to the statistics of the World Health Organization (WHO), there are about 280,000 suicides in China in a year, most of who suffer from depression. The number of patients with general depression has exceeded 95 million, and the number of patients is increasing at a rate of 18. The rate of patients seeking medical treatment is less than 10%, and more than 90% of patients do not receive professional treatment. Secondly, only 20 people per million populations in our country have received professional education and training to provide psychological intervention services. After the sudden public crisis, although many online psychological assistance channels have been opened up, they are faced with a large number of psychological counseling needs. They can only temporarily transfer undergraduate students from universities and volunteers with insufficient professional knowledge and skills to supplement the number of online psychological crisis intervention personnel. Accordingly, the quality of the personnel needs to be improved, which leads to people's dissatisfaction with the effect of psychological intervention, resulting in prejudice and misunderstanding.

The way of network information release is rigid : The experience of SARS proves that the disclosure of information is beneficial to alleviating people's confusion and panic, and improving people's trust in the authorities.[3]In particular, in the era of new media, the use of network technology to disclose information can quickly resolve rumors and suspicions, to achieve effective psychological crisis intervention. However, according to a research report by the Communication University of China, only 50.4 percent of government departments can respond to public emergencies within 24 hours.

Lack of subsequent disclosure of the handling of local government cover-ups : According to the principal-agent theory, in the hierarchical government management system of our country, the central government and the local government contain the connection of principal-agent. As the agent, the local government has most of the information and disclosure rights of public emergencies. If try to avoid high incident handling costs, public emotional comfort costs and accountability costs, or because certain information disclosure will endanger the interests of relevant interest groups, the local government commit improper behaviors, such as concealing, lying delaying, omission or obstructing others from reporting the epidemic. They need to take the main responsibility for delaying the best time to prevent and control the epidemic. After the occurrence of public emergencies, officials who behave improperly are especially likely to become the target for the audience to divert their dissatisfaction, especially when it is exposed by audience themselves. As the principal, the Central government has the power to investigate the local government in accordance with the law. However, due to the asymmetry of information, it is impossible to accurately estimate the extent of their information collection, so it is difficult to implement effective supervision and punishment. In this way, the subsequent accountability are later dropped, and the explanations of the relevant department cannot meet the requirements of audience, so they are dissatisfied with the results of the treatment and spread their emotion through the network communication channels in an irrational and radical way. Once the audience's resistance is aroused, they will resist, oppose and reject any professional explanations. Amid the revelations, rumors, and denouncements, the so-called official statements do not occupy a place in the public opinion field. When we fall into the "Tacitus trap", it will increase the difficulty of authorities' intervention in the psychological crisis of the audience.

The voice of private Internet media is restricted : Different from traditional media, network media and Internet public opinion have a natural group character. There is no need to consider the time and space limitation of forming a real group. Individuals scattered in various places can be gathered together in a moment, such as discussion groups on Weibo and WeChat group chats. Considering that group psychology can magnify and distort public opinion, the audience tends to rely on sensibility to judge right and wrong, which is easily incited, and they are extremely susceptible to incitement. Therefore, the authorities intervene in the social media platforms and use public power and mandatory supervision means, such as administrative bans, regular inspections, fines and rectification, to block part of the network information. Especially when an emergency breaks out, the network platform will be forced to strictly review the information posted by users and control the comments. However, the overly strict and rigid control mode makes a huge difference between the authoritative information and the actual situation felt by the public. Once the audience with cognitive dissonance have a rebellious mentality, the consequences are even more disastrous. For example, the author tried to discuss the ASF epidemic report on the official Weibo of some news websites, but the comments posted with the keyword "African swine fever" will be quickly deleted. The popular searches for the ASF event will also be quickly withdrawn.

Shortage of funds for Internet psychological crisis intervention : In foreign countries, psychological intervention in government emergency management is highly valued. For example, Japan regards it as the first place in emergency management and provides legal protection for the successful implementation of psychological crisis intervention. The Ministry of Emergency Management of our country was established in 2018. The management department involves fire prevention, flood prevention and drought relief, earthquake and geological disaster rescue, hazardous chemical safety supervision, production safety, etc., except the department to organize and carry out psychological crisis intervention. Moreover, the government invests little in psychological crisis intervention; even the financial budgets do not include special funds for it. When human and material resources are mostly used on medical assistance and economic recovery, the funds and resources left for psychological assistance are insufficient to carry out large-scale online or offline psychological interventions. To make matters worse, some regions have defaulted on hog culling subsidies and pensions for those who suffer illness, disability or death due to participating in emergency response work, preventing others from reporting the outbreak so that they can refuse to offer subsidies. Due to the inadequate subsidy funds of their superior governments, many village and town governments simply cannot afford large culling subsidies and pensions by themselves. For example, in Mingshui County, Heilongjiang Province, there are two hog farms with the largest number of hogs in stock, about 74,000 and 69,000 hogs in total. According to the provisions of the subsidy of 1,200 Yuan per head (assuming that it is not calculated according to the size), the culling subsidy may exceed 100 million Yuan. After the outbreak

of COVID-19, farmers' transportation of production materials and farm workers' return journey were blocked. At the same time, they had to bear the multiple high-pressure such as costs of farm demolition, reconstruction of ecological farm and environmental protection tax. The hard work of many farmers was wasted, and the family's financial resources were affected by the epidemic, waiting for government subsidies, and under a heavy debt. Being burdened with economic and spiritual pressure, this will undoubtedly drive people to a ruin.

IV. MEASURES TO OPTIMIZE THE PSYCHOLOGICAL CRISIS INTERVENTION MECHANISM OF AUDIENCES IN INTERNET PUBLIC OPINION

By studying the psychological crisis intervention of the Internet public opinion audience in this ASF incident, it can be found that there are many problems in the online education of psychological crisis prevention, network media management and fund allocation. According to Belkin's three modes of psychological crisis intervention, in order to help the audience, regain the pre-crisis balance mode, it is necessary to overcome the irrational cognitive part of thinking and achieve the cognitive psychological transformation. The leading role played by the government is essential to improve the psychological crisis intervention mechanism, and more attention should be paid to cooperation with other organizations.

Strengthen the publicity and education : The government plays a leading role in the implementation of publicity and education, in order to raise people's attention to mental health knowledge and psychological intervention principles, guide netizens to learn how to maintain their mental health after the epidemic, conduct self-psychological intervention, and prevent abnormal psychological conditions. Take advertising as an example, which can be purchased by the government. Psychological crisis intervention public welfare advertisements can be set up in the most frequently-used network software. The advertisements are accompanied by links to epidemic mental health knowledge popularization or self-examination questionnaire. In addition, we can make full use of the first few seconds of screen advertising time when opening an APP. It can also be accurately posted on the search engine websites, targeting netizens who input keywords related to mental problems in the search box. The content can be psychological consultation service hotline, online consultation link for psychological problem, etc., so that netizens can find a way to get psychological counseling services more conveniently and quickly. Moreover, public welfare short film can be broadcast on various video platforms at specific periods of time, so that netizens can learn more about psychological information and remove misunderstandings and myths about psychological intervention.

Strengthen the personnel training : Studies have shown that the efficacy of psychological intervention or counseling depends on whether to provide long-term, fixed and systematic psychological rehabilitation services to patients with mental disorders and patients in need of psychological rehabilitation.[5] In Japan, for example, "The Phoenix Project" psychological rescue lasted a decade. The key to achieving long-term stable intervention is to be self-sufficient, since aid teams temporarily transferred from elsewhere do not stay long in the affected areas. Therefore, instead of relying on external support, scholars believe that we should train more personnel who can provide services to the affected areas and strengthen the professional training of local psychological assistance teams. [6] It is necessary for the government to pay attention to the cultivation of psychological crisis intervention talents in various places and establish a stable local talent resource pool. This can not only relieve the dependence on the temporary deployment of intervention personnel, but also improve their professional quality, prepare the talent reserve for future crisis events. More importantly, we can give play to the advantages of language communication and cultural customs understanding of local personnel. For example, setting up professional post-disaster psychological intervention majors in colleges and universities, increasing investment in relevant research funds, conducting academic communication conference and skills training announcement on the subject of post-disaster psychological intervention, compiling relevant teaching material, and strengthening volunteer training, standardized counseling professional qualification and so on.

Increase the cost of concealment by means of new media supervision and exposure : Many scholars believe that if the central government increases the punishment of concealment behavior, which can have a certain restraining effect, but once it beyond the appropriate range will greatly reduce the local enthusiasm to collect information, and reduce the total amount of information. According to the evolutionary game model of information disclosure between the central government and the local government, when public emergencies occur, it is sensible for the new media with greater influence to release objective facts timely. Because it will increase the risk and cost of improper behaviors, effectively restrain the concealment of information, reduce the cost and blind spots of the central government, and achieve the purpose of alleviating the information asymmetry situation.[4] For example, in the August 12 Tianjin explosion incident, the scene of the accident and the information was quickly blocked, many new media platform relayed the real situation by using uav. Consequently, the local governments were force to realize the requirements for information transparency and the public's right

to know. Requirements of local governments to implement disaster information transparency and the public's right to know, thus caused wide attention and established a dedicated oversight panel can find the cause of the explosion, to a certain extent reduce the psychological pressure of public opinion to the audience. It also aroused widespread attention; a special supervision team was established to investigate the cause of the explosion, which relieved certain psychological pressure of public opinion audience.

Improve online interest expression channels and catharsis mechanisms : During public emergencies, the demands of different people, especially vulnerable and victimized groups, will inevitably increase. Compared with other channels of interest expression, the network platform can serve the needs of the audience more nimbly. For example, in the COVID-19 incident in Wuhan in November this year, netizens created a Super topic to help the pneumonia patients on Weibo, which helped relevant departments to collect and count patients' information and gave patients a place to encourage each other. Therefore, we can provide the audience with a safe and controllable network outlet which is capable to carry a lot of negative psychology, and guide them to vent their dissatisfaction in a correct way. Although the catharsis mechanism cannot actually solve the actual incident, it can maintain the stability of netizens' mental and reduce negative emotions. Through the establishment of "Internet +" interest expression mechanism and catharsis mechanism, helping the audience to restore the mental state

Establish a long-term and diverse financial guarantee mechanism for psychological crisis intervention : The financial support by the central government plays a leading role in the financing and maintaining the normal operation of departments and institutions. Most of the psychological crisis intervention funds in the epidemic areas are undertaken by them and local governments in different proportions. However, it is far from enough to rely solely on the government emergency appropriation after the occurrence of public crisis events. Many psychological crisis intervention teams and volunteer stations established by relying on subsidies are often unable to maintain intervention services and work due to insufficient funds, so they withdraw or close after being established for a period of time. Consequence, lack of long-term and diversified financial supporting, and relying solely on short-term financing cannot solve the problem of shortage of funds, which does not meet the requirements of the development of audiences' psychological crisis intervention mechanism. To solve this problem, it is sensible to collaborate with NGOs, because they have more advantages in professional technology, voluntary services and organizational mechanisms. If a part of the services is entrusted to a professional third party organization, it can improve the efficiency of psychological crisis intervention services and save expense, which will help the government to concentrate on other tasks. This requires us to strengthen long-term cooperation with Non-Governmental organizations when there is no crisis, provide policy support for the development of organizations, expand the financing mode of public welfare investment in psychological crisis intervention, and give full play to its important supporting role.

Construct the e-commerce platform of psychological crisis intervention service : In most cases, audiences' psychological crisis intervention provides basic assistance services for free, such as prevention knowledge education and return visit, which will sometime lead to the free-riding situation. Given all this, the government can set up an e-commerce platform to provide people with more special and personalized services, if audiences have certain payment ability, and they have demands for higher-level services. Service provider information, user information, fee standards, etc. should be provided on the platform, including all information consumers want to know as much as possible. Consumers voluntarily pay for more services, which can overcome the free-riding situation and relieve the pressure of insufficient funds. At present, the momentum of spiritual service e-commerce platforms is improving, with rapid growth in user scale and diversified content. The government can also outsource the business to such a third-party platform. There are some representative C2C spiritual service e-commerce platform with high quality and professional positioning, including "Yi" psychological consultation, "Simple" psychological professional consultation, and chronic disease management platform "Good Mood". There are also platforms that are open to the public and intelligent trading, such as pinecone talk, "Xin Mao" psychology, etc.

V. CONCLUSION

In order to improve the psychological crisis intervention mechanism of Internet public opinion audience, not only the government should play the leading role, strengthen publicity and education, improve the mechanism of Internet public opinion guidance, but also need to unite with non-governmental organizations to improve the quality and efficiency of services. More importantly, we should make good use of new media to supervise government actions, restrict public power, and build a long-term and stable talent pool and fund guarantee mechanism. Judging from the emergencies that have occurred over the years, in order to cover up for the local industries, most of the rulers missed the best opportunity to intervene. In the case of the AFS, the central government did not fully investigate and punish the local governments for failing to report and hiding the epidemic

situation, defaulting on subsidies, until the public opinion went beyond the bearable range. And it is not difficult to see that there are problems in the intervention, such as we overlook the publicity and education of mental health knowledge, rigid way of Internet information release, and shortage of funds. With the development of Internet technology, the speed of public opinion propagation is more rapid and the scope of influence is more extensive, which is a new test of local government's emergency response ability. Significantly, improving the psychological crisis intervention mechanism of Internet public opinion audience is an indispensable part of emergency management. According to the above mentioned problem, the present research puts forward targeted proposals to improve the psychological crisis intervention mechanism in our country. However, due to the lack of diversified investigation methods, this study can only combine the statistical data of websites and scholars for analysis. More data can be collected through interviews and questionnaires to better enrich the supporting arguments of the research. To summarize, In terms of social psychological service system construction, there is a wide range of content that needs the attention. It is not limited to common online social platforms since there are more and more channels for people to conduct virtual communication. Moreover, it is not only necessary to pay attention to the intervention of public emergencies because psychological crisis intervention is difficult to achieve results in a short period of time, but more importantly to build a preventive long-term social psychological intervention mechanism before the crisis occurs.

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