

An Empirical Study of the Impact of Internet Public Opinion on Chinese Public Policy

Xie Yungeng¹, Wang Ping², Wan Xuanao³

Abstract: With the development of new media, Chinese media ecological environment has changed enormously. Chinese citizens can discuss the issues they considered important via internet, turning them into part of the public agenda and thus affecting the process of policy agenda. The paper chooses 205 from 1420 popular public opinion events, the ones which have affected public policy, and gives a preliminary description about the impact of public opinion on public policy through statistical analysis techniques. According to the research, the impact of social public opinion on national public policy was increasing year by year; national and social livelihood events, currently hot issues have the greatest influences on public policy; the events first exposed by newspaper and internet news often have significant influences on public policy; the public opinion factors that influence public policy include the types of events and whether there is the participation of third party.

Key words: Internet public opinion, Public policy, Empirical study

1. Research background and the problems

With the development of new media, Chinese media ecological environment has changed enormously. The original single channel for the dissemination of information has changed due to Internet information technology, and the Chinese media environment has taken on new features of open, interactive and multi-centers. Internet has become an

¹ Xie Yungeng , Professor & Doctoral Supervisor , Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China.

² Wang Ping, A doctoral candidate, Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China.

³ Wan Xuanao, A doctoral candidate, Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China.

important channel for Chinese citizens to express their demands and ideas, oversee their rights and give their suggestions to change the issues they considered important into part of the public agenda and then affect the policy agenda, making great impact on the government public management system, mechanism, operation pattern and even transforming government decision-making process. At the same time, Chinese supreme decision-makers pay more and more attention to it. They require the news office of the State Council to extract and compile internet public opinion every day, sending them to the Central Political Bureau. Besides, the central ministries, provinces and cities are all equipped with special agency in charge of internet administration, whose responsibility is to send daily internet public opinion trends to the main party leaders. Party and state leaders often make special instructions on some major public events, directly influencing public opinion trends and the formulation and the revision of public policy.

The emergence of internet provides each individual with relatively equal, free space for discussion, and the public opinion made by common people influences government public decision-making remarkably day by day. More and more scholars pay attention to the impact of internet environment, the netizen participation, internet public opinion on the government's public policy. The Specific researches concerned can be divided into the following paths:

The first one is the political system theory path. The American political scientist David Easton introduced system theory into the political field. He thinks that the "environment" is realized through "input, conversion, and output" in the political system.⁴ Zhu Shuicheng's paper "The impact of Government Information revealed via Internet on China's Public policy" (Zhu Shuicheng,2002) makes political system theory as a framework analyzing the positive and negative effects of network information in the process of public policy formulation.⁵ Yin Donghua's article "Citizen Network Participation: the Analytical Framework of New Political System Theory"(Yin Donghua,2010), combines with the agenda setting theory in communication studies, and constructs "Presumptive models of internet public opinion decision making" to analyze

⁴ David Easton,A Systems Analysis of Political Life [M]. Beijing: Huaxia press.1999:456.

⁵ Zhu Shuicheng,"The Impact of Government Information Network on China's Public Policy ", Journal of Hubei Administration Institute,2002(4).

how internet public opinion influences government decision-making and to what the extent it may influence government decision-making.⁶

The second is the research path of information theory. From the internet technology, the internet information management and the information networking, this research path emphasizes how network opinion can better influence democratization and scientization of the public policy process. The prominent research of this direction is made by Xie Hejun and Shi Xiaomin who published "On the Information Management in Public Policy Formulation Process "(Xie Hejun, Shi Xiaomin).

The third is researching the relationship between internet public opinion and public policy formulation from the perspective of public political participation. The approach considers internet as the space of demanding public benefit and takes internet public opinion as the product of public political participation, researching the impact on public policy in the perspective of democratic participation. It is indicated in the paper "A Preliminary Analysis of the Influence of the Internet on Public Policy making"(Huang Lihua, Jiang Xiaoning,2008) that internet public opinion multiplier mechanism, interaction mechanism and integration mechanism amplified the social problems of individual or local areas, forming pressure of public opinion, accelerating the process of social problems being transformed into the policy agenda . Other typical researches are as follows: "The Positive Effects of Internet Political Participation On the Government Public Decision-making "(Huang Fangjuan), "The Government Information Exposure, Public Policy Agenda and Participatory Governance"(Sun Yu),"The Study of Current Network Public Opinion and Public Policy Process "(Xu Minmin), "The Study of Impact of Internet Consensus on China's Public Policy " (Zhao Cancan) etc. In addition, some scholars make researches on the negative effects of internet's irrational emotions on public policy by combining social psychology, such as "The Study of Impact of the Network public Opinion On the Government Public Decision-making"(Li Fage), explaining the false, misleading information and "emotional democracy" spreading in the internet affecting public policy negatively.

⁶ Yin Donghua,"Citizen Network Participation: The Analytical Framework of New Political System Theory", Journal of the Party School of Tianjin Committee of the CPC,2010 (2).

In a word, these studies mostly focus on research and analysis on macro level. The analysis of relationship between the public events and policy on micro level is lacking. Particularly there is a big gap in the systematic research of explaining how the network opinion may influence public policy based on statistical science.

2. Research Design

2.1 Research Paths: Internet public opinion is a collection of all internet participants' cognition, attitude, emotion and behavior tendency made by the stimulus through internet dissemination of numerous events.⁷ Therefore, this article takes public events as a starting point to analyze how the social public opinion may affect the government public policies. As far as the sampling methods are concerned, this essay adopts non random samples, select some influential social public events as analytical model, describe the status quo of internet public opinion and its impacts on the public policy, reveal the degree of influence of public policy, influence factors, and try to find out the opinion on public management pattern, and the trends in the development of experimental exploration. It needs to be emphasized that the materials referred to are published data or public reports.

2.2 Research tools: The study is helped by the database which was established by Public Opinion Research Laboratory of Shanghai Jiaotong University, which has clustered the information of more than 7,000 public events, and has provided strong technical support for our study. SPSS statistical analysis software revealed the social impact of public opinion on public policy and described the relationships between the variables, through a descriptive analysis, correspondence analysis, Chi square tests, differential tests and regression analysis.

2.3 Selection of Samples: With the powerful data mining technology of Public Opinion Research Laboratory of Shanghai Jiaotong University, the study chooses 1420 influential

⁷ Ceng Runxi, "Research on the Administrative Mechanism of Internet Public Opinion Monitoring" [J]. Library and Information Work, 2009 (18): 79.

public events whose attention rates are more than 1000 points as samples of preliminary analysis in the public library of 5000 public events from 2007 to 2011. 205 public events are then chosen as the total samples of this essay to analyze the impact of social opinion on Chinese public policy, according to their different effects on government public policy. Since this research is limited by the deadline of the conference, only partial analytical indexes are drawn from the study, and the following study will be done to get more in-depth and detailed study on other parts.

2.4 Research Hypothesis: This paper makes statistical analysis of the 1420 hot public events from 2007 to 2011. It describes the status and trend of network public opinion and public policy in these five years, and analyses the influencing factors of network public opinion that may change the public policy. Then the paper puts forward the following research hypotheses:

Hypothesis 1: The impact of internet public opinion on national public policy was increasing year by year.

Hypothesis 2: The different types of events influence the public policy differently.

Hypothesis 3: There are regional disparities of effects of the internet public opinion on public policy.

Hypothesis 4: The public opinion events in different walks of life may have different effects on public policy agenda.

Hypothesis 5: Different media play different roles in pushing social problems to become part of public policy agenda.

Hypothesis 6: The factors of internet public opinion influencing public policy include the duration, the different types of events, the types of public opinion main body, the existence of opinion leaders and the participation of third party.

3. Main findings

3.1 In the past five years, most internet public opinion events which had promoted public policies happened in 2011

To some extent Internet public opinion events could reflect the views and tendencies of the media and citizens. Especially with the development of the Internet, the public opinion events are playing an important role; more and more opinion events have influenced the management of government. Throughout the hot public opinion events from 2007 to 2011, most public opinion events which have influenced the public decision happened in 2011. According to the data, from 2007 to 2011, the proportion of the public opinion events which have promoted public policies is 3.7%, 3.1%, 5.4%, 1.4% and 6.9% ($\chi^2=71.670$, $P=0.000$) .

This research measures the effect of promoting the public policies from the legislation, the abolition of the policies, the National People's Congress and the Chinese People's Political Consultative Committee proposals, and something else which did not promote the public policy. The table below shows that among the 2011 hot public opinion events which have promoted public policies, the proportion of the repealing policy is the highest, up to 6.9%. Besides, in the promoting the NPC and the CPPCC proposals, the proportion of the 2011 public opinion events is the highest, accounting for 1.0%.

Table 1 year & influence public policies

		year					total
		2007	2008	2009	2010	2011	
legislation	count	4	8	7	4	8	31
	In year%	2.20%	3.90%	2.90%	1.30%	1.70%	2.20%
Abolish policies	count	0	0	20	5	33	58
	In year%	0.00%	0.00%	8.30%	1.60%	6.90%	4.10%
modify policies	count	5	13	2	9	15	44
	In year%	2.70%	6.30%	0.80%	2.90%	3.10%	3.10%
proposal	count	0	1	2	1	5	9
	In year%	0.00%	0.50%	0.80%	0.30%	1.00%	0.60%
else	count	16	5	6	16	20	63
	In year%	8.70%	2.40%	2.50%	5.20%	4.20%	4.40%

Not	count	158	179	204	271	399	1211
influence							
public	In year%	86.30%	86.90%	84.60%	88.60%	83.10%	85.50%
policies							
	Count	183	206	241	306	480	1416
total	Inside year%	100.00	100.00	100.00	100.00	100.00	100.00%
		%	%	%	%	%	

3.2 Event Type: Nearly 30% were civil events among those which improved the changing process of public policy.

After analyzing significant public opinion events which have affected public policy from 2007 to 2011, we find that nearly 30% were civil events. Civil event relates to public interests, especially to national or local policy's modification and implementation. There exist several gaps between current policy and public requirement, and that's where public opinions have been focused on. After the case of Chongqing nail-house holders in 2007, the protection of citizens' private property has become a hot topic ever since then, and Property Law launched later on; In 2010, Nanjing government started to run registration system in local lobster wholesale market after the lobster case came into public's attention; What's more, the plan of Free Lunch was also issued owing to netizens' engagement. Shortly after the first discussion on internet, national government made the step to improve urban students' nutrition intake in Oct, 2011. The debuts of these policies were influenced by the active participation of netizens.

Secondly, the improper words and deeds and current political affairs both accounted for nearly one fifth. The related events such as the red scarf event, Chengdu luxury office auction for charity, Guangdong free Metro, College entrance examination in different places and so on all have changed policies after the opinion events occurred.

Table 2 event types& influenced public policies

	Public policy	total
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		Not influence	influence	
Product&	count	161	19	180
service	In public			
problem	policy %	13.30%	9.30%	
	count	146	19	165
Anti-corruption	In public			
	policy %	12.10%	9.30%	
	count	102	23	125
Public Health	In public			
	policy %	8.40%	11.20%	
	count	147	27	174
Ethics	In public			
	policy %	12.10%	13.20%	
	count	136	21	157
Social Security	In public			
	policy %	11.20%	10.20%	
	count	160	59	219
Social	In public			
livelihood	policy %	13.20%	28.80%	
	count	203	25	228
Involving law	In public			
and police	policy %	16.80%	12.20%	
	count	152	36	188
Political affair	In public			
	policy %	12.60%	17.60%	
	count	264	36	300
Improper words	In public			
and deeds	policy %	21.80%	17.60%	
	count	140	27	167

accident	In public	11.60%	13.20%	
	policy %			
	count	53	5	58
Organization	In public			
and personnel	policy %	4.40%	2.40%	
	count	2	0	2
Commercial	In public			
fraud	policy %	0.20%	0.00%	
	count	11	3	14
Intellectual	In public			
property	policy %	0.90%	1.50%	
	count	74	10	84
Abuse of public	In public			
power	policy %	6.10%	4.90%	
	count	104	16	120
else	In public			
	policy %	8.60%	7.80%	
total	count	1211	205	1416

3.3 The national events occupied for more than one fifth; the next is the events happened in Beijing, around 12.2%.

After statistical analysis of 1420 influencing popular events on the internet from 2007 to 2011, 205 events affected the public policies. Among these events, nearly all the administrative districts were involved. Besides, some overseas events also influenced public policies. In the national public event distribution, economically developed countries in the east and media centralized districts accounted for higher proportion compared with other districts.

Among all the events which affected public policies, the national events ranked at the first place, and the proportion is about 22.9%, exceeding 20% of total hot public opinion events influencing public policies in the past 5 years. The representative events were Free Lunch Plan, the rescuing of migrant workers who suffer from pneumoconiosis, the halt of 5 radion station's program involving sex by SARFT, the appeal of lowering half of the flag for victims of Wenchuan earthquake by netizens, copyright tort of Baidu Library so on and so forth.

From the distribution of specific provinces and cities, there were 47 events happening in Beijing which affected public policies, which was the greatest compared with other districts, at least twice more than those of other cities. There were some influential events, such as abolishment of public health services in Beijing.

Table 3: the geographical distribution of public events which affected public policies

	Frequency	Percent	Valid percent	Cumulative Percent
national	47	22.9	22.9	22.9
Beijing	25	12.2	12.2	35.1
Overseas	14	6.8	6.8	42
Jiangsu	10	4.9	4.9	46.8
Henan	9	4.4	4.4	51.2
Guangdong	9	4.4	4.4	55.6
Zhejiang	8	3.9	3.9	59.5
Sandong	7	3.4	3.4	62.9
Hubei	7	3.4	3.4	66.3
Sichuan	7	3.4	3.4	69.8
Liaoning	6	2.9	2.9	72.7
Shanghai	6	2.9	2.9	75.6
Hunan	6	2.9	2.9	78.5
Anhui	5	2.4	2.4	81

Jiangxi	4	2	2	82.9
Chongqing	4	2	2	84.9
Guizhou	4	2	2	86.8
Yunnan	4	2	2	88.8
Macao and Taiwan, Hong Kong	3	1.5	1.5	90.2
Gansu	3	1.5	1.5	91.7
Hebei	2	1	1	92.7
Inner Mongolia	2	1	1	93.7
Heilongjiang	2	1	1	94.6
Guangxi	2	1	1	95.6
Sanxi	2	1	1	96.6
Tianjin	1	0.5	0.5	97.1
Sanxi	1	0.5	0.5	97.6
Jilin	1	0.5	0.5	98
Fujian	1	0.5	0.5	98.5
Hainan	1	0.5	0.5	99
Qinghai	1	0.5	0.5	99.5
Xinjiang	1	0.5	0.5	100
Total	205	100	100	

3.4 Public opinion events in the field of public administration came first, followed by those in the field of education and manufacturing industries.

From the view of industry distribution, public opinion events in the field of public management occupy 31.2%, higher than other industries. The affairs of public management department associated highly with public interest, so they are more likely

to affect public policies decision making. The representative events such as the event of a famous demilitation in Chong Qing in 2007, the self-immolation of Tang Fuzhen, illegal fund-raising in Jishou, Xiangxi, the dispute about Ministry of Finance spending 2 thousand billion rapidly within one month, the events of Water Cube in Weishi County, Henan, the prevention of the intervention about fall of old people et.al.

The second and third highest events which affect public policies were from education and manufacturing industries. The proportion were 14.1% and 13.7% respectively. The total proportion was 27.8%, approaching 30%. PX project in Xiamen, the dispute of measuring IQ for poor students in Wuxi, Jiangsu, the dyeing of steamed buns in Shanghai supermarkets, the criticism of Ministry of Education recorded fingerprint for winter long distance running. Such events caused public opinion. Finally, the government was forced to make some changes on current policies.

Table 4: the distribution of public opinion events in different walks of life which affect public policies

	Frequency	Percent	Valid percent	Cumulative Percent
Public				
administration and social organizations	64	31.2	32.8	32.8
Education	29	14.1	14.9	47.7
Manufacturing	28	13.7	14.4	62.1
Transportation, storage and postal industry	18	8.8	9.2	71.3
Mining industry	12	5.9	6.2	77.4
Health Social Security and Social Welfare	10	4.9	5.1	82.6

Information transmission, computer services and software industry	7	3.4	3.6	86.2
Real estate	5	2.4	2.6	88.7
Culture and sports and entertainment	5	2.4	2.6	91.3
Electricity, gas and water production and supply	3	1.5	1.5	92.8
Wholesale and retail trade	3	1.5	1.5	94.4
Accommodation and catering industry	3	1.5	1.5	95.9
Financial sector	2	1	1	96.9
Resident services and other services	2	1	1	97.9
Building industry	1	0.5	0.5	98.5
Leasing and business services	1	0.5	0.5	99
Scientific research, geological services and the geological survey industry	1	0.5	0.5	99.5
International organizations	1	0.5	0.5	100
subtotal	195	95.1	100	
Missing	10		4.9	

Total	205	100
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3.5 The analysis of the relationship between different first exposure media and public policy promotion:

1) The public opinion events which are exposed by network news and newspaper have the highest proportion to influence public policy.

In the events which promote public policy, network news exposure events have the highest proportion, reaching 32%, followed by the proportion of newspaper exposure events, accounting for 27.1%. The proportion of being exposed in the forum community to influence public policy accounts for 10.8%, then the medium of TV, accounting for 8.4%, micro-blogging and the official website accounting for 7.9%, while the media of instant messaging, blog, broadcasting and news agency have small impact.

Table 5: The media distribution of first exposure in the events to promote public policy

	Frequency	Percentage	Effective percentage	Cumulative percentage
Network news	65	32.0	32.0	32.0
Newspaper	55	27.1	27.1	59.1
forum& community	22	10.8	10.8	70.0
TV	17	8.4	8.4	78.3
Micro-blogging	16	7.9	7.9	86.2
Official website	16	7.9	7.9	94.1
News agency	7	3.4	3.4	97.5
Broadcasting	2	1.0	1.0	98.5

Blog	2	1.0	1.0	99.5
IM	1	.5	.5	100.0
Total	203	100.0	100.0	

2) The public events exposed by traditional media such as newspaper have more profound influence in the public policy.

The influence of first exposure media has important implications for the development and evolution of public opinion. Psychological research shows that the "first impression" individual gets in the social cognitive processes has the strongest effect and longest duration and that it has stronger effect than the later information.

From the corresponding analysis between media and whether to promote the public policy, we can see that behavior including changing policy, putting forward proposals of NPC/CPPCC and other policy measures introduced or modified are more related to exposure by new media, while the promotion of legislation and traditional media have closer relationship. The events exposed by traditional and new media have the same proportion about the policy annulment. The foreign media have minimal impact on public policy.

The formulation and adjustment of public policy is gradual, and public opinion has different degree of implication in public policy. To put forward proposals of NPC/CPPCC is the most basic form of public policy, and then Congress and Political Consultative Conference may form the NPC/ CPPCC proposals, sending them layer by layer to the national decision-making body, ultimately changing, abolishing policy, or even promoting legislation. From the above analysis we can see that newspapers, television and other traditional media exposing public events have more profound implication for the public policy, and that it can promote the fundamental legislation of the country-level policy adjustments. And the public events exposed by new media have implications of relatively shallow, concentrated on putting forward proposals of NPC/CPPCC, as well as modifying the current policy.

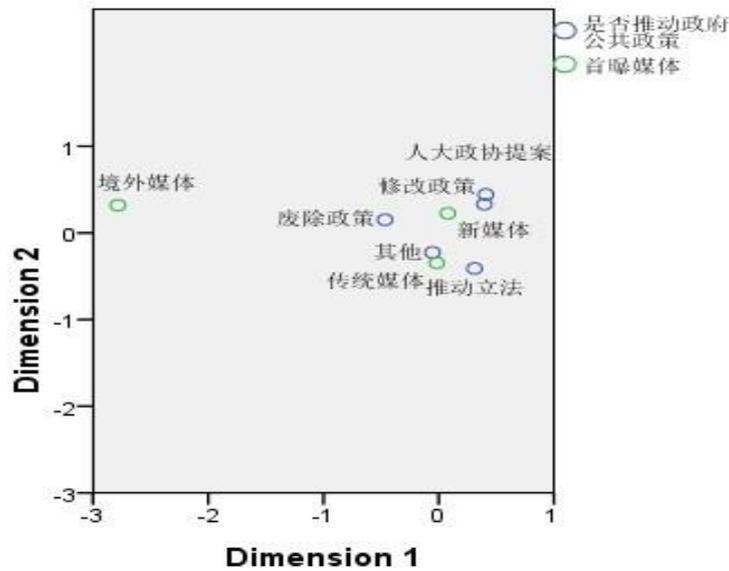


Figure 1 Analysis between the policy promoting and the media first exposed

The impacts of different first exposure media on public policy cause different influences. The public events exposed by newspaper have wide-ranging implications for a variety of public policies, followed by the network news, but they have different effects.

The newspaper's first exposure to public events for promoting legislation, abolishing policy and forming the NPC proposal has a larger effect. Among the public events promoting legislation, 32.3% were exposed by newspaper. In public event of abolishing the policy, 32.8% were exposed by a newspaper, and the ratio of becoming the NPC, CPPCC proposal also accounts for the third. It also reflects that to some extent, newspapers and other traditional mass media have a significant influence in the formulation and adjustment of public policies.

Network news refers to news from news sites, such as Xinhua, China Youth Net, People's Daily, CCTV, China Daily, China News and news portal center. Public events exposed by the network news have greatest impact on policy changes and the NPC proposal formation, accounting for 44.4%, followed by the changes of policy, which accounts for 41.9%, whereas they have smaller impact on promoting the legislation and revealing the policy.

The greatest impact on public policy by the forum community and other traditional

media exposure of public events is on putting forward proposals of NPC/CPPCC, accounting for 22.2%, followed by promoting the legislation and abolishing the current policy, accounting for 16.1% and 13.8% respectively. Public events exposed by the TV first have a certain impact on the promotion of legislation and policy changes, 12.9% and 14% respectively. Other first exposure media have less impact on public policy.

Table 6 Cross analysis between Public Policy and the first exposure media

	To promote legislation	Abolish policy	Changes policy	NPC and CPPCC proposals	Others
Newspaper	32.3%	32.8%	16.3%	33.3%	25.8%
TV	12.9%	3.4%	14.0%	0	8.1%
Broadcasting	0	0	0	0	3.2%
News agency	0	3.4%	4.7%	0	4.8%
Network news	22.6%	36.2%	41.9%	44.4%	24.2%
forum& community	16.1%	13.8%	2.3%	22.2%	9.7%
Blog	6.5%	0	.0	0	.0
IM	3.2%	0	0	0	.0
Microblogging	3.2%	5.2%	7.0%	0	14.5%
Official website	3.2%	5.2%	14.0%	.0	9.7%

3.6 Whether the public events finally influence public policy is partly affected by the third party participation and the types of events.

To discuss what factors would affect the public policies, we conducted a regression analysis. The binary Logist regression analysis shows that the third-party involvement and type of events have a great association with the public policy. As the table below

shows, the possibility of the events with third-party promoting public policy are 0.71 times higher than the events without third party intervention; at the same time, different kind of events have different influence on public policy. The people's livelihood events and current affairs have maximum influences on public policy. The possibility of the people's livelihood events promoting public policy is 1.83 times higher than the others. Current affairs are 1.047 times higher than the others.

Throughout the 2007-2011 public events, those ultimately influencing public policy events are mostly concentrated in these types. A few public events are with third-party participation, taking school bus accident in Gansu Province for example. It finally pushes the Ministry of Education and local education departments to promulgate the Measures for the Administration of the school bus to take a series of regulatory actions of the school bus. Similarly, after the Sanlu milk powder incident, the relevant regulatory authorities strongly rectify the dairy industry and also a range of the introduction of a new GB for dairy products. A series of public events that are close to people's livelihood, as their huge sphere of influence and wide reach, they are also susceptible to influence public policy, with the incidents momentum developing further, the relevant policies are constantly adjusted and updated introduction, such as cooking oil incident, limited housing purchase, TV series ban inline ads, Lufeng mass incidents. With the further development of the event trends, related policies are also constantly adjusting and updating.

Table7 the binary logist analysis of public policies

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	1352	95.2
	Missing Cases	68	4.8
	Total	1420	100.0
Unselected Cases		0	.0
Total		1420	100.0

a. If weight is in effect, see classification table for the total number of cases.

Omnibus Tests of Model Coefficients

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	1352	95.2
	Missing Cases	68	4.8
	Total	1420	100.0
Unselected Cases		0	.0
Total		1420	100.0

	Chi-square	df	Sig.
Step 11 ^a	-.951	1	.330
Block	50.894	6	.000
Model	50.894	6	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
11	1085.848 ^a	.037	.065

	B	S.E.	Wald	df	Sig.	Exp(B)
Social livelihood	1.040	.183	32.394	1	.000	2.830
Current affairs	.716	.224	10.250	1	.001	2.047
Third party	.537	.164	10.691	1	.001	1.710
Constant	-2.312	.137	286.330	1	.000	.099

4. Conclusion

This study surveys the basic characteristics of public opinion and the status quo that promote public policy from the aspects of the time distribution, event types, distribution, geographic distribution, industry distribution, the distribution of first exposure media types. As for the time distribution, the numbers of events that have

promoted public policy reached its peak in 2011, and their social influence in reality is continually enlarged with a number of policy changes. The number of legislation, policy-abolishing and modifying, the NPC and the CPPCC proposals and other public policy has greatly increased. Meanwhile, the public events that promote public policy changes are mainly social and livelihood, which account for nearly 30 percent of all public events, followed by the type of improper words and deeds and current affairs, both accounting for nearly one fifth. From the view of geographical distribution, more than one fifth of the public events that influence public policy are national events. At the same time, as for the specific areas, Beijing is the first. At last, for the industry distribution, public management industry events have taken the lead to promote public policy, followed by events for educational and manufacturing.

In our study, we also found that the public events firstly exposed by the newspapers and other traditional media or network news media with a strong nature of traditional media have greatly promoted the public policy and their level of impacts is the highest. On the other hand, the events exposed by mainstream new media, such as forum community, microblogging, blogs have little influence on promoting public policy agenda and their effect level has remained mostly in the formation of the NPC or CPPCC proposals to modify the current public policy. As traditional media have the advantage of influencing on decision-making, the events exposed by such media can easily be seen by decision-makers, causing the attention of policy makers. While, network issues from the assembling, forming, to converging to the final form cannot live without the follow-up reports of the traditional media. And many network issues have showed up to the public through traditional media's re-packaged reports, then get into the agenda of the news media, and ultimately promote the establishment or adjustment of public policies.

The key factors making internet public opinion to influence public policy are the types of events and whether there is third-party involved. Influence on the public policy varies from the different types of events. The study found that the relationships between the public opinion of social livelihood class, current affairs and public policy are closer than others. On the one hand, it reflects the awareness of people participating in the discussion of public policy making is growing, while on the other hand, it also reflects the national scientific decision-making and its democracy. Many public policy-making is no longer a traditional decision-making model of decision-makers behind closed doors, but released to the public decision-making balloon, so that there are more public participation in public policy discussions.

Although the public opinion online is not equivalent to the real public opinion, as a special reflection of public opinion, it has an increasingly profound impact on China's public administration. In the new media environment, public administration should

firstly enhance the openness of public affairs information, and then enhance the credibility of government information so as to strengthen the establishment of the Government credibility; Secondly, we must develop our understanding of new media, establish a set of interaction with the network of public opinion, widely respecting public opinion to find the meeting point between the governing objectives and the public opinion online; and then promote the process of political civilization in China.

This is a part of sub-project of the research of internet public opinion. It gives a preliminary exploration about the relationship between network public opinion and public policies. It is based on 80 quantitative variables which were used to analyze internet public opinion. But there were just a little variables referred to public policies directly. Many meaningful conclusions are short of statistical evidence. In the future, we would study the relationship between network public opinion and public policies as a special project. We will design a set of quantitative variables again, and do more thorough and considerable research on how the network public opinion may affect public policies from comprehensive aspects.

correspondent author: Xie Yungeng , Professor & Doctoral Supervisor , Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China.

Address:Room 426,Chen Ruiqiu Building, 800 Dongchuan RD ,Shanghai China

zip code:200240