

# 中國大陸輿情研究現狀及發展趨勢

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輿情是社會的皮膚，也是社會的溫度計。目前，輿情研究在中國大陸已經成為一門顯學，政府機構、商業公司、高等院校等都逐漸進入了該研究領域，取得了長足的進步，也收穫了比較可觀的成果，但在研究方法的規範性、研究內容的深廣度等方面仍存在著一些缺陷，有待于進一步的完善和提升。作者將就中國大陸輿情研究現狀進行深入分析，並進一步指出中國大陸輿情的未來發展趨勢。作者認為，中國大陸輿情研究在內容、方法、團隊及應用方面將逐步轉型和升級：研究內容上，從監測調查轉向深度挖掘輿情背後的社會原因以及社會影響，如社會心態、輿情傳播主體的社會關係網路、輿情背後的社會變遷、輿情對公共政策的影響等；研究方法上，從單一的監測調查轉向構建綜合輿情研究框架，實現線上與線下輿情資料有機結合；研究團隊上，從文科團隊到組建文理工結合的跨學科研究團隊；應用層面，積極探索輿情研究如何更好地服務于社會治理。

## **Current Status and Future Prospects for Public Opinion Research in Mainland China**

**XIE Yungeng**

Public opinion can be regarded as the skin of the society, and it is also the thermometer of the society. Currently, public opinion studies has become a famous doctrine in mainland China, and numerous government institutes, business enterprises, and research institutes in universities have continuously entered this research field. Although great progresses had been made and achievements had been obtained in public opinion studies, limitations exist with respect to the norms in the research methods and depth of the studies. The author will analyze the current status of the public opinion research in mainland China, and further discuss its future prospects. The author argues that transitions and updates will be made in the public opinion research content, methods, team, and application. Specifically, regarding the research content, it will transit from monitoring and investigation to in-depth mining for the underlying social factors and social influences, such as the social mentality, social networks of the public opinion disseminators, social transitions behind the public opinion, and the influence of public opinion on public policies; regarding the research methods, it will transit from single investigation approach to more overarching public opinion research frameworks, and online and offline data will be integrated; regarding the research teams, it will transit from the research teams in arts to multidisciplinary research teams by combining researchers in arts, sciences, and engineering; regarding the application, researchers should actively explore how public opinion research could better serve the social management.