



The Possibility of Practicing the Role of Online Public Opinion Monitoring Interns and Gatekeeping

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ABSTRACT

Diverse risky public opinions emerge on news websites and social media and pose a great challenge to public opinion monitoring and early warning. Previous studies have paid little attention to the role of opinion monitoring interns as a gatekeeper and have explored in depth the mechanisms and principles of how opinion monitoring interns can realize the monitoring and early warning of public opinion. The answer to this question is not only of theoretical significance but also in the context of machine algorithm driven and automated monitoring, this paper, based on in-depth interviews and participatory observation, focuses on the group of public opinion monitoring interns and studies the role of the public opinion monitoring interns and their behaviors to explore the important influencing mechanisms and motives that enable interns to undertake the work of monitoring public opinion on the Internet. Our study shows that the interns learn their roles through training and guidance from the organization, reasonable task allocation and other behaviors and that they can find out the public opinion, study the public opinion and deal with the public opinion in their role practice, which explains the possibility for the interns to take up the work of public opinion monitoring. On the one hand, at the individual level, interns find relevant internships to enrich their personal curriculum vitae and under the learning and accumulation of work experience, interns gradually become familiar with the backstage monitoring and warning rules of public opinion monitoring and warning and the management system of the editorial department; on the other hand, at the organizational level, the incentive mechanism of the enterprise and the feedback mechanism of the interns bring positive benefits to internships and the close integration of the individual and the editorial department together promotes the improvement of the opinion monitoring system and the realization of this kind of work in the field of public opinion monitoring. The close integration of individuals and the editorial department jointly promotes the improvement of the public opinion monitoring system and jointly realizes that under the means of public opinion early warning and gate-keeping that combines manual and machine monitoring, the public opinion editorial department plays a role of gate-keeping and synergy in stifling the waves of public opinion at the "end of the blue weeds" to prevent the rapid fermentation of public opinion.

Keywords: Public opinion monitoring; Interns; Media ethics; Manual auditing

INTRODUCTION

At present, Chinese society is in the midst of a century of great changes in the new era and public opinion, especially online

public opinion, is closely related to social stability and security. Since the 18th National Congress of the Party, the central leadership headed by Xi Jinping has attached great importance to the work of online public opinion and emphasized the need

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to continuously improve the communication power, guiding power, influence and credibility of news and public opinion. In recent years, China's online public opinion has been active and the number of netizens has soared. For the sake of social security and stability, monitoring and early warning of public opinion have always been a key part of online social governance and even harmonious social governance. The development of the Internet and technology has brought unprecedented channels of expression to the audience and has provided a vehicle for the emergence of various public opinions. Quantitatively, the amount of content that opinion-monitoring platforms need to monitor is huge; qualitatively, the origins of these opinion trends span different countries, cultures, religions, values and so on and have become more complex and changeable. This means that opinion monitoring faces the challenge of massive content and the potential consequences of the large-scale emergence of public opinion. In addition, traditional opinion monitoring methods require algorithmic technology to support the collection of information from web pages and many of the algorithmic techniques relied on for opinion monitoring fail to provide users with effective risk warnings. We can see that the public opinion monitoring field is characterized by lagging technology, fierce market competition and a mixture of good and bad.

As the importance of monitoring online public opinion has been emphasized, if public opinion is not accurately examined and guided in a timely and effective manner, it may result in a public opinion crisis and lead to serious social problems. As the risk society is increasingly being recognized, monitoring and early warning of online public opinion is undoubtedly a top priority for the state, society, government and even individual companies. As a result, the importance of monitoring online public opinion has become more and more prominent due to the epidemic and social structure factors and informal laborers such as public opinion monitoring interns have been emerging. Their role also continues to be highlighted. "The wind rises at the end of the green weeds and the waves are formed between the slightest ripples" brings certain inspiration to the content of this research. The wind is generated from the ground and starts to gently swirl in the grass, but eventually becomes a strong gale, while huge waves start to accumulate from small waves, but eventually develop into terrifying waves. The evolution of public opinion is just like the wind and waves, which are easily overlooked but have the power to change the situation and interns in public opinion monitoring are the ones who first perceive these seemingly most trivial and subtle aspects of public opinion.

The use of automated monitoring tools based on algorithms in public opinion monitoring and early warning is becoming more and more common. It should also be noted that the limitations of the application of monitoring tools and algorithmic learning determine the unavoidable bias of monitoring results. In the field of online public opinion monitoring, the concept of early warning keywords that algorithms need to learn does not originate from a theoretical position, but from the realistic challenge of diversifying the content of public opinion monitoring. It can be said that it is difficult for opinion editorial boards to draw a precise line between high-risk information,

medium-risk information and ordinary public disagreement or usual speech before the outbreak of public opinion. The characterization and understanding of risky public opinion information are always influenced by rapidly changing industry norms, personal backgrounds and algorithmic interpretation frameworks. Therefore, before conducting this research, it was reasonable to assume that a large number of opinion-monitoring interns would have difficulty clearly distinguishing and discerning risky public opinion. Thus, the multiple possibilities arising between interns and online opinion monitoring made this study necessary.

LITERATURE REVIEW

Classical gatekeeping theory as a developmental vein

The concept of gatekeepers was first introduced by the scholar Lewin in 1947, in his book *The Physiology of Mind*. According to Lewin, a "gatekeeper" is an individual or group of individuals who have the power to let something in or out. He further suggested that there are two main factors affecting gatekeepers: first, a person's cognitive structure; and second, personal motivation. However, Lewin's gatekeeper theory has the limitation of analyzing all social phenomena equally; In his 1950 article "The Gatekeeper: A Case Study in News Selection," White deepened the concept of the gatekeeper put forward by Lewin, arguing that individual psychology or personal value judgment, plays an important role in the gatekeeping process. The activity of news reporting is not a matter of recording what one hears, but a process of selecting and processing news materials. In 1969, the scholar Bass published an article in the *Journalism Quarterly*, which holds a critical attitude towards White, that White's view of the gatekeeper is not consistent with the original intention of Lewin and based on of Lewin and White's two scholars, it is proposed that the gatekeeper can be divided into two kinds of gatekeepers on the stage of news-gathering and news-processing and it is believed that the real gatekeepers are the people or organizations that are engaged in the news-gathering process. It is within this problematic limitation of Bass that scholar Walter Gieber has further advanced the research related to gatekeepers, with his article "News is What Newspapermen Make It," in which he suggests that gatekeepers need to be pressured by both the source and the news organization and accordingly argues that news is what journalists make it and we cannot understand what real news is until we understand the societal pressure factors that are exerted on news reporting. By introducing the context of the "gatekeeper", the news organization, into the gatekeeping process, Gieber deepens the idea that the gatekeeping process is not an isolated individual activity, but an organizational one. This changes the perspective of gatekeeping research from that of individual control to that of social control. In his 1955 article "Social Control in the Newsroom," scholar Bridle focuses on how newsrooms constrain journalists' choices of behavior, showing how journalists and editors accept the policies, rules and traditions of the organizations to which they belong and infuse all of this into their work. This allows the public to have a more complete understanding and interpretation of the gatekeeping role of news organizations and institutions.

The development of digital technology has brought great changes to the media ecology. Traditional gatekeeping theories have been somewhat impacted and reconfigured. Today, machines are replacing human labor, at least partially. At the same time, the gatekeepers who select and control the dissemination of news are also changing. Zhang Zhiyong et al. discussed the identity change of network media gatekeepers and the current ecological environment of network media, in an attempt to explore the new significance of the gatekeeper theory. Luo Xin believes that the traditional gatekeeping theory has made a major contribution to the emphasis on gatekeepers, gatekeeping process and gatekeeping analysis level, but neglected the research on gatekeeping objects, gatekeeping relationship, gatekeeping mechanism and other elements, in the network era, the gatekeeping theory must carry out certain structural adjustment and put forward the three major trends of the structural research of the gatekeeping theory in the network era, namely, the dynamization, the transparency and the complexity. According to Tang Xu, in the new media period, the openness and interactivity of the new media make the traditional "gatekeeper" theory have a new practice, especially the "gatekeeper" of the main body of the gatekeeper, the way of the gatekeeper, the object of the gatekeeper, etc. have changed to varying degrees [1].

Public opinion monitors in their new role as gatekeepers

Gatekeeping encompasses the selection of news content and the forces that influence that selection. Burns argues that the gatekeeper role of the journalistic editorial office has been loosened because online channels do not impose the same spatial constraints and individuals have direct access to audiences. The shift in gatekeepers has led to the evolution of disinformation and misinformation, the creation and dissemination of false and hateful content and distrust of social institutions, which have become important public issues. As news media have shifted to online distribution, many things have changed, for better and for worse. Platform companies curate news media along with user-generated content; these companies are primarily responsible for large-scale content audits. Despite the potential promise of algorithms or "artificial intelligence" to audit more efficiently, with lower error rates and at lower operating costs and with greater precision against content panels that have already been entered into databases, even "optimized" auditing systems exacerbate rather than alleviate many of the existing problems with platform-developed content policies, for three main reasons: Automated auditing has the potential to (1) Further increase opacity, making a famously opaque set of practices more difficult to understand or audit, (2) Further complicate issues of fairness and equity in large-scale socio-technical systems and, (3) Reify the fundamentally political nature of massively enforced speech decisions.

As a result, there has been a rise in research on the non-technical elements of the newsroom gatekeeping process. With new opportunities for audience engagement and the challenges

it poses, several new news roles have emerged in the newsroom to implement news gatekeeping in these discursive environments, such as moderators, who can filter, screen, edit and moderate user comments. Users, for example, are increasingly becoming gatekeepers, as recent research confirms and thereby influencing the editorial decisions. Building on gatekeeping theory, audiences in the traditional sense are challenging the power of news professionals to comment on parts of the content. In short, a growing body of literature goes into their work routines and content moderation strategies. Opinion detection is difficult to fully automate due to the requirement for high accuracy, the high cost of errors and the fine-grained regulations on acceptable content. As a result, today's social media platforms still rely on a large number of human reviewers. The task of vetting is incorporated into newsrooms in different ways and assigned to professionals and non-professionals. Many online platforms rely on post-publishing reviews, which allows contributors-even those deemed at risk-to publish material immediately without review. Another arrangement involves reviewing content before publication. Although scholars have turned to the study of content auditing mechanisms, still very few scholars have studied the gatekeeping mechanisms of opinion monitoring interns when they first perceive the existence of those seemingly trivial and subtle public opinions [2].

Public opinion monitoring as a gatekeeping mechanism

We are beginning to enter a new era of gatekeeping- "machine gatekeeping". At this stage, machine gatekeeping is mainly embodied in algorithmic gatekeeping and human-machine cooperative work. Machine gatekeeping, represented by artificial intelligence and algorithmic gatekeeping, not only completely rewrites the old concept of gatekeeper in the news and information industry and the "knowledge world", but also becomes an important logic for the production and organization of the information society because of its ability to construct reality. Platforms deploy powerful data-driven algorithms (so-called AI) that shape the visibility of content, supported by raw user-provided content (tweets, photos, etc.), but large-scale algorithmic systems have been roundly criticized over the past few years for their opacity. While machines are still unable to recognize and process some of the complex content, such as value judgments, the penetration of AI auditing will continue to increase in the foreseeable future as AI technology continues to evolve, while manual auditing will gradually return to a supporting role and the results of its auditing of complex content will, in turn, provide a more adequate sample base for algorithmic learning.

In terms of censorship mechanisms at the gatekeeper level, in the Internet space, these include filtering, blocking, zoning, deletion of information and other means aimed at suppressing or deleting any information deemed offensive or undesirable, i.e., it is envisioned that "undesirable" information will not enter or escape or circulate in the gatekeeper's network. Indeed, many Internet platforms have begun to consider softer alternatives to

outright bans and these relatively softer approaches can be a surprisingly effective compromise between censoring offensive speech and preserving freedom of expression. Similarly, in response, many newsrooms have adopted some form of centralized community management, often including the review of user-produced content. The sheer volume and poor quality of user comments specifically have been identified as a major challenge for newsrooms. To address these challenges, most news organizations have implemented measures such as etiquette guidelines, registration procedures, automated filters, pre and post-revision strategies and rating systems or other design elements that reward constructive comments Reich. Over the past few years, this practice of monitoring and modification has been normalized as the norm in journalism, enforcing a gatekeeping role for news. It is therefore important to understand that the regulation of online communities and the control of content in the media remains an inadequate framework; real change requires addressing underlying cultural norms rather than focusing on individual content.

Comprehensive views of scholars, although there are differences, can be found in common: All scholars are sure that the traditional gatekeeper theory in the new media era appeared a certain degree of transmutation, the connotation of the gatekeeper in the new media era has become richer, the boundaries are more and more fuzzy, the gatekeeping behavior has also gone from the pure newsroom to the field of socialization and the mechanism of gatekeeping has also developed to the mechanism of human-computer synergy. It is this transmutation that provides a space for thinking about the role behavior and role of the subject of this paper, the opinion monitoring interns. The great influence of the Internet is becoming more and more prominent and more subjects that are social and even individuals have intervened in the role of gatekeeper. Then, in the new media era, what kind of mechanism is used for the gatekeeper behavior of interns in the field of online public opinion monitoring? In the opinion editorial department where interns mainly assume the role of gatekeepers, are the gatekeeping methods and objects different from the traditional gatekeeping theory, in addition to the change of gatekeeping subjects? Under the diversification of gatekeeping theories, the exploration of the gatekeeping mechanism of interns in the field of public opinion monitoring can bring us new thoughts on the connotation of gatekeepers in the new media era [3].

Methodology

Why are opinion editorial departments handing over such predictive and forward-looking, *i.e.*, career-threshold, opinion work to temporary, interchangeable, informal laborers-opinion-monitoring interns? How should they undertake it? The interns exist as individuals in the editorial department, so after the editorial department has domesticated the skills of the interns and cultivated their learning, has there been any change in the risk perception of online public opinion of the opinion monitoring interns? Considering that there are subjective differences in the influence of different opinion-monitoring interns, the review found that the number of studies on the factors influencing the practice of opinion monitoring by interns is relatively small and that in the interviews, we learned

that most of the interviewees indicated that factors at many levels influence their online opinion monitoring practice. Therefore, our study explores the interview material in depth and tries to explore the answer to the third question based on the summary of the first question: How do machine algorithms, the "interactions" between the opinion editorial boards and the opinion monitoring interns make more effective monitoring and warning possible? How do opinion-monitoring interns analyze and handle online public opinion?

We sought to openly explore our interview material in to improve our empirical knowledge base of the factors that influence monitoring mechanisms. To answer these research questions, we selected 19 interviewees from different organizational contexts of an opinion-monitoring department to cover a wide range of user comment moderation experiences. For this purpose, we identified three relevant factors that may lead to differences in monitoring mechanisms based on the categorization of actual work in opinion monitoring: Differences in monitoring routes, differences in the timeframe of interns' entry and differences in discourse structures. We therefore selected a total of 15 interns versus 4 managers. This was done by approaching the selected opinion-monitoring editorial offices with a request to interview a staff member with day-to-day experience in monitoring. In this way, we let the newsroom decide who we would interview. We chose this open-ended approach based on informal conversations with journalists and commentators before the study, in which we were fully aware that the integration of opinion monitoring varies widely across newsrooms, depending on their size organizational structure and resources: In some newsrooms, monitoring is done by non-professionals as one of the tasks among others, while other newsrooms employ designated review reviewers, community managers or audience developers. Some of our interviewees were personally engaged in monitoring and reviewing, while others were responsible for the operations of a team. All interviews were conducted in February and May 2022, most of them by telephone. Two trained interviewers based on of a semi-structured interview guide consisting of 19 main questions and 10 follow-up questions conducted each interview. All questions were open-ended and covered four key areas: (1) Working conditions and professional self-image, (2) General approach to opinion information and (3) Specific monitoring practices. On average, the conversations lasted 50 minutes.

Based on a series of practical factors, such as the strict control of the time cycle of opinion monitoring by the opinion editorial department, the immediacy of the new requirements for opinion alerts, the professionalism of opinion monitoring, the personalized focus of opinion and the user's self-constructed opinion monitoring, the editorial department continues to have deficiencies. This has led to the need for a large number of opinion monitoring interns who can apply objective criteria coupled with subjective understanding by the editorial department, in addition to the upgraded use of algorithm-based opinion monitoring systems. Despite the optimization of opinion monitoring algorithms, the percentage of irrelevant opinions captured by machines remains high, coupled with the limitations of the number of professional opinion editors and the lack of division of labor. After the professional training of

the department, the opinion monitoring interns are pushed to play a supplementary role under the limitations of machine algorithms and professional opinion editors. How opinion monitoring interns can take on the work of the editorial department then becomes one of the focuses of this research paper [4].

The study adopts a combination of participatory observation and in-depth interviews. The second author of this paper interned in the editorial office of W Public Opinion for 8 months and the long-time field observation can fully understand the behavioral processes of "learning", "entering" and "integrating" of the interns' roles in the course of the work of the interns in the opinion monitoring. The long period of field observation allowed us to fully understand the behavioral processes of "learning", "entering" and "integrating" of the interns in the course of their work, as well as their daily work practices and statuses, which contributed a large number of vivid research materials to the writing of this study. Since the second author of this paper has a long internship experience in the opinion editorial department, he has interacted with many of the research subjects and the interns in the opinion editorial department, both on and off the job and has a deeper understanding of the internship history of the interns in the opinion editorial department and thus can conduct in-depth interviews with the interviewees with relative ease.

In terms of the specific interviewees selected, this study interviewed a total of 15 interns in the dedicated department where the W Public Opinion Editorial Office is located, based on the interns' different schools, majors, genders, etc. To compensate for the absence or neglect of the role of "managers", which is inseparable from the growth of interns in previous studies, this study also interviewed four managers or leaders in the public opinion department who are mainly responsible for the training of interns in public opinion work, i.e., the regular staff members similar to regular editors mentioned in the main article. All interviews were conducted continuously through online voice and the average interview time was controlled at 45 minutes per hour per interviewee. Based on the interviews, the basic information of the interviewees was counted and the specific information is shown in the Tables 1 and 2.

The interviews were conducted mainly in the areas of why interns are recruited to undertake public opinion monitoring work, how interns learn about public opinion monitoring, how they practice handling public opinion information and the factors that influence public opinion monitoring interns to continue to undertake internships, etc.

Table 1: Basic information on interviewed interns.

Serial number	Gender	Age	School Level	Specialty	Grade
S1	Female	24	General college	Publishing	Grade 3 master
S2	Male	20	General college	Accounting	Junior
S3	Female	23	Double first-class	Journalism and communication	Grade 1 master
S4	Female	23	Double first-class	Journalism and communication	Grade 2 master
S5	Male	22	Double first-class	Journalism and communication	Grade 1 master
S6	Female	22	General college	Advertising	Senior
S7	Female	21	Double first-class	Radio and television studies	Senior
S8	Male	22	General college	Journalism	Senior
S9	Female	27	General college	Publishing	Grade 3 master
S10	Male	21	General college	Journalism	Senior
S11	Female	24	Double first-class	Journalism and communication	Grade 1 master
S12	Male	23	Double first-class	Journalism and communication	Grade 1 master
S13	Female	26	General college	Publishing	Grade 3 master

S14	Female	26	General college	Journalism	Senior
S15	Male	24	Double First-Class	Journalism and communication	Grade 1 master

Table 2: Basic information of interviewed managers.

Serial number	Gender	Age	Years of experience in public opinion work	Position
G1	Male	33	8	White director, public opinion editorial department
G2	Male	29	3	Night shift leader, public opinion editorial department
G3	Male	31	5	Night director, public opinion editorial department
G4	Female	35	6	White shift leader, public opinion editorial department

Research and analysis: What makes the gatekeeping work of opinion monitoring interns possible

Among the group of opinion monitoring interns interviewed, the answer to the question of how they realize the monitoring and early warning of targeted public opinion and how they play a role in opinion monitoring and early warning is of great significance. For extreme or clear-cut cases, the interns reached a consensus during the interviews. Specifically, this type of public opinion is usually "hidden" at the first time, which can be interpreted as the blocking of public opinion information. In this case, the opinion monitoring interns act as "gatekeepers of vigilance". The practices mentioned by the interviewees in their explicit handling of opinion monitoring and early warning include blocking the source of information on public opinion.

I have come across a news story in my work, xx stewardess had to take a leave of absence because her mother was sick. But the unit did not approve, in addition, it is said that her leader himself broke the news of some verbal insults to her and finally, the girl jumped off the building. Because it is an important unit, this kind of scandal is not allowed to appear, my main task at that time was to block her Weibo so that her Weibo search heat would not rise.

In other words, the content initially captured by the public opinion monitoring system is further scrutinized by the interns employed by the platform and in the case of extreme and clear requirements, such as those involving significant social interests or the urgency and special needs of the client's demand for public opinion alerts, the interns, who act as the "vigilant gatekeepers," decide whether the public opinion in question will be "disappeared" or "retained" by the client's needs directly.

In addition to being responsible for early warning of negative public opinion about the project in charge, we also need to forward many positive public opinions about them to the organization in question in time. For example, the XX Public Welfare Foundation, which is usually engaged in public welfare activities and has mostly positive benefits, we will monitor its positive public opinion as well, which will not only help the client to have a comprehensive understanding of its self-image in the society but also provide her with a certain amount of references for her public welfare decision-making in the future.

As the front line of defense in the public opinion monitoring and early warning process, it is not feasible to be an "unconcerned gatekeeper" who tends to regard abnormal public opinions as not risky and a "relaxed gatekeeper" who overly belittles and ignores public opinions on social risks will not be able to achieve the public opinion monitoring and early warning goals set by the organization. In normal public opinion warning practice, interns are more like "struggling fighters" in most cases. Apart from extreme or clear risky public opinions, in daily practice interns need to highly correlate the possible connection and outbreak of related public opinions with the potential consequences of omitting to monitor and pay particular attention to the following external norms of public opinion monitoring and warning work: e.g., standardized wording of statements, appropriate attitude, standardized format, etc. In most cases, interactive and non-interactive early-warning methods are used to deal with the situation appropriately. For a larger proportion of hidden and unclear public opinion information, opinion-monitoring interns seem to rely more on the experience they have gained from their daily monitoring practice to make judgments. They also act as "struggling fighters"

to monitor and control public opinion. Therefore, the interns' judgment and control of such public opinion is more out of their internal standards and struggles, supplemented by a certain interactive way of handling it.

Role practice refers to the actual behavior of an individual in carrying out role norms according to his understanding of the role. That is the actual role played by the individual in the process of social interaction. This is an outwardly obvious form of practice. In the final analysis, role practice is the presentation of the results of the individual's role-play based on of his or her comprehension of the role. The practice of public opinion monitoring interns is a process of self-learning, mentoring and practical operation of public opinion during the internship period. During the internship, the Public Opinion Department is not overly demanding of the intern's practical operation and results but only needs to understand and follow the requirements of the instantly updated task list within the specified time and satisfy the real-time warning needs of clients. This means that the Public Opinion Department gives interns more room for self-understanding and self-expression. Interns are better able to make judgments on complex issues such as emotions and values.

When facing brand-new content, the degree of flexibility in auditing and management is higher. However, under the dual effect of personal role expectations and capacity enhancement expectations, interns will still hold themselves to the highest standards in the process of role practice, enhance their professionalism and become "skilled workers" in public opinion monitoring in the shortest possible time, thus laying a foundation of capacity for a smooth transition of long-term internships. At the gatekeeping level, the interns, as "struggling fighters," conduct early warning of online public opinion, including "discovery and collection of relevant public opinion," "analysis and judgment of public opinion," and "reporting and feedback of public opinion [5].

Lookout information-discovery and collection of relevant public opinions

Judging information relevance carefully: In the Public Opinion Department, interns are often responsible for secondary opinion research and judgment based on the initial calculation and screening of public opinion by computer algorithms. As front-end opinion monitoring interns, they are faced with a large amount of complicated information on the Internet every day. Judging which information is related to public opinion, whether the information content of the related public opinion is authentic; how valuable the information is to the client; whether it is the latest public opinion; and the time limit of the public opinion have become the key for the interns to analyze and control the public opinion in the initial stage. As the basic gatekeeper for judging online public opinion, it is crucial in the whole process of public opinion analysis and the correctness of judging the importance and relevance of public opinion is directly related to the subsequent development of all online public opinion work.

Some of the projects I'm responsible for have a lot of information and I think if it wasn't an intern, but a real full-time editor who was responsible for so many projects, let's just say there would be a little bit of time and energy that wouldn't be enough. And I came in to monitor and help him to monitor some of the simpler projects and lighten his workload.

In the early stage, opinion monitoring and early warning were mainly done by a few "opinion editors", aiming to improve the quality of online opinion monitoring and early warning, to provide high-quality feedback to clients with opinion monitoring needs and to build up the media brand and reputation. This means that opinion editors need to spare a lot of time and energy to make secondary accurate judgments on the results of the initial screening by the machine and report the most urgent public opinion promptly. The reality is that opinion editors have more important work at handwriting more integrated opinion reports, more directly responding to various needs of clients or handling more urgent tasks assigned to them. As a result, it is neither timely nor economical to rely solely on formal editors to monitor public opinion in the front-end process of public opinion monitoring with the collaboration of machines.

In the age of information explosion, there is a time lag from the release of information to the collection of information into the system and then from the collection of information to be monitored by our editors, coupled with the fact that our editors are in charge of other projects at the same time, the problem of time lag in dealing with the problem exists.

Therefore, the first step for the interns in examining public opinion is to determine the relevance of the public opinion, i.e., to check whether the content of the information is related to the organization, company or department that the editorial board has assigned to the intern. In other words, for each opinion monitoring intern, the relevance of an opinion is more focused on whether or not it is related to the "task" at hand.

Mainly for the early warning information work schedule, there new daily work requirements, mainly for the two information of a degree of control and familiarity, according to the degree of control of these two information to judge.

I think it is important for me to see whether the content of the information piece is true. For example, in the case of the XX Municipal Federation of Trade Unions, is the information about workers' rights and interests? Are workers' rights being violated? Then I need to read it to make a judgment [6].

Deeply integrated into the monitoring process: Interns entering the Public Opinion Editorial Department can quickly change their identities from school students to interns and then engage in role-learning behaviors. Role learning is the self-study that the role-playing party needs to do before practicing the role. To play the role of an opinion-monitoring intern well, interns must have a systematic understanding of the responsibilities, duties and code of conduct of the department's opinion-monitoring interns. Therefore, in the process of learning, the content and system of the training for opinion monitoring interns are particularly

important. The implementation and effectiveness of the pre-employment training provided by the Public Opinion Editorial Department directly affects the degree of mastery of the interns' role competencies.

These first-time public opinion monitoring interns usually have a certain vision of their work before they start their internships-to fulfill their work expectations by creating a fantasy of ideal work content and work procedures. Therefore, in moment of "exploring" the tools of the trade, these interns are often sincere and meticulous, afraid of making a mistake. The process of "learning to work" for the interns begins when they obtain the account password for the work system and the video on the work system from the editing department and then officially log in to the public opinion alert system.

The department has its monitoring system, just started to use the account login and open the interface, the content is so large that I really feel that I simply cannot complete the task and also cannot remember the requirements of so many tasks, so I will look in advance to the department issued by the early warning requirements of the document, I am responsible for their related projects, including the project name, early warning requirements, send the format and frequency of time to send the report, etc. very detailed handwritten down and then pasted it on the wall of the computer that I go to work every day! When I look up at work, I can see these requirements and formats, which makes me more familiar with the system and work tasks and improves my efficiency.

At this point, since interns have just come into contact with the Public Opinion Department, they do not dare to slacken off on the teachings of their editorial teachers, so even when they are studying the "uploaded" teaching videos online, they are still doing it step by step, completing the corresponding work videos in the order of the day by the internship teacher's requirements, to ensure that they don't make any mistakes in the first stage of learning about the "tools of labor," which will affect the subsequent development of the official workflow.

After clocking in at work, I see a lot of work-related learning videos in the group file of the Ding Talk structure departmental group, but I won't open it in advance, a little worried about disrupting the order of learning or taking matters into their own hands and finally mastering the workflow is not secure, I will wait until the internship teacher sends me a message privately and I specifically say that today I have to open which video to learn, which process to learn and to what extent I need to master before I will click to learn.

After gaining a certain level of familiarity with the public opinion monitoring system, which is the labor tool of the editorial department, the interns, who were eager to grasp it quickly and test the results of their learning, were not satisfied with the visual level of "seeing," but were trying to get rid of the basic requirements of the internship teacher and were taking the initiative of doing hands-on work on the work system that would accompany them for the next three months.

At the very beginning of the work, he would have some kind of video, go along with that video and then the teacher would tell me every day, about how many videos I have to finish today and

then I have to go and get skilled in those things and I would watch the videos and then go along with (the hands-on system) for a little bit.

In addition to online video teaching to help interns understand their roles, the regular editors of the editorial department are also very willing to teach monitoring experiences to deepen the interns' initial impression of their work. For example, they taught the interns in great detail how to check the public opinion of key websites that could not be updated in time by the algorithmic calculation-based monitoring system, to avoid missing information (Figure 1).

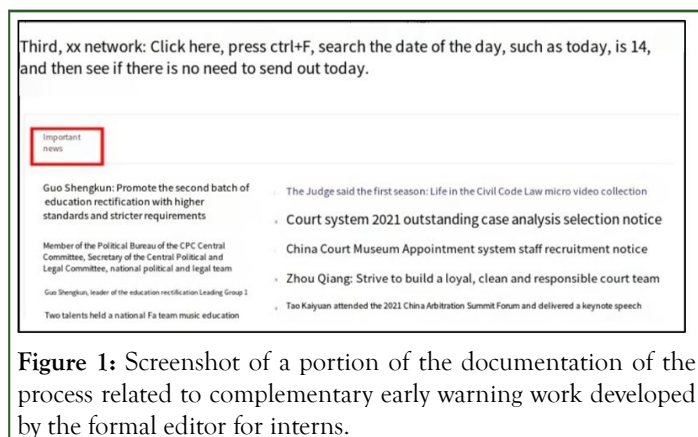


Figure 1: Screenshot of a portion of the documentation of the process related to complementary early warning work developed by the formal editor for interns.

As opinion editorial departments expand their scale and brand awareness grows, the need to achieve these goals in opinion monitoring work means that relying solely on the traditional opinion monitoring mechanism-where a small team of professionals undertakes monitoring and early warning work-has become untenable. Machine monitoring that relies solely on algorithmic calculations is also unable to meet the increasingly stringent customer demands and standards. Therefore, the introduction of human power-the participation of opinion monitoring interns at the forefront of opinion- monitoring has become an important way for opinion-monitoring organizations to achieve their goals.

The machine monitoring has the problem of duplicates and the accuracy is not yet such that it automatically screens out all the duplicates and then we need to automatically screen them out for him.

Through practical work. We also found that public opinion early warning monitoring is very dependent on the valuable experience of human beings. The concept of "big data" has attracted a lot of social capital and academic forces to enter the field of online public opinion monitoring and a variety of means of public opinion monitoring have begun to "advance", solving the problem of capturing unstructured data by technical means. It is worth noting that the operation of public opinion monitoring system technology relies on a large amount of data learning and it is difficult to develop a reasonably scientific and sufficiently accurate algorithm to automatically identify online information with public opinion risks, which also implies the consumption of a large number of costs. For editorial boards, the current development of the industry proves that the economic cost of investing here is not proportional to the benefits. In addition, due to the lack of certain textual

background, the processing under machine algorithms is prone to errors and technicians are also required to manually update the sensitive lexicon of the operating system. Furthermore, the use of algorithmic systems for public opinion monitoring only serves the purpose of "filtering out the sand from the waves". Because the public opinion monitoring system learns and memorizes the keywords of risky public opinions that have already been identified, it cannot identify the key contents of public opinions that have not yet been included and typed in by the system and public opinions have the attributes of suddenness, unpredictability and unpredictability, etc., in addition to the fact that the monitoring system adopted by the editorial department, although it is good at capturing and processing webpage information, is unable to do anything about the more complex public opinions of the online community and needs human support. Varieties of factors make it easy for the immature public opinion monitoring system to miss and ignore the risk of public opinion.

If artificial intelligence achieves a certain degree of accuracy and is sufficient to upgrade its special algorithms for different subject needs, then it should be able to completely replace the role of interns in public opinion monitoring, but the cost is relatively large in terms of both technology and money, for example, the cost of developing a system or developing a voice algorithm may be one or two million dollars and coupled with the cost of manpower, it will take several million dollars a year. This cost issue is far more than what an intern who can achieve the same work would have to pay.

In the entire public opinion monitoring department, hundreds or even more unrelated public opinion monitoring sub-projects are undertaken and the number of sub-tasks assigned to each intern is about 10 on average. The first thing that the interns have to do in identifying, screening, collecting, summarizing and submitting public opinion for the tasks they are in charge of is to collect and research more relevant public opinion hotspots from the public opinion monitoring and early-warning system or the network information sources stipulated by the organization based on a full understanding of the early-warning requirements of the project according to the project they are in charge of.

In the early stage of practice, there will be some deviation in the degree of completion of all the work tasks and the huge amount of work tasks converge in one hour to search and even judge the risks, which is a lot of pressure for the interns. The writing and summarizing of public opinion reports after monitoring also became a problem for the interns. At this moment, the interns will inevitably feel anxious or even afraid of the work, but with the motive of not wanting others to perceive that they are not capable of doing their work, the interns will adapt to the intensity of their work to meet the organization's requirement for timely feedback from the interns on public opinion monitoring and early warning.

Opinion daily I think it is more difficult because writing everyone is not the same perspective. The writing or writing style is also very different and the follow-up work is very stressful for me, I was very anxious every day when I first took over the job, such as the XX daily, which asks customers to respond positively in the contact group and respond to his request in seconds

when he sends a message. If you are not familiar with the operation at the beginning, you will be very slow and get anxious and panicked. Just came in and feels quite difficult to look at, but also slowly adjusted it and then a little better, I got on after more contact with do more and more quickly and I think it's okay [7].

Rationalization of gatekeeping after internship domestication:

Due to the massive and multi-quality nature of online public opinion risks, whether it is from the point of view of professional editors taking care of the last gate of public opinion risks or machine algorithms taking care of the basic gate of monitoring. In the end, the introduction of human labor-the power of opinion monitoring interns-to link the front-end and end-end of opinion processing has made it possible to achieve the coexistence of timeliness and precision in opinion monitoring and early warning and has also struck a balance between the benefits of editorial departments and the requirements of opinion stakeholders to control risks. Interns usually have a high level of responsibility for the projects they are assigned to. At the same time, interns have the flexibility to schedule their projects according to their ability to work.

Work clock time is generally 4:30 p.m. to start, I generally give myself a 4:15 alarm clock and every day to the point the alarm clock rings I will hurry to open the computer, I have to report disciplinary cadres at 4:30 to the duty account, so I subconsciously remind myself to go to work must be earlier than the provisions of the time, otherwise the time will be unable to catch up.

Through self-persuasion and self-supervision, interns reinforce the purpose of their internships and the improvement of their work abilities to "imagine" alternatives to satisfy their expectations of a formal work situation and through the domestication of their sense of active and positive labor, they achieve a high degree of self-responsibility, competence, trustworthiness and role imagination for accountability. At the same time, interns often viewed this as a "useful" work experience that could be used as a stepping stone to a formal job search, thus facilitating role appreciation.

I send the negative opinions that I think I can send to the WeChat group to the team leader or the duty number first and if they tell me it's okay, I will send them to the WeChat group at work. After I ask more questions, I will probably have the experience of what I can and cannot send and I will be more cautious at first.

The main thing you can do is to add your personal experience to your resume to facilitate the subsequent job search process and gild the lily, I guess.

Bases on the domestication of labor consciousness, interns often put the deepening of consciousness into action, following the dictates of self-consciousness in their actions and domesticating their work behaviors in the process of practice. In addition to the requirements of the organization, interns usually put forward more stringent requirements for themselves, such as

taking extra notes for "reviewing" to improve their work proficiency, taking the initiative to ask editing teachers for advice on obstacles encountered in the course of their work to ensure accurate and efficient work and keeping strict records of the time point of each round of monitoring public opinion information to ensure that the monitoring information does not miss a minute or a second. The domestication of self-labor behavior is a full expression of the interns' deepening understanding of their role as interns at the behavioral level.

I had my little notebook, I guess and I would make my outlines and if I was taught something new today, for example, I would form my logic in my notebook and I had my way of working.

In fact, at the beginning, there is some uncertainty and a little afraid of doing a bad job, such as training one-on-one to teach you, in that kind of one-on-one training to get affirmation. There will be some joy and feel good about my sense of accomplishment in doing this job.

Admittedly, in addition to the subjective domestication of interns' self-behavior and consciousness based on their self-competence and self-fulfillment, the systematic domestication of the work style of the opinion organization department also plays a key role in the interns' understanding of their roles.

Formally, except for the labor of the company's employees, which can continue to be divided into necessary labor and surplus labor, the labor of a large number of non-employee digital audience workers is added to the total labor of the platform company as pure surplus labor, which, objectively speaking, explosively strengthens the power of capital's "self-multiplication". To overshoot the organization's capital "self-enhancement", the editorial department will train interns in a large number of standardized work skills to achieve the maximum benefit of "deprivation" of internship labor.

The domestication of interns' ways of working by the organization pervades almost every moment of the workday during their initial period in the department, especially during the half-month or even month-long cycle of training. What appears to be an online internship, free from organizational control and "surveillance", is, in fact, a potential domestication of the organization at every step of the work process.

The system screening it (information) is certainly not accurate enough and needs to be manually screened again, I will be screened and then passed to the relevant colleagues, if it is accurate, then he will no longer have objections to it. If it is not accurate, he will come to point out that I am not right, which allows me to have a more accurate grasp of the monitoring.

In addition, the first and most important step in the domestication of interns in the editorial department is to organize the "indoctrination" of interns with professional knowledge in their areas of responsibility. Learning and understanding the sensitive terms of risky public opinion is the key to effectively grasping the important public opinion before the formal operation. The following is a demonstration of some of the specialized terms that interns in charge of monitoring public opinion in the legal field are required to master when they first join the department and undergo related training (Figure 2).

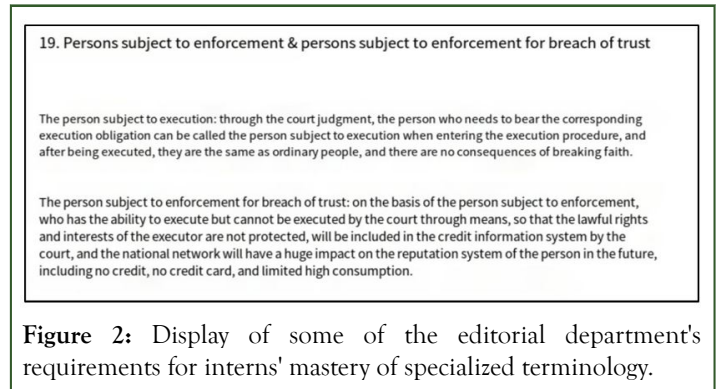


Figure 2: Display of some of the editorial department's requirements for interns' mastery of specialized terminology.

Workers' consent to exploitation is not only generated in the workplace and during the labor process but also from external factors such as the ideology of the industrial market. This also explains the deeper reasons why interns "submit" to the domestication of editorial organizations. The industry views the editorial board as the "gatekeeper" and "watchdog" of risk and this role is naturally transferred to the interns who work on the front lines of the editorial board. Every Ding Talk message from the intern teacher (Ding Talk: A formal way of connecting interns to the organization, which mainly serves the functions of connecting to the organizational structure, scheduling work assignments and organizing workgroup groups) or every WeChat message alerted during working hours, shows the domestication and monitoring of the organization's mastery of the intern's way of working. This kind of domestication is usually meaningful and efficient for interns, helping them to try to understand the essence of opinion monitoring, grasp the focus of opinion work, grasp the scope of important monitoring and pinpoint early warning information about public opinion in a short period. Most importantly, under the domestication of the organization, opinion interns can realize their existence as opinion-monitoring interns.

When my editorial teacher taught me, in addition to the content of my work, he would also demonstrate to me the operation of each step and a more efficient way of monitoring information based on my own work experience, for example, which items are more relevant to look at together under the same search bar to improve speed, which monitoring boards have a small amount of public opinion information and can appropriately reduce the frequency of browsing and which order of monitoring is followed every day to ensure that the needs of major and numerous public opinion organizations are met. This kind of teaching allowed me to master my work skills very quickly and it also lightened my workload (Figure 3).

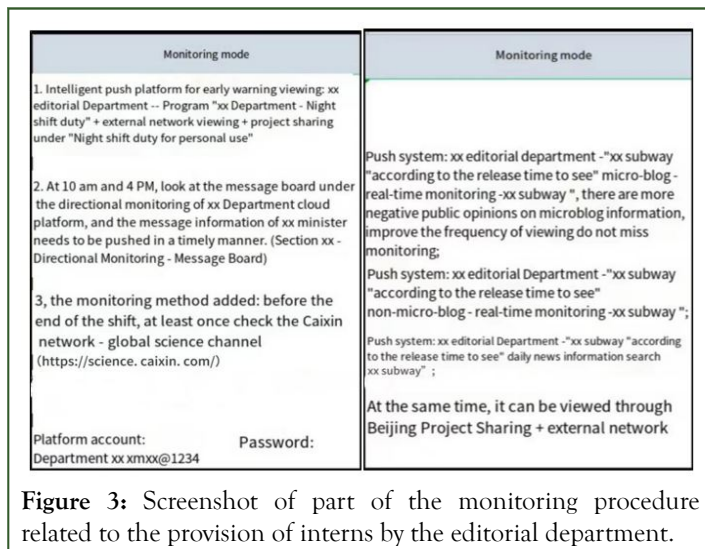


Figure 3: Screenshot of part of the monitoring procedure related to the provision of interns by the editorial department.

The domestication of the interns' role consciousness is brought about by the individual initiative of the interns and the awareness of labor consciousness brought about by the organizational and training mechanisms, while the labor practice domesticates the interns' behaviors and the multiple interactions and exchanges of the organization and the training domesticate the interns' labor styles and in the interplay of the three layers of domestication, the interns further understand their roles and enter the period of role practice efficiently.

After an intensive internship "domestication" process, most of the interns were able to develop appropriate "gatekeeping" behaviors regarding the relevance of public opinion. The interns categorized the relevance of public opinion to their clients as high risk, medium risk, low risk, positive, negative, neutral and completely relevant. The following is a partial explanation of the editorial board's requirements for grading the risk level of public opinion (Figures 4 and 5).

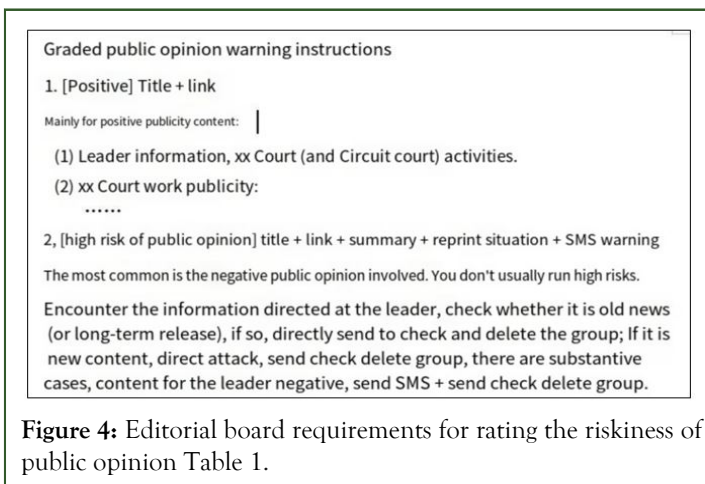


Figure 4: Editorial board requirements for rating the riskiness of public opinion Table 1.

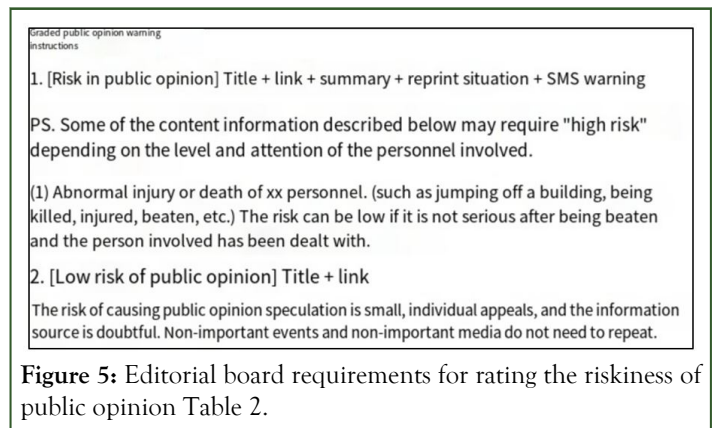


Figure 5: Editorial board requirements for rating the riskiness of public opinion Table 2.

DISCUSSION

The editorial team of public opinion understands that for high-risk and medium-risk thematic public opinion information, discussions triggered by cyberspace are more concentrated, with higher potential public opinion risks. If there is a lack of timely early warning and intervention to control the situation, the adverse impacts may even spread to the offline world, causing devastating impacts on the parties involved in public opinion. For low-risk or partially related information, public opinion focuses on more diffuse and diversified perspectives and there are many points of discussion, so public opinion is not easy to concentrate on, but there is still a possibility of public opinion risk outbreak. Therefore, among the strict public opinion warning requirements for clients, the public opinion risk of partially related information is also a cut that the editorial department asks the public opinion monitoring interns not to underestimate in the process of monitoring and warning. It is precisely because the interns perceive the differences between different risky public opinions that they can accurately perceive the various possibilities of public opinion risks under the domestication of the organization and the understanding of their roles.

It involves some negative things with real evidence and then the risk of public opinion is relatively high. If it is just an empty statement, like this kind of content, even if it is seen by other people, they will not believe it easily, but if it is accompanied by some recordings and video evidence, then I will judge that the risk of public opinion is relatively high.

The initial public opinion information collected by the organization's automatic public opinion monitoring system is still in a relatively "rough" stage, with a wide variety of categories and mixed messages, both true and false. At this point, the opinion interns screen the preliminary information from the system and then make more refined processing and judgment, including determining the heat of the public opinion, the influence of the public opinion and the relevance of the content of the public opinion. After that, the screened public opinion information is analyzed for risk level according to the client's requirements, to grasp the direction of public opinion promptly and make a good response to public opinion [8].

Control-analysis and judgment of relevant public opinions

Implementation of the "service-oriented" rules for judging public opinion early warnings: In the process of entering and learning the role of an intern, opinion interns will use their initiative to accurately grasp the code of conduct required of opinion monitoring interns based on the organization's training and have a certain degree of awareness of the work mode fixed under the organization's training. On this basis, they begin to explore their own work skills and learning methods in greater depth, in the hope of adapting more quickly to the role of "Public Opinion Monitoring Intern" and shortening the gap between their reality and their ideal roles. From this perspective, it can be assumed that public opinion monitoring interns exist as a role that can be cultivated [9].

In practice, the interns can be cultivated in the following ways: Independent innovation of individually suited work patterns based on the mastery of work methods to improve work efficiency; active learning experience, etc.

Because he does give you some advice on how to work, but I don't think it's quite right for me. I would set time for myself to go through the relevant public opinion information and after a round of reading, I would record my monitoring time for the last round, to plan my working time for the later rounds.

The monitoring programs that were sent to me had large tables inside not all of which I was responsible for, I would sift through the tables and organize the ones I needed, I would also take notes, make notes to remind me of important parts and look at the ones that they had previously issued warnings about. I'll do it the way they monitor it.

The editorial board believes that the growth potential of good interns is great and malleable; it is much easier to train such a group of highly motivated interns with relevant professional backgrounds than it is for the editorial department to make additional hires to replenish the editorial staff.

What impressed me more was that the doctor, who was first in the stage of self-study and training, took much less time than others and the monitoring information he sent over was particularly clear and organized and the questions he raised were particularly targeted, which were also the problems we often encountered in our work. Therefore, we thought that his writing skills, including his logical ability, were relatively strong and after a period of early warning and monitoring work, we also assigned him the more complex task of writing public opinion reports.

Analyzing and judging online public opinion is also a key part of the work of public opinion monitoring interns. In the stage of analyzing and judging public opinion, interns need to use the skills they have acquired during the training and their understanding of keywords and sensitive words of major public opinion of the projects they are in charge of, as well as collecting organizing and evaluating the relevance of the public opinion information in the company's monitoring system and then combining the understanding of their tasks, the requirement of instant updates from clients and the leadership's guidance and control to grasp the pattern and nature of public opinion of the

projects they are in charge of. The goal of accurate monitoring is ultimately achieved. In terms of controlling the accuracy of public opinion, the more accurately an intern analyzes and judge's public opinion, the more valuable it is for clients to refer to when making decisions and the higher the value of public opinion uncovered. Therefore, although most of the current public opinion monitoring organizations are equipped with comprehensive public opinion monitoring systems that can make basic judgments on basic public opinion or the occurrence and relevance of public opinion, in-depth analysis of public opinion and accurate and immediate analysis still cannot be done without interns who have strong mobility in public opinion monitoring.

Most editorial boards have an internal decision making team that is responsible for multiple checkpoints and risky public opinion gatekeeping. The team sets the rules for public opinion alerts, monitors their implementation, adjudicates particularly difficult risk alerts and develops new rules to address them.

We will adopt a two-track system. That is, for monitoring public opinion on major events, we will arrange for interns and editors to monitor the project at the same time and in the process, let the editors and interns play the role of checking and filling each other's gaps. They can also inspire each other to look at the same event and public opinion from different perspectives.

With the development of the Internet, the emergence and disclosure of online voices have become more and more convenient and the volume of public opinion has become larger, more numerous and more widespread. The official editors of the editorial department have a great influence on the delineation of the boundaries of relevant public opinion, the clarification of work tasks and requirements, the implementation of the public opinion early warning mechanism and the correct grading of public opinion risks. At the same time, it is inevitable to expand the number of opinion monitoring and early warning staff in the opinion editorial department. At this time, it is important to bring in a certain number of opinion-monitoring interns to deal with first-hand mass public opinion, train and equip them with knowledge of different industries, skills in different fields and an overview of domestic and international political situations and to enhance their vision and professionalism to cope with the competence required for public opinion monitoring and early warning.

First of all, we will give the intern an introduction to our company as a whole, to have an overall impression of the company's business and then the introduction of the project, including project requirements, monitoring methods, precautions and work methods, how to send to the customer, the use of technical tools. Then up to 1-2 weeks of practical exercises and finally acceptance, if all the processes can reach the professional editor of the gatekeeper and are passed, he is a qualified intern and can be independent on the job (Figure 6).

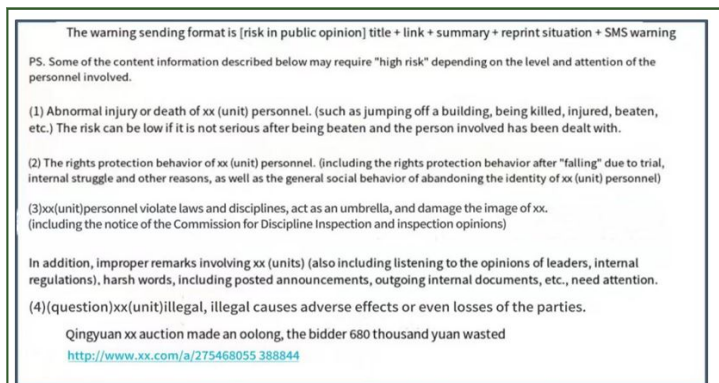


Figure 6: Selected training requirements for a specific project monitoring methodology in the editorial department.

Interns who enter the department as interns are usually able to master their work content and develop a set of skillful "criteria" for judging public opinion alerts "according to the situation" in addition to the company's or client's alert requirements after the internship process.

The public opinion of the municipal party committee is that it needs to judge more by itself because his request is all the negative news that happens in the local area, but there is just some news such as for what store or rotten fruit this kind of push is a complaint or something like that. I think it is because the local negative impact is relatively small, so it is not going to push it. Will carry out such a kind of screening, have their subjective judgment in it, for the local image of the impact of small will not go to push.

I'm mainly looking at the relevance of this piece, for example, the XX general union just mentioned, is it about workers' rights? Are workers' rights being infringed upon? Then I need to read it to determine the importance, for example, is it a worker who has not been properly paid? Or is it that the workers are homeless because of the epidemic? In both cases, I think the homelessness aspect is more important. Wages, on the one hand, only affect your income temporarily, but it's more serious if the worker has no place to live.

The limitations of professional opinion editors' abilities also bring the role of interns into play. Formal editors usually regard these new generation interns as the new force of the Internet and the cutting-edge wind vane. Recruiting young interns is not only in line with the need for fresh thinking given the active nature of public opinion but also implies a change in the thinking of professional editors and positive interaction with the younger generation.

The generation born in the 00's, are a bit newer in their way of thinking and have injected some new thinking into our work together. As a new generation of young people, the ecology of these platforms, such as Xiaohongshu and TikTok, is also more understanding, for us more experienced editors. Can bring some breakthroughs, such as new ways of thinking and work style inspiration [10].

Judging the influence of information distribution channels:

After the interns have mastered the public opinion monitoring and early warning system and process, the interns, who have dealt with the monitoring system many times, will perceive the potential ability of different information release channels to trigger public opinion. Therefore, in the process of judging the risk of public opinion, opinion monitoring interns will also study the influence of information release channels.

In the interview data, several managers in the public opinion department said that when students from various majors interviewed for the same internship position, they would be more inclined to students majoring in journalism. It is not surprising that a qualified public opinion worker often needs to have qualified political literacy, broad knowledge and certain practical skills to have a firm conviction in the mixed messages of public opinion monitoring, to master public opinion monitoring and skills in broad knowledge, to form a clear judgment on public opinion patterns and contradictions and to complete the monitoring, excavation and judgment of messages with excellent practical skills. Journalism interns have been called "social hybrids" because of their disciplinary attributes, which they are required to learn in school and the phrase "learning everything but not being good at anything" is a chitchat at journalism majors, but it precisely makes the position of opinion monitoring interns "tailor-made" for journalism students. It is because of the presence of journalism interns with a certain media literacy, information sensitivity and learning comprehension qualities, that editorial department saves a lot of manpower training and economic costs.

In the context of the epidemic, many of which are online offices, it will look into the intern's self-consciousness, self-discipline and media literacy, which requires a certain degree of sensitivity to news and public opinion and will be more inclined to those who have a certain degree of social experience and have seen a wide range of the category of applicants.

To have a certain degree of information sensitivity, information sensitivity is that you need to know what kind of information is needed by the customer and can be the first to see. If you do not have a certain communication and understanding ability or if your ability is relatively poor, you may be able to master it completely in one week, but he may need two weeks, so the cost pressure on us is relatively high [11].

In the opinion of the opinion monitoring interns, the daily refreshing of the monitoring system and the screening of a large amount of public opinion information not only honed their skills of "reading at a glance", but also their ability to "find gold in the sand". In the face of complicated information channels on the Internet, the interns can accurately identify the existence of content from authoritative channels and trustworthy publishers and discard the rest of the "sand" of a large amount of useless information, to pull out the "gold" that is needed in the timely warning of public opinion.

In the opinion of the public opinion monitoring intern, regarding public opinion warnings on different channels, they

are generally categorized into three types of subjects for differentiation: Official representative media, online opinion leaders and online celebrities generated in the context of the Internet and ordinary personal accounts based on the perspective of the general public in the society and so on. Information from different channels does not carry the same degree of potential public opinion risk. Due to their large audiences, authoritative media report on events that attract a lot of attention. As a carrier of public opinion, authoritative media are characterized by fast fermentation, high influence and high authenticity and the level of public opinion risk is high. In reality, some crisis events are often reported by authoritative media and attract the attention of netizens. After a short period, it is easy for public opinion to ferment rapidly and form a hot public opinion event. Internet public opinions generated and forwarded by representative self-media such as Weibo and WeChat have little public opinion risk due to the characteristics of slow diffusion of information, high uncertainty and uneven truthfulness of information at the initial stage. However, considering the advantage of self-media in attracting traffic quickly, if there is no timely warning and attention, it is easy to cause public opinion risk in a short period. Compared to the two channels, netizens, as individual channels, are affected by factors such as the release structure and audience size limitations and are much less intense than the above two types in terms of opinion triggering.

Weibo, WeChat, because there is a lot of fake news on it, its importance is not so strong, but then I will also be based on the number of views, such as the hotness of the discussion ah, some of the audience concerned about the importance of the degree of concern to the order.

Law is what I emphasize more, for example, those cases of first and second instance and the criteria for judging the risk of public opinion in my world, that is to say, there may be a high risk of public opinion information is that many people have retweeted it and now it has reached a certain level of heat, for example, it has been on the hot searches on Weibo, but he mentioned that it is the People's Court of China or a certain local court that made a mistake or it is a mistake made by the national administrative and law enforcement authority and that kind of thing is what I will pay attention to in particular [12].

Analysing the volume of public opinion information dissemination: In an environment where big data and algorithmic procedures are increasingly optimized, the use of big data to capture online public opinion information is the basis of public opinion monitoring. However, at this time, the volume of information captured is large and the proportion of irrelevant information is also high, which does not ensure the validity of the information obtained and it is necessary for professional human editors or analysts to conduct first-round research to determine the relevance of the public opinion information. Internet public opinion is beyond the control of traditional public opinion editing power in terms of the volume of data, the complexity of content and the speed of generation, etc. Under such a realistic background, it seems that the monitoring mode of the public

opinion editorial department, which has always been relying on a small group of "elite team", *i.e.*, relying on the departmental professional public opinion editing power, has begun to appear uncomfortable. It is neither practical nor possible to arrange a limited number of professional editors to respond to large scale public opinion outbreaks and diversified customer needs.

The amount of information disseminated is also an important factor for opinion monitoring interns to judge the risk of public opinion and take early warning measures. The number of clicks, discussions and comments displayed by the algorithmic monitoring system plays an important role in determining the evolution of public opinion. The number of clicks can give us a visual representation of the attention to the topic, while the number of discussions and comments allows us to see the trend of public opinion on the development of the event. Therefore, many public opinion monitoring interns believe that in the process of judging the riskiness of public opinion, tracking the number of clicks, discussions and comments on public opinion events by various media outlets can help identify potential high-risk public opinion in a timely manner. The interns also determined whether there was a need for early warning and the degree of urgency of public opinion warning according to different levels of risk. Finally, interns can make a reasonable judgment on the influence of public opinion and the risk level of public opinion by different media and platforms in the stage of public opinion monitoring and warning [13].

If indeed the information is spreading more, then it won't be just one on the system, there will be multiple appearances and if there are more, I can go to Baidu and search to see if the information is recent and if it is recent then send it to the teacher.

These interns, who are easily available and easy to train, enter opinion monitoring departments in large numbers and become "front-line workers" assisting opinion editors. Through the hiring of interns by opinion editors and under the training of opinion editors, interns work with machine algorithms and professional editors to form a gatekeeper matrix for opinion monitoring and early warning. The availability of labor for opinion monitoring interns makes it possible for them to be widely distributed in the monitoring work of the editorial department in various regions and fields. Interns on the front line often play an important role in controlling and instantly updating the requirements of public opinion alerts and timely grasp of customer requirements and feedback to the worksheet, thus linking up the implementation of public opinion monitoring in the editorial department and becoming an important step in the accuracy of public opinion alerts and meeting the immediate needs of the customers, which saves a lot of time and cost for the whole process of public opinion monitoring-alert-reporting of the entire editorial department. The Figure 7 shows the contents of the work form on early warning requirements updated by the interns according to the instructions of the clients and the head editors:

	Immediate concern	Monitoring mode	Early warning mode	Risk concern
xx Group xx Push Platform	<ol style="list-style-type: none"> 1. Continue to pay attention to public opinion related to the epidemic on xx bus; 2. Pay attention to xx commuter congestion related to public transport content; 3. Continue to pay attention to important public opinions related to xx bus, such as bus accidents, driver sudden death, conflicts between staff and passengers, etc.; 4. Focus on the name change of xx bus stop, public opinion information related to bus stop signs, and negative comments of netizens reported by the media; 5. Monitoring all public opinion involving "xx bus leader xx" first private letter to project manager xx, do not send in the xx committee and xx bus group. 	<p>Intelligent push system: xx Editorial Department - "xx Bus Group" See "Real-time monitoring - xx Bus Group"</p> <p>According to the release time At the same time, it can be viewed through xx project sharing - external network (weekend) duty public account: 1754300230, password: ZZZX@2023). Attention: "xx bus leader xx" is detected.</p>	<p>【 Report channel 】 Wechat group "xx public opinion warning and monitoring"</p> <p>After monitoring all public opinions involving "xx bus leader xx", first send private messages to the project manager xx, and do not send them to the xx committee and the xx bus Group</p> <p>【 Form of submission 】 General format: Title + link</p> <p>【 Note 】 The intelligent push platform has set templates for microblog and non-microblog content. Colleagues on duty can copy the early warning content with one click to improve efficiency, and media reports should be sent as far as possible. It should be noted that emoticons, meaningless garbled characters and other content should be deleted from microblog content when warning is issued.</p>	<p>* Note: xx bus company is now under the management of xx Group, and the bus lines under its jurisdiction beginning with "xx" should be paid attention to.</p> <p>* Information related to xx Group employees' heroism is also timely submitted.</p> <ol style="list-style-type: none"> 1. microblog information should be read, strengthen the timeliness of complaint information early warning; 2. be sure to pay attention to the morning and evening travel peak to ensure early warning push.

Figure 7: Content and format of immediate updates on early warning requirements provided by interviewed interns.

At the same time, opinion-monitoring interns are increasingly being hired on internship contracts: they are "integrated" into opinion editing departments to provide government, corporate, business and even media organizations with the public opinion alert services they need. Public opinion monitoring interns are now used as a first-response team to view a large amount of public opinion information filtered by the Internet and machine algorithms. Beyond implementing the project's warning requirements, interns on the front line play an autonomous role, either "confirming" and warning public opinion and sending the warning to their supervisors in a timely manner or simply ignoring the risk if they perceive that the risk of public opinion is too low to cause a risky effect. Usually, when an opinion intern is unable to make a judgment due to a tangle between his/her personal risk perception and judgment of the level of public opinion and subconsciously believes that failure to warn of an event may pose potential risks, he/she will send the relevant public opinion content to a professional public opinion team for further analysis and judgment at the risk of being "lectured" [14].

Through the actual work, we also found that public opinion early warning monitoring is actually very dependent on the valuable experience of human beings and I think that interns are more likely to assist and cooperate with the work of the official editors, so as to make the work of the official editors more efficient.

This model of interns standing firm on the frontline post solves a series of problems faced by opinion monitoring organizations; first, opinion monitoring organizations can set up an efficient intern response team at a low cost, rotate the post online 24 hours a day and can deploy interns from any geographic region for emergencies such as topping out and sharing part of the work of the official opinion editors. Moreover, as clients update their needs for public opinion from time to time, the interns can also react and adjust the content of public opinion monitoring dynamically and quickly.

This is because interns can be assigned to work according to the priority of the task, thus achieving an efficient model of client needs and manpower utilization.

The model of interns on the front line is an important reason for the editorial department to ensure timely response to public opinion alerts. As long as the editorial department can respond quickly to any new requests for public opinion from clients, the public opinion editorial department often receives good evaluations from the clients and a large number of "front-line

workers"-interns-ensure that such responses are timely and accurate, which provides a strong backing for the timeliness of the public opinion alerts.

Therefore, in judging the dissemination of public opinion information, the dissemination volume of different media needs to be counted and the larger the volume, the greater the potential risk of public opinion and there is a complex correlation between the dissemination volume of different media and the degree of risk, which is not possible to be marked by the absolute volume. Information released by authoritative media organizations is generally followed by a large number of groups and due to the authority of the originating channel, it is likely to gain a large amount of public attention and lead to the proliferation of the news by other social media and self-media, so the threshold for triggering the risk of public opinion is relatively low. On the other hand, platforms such as self-media are limited by the characteristics of false information and hierarchy. It is only when the dissemination of the relevant public opinion reaches a certain scale that it may cause ripples in the court of public opinion and arouse public concern. Therefore, the threshold for triggering the risk of public opinion is higher.

Look at the amount of dissemination and the amount of reprints. Every day, each message will be marked in the public opinion report and its dissemination and reprint volume will be indicated and the one with more dissemination and reprint volume will be written in the front.

Analyzing and judging online public opinion is a key part of public opinion monitoring conducted by various online public opinion monitoring organizations. Accurate and effective analysis and judgment of public opinion require opinion workers to be armed with a variety of public opinion theories and monitoring methods, to further organize and value judge public opinion information based on systematic monitoring and to accurately grasp the essence of public opinion through the surface of a large amount of intertwined information in order to see the law of public opinion generation and development. The higher the quality of public opinion research and judgment in the public opinion monitoring stage, the greater the reference value for professional public opinion editors or clients in decision-making. If capital can maximize its chances of recruiting "ideal workers" by pulling potential candidates into their candidate pools and domesticating them before they become full-time employees, it can also reduce the costs of recruiting, screening and training, as well as reduce future turnover. Therefore, the correct knowledge and firm beliefs of opinion monitoring interns in opinion monitoring work become the key for the editorial department to select high-quality employees. Depending on the performance of the interns, this "outside help" mode of hiring allows the editorial department to grasp and even save a lot of hiring costs. For valuable employees, the editorial department will even take the initiative to throw an olive branch to retain interns whose internships have expired.

Toward the end of my internship, my supervisor told me that he wanted me to work for two more months because the coworker I was interfacing with said I was doing pretty well.

At present, although most of the primary public opinion monitoring work can be done by machine algorithm technology, the human brain's position as a "bag of wisdom" is still unshakable if we want to do an in-depth analysis of public opinion in terms of depth and accuracy. Therefore, for the time being, manual analysis will continue to dominate public opinion monitoring in the long run. In addition, analyzing the needs of public opinion is the basis of public opinion monitoring, which requires flexibility and accuracy in grasping the needs of users for specific public opinions and this is where "interns" with mobility can make a big difference. Whether the analysis and understanding of public opinion needs are accurate or not limits the meaning, efficiency and quality of public opinion services to a large extent. This explains the inevitable trend for editorial offices to bring in interns as "outside help" due to the multiple factors of cost saving and brand building [15].

Delivery reporting and feedback of relevant online public opinions

Reinforcement of role attribution in motivation and perception of care: The basic feature of emotional attributes characterizes the process of identifying the identity of an intern as a personal emotional expression and emotional need and therefore the emotional identity factor plays a pivotal role in the role identification and persuasion of the interns' personal roles.

In the process of internship, the interns, as "marginalized people" of the company, have a deep sense of self as the company's cost-saving existence during the period of internship and the interns' internship expectation is a true reflection of the interns' mentality of taking the longest time with the smallest salary. However, after a long period of internship, interns change their position of existence because of the company's emotional care and then deepen their emotional identity as opinion monitoring interns.

I was hospitalized for two weeks in November and took a leave of absence. Every night shift is from 4:30 to twelve o'clock. I was in a state of high stress and after a few months, I suddenly realized that my ears were ringing and my body was reacting and then I wanted to transfer to the day shift. However, for some reason, I was not transferred to the day shift, but the director helped me reduce the night shift schedule.

I remember that should be the year after that period of time, the second day of the class, after the end of the leave once or twice, have asked me about my physical condition. At that time should be gastroenteritis and the body is not very comfortable, he expressed concern, do not worry about work, I will help you find someone on it and you can go to rest.

Opinion monitoring interns' spontaneous feelings of belonging and perceived trust largely reinforces interns' persuasion of their role. This symbolic and emotional potential motivation allows interns to assign self-worth and persuade the self to accept the role in the perception of self-worth.

Among the many tasks that need to be accomplished, the completion and feedback stage is the key to the persuasion of public opinion monitoring interns to complete their self-role.

Interns strengthen their self-role value through the recognition of their work content and ability gained through the completion of their work and the feedback they get from their work and realize the continuous "playing" of their self-role during or after their internships.

After I took charge of my work independently, he actually did not ask me to send it to him, but I still sent it to him when I first started. He told me that you have a good grasp of the content, you can send it directly without sending it to me and you are more confident in the content you are looking for.

After all, it took me three months to work on it. In fact, I think it is of some significance, because I am actually writing a public opinion report now and I have also engaged in related content. Of course, he has taught me to reduce the information, extract the main points of information, the classification of public opinion information and what information is useful. Which is more sensitive information, I can distinguish relatively quickly.

Conclude the monitoring process with feedback: The process of reporting and obtaining feedback from the interns on public opinion is a key part of whether the interns can play a role in the field of public opinion monitoring. At this stage, the interns need to report the results of their early warning and judgment of public opinion information in a timely manner to the official editors or even the clients they are interfacing with and at the same time, the interfacing editors and the clients will also give feedback to the interns as to whether or not the information they have reported on public opinion information is accurate and whether or not it conforms to the standards and other suggestions.

From the interview data, we can see that the interns received the following feedback experiences and criteria for public opinion alerts: timeliness of reporting public opinion information, easy-to-read format of public opinion information, i.e., for important public opinion information, interns should not only be satisfied with the timeliness of reporting but should also work on the quality of the content and the accuracy of the format of the report. This "timeliness" of acceptance of public opinion by clients is directly related to the judgment of the work of the interns in public opinion monitoring and the direction of the public opinion editors in guiding the interns in their follow-up work.

On that first day on the hand, some of the customer's needs, such as the request for us to return in seconds, at that time for this requirement is not very understanding and my first hand on customer came up to ask me, why do you every time is this (public opinion warning) time to reply is very slow, but I was the first day on the hand I don't know how to answer him, it's a little bit of a handful.

Sometimes the customer suddenly comes with a message, for example, let you make a table for him, within half an hour, you have to go to the background of the public opinion monitoring during the period to collect information and then human filtering, make it into excel, but also have to adjust the format and then finally sent to the customer. I am not particularly skilled in that computer software, I can do it, but I have to take

some time, the customer rushed very quickly, resulting in me being really highly stressed. Sometimes when he needs a large amount of things, he is also required to report the public opinion news to be accurate to the source of each piece of information, I have to go to the background to correspond one by one, such as Weibo, how to send, there is no duplication and so on.

After conducting certain information research, interns face the problem of determining the degree of relevance of public opinion information, i.e., whether it is positively, partially or negatively related to customer needs. Generally speaking, the greater the degree of negative relevance, the greater the risk of public opinion and discovering such negatively related public opinion information and giving timely warnings are the most common practices of the interns in their daily work and the timeliness of the warning of negatively related information is directly related to the assessment of the interns' work effectiveness and personal workability.

If you don't reply to a message in time, you will feel uneasy that you haven't done a good job; if you get unsatisfactory feedback on the daily work report and are asked to make changes, you will feel annoyed, but you will immediately put yourself into the work to make changes so that the customer can't find any faults in your work next time.

In terms of the standard of opinion information and opinion format, it can be said that opinion monitoring interns need to pay extra attention to the key link. Any frontline opinion monitoring intern represents the image of the opinion organization at this moment and the presentation of the rigor and completion of their work directly affects the client's evaluation and recognition of the capability and brand of the opinion monitoring organization.

For the project that I am responsible for, the public opinion related to the project has to be reported every time with a low risk or medium risk rating and the risk level of the public opinion needs to be marked with a special symbol, such as medium risk public opinion and if it is written carelessly as (medium risk public opinion), it will create a very unprofessional feeling and the leader will ask to withdraw it quickly and give it some "coaching".

When I first started to send out the information, I always sent it out wrongly and I would often mix up medium risk and low risk, that is, obviously a low risk and then write it as medium risk or obviously a medium risk and write it as low risk and sometimes after the information is sent to the customer group, if the format is wrong or the risk is wrongly ranked, etc., he (the leader) would ask me to withdraw it and send it out again.

As a result, determining the magnitude of potential risk that a particular online opinion may pose and what early warning measures to take about the opinion is always a challenge for interns and it requires a great deal of opinion monitoring practice to bring judgmental intuition to the intern. In such cases, some interviewees mentioned that they double-checked with colleagues, deferred to team decisions or relied on targeted training using examples of practice that had occurred in editorial departments [16].

For the first month, I did not send it directly to the customer service group, I sent it directly to a small group of leaders and teachers who had taken me on, so they could review it and see if it was okay before sending it. It was mainly for the two of them to review it first and then I started to familiarize myself with what kind of content I was looking for.

I would look at those previous warnings they (coworkers) have posted. In addition, do what they did with their monitoring. It can be said that under the training and learning of the editorial department for the interns in public opinion monitoring and the interns' personal practice, information with clear public opinion risk can be easily perceived by the interns in public opinion monitoring and correctly warned and reported and in the case of public opinion risk events with certain deviations, the interns will get the corresponding feedback from the editorial department, such as whether to delete or block the information and what deviations are there, whether the warning goal can be realized and how the feedback from the clients is. For public opinion risks that are not clear to the interns, the editorial department will take more effective measures, including personalized monitoring and handling and interactive monitoring between the interns and the editorial department [17].

CONCLUSION

This paper is a study on the role behavior of why and how public opinion monitoring interns take on the work of public opinion monitoring. Based on the author's participatory observation experience during the internship, the observation records generated during the practice, the interview records of the interviewees during the in-depth interviews and the interviewees' work logs, etc., the study provides a relatively detailed analysis and explanation of the possibilities of roles and role behaviors of the interns in the field of public opinion monitoring. It analyzes and explains in detail the role of public opinion monitoring interns and the possibility of their role behavior. Regulating controversial user-produced content is actually a messy process, fraught with shifting human interpretations and shaped by competing institutional pressures. As a result of our research on the mechanisms of opinion monitoring by interns, we have found that: In the opinion monitoring editorial board, interns work together with professional editors to contribute to the improvement of the opinion monitoring system. For individuals, interns not only gain work experience during their internships, but some achieve the goal of "gold-plating", while at the same time finding their own role in the workplace and realizing their own self-worth. For the media themselves, the ability to judge and monitor user-generated content is beneficial, as such judgments are based on specific, context-specific and often self-serving assessments of the case at hand. This is of course also beneficial to the media itself, which can produce more benefits for it.

On the one hand, at the individual level, interns find relevant internships to enrich their personal resume. With the learning and accumulation of work experience, interns gradually familiarize themselves with the rules of backstage monitoring and early warning of public opinion monitoring and the

management system of the editorial office and in order to speed up the understanding of the role of interns, they will strengthen the subjective self-learning process and take the initiative to seek advice from the official opinion editors in order to avoid making more mistakes. Secondly, in order to better practice their roles, interns will also take the initiative to explore the rules of public opinion early warning, such as correctly evaluating the risk degree of public opinion according to the release channel of public opinion information, the amount of communication and the amount of reprinting. At the same time, on the basis of understanding their role position, they will actively dive deeper into the process of public opinion monitoring, which contributes to the intern role's reasonable imagination and possibilities for monitoring at the end of the grassroots. On the other hand, at the organizational level, the positive benefits of internships are brought about by corporate incentives and feedback mechanisms for interns, such as editorial departments, which mostly provide interns with certain rewards, power over their work and positive feedback incentives, including organizational praise, bonuses for good work and a sense of personal gain. Such symbolic and emotional potential incentives allow interns to assign self-worth and, in the perception of self-worth, persuade the self to accept the "role".

It is worth noting that: the factors at the individual level and the organizational level interact with each other and the external incentives and affirmations conveyed to the interns by the organization through words and texts make the interns perceive that they are being trusted. On the one hand, interns deny their internship in the struggle for self-improvement and on the other hand, they are swayed by the affirmation of others. This trust deepens the intern's recognition of the work of the organization or the individual and also enhances the intern's affirmation of the value of the work of public opinion monitoring, which then leads to the psychological transformation of persuading oneself to continue the internship and do a good job of the internship and the work of the interns is often basic, but it is an essential part of the important work that needs to be successfully completed, so the value of the intern's labor and contribution to the organization of public opinion are not dispensable. Although opinion organizations more often use interns as a complementary force to the work of regular employees for reasons of economic efficiency and labor costs. They do not emphasize the value of internships to the interns. However, for the purpose of self-motivation and adaptation, interns will still adopt the strategy of emphasizing self-worth to satisfy their own sense of work acquisition and complete the role debugging of self-benefit. For example, through the handover of work between self-psychological hints and regular employees, interns will realize the role of debugging of self through the sense that their work, though small, will reduce a lot of workload and pressure for other employees in the department. In the process, the interns recognize and strengthen their own roles and complete the attribution of their own roles in the internship. The result is a new monitoring mechanism, based on which interns and

regular editors still have to work together to articulate and maintain standards of diversity and accuracy of content and journalistic independence.

In addition, we must recognize that the study of public opinion monitoring should never depend solely on the content of the monitoring and the monitors, but that other factors fundamentally influence the decision to audit. These factors include not only personal, professional and organizational, but also cultural, systemic and societal aspects, which can overlap and reinforce each other, but can also weaken or even contradict each other. Therefore, a more in-depth study of opinion monitoring should present a larger theoretical framework and research paradigm and this paper aims to contribute to the study of organizational mechanisms in opinion monitoring research.

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