

The Magnitude Scale Evaluation of Cross-Platform Internet Public Opinion

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Abstract : This paper introduces a model of internet public opinion waves, which describes the message propagation and measures the influence of a detected event. We collect data on public opinion propagation from different platforms on the internet, including micro-blogs and news. Then, we compare the spread of public opinion to the seismic waves and correspondently define the P-wave and S-wave and other essential attributes and characteristics in the process. Further, a model is established to evaluate the magnitude scale of the events. In the end, a practical example is used to analyze the influence of network public opinion and test the reasonability and effectiveness of the proposed model.

Keywords : internet public opinion waves (IPOW), magnitude scale, cross-platform, information propagation

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