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Retraction

Retracted: The Media Public Opinion Analysis on the Implementation of "Double Reduction" Policy in Education Based on Big Data

Wireless Communications and Mobile Computing

This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

(1) Discrepancies in scope
(2) Discrepancies in the description of the research reported
(3) Discrepancies between the availability of data and the research described
(4) Inappropriate citations
(5) Incoherent, meaningless and/or irrelevant content included in the article
(6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

References

[1] J. Li, S. Yan, X. Zhang, and X. Li, "The Media Public Opinion Analysis on the Implementation of "Double Reduction" Policy in Education Based on Big Data," *Wireless Communications and Mobile Computing*, vol. 2022, Article ID 1093358, 10 pages, 2022.

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Research Article

The Media Public Opinion Analysis on the Implementation of "Double Reduction" Policy in Education Based on Big Data

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Monitoring the internet media opinion information quickly triggered by the implementation of the "double reduction" policy, and identifying the hot spots, tendencies, communication trends, and characteristics of media opinion are of great significance to government departments to grasp the dynamics of media opinion in time and assist them in decision-making. This paper uses the web crawler to dynamically collect the internet media opinion big data related to the "double reduction" of main media and utilizes text analysis and data mining technologies to dynamically monitor the hot spots, topic tendencies, and communication characteristics of media opinion. Taking the internet media opinion data on the implementation of the "double reduction" policy from January 1, 2021 to November 15, 2021 as the sample, the paper analyzes the media opinion of the implementation of the "double reduction" policy. The high incidence period of media opinion is consistent with the opening of primary and secondary schools, holidays, and the introduction of relevant policies. The topics of internet media opinion are highly targeted and cover a wide range. The media focuses on the implementation measures, new problems, new phenomena, effects, and evaluation of the "double reduction" policy in education. Strong provinces of education, large provinces of education, and difficult provinces of education are the main areas for media public opinion monitoring. The media opinion is in the fermentation stage, and there is no sign of heat reduction. The propagation of media opinion is in line with the theoretical characteristics of information propagation life cycle. This paper only takes the internet media opinion of the main network media as the monitoring object. Whether it is suitable for the media opinion of the whole network media needs to be further tested.

1. Introduction

Education is one of the most important elements of people's livelihood. Education equity, education quality, and education burden reduction have brought new challenges to education governance in a multi-dimensional stance. *Outline of the National Medium- and Long-Term Education and Reform Plan (2010-2020)* advocates reducing the burden of school work on primary and secondary school students as one of the development tasks [1]. The excessive burden of schoolwork is a "cliché" in the field of basic education in China, but it is also a "major problem" that plagues the reform and development of basic education [2]. From an internal perspective, compared with other social disciplines, the components of the education system are relatively stable, and a stable normalized structure can easily form a "muscle memory" thinking of development habits; from an external perspective, education, as a national plan, plays an important role in economic development, policy influence, cultural dissemination, and other aspects occupy a pivotal position, and its innovation will surely set off ripples in many directions. The combined effect of internal and external factors has led to the dilemma of frequent reforms in educational governance and no obvious effect of reducing the burden. In July 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued *The Opinions on Further Reducing the Burden of Homework and Off-Campus Training on Students in Compulsory Education* (hereinafter referred to as the "Double Reduction") [3]. The policy quickly sparked online and offline debate among all sectors of society. Xue and Shi [4] found that most primary and secondary school

students in China have participated in after-school tutoring, and many students participated in after-school tutoring very early; the students' extracurricular burden was too heavy. Yin and Lai [5] believe that the introduction of the "double reduction" policy effectively regulates the entire macro-society, and the focus of quality education will return to school. Cheng [6] believes that the "double reduction" in education is an important measure to implement the fundamental tasks of the party and the country, promote the healthy and comprehensive development of students, and pursue fairness and justice in education. The Internet has become a source of data generation, a channel for data dissemination and a platform for data aggregation. Because of the instantaneous and extensive nature of information dissemination, online media has become an important bridge for people to be informed of and discuss hot topics of current affairs. As a powerful contributor to this wave of debate, online media has become an important force in influencing social opinion. Under the dual guidance of media hegemony and people's livelihood concerns, the education reform has once again kicked off. By capturing valuable network data quickly and efficiently, and grasping timely and oriented information in a timely manner, can we improve the forward-looking and proactive response and handling of public opinion, properly handle conflicts, and scientifically respond to crises. Using big data to monitor media opinion after the implementation of the "double reduction" policy, we can explore the dynamic evolution of media opinion, key points of concern, geographical distribution, and dissemination characteristics of media opinion and clarify the concerns of media opinion on the implementation of the "double reduction" policy in education. This will provide decision support for the control and guidance of media opinion on the implementation of the "double reduction" policy in government departments and provide important reference for promoting the stable implementation of the policy and the development of healthy communication.

2. Data and Methods

2.1. Data Sources

2.1.1. Baidu Index Data. The Baidu index is based on the keyword searches conducted by a large number of Baidu users on its web pages and news section and counts the weighted search frequency of keywords to reflect the level of attention and trend of a certain keyword or a certain category of keywords within a certain period of time. Tan et al. [7] believe that Baidu index is a powerful research tool to study keyword search trends and monitor media public opinion trends. Wei et al. [8] believe that the Baidu index reflects the behavior of netizens' active attention, not the behavior of passive attention, so the Baidu index can well explore the public opinion needs of netizens. The paper adopts the data of Baidu index users' attention trend from January 1, 2021 to November 15, 2021 with "double reduction" as the keyword search.

2.1.2. Key Media Platform Data. Based on the list of major media platforms published by the ranking navigation web-sites, the paper used web data crawling technology to obtain the media data on "double reduction" of education published by eight sites in the list of major media platforms in all time periods: China Youth Network, China News Network, Chinese Government Network, WeChat Public, Central Television Network, Southern Network, and International Online and Global Network.

2.2. Big Data Acquisition and Preprocessing. Internet data crawling is a computer technology that integrates dynamic access to massive amounts of web data and converts them into usable data sets through analysis and processing [9]. The Octopus (8.4.0) collector is used to collect big data on the implementation of the "double reduction" policy in education from eight major media platforms. According to keyword and time classification, the collection fields include article title, article abstract, article content, media platform, and release time. A total of 2,404 pieces of data were collected in various formats related to the research question. It is important to note that when crawling search engine data, the page-turning setting needs to be selected as "Wait before execution," which can effectively avoid data omission due to incomplete loading of web pages; the modification of "Loop XPath" is intended to avoid repeatedly collecting data from the first two pages. The change to the "Loop XPath" is intended to avoid the problem of repeatedly collecting data from the first two pages.

The flow of big data collection and preprocessing for the implementation of the "double reduction" policy in education is shown in Figure 1. Eight media platforms are the sources of public opinion data collection for the education "double reduction" policy. The initial data of media opinion is obtained by setting the collection fields, automatic filtering, and automatic weighting; then use excel software to perform secondary processing on the initial data, including processing wrong data, empty data, invalid data, incomplete data, split data, merged data, and special processing of date data, to obtain secondary processed data; finally, import the secondary processing data into NVivo for final processing, including setting stop words and text filtering, to obtain 2,225 pieces of effective public opinion data for the implementation of the education "double reduction" policy.

2.3. Text Data Encoding. The information of media opinion on the Internet is mainly unstructured data, and textual information is the main source of media opinion hotspot [9]. Text information is mainly used in the analysis of public opinion keywords, regional tendencies, and topics of interest. Due to its nonstructural characteristics, the encoding function of NVivo 12 Plus is used to automatically encode and manually encode the public opinion text data for the implementation of the education "double reduction" policy and construct three-level encoding nodes to form a node structure like a tree. Text information is mainly used in the analysis of public opinion keywords, regional tendencies, and topics of interest. Due to its nonstructural characteristics, the encoding function of NVivo 12 Plus is used to automatically encode and manually encode the public opinion text data for the implementation of the education "double
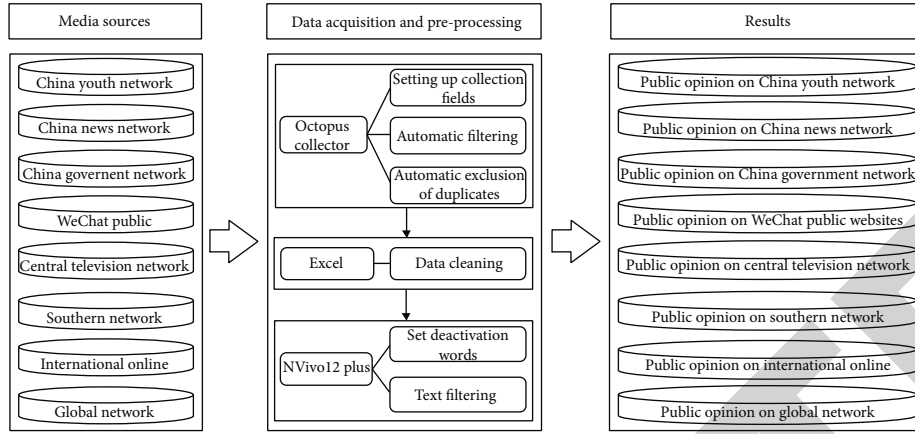
FIGURE 1: The process of collecting and preprocessing big data on media public opinion.
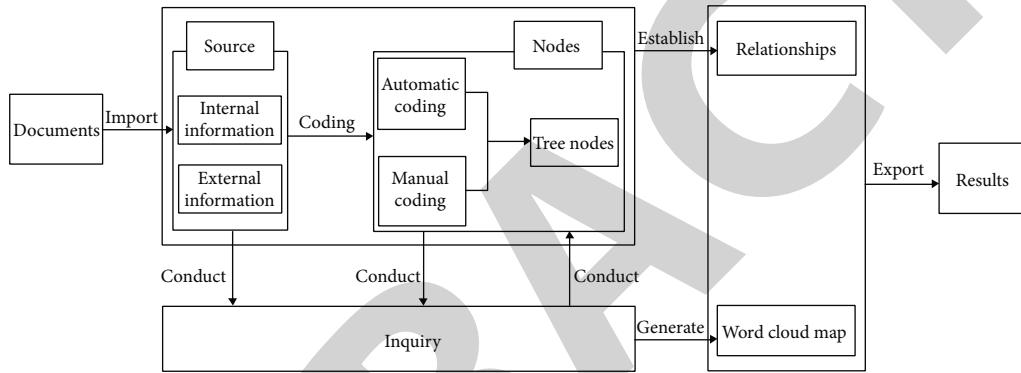

FIGURE 2: Flow chart of the text coding of media public opinion.

reduction" policy and construct three-level encoding nodes to form a node structure like a tree. Pan and Tang [10] found that NVivo is a powerful qualitative analysis tool, which can do well in text analysis and knowledge discovery. The text encoding process of NVivo 12 Plus is shown in Figure 2. Each text is regarded as a case, and the collection field of the article is taken as the attribute. Finally, we form a three-dimensional, multidimensional, and multiperspective big data mining mode between attributes and nodes.

3. Analysis of Media Public Opinion

3.1. Trends in Baidu Index. Tan et al. [7] found that the search index results of "double reduction" and "double reduction" in education are basically the same. So, in the Baidu index, the paper uses the keyword "double reduction," the time period was from January 1, 2021 to November 15, 2021, and the search results are shown in Figure 3. The public's search for "double reduction" did not occur continuously, and the peak period of search was mainly from July 20 to September 27, 2021. Since the introduction of the "double reduction" policy on July 24, the search for "double reduction" has shown a linear surge in the short term. It can be seen that the peak period of public search matches the introduction of the "double reduction" policy. From the in-depth analysis in Figure 3, it can be seen that each stage of the search peak corresponds to a policy update or a special

time node. For example, in August, the Office of the Education Supervision Commission of the State Council issued a special notice to inform provinces of the implementation of the "double reduction" policy once every six months. On August 12, 2021 (Thursday), the search popularity showed a short-term first small peak (point *A* in Figure 3), with the highest peak of 10,988 times; after August 12, 2021, the search popularity generally increased first, then decreased and then stabilized the trend of. Although it has fallen back, it is still hot compared to other years. Based on the peak fluctuation of the Baidu index change trend at each stage, it can be seen that the Internet search popularity caused by the introduction and implementation of the "double reduction" policy is related to the start time of domestic primary and secondary schools, holidays, and the introduction of related policies. The search volume at the beginning of the new school term is the highest search volume in the same period (point *B* in Figure 3), with a peak of 25,305 searches. The number of searches during the holidays is a very small value in the same period, concentrated between 1 October and 7 October, with a range of 4360-5935 searches.

3.2. Keyword Distribution

3.2.1. Main Hot Words. The introduction of the "double reduction" policy, the media coverage, and the public discussion have made "double reduction" a hot word. After

Figure 3: Overall trend of Baidu index search for the keyword "double reduction" (source: https://index.baidu.com/v2/index.html#/).

Figure 4: Word cloud of media public opinion.

Figure 5: High-frequency related word map of media public opinion.

filtering the text data, a set of keywords was ranked using the query function under the NVivo 12 Plus search module, and the word cloud diagram is shown in Figure 4. In order to improve the credibility, the final keyword arrangement of education "double subtraction" can be constructed by comparing and analyzing word frequency statistics and three-level node coding. From the final keyword ranking, the top six keywords are education, double reduction, training, students, work, and policy. According to the keywords, the content of online media reports mainly focuses on whether students are learning well in school, the quality of after-school services in school, the daily management measures and supervision of extracurricular training institutions, the efficiency of classroom management, and the effectiveness of the "double reduction" policy in reducing students' burden. At the same time, it also shows a strong focus of media public opinion, mainly on students, the Ministry of Education, the state, the government, and extracurricular institutions, and a wide range of features, including the changes brought about by the implementation of the policy, the impact on all parties, the evaluation of the effect, and the perceived value.

3.2.2. Analysis of High-Frequency Related Words. Related words are words that have close horizontal or cross-association with the current word, horizontal association is the existence of parallel concepts of words, and cross-association is mainly to take their close synonyms. Firstly, using the word frequency module under the NVivo 12 Plus search function, the maximum word frequency was set to 50 that means the top 50 words with the highest frequency in the current data were searched; then, combined with the analysis of the exploration schematic function, the search results of words related to "double reduction" in education could be obtained, as shown in Figure 5. The high-frequency words associated with education include pedagogy, refinement, development, training, training, policy, work, and responsibility. According to these related words, the media basically have a positive attitude towards the "double reduction" policy, and their focus covers various practical activities of the "double reduction" in education, which reflects the importance of the media's public opinion on the implementation of the "double reduction" policy in education.

3.3. Analysis of Media Topics

3.3.1. Analysis of the Types of Topics of Media Interest. The media is the main vehicle for the dissemination of information on the topic of the "double reduction" policy in education, which has attracted a great deal of public attention and has been the subject of much debate. We use the node function of the NVivo 12 Plus code module to code and cluster key sentences. The method is to convert words and sentences into encoded nodes and word vectors. Through the clustering of nodes, the text information, word meaning, and topic value can be fully grasped, the degree of connection between key words and sentences can be improved, and finally the hot spots of media attention and public opinion orientation can be visually displayed. The coding results show that there are 47 primary nodes, 13 secondary nodes, and 4 tertiary nodes, thus abstracting that the media have mainly focused on four types of topics since the implementation of the "double reduction" policy in education; they are the implementation measures of the "double reduction" policy in education, the new problems and the new phenomenon brought about by the implementation of the policy, and the effect and evaluation after the implementation of the "double reduction" policy of education, as shown in Figure 6. The analysis of media topic types shows that the media's right to speak and participate in dissemination of different types of topics make different types of topics penetrate into all aspects of social life to different degrees. From the node coding, it is known that the current media has a strong focus on the type of public opinion topics of "double reduction" in education and mainly forms media topics from four aspects for wide dissemination and penetration. Combining the second-level nodes and third-level nodes, the media subdivision topics have many dimensions but little similarity, especially the media reports on the implementation of the "double reduction" policy in education; the first-level nodes are the most, reaching 23. The reports mainly focus on student learning measures, after-school service measures, and management measures for teaching staff. Yu [11] found that the implementation of the double reduction policy of education has strengthened the main position of school education. Fu and Guo [12] believe that improving the quality of after-school services is an important measure to implement the double reduction education. Li [13] believe that balancing the quality of teachers in urban and rural areas is an important measure to implement the double reduction policy. Zhou and Qi [14] believe that we should improve the teacher management system and promote the normalization of regular job rotation of teachers. These all show that media topics basically develop the relevant topics of the implementation of the "double reduction" policy of education and, at the same time, develop the content of the reports in depth.

3.3.2. Tendency Analysis on Topics of Media Attention. Figure 7 analyzes the percentage of media topics on the implementation of the "double reduction" policy in education. 58.25% of the total number of media reports discusses initiatives to implement the "double reduction" policy in education. The measures include in-school management initiatives, governance initiatives for out-of-school training institutions, IT-enabled measures, further policies, supervision, and management measures. Among the measures, in-school management initiatives are the largest number of reports, followed by governance initiatives for out-of-school training institutions. A total of 20.75% of the respondents discussed new issues arising from the implementation of the "double reduction" policy in education, mainly in relation to parents, the construction of the education sector, out-of-school institutions, and education-related industries. The percentage of new phenomena brought about by the implementation of the "double reduction" policy in education was 12.99%, mainly including new phenomena brought about by the education sector and students; the percentage of reports on the effects and evaluation of the implementation of the "double reduction" policy in education was 8.01%, including the influence on the healthy development of education and the formation of good education ecology. According to the proportion of topics, in the early stage of the implementation of the education "double reduction" policy, the media's news reports focus more on the implementation measures of the "double reduction" policy and the new problems brought by the implementation of the policy. Let the public receive various practical developments of the implementation of the education "double reduction" policy by the state, educational institutions, outside institutions and relevant organizations, and help the public to improve the recognition and objective cognition of the implementation of the education "double reduction" policy.

3.4. Geographical Hotness Analysis

The geographical element reflects the geographical characteristics of media public opinion outbreaks. The analysis of the main geographical distribution of media public opinion can reveal the extent of media attention to the event in different regions. At the same time, the geographical distribution of media public opinion on an event can also reflect the hotness of media public opinion. Some events with wide influence, high hotness, and much discussion may have media public opinion distributed throughout the country. We use the preprocessed text information and NVivo 12 plus search query component to search the text of the article summary. The search accuracy is perfect matching, and the search range is available in a wide range of adjacent areas. According to media reports, the top ten regions are Beijing, Shanghai, Guangdong, Shenzhen, Zhejiang, Henan, Anhui, Shandong, Jiangsu, and Sichuan, as shown in Figure 8. As the "double reduction" is a national event, the sound of the event is distributed across the country, but the media coverage in Beijing, Shanghai, and Guangdong is distributed in a semistratified manner. The abovementioned regions have a prosperous economy, a high degree of concern for the education industry, a high pressure of competition for education resources, and a good dissemination effect on online platforms, and the media have a high degree of concern for the event. Therefore, the focus of media attention was first placed on the abovementioned cities with a high degree of attention, so the cities with a high degree of geographical heat should always be the main monitoring target in the whole stage of the evolution of media opinion dissemination.
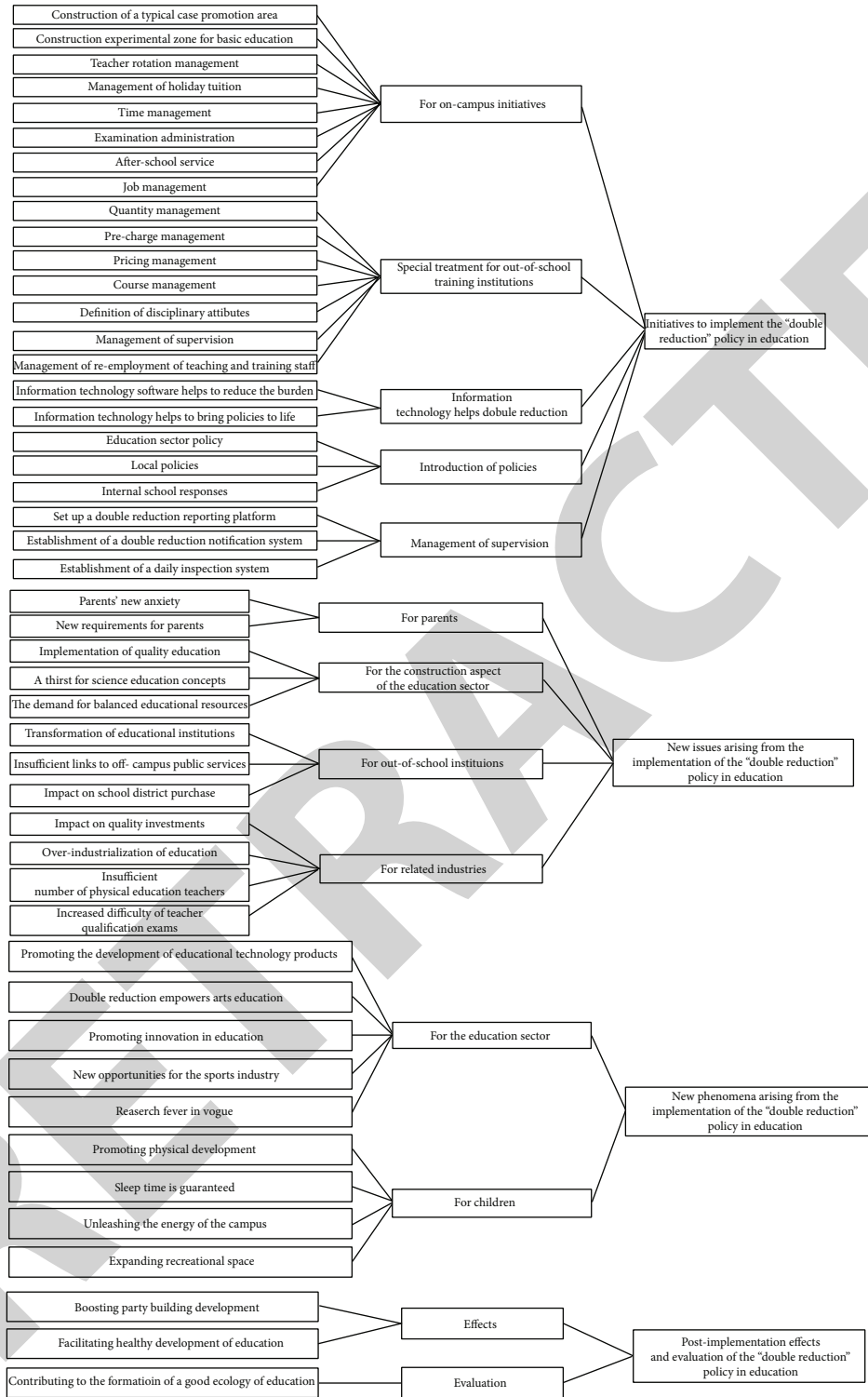
Construction of a typical case promotion area		
Construction experimental zone for basic education		
Teacher rotation management		
Management of holiday tuition	For on-campus initiatives	
Time management		
Examination administration		
After-school service		
Job management		
Quantity management		
Pre-charge management		
Pricing management	Special treatment for out-of-school training institutions	
Course management		
Definition of disciplinary attibutes		
Management of supervision		
Management of re-employment of teaching and training staff		Initiatives to implement the "double reduction" policy in education
Information technology software helps to reduce the burden	Information technology helps dobule reduction	
Information technology helps to bring policies to life		
Education sector policy		
Local policies	Introduction of policies	
Internal school responses		
Set up a double reduction reporting platform		
Establishment of a double reduction notification system	Management of supervision	
Establishment of a daily inspection system		

Parents' new anxiety	For parents	
New requirements for parents		
Implementation of quality education		
A thirst for science education concepts	For the construction aspect of the education sector	
The demand for balanced educational resources		
Transformation of educational institutions		
Insufficient links to off- campus public services	For out-of-school instituions	New issues arising from the implementation of the "double reduction" policy in education
Impact on school district purchase		
Impact on quality investments		
Over-industrialization of education	For related industries	
Insufficient number of physical education teachers		
Increased difficulty of teacher qualification exams		

Promoting the development of educational technology products		
Double reduction empowers arts education		
Promoting innovation in education	For the education sector	
New opportunities for the sports industry		
Reaserch fever in vogue		New phenomena arising from the implementation of the "double reduction" policy in education
Promoting physical development		
Sleep time is guaranteed	For children	
Unleashing the energy of the campus		
Expanding recreational space		

Boosting party building development	Effects	
Facilitating healthy development of education		Post-implementation effects and evaluation of the "double reduction" policy in education
Contributing to the formatioin of a good ecology of education	Evaluation	

FIGURE 6: Three-level node coding of media public opinion.

4. Characteristics of Media Public Opinion Dissemination

Fan and Li [15] believe that the characteristics of network public opinion dissemination, such as diverse information, real-time speed, diverse directions, and convenient interac-tion, make it increasingly an effective way for people to pay attention to social public affairs. With the continuous increase in the use and influence of the Internet, hot topics are flooded, public opinion is running at a high level, and the changes in the subject and object of public opinion are increasingly complex and changeable. Whether it is a large
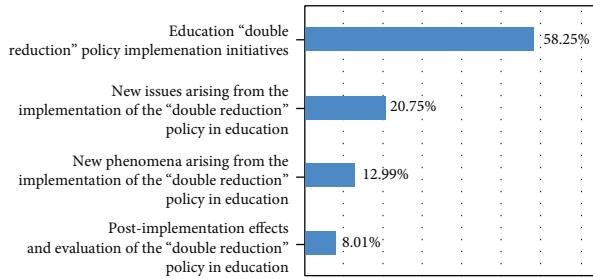
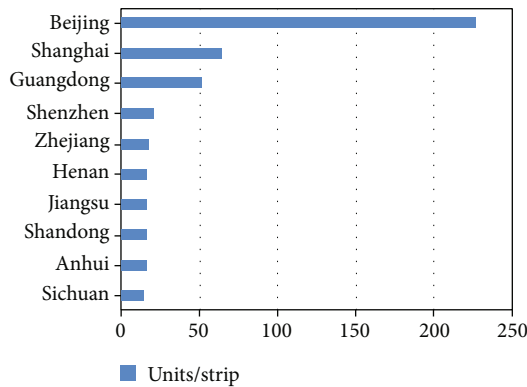Figure 7: Proportion of main topics of media public opinion.

Figure 8: Geographical distribution of media public opinion.

Figure 9: Trends in the dissemination of media public opinion.

international event, a large domestic event, or a small domestic event, the development process of most online public opinion events usually has certain characteristics. Robert [16] proposed the four-stage model on the basis of the three-stage model. Lan et al. [17] classified the presentation stages of media public opinion in the new era into the initial stage, the diffusion stage, the fermentation stage, and the ending stage, which proves that the results of this classification of communication stages are credible, and the above classification of nodes and stages are consistent with the characteristics of big data. Based on the collected media public opinion data on the implementation of the "double reduction" policy in education, a quantitative graphical representation of the collected data was made with time as the horizontal coordinate and the amount of information released as the vertical coordinate. A trend of the dissemination of media public opinion on the "double reduction" policy was obtained, as shown in Figure 9. From Figure 9, it is found that the characteristics of the dissemination of media public opinion on the implementation of the "double reduction" policy are also in line with the four stages of online media public opinion development. Since the education "double reduction" policy is still at the early stage of implementation, combined with the abovementioned Baidu index, keyword analysis, topic analysis, and geographical analysis, it is judged that the implementation of the "double reduction" policy has gone through the initial stage, the diffusion stage, and the fermentation stage and has not developed to the end stage.

4.1. Initial Stage. Although the information may have been passed on in real life, it is not known to most official monitoring systems, making it difficult to define the exact starting point of an opinion event. The introduction of the "double reduction" policy for education is during the summer vacation, so there are relatively few hot discussion groups and low topicality. The result is in relatively low media activity. During the period from July 25 to August 15, the number of media reports was relatively small and relatively stable. The start time of most public opinion events occupies a relatively large amount of the total time of public opinion development, and it is difficult to form a high degree of popularity in a short period of time. Regardless of the impact and scale of public opinion events, there is a time span between the starting point and the point of qualitative change in communication. The implementation of "double reduction" of policy has confirmed this basic rule. It can be concluded that the media public opinion of "double reduction" in education belongs to the network public opinion of non-sudden events, and its communication characteristics in the initial stage are long duration, low sound volume and heat, and narrow radiation range.

4.2. Diffusion Stage. As we all know, along with the penetration of the Internet into public life and the development trend of e-government being vigorously implemented by the government in recent years, the target of news dissemination is the whole society. The discussion platform of topics is gradually changing from offline paper media or word-of-mouth to Internet buzz. The "quality" and "quantity" of information dissemination channels are both changing disruptively. The diffusion stage of online media public opinion also follows the same pattern. As in Figure 8, the number of media reports from August 15 to October 17 was higher than the initial stage, but the overall number is still relatively sluggish. This stage is at the end of the summer vacation and at the beginning of the new semester. The ripple effect of the "double reduction" policy in education is gradually emerging. The degree of policy discussion is gradually spreading and rising, but it has not yet formed a large influence. It

should be noted that there was an extreme value in this stage on September 1, because that day was the unified opening day of primary and secondary schools, and the focus of public attention was mainly on education. Therefore, it has formed the focus of media releases and reports and promoted the vigorous dissemination of the "double reduction" policy in education. The propagation characteristics of the diffusion stage of media public opinions can be summarized as follows: long duration, high volume and heat, and wide radiation range.

4.3. Fermentation Stage. Similar to the initiation and diffusion stages, the fermentation stage of media public opinion also has an event development stage, but this stage also takes the peak of event as a node, splitting the complete fermentation period of an event into two intervals: the former and the latter. Media public opinion gradually triggered to a climax in the former interval, and the overall duration was longer. The characteristics of information distribution are explosive, and it is easy to appear more opinions and remarks that are detached from the event itself, which in turn leads to the development of network public opinion in an uncontrollable direction. As in Figure 8, from October 17, the number of media reports rose significantly with a large increase, and there was even a precipitous increase in individual time periods, which is a significant feature of the fermentation stage of media public opinion. The latter part of the fermentation stage usually occurs after the peak, when the heat gradually decreases and various user groups gradually withdraw from participating in the subsequent development of the event. As a result, the characteristics of the fermentation stage of the education "double reduction" policy can be summarized as follows: short duration, high volume of voice, and wide range of radiation.

5. Conclusion

5.1. The Period of High Public Opinion Is more Consistent with the Beginning of Primary and Secondary Schools, the Introduction of Related Policies, and the Holidays. The Baidu index shows the trend of search popularity of a large number of Internet users on Baidu and reflects the degree of public attention to a certain event. It influences the direction and number of media reports, so it has become an important indicator for evaluating the popularity of event dissemination. The Internet search popularity that be caused by the implementation of the "double reduction" policy in education is more consistent with the start time of domestic primary and secondary schools, holidays, and the implementation of related policies. At the beginning of the new school year and the implementation of related policies, the search buzz rose sharply and even showed long-term peak and short-term extreme values; the search buzz during holidays was higher than before the introduction of the policy, but it was still low. Therefore, when monitoring the media public opinion of "double reduction" policy by big data, it should be adhered to the "principle of immediacy" and focus on the orientation of media public opinion around the report date of the opening of primary and secondary

schools. So as to grasp, firmly control and steadily unblock the development of media public opinion in a timely manner and lay the foundation for the healthy and good development of media public opinion.

5.2. The Distribution of Keywords Reflects the Characteristics of Media Reports Being Highly Targeted and Covering a Wide Range. According to the analysis of the buzzwords, the main targets of the media coverage are students, the Ministry of Education, the state, the government, and external organizations. It can be seen that the media has a strong focus on the release and implementation of the "double reduction" policy in education. From the content of the core buzzwords, the media coverage covers a wide range of topics, including not only the changes brought about by the implementation of the policy but also the impact of the policy on various parties, the evaluation of its effects, and the perception of its value. The analysis of related words also shows that online media focus on a wide range of perspectives, covering a wide range of social activities, closely related to the country's livelihood and with representative characteristics of media attention. Therefore, media monitoring should adhere to the "principle of precision." Firstly, it should select media that have a wide range of media public opinion and influence on the introduction and implementation of the "double reduction" policy in education and monitor the content of their reports, and secondly, accurately monitor the reports published by major media, standardize the accuracy and authority of their main discourse, and purify the communication environment.

5.3. The Main Topics Covered by the Media Are Closely Related to the Stage of Policy Implementation. From the existing media opinion data on education "double reduction," it can be seen that there are four main categories of media topics: education "double reduction" policy implementation initiatives, new issues arising from the implementation of education "double reduction" policy, new phenomena arising from the implementation of education "double reduction" policy, and the effects and evaluation of the implementation of education "double reduction" policy. The above topics are closely related to the implementation stages of the policy. At the early stage of implementation, the media focused on the implementation of the policy; in the middle stage of implementation, the media focused on the new issues and phenomena brought about by the implementation of the policy; in the middle and late stages of implementation, the media focused on the effects and evaluation of the implementation of the policy. Therefore, the monitoring of media opinion on the introduction and implementation of the "double reduction" policy should adhere to the "whole-process principle": although there are stages in the development of media public opinion, media news reports run throughout the development of media public opinion and have communication value at all stages. Adhering to the whole process principle requires the media public opinion monitoring department to monitor all aspects of media public opinion at all stages of development and grasp the initiative of media public opinion control.

5.4. Strong Provinces of Education, Large Provinces of Education, and Difficult Provinces of Education Are the Main Areas for Media Public Opinion Monitoring.

Geographical factors reflect the geographical characteristics of media public opinion outbreaks. Cities are the concentration of production, social, and cultural activities. First-tier megacities are key areas for the introduction and implementation of the "double reduction" policy for education, so these areas are key areas for big data monitoring of media public opinion. In the analysis of regional popularity, the top ten regions reported by the media are Beijing, Shanghai, Guangdong, Shenzhen, Zhejiang, Henan, Anhui, Shandong, Jiangsu, and Sichuan. Among the abovementioned provinces, Beijing and Shanghai are as follows: one of which is the political and cultural center of China and the other is the economic center. They have well-developed education resources and belong to the strong provinces of education in China; Guangzhou and Shenzhen have entered the ranks of top education provinces in China due to their developed technology and economy, large investment in education funds, and rich educational resources. Due to the large number of candidates, Zhejiang, Henan, Anhui, Jiangsu, Shandong, and Sichuan are not only the major education provinces but also the most difficult provinces in China. As a strong, large and difficult province in education, they can better understand the trend of the education industry. In these areas, media reports are highly adapted to the hot events that the public is concerned about, which reflects the regional characteristics of media public opinion. Among them, the media reports in Beijing, Shanghai, and Guangdong have a semifault distribution. The abovementioned three regions are rich in educational resources, highly competitive in the industry, and have a remarkable effect on media platforms, which have become the main positions for this media public opinion dissemination. Therefore, the media public opinion monitoring of the introduction and implementation of the education "double reduction" policy based on big data should adhere to the "regional principle": big data media public opinion monitoring should not only focus on the comprehensive and overall but also focus on the key points, the main contradictions, and the main aspects of the contradictions. Firstly, we determine the main hot spots of media public opinion communication. Secondly, the detection of media public opinion should be based on regional characteristics, including local media's right to speak and dissemination methods, and try to ensure that the local media fully exercise the right to speak, while the authenticity and accuracy of the reported content.

5.5. Media Public Opinion Dissemination on the Implementation of "Double Reduction" Policy of Education Is in Line with the Characteristics of the Stage of Media Public Opinion Dissemination on the Internet.

The "double reduction" policy of education is a government-led policy measure, and its media public opinion dissemination conforms to the characteristics of the network public opinion dissemination stage. According to the collected data, media public opinion has only reached the initial, diffusion, and fermentation stages and has not yet shown the full process of development. Therefore, big data monitoring of the introduction and implementation of the "double reduction" policy in education should adhere to the "stage principle," make good use of the Internet platform and new media technology, fully mobilize resources, strengthen the monitoring of public opinion, grasp the guidance of public opinion, and do a good job of positive propaganda [18]. In view of the characteristics of long duration of public opinion, low sound volume, and narrow radiation range in the initial stage, the government should establish a big data monitoring system to study core elements such as media topics and regional popularity, monitor the development of public opinion, and try to avoid uncontrollable events. In the stage of few participants, small influence, and controllable losses, detonate the inevitable momentum ahead of time, control the development direction of events, reduce damage, target the peak of popularity, pay attention to the participating media in the initial evolution stage of public opinion, guide online media to report events, and disseminate information based on the principle of truth and objectivity. In view of the characteristics of long duration of public opinion, high volume of sound, and wide radiation range in the diffusion stage, the government can monitor hot information through big data: keywords, related words, etc., and analyze and reorganize relevant data in the best period of information dissemination, push the accurate information to the audience in a timely manner, form a comprehensive control situation of public opinion monitoring, control the quality but not the quantity, strictly review the content quality when stimulating the enthusiasm of online media reports, and improve the authenticity and accuracy of news information reports. In view of the characteristics of public opinion dissemination for a long time, high noise and heat, and a wide range of radiation in the fermentation stage, the government should store data on all public opinion information, follow and monitor the main participants of public opinion events, use big data technology to build a complete context of events and make them public to minimize the duration of the public opinion fermentation stage or end the public opinion process, squeeze the public opinion space for rumors, and invite media and current commentators to comment or interpret, avoid biased comments due to insufficient knowledge and lack of factual understanding.

Data Availability

No data were used to support this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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