

# Social Media Trending Topics Manipulation and Cyber Violence Prevention Strategies

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## Abstract

This paper examines the transformation of trending search platforms' role in online violence governance, exploring their evolution from “gatekeepers” that filter online violence to “bystanders,” and even “perpetrators.” Building upon this analysis, we investigate manipulation strategies and risk points associated with trending searches in online violence incidents, revealing how different categories of trending searches intensify the emergence and proliferation of online violence. Finally, this study proposes countermeasures and recommendations, aiming to collectively foster a healthy and harmonious cyberspace through multifaceted approaches including the dissemination of anti-online-violence regulations, enhancement of trending search platforms' governance capabilities, and improvement of users' media literacy, thereby effectively preventing and responding to online violence.

## Full Text

### Preamble

In today's digital society, trending search lists on social media serve as critical platforms for information aggregation and hotspot display, holding significant news value, economic value, and social importance. However, precisely because of this influence, these lists have become targets of abnormal intervention. Platforms and media outlets sometimes employ tactics such as artificial list manipulation, dissemination of false information, and malicious guidance to push specific topics or content to prominent positions on trending search lists. This intervention not only artificially amplifies the attention given to certain topics but also frequently incites heated discussions among large numbers of users. Unfortunately, these discussions are often saturated with negative emotions and aggressive rhetoric. Worse still, such situations sometimes escalate into cyberbullying targeting specific groups or individuals, further exacerbating

social divisions and conflicts. Notably, while trending search lists play a catalytic role in the spread of cyber violence incidents, they are often overlooked in cyber violence governance measures.

This paper therefore focuses on the transformation of the role played by trending search platforms in cyber violence governance, examining their evolution from “gatekeepers” that filter out cyber violence to “bystanders” and even “perpetrators.” Building on this analysis, we investigate manipulation strategies and risk points in trending search operations during cyber violence incidents, revealing how different types of trending searches intensify the occurrence and diffusion of cyber violence. Finally, we propose countermeasures and recommendations aimed at building a healthy and harmonious cyberspace through multifaceted approaches including popularizing anti-cyber violence regulations, enhancing the governance capabilities of trending search platforms, and improving users’ media literacy to effectively prevent and respond to cyber violence.

## I. The Transformation of Trending Search Platforms’ Roles in Cyber Violence Governance

In the digital era, cyber violence has become increasingly prominent, and the role and responsibility of trending search platforms as important carriers of information dissemination cannot be ignored. Governments and all sectors of society place high hopes on these platforms, expecting them to actively fulfill their “gatekeeper” duties and effectively curb the spread of cyber violence. However, in actual cyber violence governance, some trending search platforms have gradually transformed from “gatekeepers” into “bystanders,” and in some cases, through abnormal intervention in trending search lists, have become “perpetrators.”

### 1.1 Government Requirements for Platforms to Serve as Gatekeepers Filtering Cyber Violence

Internet platforms serve as the core hub of information dissemination in digital society and are entrusted with the responsibility of “gatekeepers.” In the *Regulations on the Governance of Online Information Content Ecology*, internet platforms as online information content service platforms are not only one of the multiple subjects in online content ecology governance but also one of the three key administrative counterparts subject to regulation. In November 2022, the Cyberspace Administration of China issued the *Notice on Effectively Strengthening the Governance of Cyber Violence*, which emphasized further 压实 ing platform responsibilities and provided response measures. The Notice requires platforms to establish and improve early warning and prevention mechanisms for cyber violence, and proposed measures including establishing rapid reporting channels, strengthening comment section management, classifying and disposing of accounts related to cyber violence, and severely punishing malicious marketing and hype that exploits cyber violence. These initiatives highlight the

important role and responsibility of platforms in cyber violence governance and provide direction and guidance for building a healthier and more orderly cyberspace.

### **1.2 Ineffective Cyber Violence Governance by Trending Search Platforms: Gatekeepers Becoming Bystanders**

In response to cyber violence, current social media platforms have adopted a series of technical measures such as one-click reporting, removal of 违规 content, and banning 违规 accounts. However, as cyber violence issues have become increasingly complex and diverse, these technical measures often prove inadequate. For example, platforms may over-rely on algorithmic automatic filtering, ignoring the complex context behind speech, resulting in legitimate expressions being mistakenly judged or deleted while violent speech is overlooked or tolerated. This technological dependence renders platforms ineffective in cyber violence governance, transforming them from “gatekeepers” into “bystanders.”

Furthermore, platforms often fail to respond to users’ active participation in co-governing cyber violence in a timely and effective manner, leaving problems unresolved. For instance, some users report being unable to reach human customer service when calling to file complaints or reports. Additionally, the lack of clear and unified standards for defining cyber violence speech leads to the mistaken banning of non-cyber violence accounts that remain suspended for extended periods. Finally, platforms’ differential treatment of high-traffic marketing accounts and influential “big V” accounts undermines the fairness and effectiveness of cyber violence governance. These issues highlight the limitations of over-reliance on technology in cyber violence governance, indicating that platforms need more comprehensive and humanized measures and improvements to more effectively curb the spread of cyber violence.

### **1.3 Abnormal Intervention in Trending Search Lists: Gatekeepers Becoming Perpetrators**

In cyber violence phenomena, perpetrators are no longer limited to individuals who actually carry out the violence. In recent years, platforms’ abnormal intervention has also become a form of indirect participation in cyber violence. Platforms may leverage their influence in information dissemination and public opinion guidance to actively manipulate trending topics, imply the fault of specific viewpoints or individuals, or even spread false information, thereby triggering large-scale attacks and verbal abuse. For example, in the October 2023 case of a 4-year-old girl who went missing on a Shanghai beach, Sina Weibo created trending topics such as “Father of Missing Shanghai Girl Criticized for Being Careless,” amplifying the parents’ faults and causing the trending topic to be flooded with criticism and verbal attacks against the girl’s parents. This abnormal intervention often expands the scope and intensity of attacks, indirectly causing the occurrence and diffusion of cyber violence behavior. Platforms have

thus become “perpetrators” of cyber violence, playing a more complex role in cyber violence governance.

## II. Manipulation Strategies and Risk Points of Trending Searches in Cyber Violence Incidents

As the focus of public attention, trending searches not only rapidly attract eyeballs but also 无形 ly intensify the spread of cyber violence. Current social media trending search manipulation presents multiple strategies, including “naming-type,” “rumor-mongering-type,” “guiding-type,” “detail-type,” “scapegoating-type,” and “suspicion-type” manipulation strategies. Different types of trending searches play different roles in cyber violence incidents, triggering various risks.

### 2.1 “Naming-Type” Manipulation: Privacy Violation and Individual Targeting

The “naming-type” manipulation strategy refers to topics named after individuals without any factual description, accompanied by tags such as “explosive,” “boiling,” “hot,” or “new” to indicate the topic’s popularity and attract users to click into the details page to participate in discussions and express opinions. Due to the ambiguity and uncertainty of the information, netizens are easily curious about “naming-type” trending searches, which may trigger public attention and discussion in a short period. The massive user base of trending search lists focuses tens of millions of eyes on the subject of the trending event, creating a prominent “spotlight effect.” For example, in November 2020, an entertainment “big V” used their Weibo account to repost and hype the private life of an individual surnamed “Chen” with the topic tag, mixing in false information, which quickly gained high attention and discussion, harming Chen’s privacy and reputation. The platform allowed these big V accounts to spread unverified information without setting warning labels, enabling rumors to spread rapidly and subjecting the individual to large-scale malicious attacks. Ordinary individual users, media institutions, and internet influencers, drawing from their own experiences, condescendingly speculate on and judge the parties involved, focusing attacks on individuals and leaking personal privacy. In the case of the Sichuan University female student’s subway 偷拍乌龙 incident, the student posted a video questioning an older man’s 偷拍 behavior, which climbed to a high position on trending searches, violating the man’s privacy and subjecting him to cyber violence attacks. After the incident was reversed, the female student’s photos and past experiences were dug up, and a Weibo trending topic “Unable to Register Zhang Z’s Major Exposed as Journalism and Communication” leaked the student’s major information, and she also suffered overwhelming cyber violence attacks. In summary, trending topics have extremely strong dissemination power, and platforms and media may intentionally or unintentionally allow the diffusion of personal privacy information in trending searches to earn traffic and cater to some netizens’ voyeuristic preferences. This behavior causes great harm to the parties involved and easily makes them targets of cyber violence attacks.

## 2.2 “Rumor-Mongering-Type” Manipulation: Spreading False Information and Misleading Public Perception

The “rumor-mongering-type” manipulation strategy refers to quickly attracting attention and spreading on social media by disseminating unverified information, fabricating facts, or distorting the truth. “Rumor-mongering-type” trending topics, as well as rumors and false reports appearing in trending topic content, may mislead the public, affecting people’s cognition and judgment of events, damaging personal reputations, and even potentially triggering social unrest. In the case of the female doctor in Deyang who was subjected to cyber violence, some media used the topic “Man Presses Child Underwater in Swimming Pool,” which only showed the side of the incident unfavorable to the doctor’s family and did not represent the true full picture of the event. The expanded influence of the incident damaged the reputation of the doctor’s family, who suffered malicious attacks from netizens, leading Dr. An to commit suicide due to the unbearable cyber violence. Another example is the case of the 4-year-old girl who went missing on a Shanghai beach, where a media outlet created the false topic “Search for 4-Year-Old Girl Suspended Due to External Factors.” Shanghai Cyberspace Administration issued a public announcement criticizing it for creating a false topic that rushed to the top of Weibo’s trending list, spreading rumor information, interfering with normal search and rescue work, and causing 恶劣 social impact. This false information intentionally guided netizens to criticize and blame the rescue team, damaging the image of rescue work and related institutions. More seriously, this behavior expanded the scope of cyber violence, concentrating negative emotions on specific groups or institutions. The consequences are not only the stigmatization of specific groups but may also have far-reaching impacts on social order and public trust.

## 2.3 “Guiding-Type” Manipulation: Manufacturing Controversial Discussions and Expanding Cyber Violence Scope

The “guiding-type” manipulation strategy typically refers to platforms selectively quoting parties’ statements and skillfully setting topics and keywords to make viewpoints ambiguous, implying that specific individuals or groups are at fault or responsible, causing netizens’ misunderstanding and prejudice, guiding netizens to attack the parties, and triggering controversial discussions or intensifying public opinion. For example, in the case of a 2-year-old girl in Chengdu being bitten by a vicious dog, the trending topic “Over a Thousand Netizens Apply for Refunds to Girl Bitten by Dog” implied that the girl’s family was problematic and universally condemned, attempting to incite netizens to cyberbully the girl’s family. Netizens may be influenced by the title’s implication, taking a stand against the girl’s parents from the outset, being guided to develop negative views about the parents, which then led to verbal abuse and aggressive comments. In the case of the 4-year-old girl who went missing on a Shanghai beach, the trending topic “Father of Missing Shanghai Girl Criticized for Being Careless” is also a typical “guiding-type” trending search. The cleverness of

this topic lies in its surface-level simple description of the missing incident, while actually guiding readers to develop negative emotions toward the father and implying his possible fault or responsibility. In summary, guided and controversial topics often easily attract netizens' attention and quickly trigger heated discussions on social media, but these discussions are sometimes based on incomplete or inaccurate information, leading to one-sided cognition of specific individuals or events, which intensifies controversy and opposition, ultimately evolving into cyber violence against the event's parties and discussion participants.

#### **2.4 “Detail-Type” Manipulation: Splitting Event Details and Causing Public Opinion to Lose Focus**

The “detail-type” manipulation strategy refers to over-focusing on event details rather than the core or main issues in public opinion topics. This trending search setting attracts attention or shifts public 视线 by exaggerating certain aspects of events, potentially causing public opinion to lose focus and intensifying cyber violence. When Jiang Ge's mother engaged in live-streaming sales, multiple trending topics formed across Weibo, Baidu, and Bilibili, such as “90,000 People Join Jiang Ge Mother's Livestream Room” and “Jiang Ge Mother's First Livestream Sales Exceed One Million,” with details like livestream traffic and sales figures triggering netizens' attention. These trending searches shifted public attention from the core of the event—Jiang Ge mother's life state and mental journey—to relatively secondary details like livestream traffic and sales figures. This trending search strategy may cause events to be over-detailed and superficialized, potentially amplifying controversial points of the event, causing public opinion to lose focus, and possibly deepening public misunderstanding or even misinterpretation of the event, intensifying controversy and attacks. “Detail-type” manipulation may convey one-sided information to the public, which is not conducive to comprehensive understanding and objective judgment of events and may intensify cyber violence behavior.

#### **2.5 “Scapegoating-Type” Manipulation: Shifting Event Focus and Leading to One-Sided Blame**

The “scapegoating-type” manipulation strategy typically refers to shifting public attention to individual parties by attributing specific responsibilities or problems to individuals. These individuals are usually portrayed as the “culprits” or “key figures” of events, thereby attracting public attention and leading to cyber violence against the parties, sometimes even deviating from the core issues of events. For example, when the trending topic “Wang Zepeng Didn't Stand Up Immediately Because of Cowardice” appeared, public attention was quickly shifted to Wang Zepeng himself. Some netizens made groundless accusations and attacks against him, believing his silence was due to cowardice or ulterior motives. This accusation was not only unfair treatment of an individual but also a distortion and cover-up of the truth of the event. This topic was also questioned by netizens, who believed the platform intentionally shifted atten-

tion to the contestant, intensifying cyber violence by smearing the contestant and diluting netizens' attention to other responsible parties in the event. Such trending searches often carry obvious manipulation traces. Some platforms or media, in order to attract traffic and attention, deliberately direct attention to individuals, creating topics and controversy by smearing and attacking individuals. This causes netizens to over-focus on blaming individuals while ignoring the broader, deeper issues of events and the responsibilities of other relevant parties, not only causing cyber violence against the parties but also being detrimental to rational discussion and resolution of events.

## **2.6 “Suspicion-Type” Manipulation: Lingering on Social Media and Prolonging Cyber Violence Duration**

The “suspicion-type” manipulation strategy refers to repeatedly posting unverified information using words like “suspected” to attract netizens' attention and trigger controversial discussions. Such topics may persist in cyberspace even after events have been clarified and 热度 has decreased, causing parties to suffer long-term cyber violence. For example, although Chen Ming had posted clarification information on November 30, 2020, the Zhihu topic “How to View ‘Utopia’ Contestant Chen Ming, Suspected of Academic Fraud and Broken Persona of Loving Wife?” could still be retrieved, with netizens continuing to reply with malicious comments even in 2021 and 2022. These comments undoubtedly caused further harm to Chen Ming's personal reputation and represented a continuation of his long-term suffering from cyber violence. The long-term existence of “suspicion-type” topics means that even after the truth of the facts has been clarified and 热度 has decreased, some people will continue to doubt or maintain attacks on the parties, prolonging the duration of cyber violence.

## **III. Countermeasures and Recommendations**

Effectively addressing cyber violence triggered by social media trending search manipulation and maintaining a healthy and harmonious cyberspace requires joint efforts from multiple parties including governments, platforms, and users. We propose specific countermeasures and recommendations from three levels: popularizing anti-cyber violence regulations, implementing platform responsibilities, and promoting active user participation in cyber violence governance.

### **3.1 Popularizing Anti-Cyber Violence Regulations and Strengthening Law-Based Governance by Law Enforcement Agencies**

First, regarding information filtering mechanisms for “cyber violence,” law enforcement agencies' means of governing trending search platforms should be improved. The first step in governing “cyber violence” on trending search platforms is to form a more complete information filtering mechanism, which requires strengthened joint efforts from law enforcement agencies and trending search platforms and law-based governance. From the platform perspective,

they need to provide real “cyber violence case databases” to the Cyberspace Administration, government public opinion departments, and the general public, using big data analysis to establish filtering mechanisms for trending search content information that poses cyber violence risks, tailored to each platform’s characteristics. Platforms can first build specific trending search cyber violence analysis models and formulate corresponding model strategies to restrict 展示, reduce exposure, delete, or ban accounts for 违规 information. Second, they can establish a tiered content display system combining manual and machine 审核, continuously improving intelligent recognition systems generated based on content context and background to intercept 不良 information content in advance.

Second, conduct rule-of-law assessments of trending search platforms’ cyber violence governance to incentivize standardized legal construction. Rule-of-law assessments of social governance can both incentivize governance participants to actively strengthen legal construction and supervise social governance rule-of-law construction. Specifically, to ensure objectivity and fairness, cyberspace regulatory departments can specially hire third-party institutions to be legally responsible for conducting special rule-of-law assessments of each trending search platform’s cyber violence governance and writing detailed special reports that 梳理 as much as possible each platform’s achievements, accumulated experience, and possible deficiencies in strengthening cyber violence governance. These assessment results will provide powerful decision-making reference basis for cyberspace regulatory departments and trending search platform enterprises, helping to promote cyber violence governance work more scientifically and effectively.

Third, urge trending search platforms to actively assist public security organs in implementing legal provisions for assistance in evidence collection. Trending search platforms can proactively establish cooperation mechanisms with public security organs, establishing frameworks for information sharing and collaboration. They should clarify the responsibilities and obligations of both parties to ensure cooperation within the existing legal framework. Cooperation mechanisms can be clarified in the form of agreements, including provisions on information exchange channels, timeliness, confidentiality, etc. Platforms can establish special cooperation windows or contact persons so that public security organs can timely contact platforms to obtain necessary information. This helps improve cooperation efficiency, reduce communication costs, and ensure timely information transmission. Additionally, when providing relevant information, platforms should conduct necessary screening and 审核 to ensure provided information complies with legal provisions, does not infringe on personal privacy rights, and ensures information authenticity and accuracy.

Fourth, regulatory departments should refine definitions and punishment standards for “cyber violence” to provide precise guidance to industry platforms. Regulatory departments should always maintain a “dialogue” consciousness, conducting extensive “dialogue” with professional news production institutions, legal experts, and various trending search platform parties within the industry

to gather multi-party wisdom and ensure formulated guidance is comprehensive and professional. Second, they can establish a Trending Search Industry Platform Cyber Violence Problem Regulatory Committee to propose targeted suggestions for various forms of “cyber violence” phenomena according to the constantly changing network environment and regularly review and update definitions and punishment standards for cyber violence, enabling the industry to have relatively unified and clear reference models for handling, rather than each department “acting on its own,” thereby better adapting to new technological and social developments. Furthermore, regulatory departments can rely on the Cyber Violence Problem Regulatory Committee to conduct practical investigations and research to understand “cyber violence” problems existing on trending search industry platforms and other problems arising therefrom, thereby forming more 现状-compliant overall industry norms.

### **3.2 Implementing Platform Responsibilities and Enhancing Governance Capabilities for Cyber Violence Issues**

First, trending search platforms should enhance early warning mechanisms for cyber violence, being cautious from the start. Strengthening pre-event early warning mechanisms for cyber violence is an important part of trending search platforms ensuring user safety and maintaining social media order. Through the operation of professional teams and assistance from monitoring software, platforms can better understand and grasp social media users’ behavior patterns, providing more reliable data foundations for further cyber violence prevention. First, trending search website platforms should establish and improve specialized cyber violence supervision teams, strengthening pre-event early warning of cyber violence public opinion to prevent problems before they occur. The key to this measure lies in ensuring professional teams have the ability to quickly collect hot topics and public opinion clues related to cyber violence and can effectively conduct preliminary analysis and positioning to detect and respond to cyber violence events earlier. Second, platforms should monitor topic data in real-time, including but not limited to related topic 热度 click volume, reporting frequency, search volume, and private messages from strangers. Through timely and comprehensive data feedback, platforms can more comprehensively understand user interaction behavior, changes in topic attention, and potential cyber violence risks, providing strong support for further intervention.

Second, trending search platforms must punish cyber violence issues according to law and regulations, being vigilant at the beginning. Accounts related to cyber violence involved in trending searches should be handled by classification. First, strengthen warning reminders before account posting, reminding accounts posting 违规 information to engage in rational speech. Second, conduct warning education for accounts participating in cyber violence, taking measures such as banning speech or suspending private message functions according to specific circumstances. Third, for accounts that first post, frequently post, or incite posting of cyber violence information, take measures such as closing accounts

according to law and regulations; for particularly serious cases, prohibit new account registration across the entire network. Finally, for those involving illegal crimes, transfer to relevant departments for legal investigation of legal responsibility. Website platforms should increase exposure efforts and timely announce handling of hot cyber violence events to the public.

At the same time, resolutely crack down on malicious marketing hype that exploits cyber violence events to 炒作热度, promote 引流, deliberately mislead rhythm, or cross-platform 搬运拼接 false information, further discovering the professional operation institutions behind them, and taking 连带处理 measures such as warnings, 清退 from platforms, and confiscation of illegal income against their operation institutions. Strengthen 核查 of users' real information, especially conducting secondary 审核 of IP names of relevant personnel names and institutions in trending search events. At the same time, implement accountability for trending search platforms with clustered information, inadequate prevention mechanisms, untimely reporting and handling, and serious consequences, taking disposal and punishment measures such as 通报批评, 限期整改, fines, suspension of information updates, and website closure according to law and regulations, and 严肃处理 relevant responsible persons.

Third, trending search platforms must strictly control the expansion of cyber violence information, preventing it at its peak. First, platforms should strengthen management of "comments," timely cleaning and filtering out illegal and 违规 cyber violence speech. Taking Weibo platform as an example, 重新处理 mechanisms such as "iron fan" priority display and high 点赞 volume priority display, strengthen manual 审核 of 优选 comments, and effectively control the generalized spread of cyber violence comments. Second, attach importance to management of topic groups and derivative sections. Through public opinion monitoring, platforms can strengthen management of event trends by establishing or revoking derivative topics including topics and groups composed of relevant personnel names of parties involved. Finally, strengthen disclosure of authoritative information; platforms should establish close contact with local cyberspace administration offices, timely reflect cyber violence public opinion and information trends, and urge and coordinate relevant departments and localities to strengthen authoritative information releases. For hot events with cyber violence risks, website platforms should timely forward and push authoritative information to guide netizens to speak rationally and jointly resist cyber violence behavior.

Fourth, trending search platforms should combine protection and relief, doing good in the middle. First, platforms can establish corresponding emergency protection functions according to their operational characteristics, namely "one-click protection." When users click this function, platforms need to dispatch special personnel to handle this work within 24 hours after 审核, closing functions such as private messages from strangers, comments, forwarding, or @ during the 对接 period to avoid harassment and infringement from cyber violence information. Second, after successful 审核, redirect to a rapid reporting channel

and, combined with the above measures, impose corresponding punishments on cyberbullies to protect victims. For more serious cyber violence events, platforms should protect victims during the process of being attacked and actively assist victims in solving 维权 difficulties after being attacked, actively providing help such as evidence collection and certificate issuance.

But notably, while platforms need to assume 主体责任 in network content governance, this is not unlimited liability. Given the difficulty in defining cyber violence and its complex causes, platforms should also be given certain trial-and-error 容错 space. This also provides us with an important reminder that cyber violence governance aims to better protect every user's basic rights and maintain the green and healthy operation of the network ecological environment. If we simply emphasize what platforms should do while ignoring matching institutional, legal, and policy support, we will also head into another "dead end," causing a reduction in internet vitality and creativity.

### 3.3 Active User Participation in Cyber Violence Governance and Improvement of Media Literacy

First, implement a user "Star Inspector" model to curb cyber violence at its inception. Trending search platforms can mobilize user power by implementing a "Star Inspector" model on platforms such as Bilibili, Douyin, and Weibo. This model aims to fully utilize the power of users who have long platform usage time, high credibility, and conscious awareness of maintaining platform order. By enabling these users' "one-click reporting" function to directly reach headquarters, platforms effectively stimulate users' supervision and reporting capabilities regarding cyber violence behavior. Additionally, this model maintains a set of reward mechanisms and dereliction-of-duty downgrade punishment mechanisms to encourage users' active participation and maintenance of platform order.

Second, users should actively participate in media literacy education to cultivate critical thinking. Users can actively participate in network literacy education courses to better understand how to effectively utilize media, distinguish information authenticity, and establish healthy communication atmospheres in discussions about trending search events. Specifically, improving media literacy requires users to respect and understand different viewpoints and opinions and enhance their ability to accept multiculturalism and diverse values, showing respect in discussions about trending search events and avoiding aggressive speech or personal attacks on dissenters. This also helps mitigate intensifying factors of cyber violence and promotes more harmonious online community atmospheres.

When netizens have heated discussions about trending search events, users with higher media literacy can relatively remain calm and rational and actively avoid participating in malicious cyber attacks. This also suggests users need to improve critical thinking about information and carefully distinguish authentic from false information, not blindly believing or spreading unverified messages. In controversies, using fact-checking tools is key to ensuring the reliability and

accuracy of participation in discussions and shared content. This series of behaviors helps users participate in media interactions more responsibly and promotes the construction of trending search platforms in a positive direction.

Third, users should become “Digital Guardians” to promote the standardization and harmonious development of cyberspace. “Digital Guardians” are volunteer network users recruited by network law enforcement departments. As part of the online community, they can more 敏锐ly discover and supervise cyber violence phenomena that may appear in trending search events and timely feedback to network law enforcement department units. Network law enforcement departments facing “cyber violence events” with a large “Digital Guardian” supervision force can timely take response measures, which helps prevent and reduce the occurrence of cyber violence events and reduce harm to individual users.

Network law enforcement department units can reward “Digital Guardians” reporting behavior, which can stimulate more network users to participate in supervision work. Reward mechanisms can be not only material rewards but also forms such as recognition and honor. Through these incentive means, more responsible and actively participating volunteers can be encouraged to invest in supervision work regarding trending search events. Through cooperation between network law enforcement departments and “Digital Guardians,” a powerful cyberspace governance force can be formed, and their active participation helps form a healthier and more harmonious online community atmosphere, prompting netizens to consciously abide by norms and jointly maintain good order in cyberspace.

Fourth, users should pay attention to their own network security and privacy to avoid information leakage that could lead to cyber violence. While participating in network governance, especially in participating in debates about trending search events and social interactions, users should also maintain personal network information security and cultivate privacy awareness. Users should be particularly vigilant to avoid leaking personal sensitive information to prevent themselves from becoming potential targets of cyber violence. Specifically, in discussions about trending search events, users should 尽可能 not disclose sensitive information such as personal addresses, phone numbers, or family members, or adopt measures such as using strong passwords, regularly updating account information, and avoiding clicking suspicious links. By adopting these security measures, users can effectively reduce the possibility of being harmed by cyber violence behavior and ensure safer and more reliable online interactions.

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