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Research on the Iteration of the Underlying Logic of Social Governance from the Perspective of the Media Environment

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[Abstract]
Theemotionalturninthemediaenvironmentisprofoundlyreshapingtheunderlyinglogicofsocialgovernance, posingnewchallengestotraditionalrationalgovernancemodels. Againstthisbackdrop, socialgovernancenecessitatesashifttowardsanewparadigmofemotionalgovernance, thecoreofwhichliesinintegratingthreemajorelements: first, viewingempathiccommunicationasakeymeanstoestablishemotionalconnectionbetweenpolicyandthepublic; second, takingaffectivecomputingasthetechnicalbasisforpreciselyanalyzingtheemotionalstatesbetweensocietyandindividuals; andthird, consideringemotionalintelligenceasthecoreorientationtoachievealogicaliterationfrom "discipline" to "empathy". Therefore, thispaper, framedbyemotionalgovernance, systematicallyintegratescommunicationstrategies, cutting-edgetechnologies, andgovernanceconceptstoenhancetheeffectivenessandwarmthofsocialgovernanceintheintelligentera, andpromotesthemodernizationofsocialgovernancecapabilitiesandsystemscenteredon "Goodgovernancethroughtechnology".

[Keywords] *Socialgovernance; Emotionalgovernance; EmpathicCommunication; AffectiveComputing; EmotionalIntelligence*

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1.TheEmotionalTurninMediaEnvironment

Intheprocessofmodernizingthenationalgovernancesystem, themodernizationandupgradingofsocialgovernancehavebecomecoreissues. Currently, therapiddevelopmentofmediaandinformationtechnologiesisprofoundlyalteringthecommunicationecology, withsocialcommunicationlogicexhibitingasignificantemotionalturn. Thisemotionalshiftpresentsanewchallengetothetraditionalsocialgovernancemodel, whichhasbeenprimarilybasedonrationality. Againstthisbackdrop, adeepanalysisofTheEmotionalTurninthemediaenvironmentanditsspecificimpactonsocialgovernancehasbecomeanurgenttasktopromotethemodernizationofsocialgovernancesystemsandgovernancecapabilities. Clarifyingthecentralroleofemotionsincommunicationiscrucialforexploringgovernanceparadigmsthatadapttothenewmediaenvironment.

1.1 ProblemStatementandBackground

Socialgovernanceconstitutesacrucialcomponentofthenationalgovernancesystem. Withtheprofoundtransformationoftheglobalcommunicationecology, communicationdynamicsareenteringaneracharacterizedbyheightenedemotionality, posingnewrequirementsforthemodernizationofnationalgovernancesystemsandcapacities. Thecontinuousadvancementofinformationtechnologyisdrivingthecontemporarycommunicationecologytoundergoprofoundstructuraltransformation. Itscorecharacteristicismanifestedasafundamentalshiftincommunicationlogicfromemphasizingtheimportanceofinformationtoemphasizingtheimportanceofemotions. Emergingmediatechnologies, representedbyArtificialIntelligenceGeneratedContent (AIGC), ArtificialEmotionalIntelligence (AEI), andbigdataanalysis, aregraduallybeingwidelyapplied. Mediacommunicationisnolongerconfinedtosimpleone-wayinformationdissemination; instead, throughin-depthminingofmassiveuserdataandemotionalpatternanalysis, itachievespreciseinsightintoindividualemotionalpreferencesandaccuratetargeting. Thisemotion-drivenprecisioncommunicationmodelhasformedanewcommunicationecology. Inthe1990s, Mestrovicproposedtheconceptofa"postemotionalsociety"todenoteanewstageofsocialdevelopment, whereinemotionbecomesthefoundationformanipulationbytheself, others, andtheculturalindustryasawhole. Withinthisnewcommunicationecologyandthecontextofapostemotionalsociety,

emotionitselfisnolongermerelyanappendageofinformation; rather,
ithasascendedtobecomeacoresymboliccarrierandaninfluentialelement,
directlydrivingthebreadthofcontentdisseminationandthedepthofinteraction,
therebyconstructingacommunicationecologybasedonemotionalsymbolsandorientedtowardsemotionalvalue.
Mediatechnologies, particularlysocialmediaplatformsandalgorithmicrecommendationsystems,
significantlyamplifytheroleofemotioninginformationdissemination byinterveninginandreshapingusers'
emotionalevaluationprocesses. AccordingtoArnold'sclassiccognitivetheoryofemotion,
emotionisnotadirectpassiveresponsetoexternalstimulibutrathertheproductofanindividual'scognitiveevaluationproc
essofmeaningandvalueafterreceivingastimulus. Inotherwords,
thegenerationofemotionreliesonshort-termorcontinuousevaluationofevents; anindividual'sperception,
interpretation, andjudgmentofaparticulareventarekeytodeterminingthetypeandintensityofemotionproduced.
Thecurrentcommunicationecology, especiallysocialmedia, withitsmassiveinformation, decontextualizedcontent,
andfragmentedconsumptionpatterns, compressesthetimeandspaceforusers' deliberateevaluation,
promptingthemtorelymoreonrapid, intuitiveemotionalevaluations. Concurrently,
algorithmicdesigntendstoprioritizethedistributionofcontentthatelicitsstrongemotionalresponses,
whetherpositiveornegative, inpursuitofhigheruserengagement,
thusformingthephenomenonof"algorithmicmanipulation."Platformtechnologiesdonotpresentinformationneutrally;
instead, theyconstructacontentdistributionsystemcenteredon"emotionalization."Furthermore,
interactivefeatureslikelikes, shares, andcommentsonplatformsconstituteimmediateemotionalfeedbackloops,
furtheramplifyingandsolidifyingindividualemotionalexperiences.
Thetechnology-drivenemotionalamplificationmechanismhasledtoasharpincreaseintheweightofemotionwithinthei
nformationenvironment, propellingageneralsocietalemotionalizationtrend. Inthisenvironment,
theinfluenceofemotiononinformationdissemination sometimesevensurpassesfactualandrationalanalysis;
"emotionalfacts"canpotentiallyoverrideobjectivefacts.
Discussionsandexpressionsofviewsinthesocialpublicsphereareincreasinglydominatedbyemotion.
Differentemotionsarerepeatedlystimulatedandreinforcedbyalgorithmsononlineplatforms,
intensifyingtheoverallsocietalemotionalexpression,
makingthestatusofemotioninthecommunicationprocessincreasinglycrucial.
Therefore,
theemotionalturnincommunicationecologyposesseverechallengestotraditionalsocialgovernancemodels,
highlightingthenecessityandurgencyofincorporatingemotionalelementsintogovernancesystems.
Thekeytoevaluatinggovernanceeffectivenessliesinitsabilitytogenuinelyrespondtoandaddresstheactualneedsandliv
edexperiencesofthepeople. Currently,
thecurrentsocialenvironmentisincreasinglycharacterizedbyheightenedemotionality,
andpublicemotionplaysasignificantlyenhancedroleincontextssuchaspublicopinionformation, socialmobilization,
andpolicyresponses. The"rationalcentralism"emphasizedintraditionalsocialgovernancemodels,
whichfocusesondiscipline, facesseverechallengesregardingitsadaptabilityinthecurrenthighlyemotionalizedsociety.
Policiesformulatedorofficialinformationreleasedpurelybasedonrationallogicmayencounterresistance,
misunderstanding, orevenoppositionduetotheirfailuretoreachorrespondtothepublic'scomplexemotionalstructures,
therebyfailingtoachievetheintendedgovernanceoutcomes. Incurrentgovernancepractices,
"emotionalgovernance"—whichinvolvesapplyingcutting-edgetechnologiestoidentifysocialemotionaltrajectories,
utilizingemotionalintelligenceforcommunication,
andthoroughlyconsideringemotionalfactorsinpolicyformulationandimplementation—remainsrelativelyabsent.

1.2LiteratureReview

Againstthebackdropofachangingglobalcommunicationecology,
areviewofthecurrentresearchstatusrevealsacertainlaginstudiesonsocialgovernancesystems.
Mostresearchcontinuestofocusonrigidgovernancetoolsoftraditionalcontrolmodelssuchasjudicial, administrative,
andinstitutionalapproaches, whileresearchonflexiblegovernancetools, exemplifiedbyemotionalgovernance,
remainsrelativelyweak. Inexistingliterature, scholarsfrequentlydivergeintheirunderstandingofthisconcept:
someinterpretitas"governingwithemotion,"meaningtreatingemotionasameansandtoolforsocialgovernance,
whileothersunderstanditas"governingemotion,"meaningtreatingemotionastheobjectofgovernance,
leaningtowardsthecontrolofindividualemotions.
Thefrequentconfusionintheuseofthesetwointerpretationshasledtonumerousquestionsandconfusionsatthefoundatio
nallogicallevelofsocialgovernance.
ScholarssuchasHowcroftMichael, MarshNicky,
andOwenJosephhaveexploredhowemotionalgovernanceenablesBritishsocialpoliciestobere-examinedandaccepted
bythepublic, explainingtheformationandfunctionofemotionalgovernancemechanisms.
Thesestudiesprimarilyconcentrateonthetheoreticalframeworkofemotionalgovernance,
lackingempiricalanalysisofthedetailedprocessesbywhichemotionalgovernancesoftenssocialrelationsinspecificcon
texts, oftensimplifyingcomplexemotionalphenomenaintofunctionalanalysis; ScholarsWillisKatharineS.

andNoldChristianarguethatsmartcitygovernanceshouldfullyleverageemotionaldatatocreateaggregatedemotionaldatasetsthatcanbeusedforurbanplanningimplementation, therebymaximizingthepotentialofemotioninurbangovernance.
Thislogicofviewingemotionalgovernanceasagovernancetoolislargelypolicy-oriented, focusingontheconstructionofgovernancemodelsratherthanthenaturalflowandirrationalcharacteristicsofemotionitself; ScholarsSongLinandLiuShih-Diing, takingtheChineseCOVID-19responseasanexample, deeplyanalyzehowthegovernmentflexiblyutilizesonlineconditions, creativelyguidesemotionalelements, andemploysmulti-layeredstrategiestointerveneinemotionalinteractionsamongsubjects, therebyachievingtheobjectiveofemotionalgovernance.
Althoughthesestudiesprovideanoperationalframeworkforemotionalgovernance, theirdominantapproachremainsbasedoninstitutionalizedintegrationstrategies, whereemotionisconfinedwithingovernancetoolsandoperationalprocedures, makingitdifficulttogenuinelyrespondtotheaudience'sintrinsicemotionalneedsinpracticalscenarios.
Atpresent, withpublicemotionincreasinglybecomingacrucialfactoraffectingsocialstabilityanddevelopment, thelimitationsoftraditionalrational-centralizedsocialgovernancetoolsarebecomingincreasinglyprominent.
Conversely, "emotionalgovernance,"whichcaneffectivelyintegrateemotionalfactors, utilizecutting-edgemediatechnologiesforcommunicationandinteraction, andfostersocialconsensusandconflictresolution, holdsirreplaceableimportanceforenhancingthemodernizationlevelofnationalgovernancesystemsandgovernancecapacities. Therefore, thereisanurgentneedtodeepenthetheoreticalresearchonemotionalgovernancewithinthesocialgovernancesystemandapplyittoemotionalgovernancepractices, therebyimprovingthefoundationallogicalconstructionofsocialgovernanceandachievingthemodernizationandupgradingofdigitalsocialgovernancecapacityandgovernancesystemsledby"Goodgovernancethroughtechnology."

1.3DefinitionofCoreConcepts

Thecoreconnotationofemotionalgovernancereferstothesystematicconsiderationofpublicemotionsascrucialgovernanceelementswithinthemodernsocialgovernancesystem, transcendingtherational-centralizedparadigmthattraditionallyemphasizesrigidmeanssuchasregulations, institutions, andadministrativeorders.
Itemphasizesthesoftapproachtogovernanceandareturntothefundamentalcharacteristicof"peopleforemost,"recognizingthatpublicemotionalneeds, emotionalexpression, andtheirinteractionshaveacriticalinfluenceonsocialstability, policyimplementation, trustbuilding, andconsensusformation. Byfocusingonemotionasacorehumanattribute, itprofoundlyaddressesandactivelyrespondstothecentralissueofmoderngovernance—themodernizationofhuman-centricgovernance.
Theeffectiverealizationofemotionalgovernanceaimstointegratespecificcommunicationmeans, technologicalfoundations, anddevelopmentdirections, therebyguidingthemodernizationprocessofdigitalsocialgovernancewiththephilosophyof"Goodgovernancethroughtechnology."Firstly, EmpathicCommunicationconstitutesacoremeansofemotionalgovernance.
Throughtheeffectivetransmission, dissemination, andsharingofinformation, itaimstobuildemotionalbridgesconnectinggovernorsandthepublic, fosteringemotionalresonancewithinaspecificscope, andtherebyformingcollectiveemotionstoachievesocialgovernanceobjectives. Secondly, AffectiveComputingprovidescrucialtechnologicalsupportforemotionalgovernance.
Bycollectingandanalyzingmulti-modaldatasuchasvoice, video, andtext, AffectiveComputingcanachieveprecisei dentificationanddata-drivenrepresentationofhumanemotionalstates, providingascientificbasisforunderstandingandgraspingsocialemotions. Buildinguponthis, emotionalintelligence, representedbyArtificialEmotionalIntelligence (AEI), indicatesthedevelopmentdirectionforemotionalgovernance.
ArtificialEmotionalIntelligence (AEI) promotestheevolutionofemotionaltechnologytowardshigher-orderintelligenceandemotionalization, enablingmachinesnotonlytoperceiveandunderstandhumanemotionsbutalsotogenerateandregulateemotions, therebyexertingpreciseinfluenceonindividualandgroupbehaviorsandguidinggovernancepracticestowardsdeeperandmorehuman-centereddirections.

2.EmpathicCommunicationasaMeans

Theglobalcommunicationecologyisundergoingafundamentalshiftfromemphasizingtheimportanceofinformationtoemphasizingtheimportanceofemotions. Emotionhasbecomeacorefactorconnectingindividuals, drivingsocialinteraction, andrealizingmodernizedsocialgovernance.
Astheunderlyinglogicofsocialgovernanceundergoesiteration, EmpathicCommunication, asacrucialmeans, caneffectivelybridgetheshortcomingsoftraditionalgovernancemodelsintermsofemotionalresponsiveness, enhancingtheeffectivenessofpolicycommunication, publicopinionresolution, andsocialnegotiation,

therebystrengtheninggovernmentcredibilityandsocialtrust, andprovidingguaranteesformendingsocialdivides, fosteringmutualunderstandingandtrust, andpromotingthebenevolentdevelopmentofsociety.

2.1ChangesincommunicationecologyandtheProminenceofEmpathicCommunication

Theglobalcommunicationecologyisevolvingfromaneraemphasizingtheimportanceofinformation, whichfocusedonthepresentationandtransmissionofobjectivefacts, towardsaneraemphasizingtheimportanceofemotions, drivenbyemotionalsymbolsandemotionalvalue, profoundlyimpactingtheinteractionpatternsofmodernsociety. Inthecurrentcommunicationecology, characterizedbyinformationexplosionandextremescarcityofuserattention, complexandredundanttraditionalinformationdisseminationmodelsoftenstruggletoeffectivelypenetratetheinformationfloodandreachaudiences. Conversely, contentcapableofrapidlyelicitingindividualemotionalresonance, duetoitspowerfulappealandeasy-to-digestcharacteristics, hasbecomekeytoattractingattentionandachievingrapidconnections.

Emotionisnolongermerelyanappendageaccompanyinginformation; rather, ithasbecomeaconstitutivefactorforconnectingindividuals, buildinggroupidentity, anddefiningboundaries. Basedontheiremotionalresponsestoinformation, individualsinthecurrentcommunicationecologycanquicklyfind"kindredspirits,"forming"emotionalcommunities"basedonemotionalconnectionsthattranscendphysicalspaceandtraditionalsocialstructures. Thisemotional"empathy"canefficientlybridgeinformationbarriersandcognitivedifferences, fosteringstronggroupidentityandasenseofbelonging. Itssocialmobilizationandcohesivepower, incertaincontexts, evensurpassconnectionsbasedonsharedvaluesorrationalstances.

Thisemotion-drivensocialinteractionmodelposeschallengestothetraditionalsocialgovernancesystem. Inanenvironmentwherepublicemotionalresponsesarerapidandcollectiveemotionalexpressionswieldsignificantinfluence, traditionalgovernancetoolssuchasrigidregulatoryconstraintsandtop-downcommanddisseminationareincreasinglyineffectiveinreachingthepublic'sinnersentiments. Consequently, therehasbeenaclearemotionalturninthelogicofsocialgovernance, wheregovernors' empathicabilityhasbecomecrucialforachievingsocialgovernance.

ThevalueofEmpathicCommunicationisnotmerelyanexpansionoftheoreticalperspectivesbutalsoanindispensablesocialgovernancetoolinpractice. ByemployingEmpathicCommunicationstrategies, governorscaneffectivelynarrowtheemotionaldistancewiththepublic, channelnegativeemotions, andstimulatepositivesocialsentiments, therebyachievingsocialmobilizationbasedonemotionalexpression, emotionalcontagion, andemotionalresonance, leadingtoimportantgovernanceobjectivessuchaseffectiveinformationdissemination, smoothpolicyimplementation, andstablesocialdevelopment.

Practicalcasesdemonstratethatdesiresordemandsdrivenbyempathycanrapidlytranslateintolarge-scalesocialmobilization. InJune2017, acatastrophicfireoccurredatGrenfellTowerinWestLondon, resultingin72fatalities. Whenreportingonthefire, Britishmedianotonlyfocusedonthecausesoftheaccidentandgovernmentresponsibilitybutalsoextensivelypublishedportraits, lifestories, andtributesfromvictimsandtheirfamilies, leadingmanypeopletoexpresscondolencesanddiscontentonsocialmediaregardingtheevent. Thenumerousfirst-personnarrativesandemotionaldescriptionsonplatformseffectivelycalleduponsocietytoincrease attentiontovulnerablegroupsandresonatewithsocialinjustice.

Thisnetworkofconnectionsandcollaborationsformedamongindividualsbasedonsharedemotionsandempathicimpulsesexhibitedthecharacteristicsofexplosive"swarm-like"mobilization. Inrecentyears, theonlineattention, discussionintensity, andcallsforactionforvarioussocialeventsthatsparkedpublicdebatehavelargelydependedonthepublic'semotionaland empathicengagement.

Againstthebackdropofthecommunicationecology'sshiftfromemphasizingtheimportanceofinformationtoemphasizingtheimportanceofemotions, emotionandempathyarenolongerperipheralproductsofsocialinteraction. Instead, amplified, connected, andorganizedthroughnetworktechnologies, theyhavebecomecoredriversforreshapingsocialconnectionmethodsandformingnewtypesofsocialorganizationalstructures. Theycanbypasstraditionalorganizationalstructuresandhierarchicallimitations, achievinglow-cost, high-efficiencysocialorganizationandmobilizationbyleveragingtherapidcontagiousnessofemotionandempathy-drivenwillingnesstoact.

Thisholdscrucialsignificanceforunderstandingandimprovingthecurrentsocialgovernancesystem, providinganewpracticalparadigmforsocialgovernance.

2.2FunctionsandValueofEmpathicCommunicationinSocialGovernance

Intraditionalsocialgovernancemodels, thecorelogicinvolvespoweroperatingtop-down, withinformationtransmittedlayerbylayerfromthegovernmenttograssrootslevelsandthepublic, focusingonconveyingpolicyintentions, explaininginstitutionalprovisions,

andrequiringpubliccompliancewithregulations.
Whilethismodelpossessescertainefficiencyininformationdistributionandadministrativecommanddissemination, itslimitationsareincreasinglyprominent,
anditseffectivenesssignificantlydiminishesinthecurrentsocialenvironmentcharacterizedbymediatechnologyempowerment, multi-directionalinformationdissemination, andincreasinglyactiveandinfluentialpublicemotions, duetoalackofreversecommunicationmechanisms. Communicationapproachesbasedpurelyonrationality, rules, andtop-downlogicoftenstruggletoreachandeffectivelyrespondtothepublic'sdiverse, complex, andfluctuatingemotionalworlddeeppsychologicalneeds. Whenpublicemotionsarenotrecognized, understood, orappropriatelyaddressed, eventhemostrationalpoliciesmayencounterresistance, misunderstanding, oreventriggernegativepublicopinionandcollectiveemotionalconfrontationduetocold, distant, orrigidcommunicationmethods, leadingtoobstructedpolicyimplementationandexacerbatedsocialconflicts.
Thistraditionalmodelhasfailedtoeffectivelyadapttothedemandsforemotionalconnectionandresponsivenessposedby asocietyemphasizingtheimportanceofemotionstogovernors, resultingindiminishedgovernanceeffectiveness.
Againstthisbackdrop, elevatingemotionalgovernance, withEmpathicCommunicationasitsmeans, toacorepositionwithinthesocialgovernancesystemisanimperativeforcompensatingforthedeficienciesoftraditional modelsandenhancinggovernanceeffectiveness. Inthecurrentcommunicationecology, empathy, throughonlineandoffline, realandvirtualinteractions, enablessocietytoachieveemotionalsynchronization.
IntheearlystagesoftheCOVID-19pandemicin2020,
theUKlaunchedaninitiativecalled"ClapforCarers/NHS."EveryThursdayevening,
peoplewouldstepoutoftheirhomestoapplaudfrontlinehealthcareworkersandessentialserviceproviders.
Thisinitiativeoriginatedfromanadvocacyonsocialmediaandquicklygainedtraction.
Peoplepostedvideoswithhashtagslike #ClapForOurCarersonsocialplatforms,
expressinggratitudeandsupportforhealthcareworkers.
Thisonlineemotionalexpressiondirectlytranslatedintoregular, large-scaleofflinecommunityactions, conveyingcollectiveemotionsthroughapplause. Concurrently, videosoftheofflineapplausewereuploadedonline, furtheramplifyingempathyandformingapowerfulemotionalfeedbackloop.
ThisactivityquicklyledtosocietaI-levelemotionalsynchronizationacrosstheUK,
becomingasymbolofcollectiveempathyandsupportduringthepandemic.
Itnotonlyboostedthemoraleofhealthcareworkersbutalsoenhancedsocialcohesion,
allowingthepublictofeeleachother'ssupportandconnectioneveninisolation.
Thisisnotmerelyaparadigmimprovementbutalsoaconcretemanifestationofthegovernancephilosophyshiftingtowards"peopleforemost"andpursuingmodernizedgovernance.
EmpathicCommunicationdemonstratesanirreplaceablepositiveroleacrosseveralcoregovernancedimensions: inpolicyinterpretation, byexplainingpolicybackgrounds, objectives,
andpotentialimpactsonindividualsthroughempathiclanguageandperspectives,
itcanbetterconnectpolicyintentionswithpublicvestedinterestsandemotionalexperiences,
achievingemotionalresonanceandstrengtheningthebasisforpolicyacceptance;
intheresolutionandcommunicationofpublicopinionevents,
emotionalexpressionsinonlinepublicopinionareaggregatesofemotionsformedinonlineinteractionsbasedontheinterplayofpersonallifeexperiencesandsocialcontexts.
Applyingempathytheorycanacknowledgeandrespondtopublicfear, anxiety, anduneasewhenfacinguncertainty.
Comparedtomerelystatingfacts, thisapproachismoreeffectiveingainingpublictrust, reducingpanic, andencouragingpubliccooperation, therebymitigatinggovernancerisks; intheprocessofsocialnegotiation,
EmpathicCommunicationhelpsbridgeemotionalgapsandcognitivedifferencesbetweendifferentgroups,
buildinganatmosphereofmutualunderstandingandtrust,
acceleratingtheeffectivetransmissionofinformationamongaudiencesatdifferentlevels,
andtherebystimulatingoveralldeepemotionalresonance,
promotingtheformationofmoreinclusiveandsustainablesocialconsensus. Sustainedempathiccommunication,
establishingemotionalconnectionswiththepublic,
isfurthermoreaneffectivewaytoenhancegovernmentcredibilityandfostertheimageofaresponsible, caring, andtrustworthygoverningentity, whichcanincreasepublictrustandsupportforthegovernment.
Thistrustencompassesnotonlycognitivetrustbutalsorelationaltrust. In2019,
amajorshootingoccurredattheAlNoorMosqueChristchurchinNewZealand. JacindaArdern,
thenon-MuslimPrimeMinisterofNewZealand, woreaheadscarftovisitvictims' familiesandtheMuslimcommunity.
AccordingtoNewZealandmedia"Newshub",
aMuslimcommunityleaderinterviewedpraisedArdernas"inspiring,"statingthatArdern"understoodus, knewwhatweneeded...."Ardern'sseriesofempathy-centeredinitiativestranscendedtraditionalpoliticalstatements, directlyconveyingprofoundsympathyandsolidarity.
Thiscommunicationapproachavoidedbureaucraticcoldnessandinsteaddemonstratedanunderstandingofandsharedfeelingforthepublic'splight.

TheuseofemotionalgovernancewithEmpathicCommunicationasitsmeansenablesthepublictobelievethatthegovernmentgenuinelycaresaboutthepeople'swell-beingandiswillingtolistentotheirvoices. Thisiscrucialforenhancinggovernmentcredibility, strengtheningpolicylegitimacy, andgainingpublicsupportduringcrises. Inbridgingcomplexsocialdivides, fosteringunderstandingandinclusivity, andbuildingastableandreliablefoundationofsocialtrustinthecurrentcommunicationecology, EmpathicCommunicationplaysacoreandirreplaceableroleinemotionalgovernance.

2.3PracticalPathwaysandChallengesofEmpathicCommunication

Inthepracticeofemotionalgovernance, employingEmpathicCommunicationasameansrequirestheconcertedeffortsandcollaborativecooperationofdiverseentitiessuchasgovernmentsandmedia. Governments, ascoregoverningbodies, shouldprofoundlytransformtheirtraditionalbureaucraticdiscoursesystems, abandoningcoldandrigidexpressionsinfavorofmorehumanenarrativeapproachesthataremorelikelytoelicitpublicemotionalresonance, therebyallowingthepublictoperceivethesincerityandcareofgovernors. Mainstreammediashouldassumetheroleofa"leader"intheirreporting, upholdingmainstreamvaluesandfosteringincreasedsocialcohesionthroughreportingwithemotionalwarmth. In2012, HurricaneSandyseverelyimpactedtheU.S. EastCoast, causingimmensedamage. Initially, mainstreammediacoveragefocusedonthedisasteritself, rescueprogress, andscrutinyofthegovernment'semergencyresponse. Overtime, mainstreammediareportinggraduallydeepened. Forinstance, TheNewYorkTimes' specialreport"HurricaneSandy: OneYearLater"beganextensivelyshowcasingtheextraordinaryresilienceexhibitedbyordinarycitizensinthefaceofdisaster, inter-communitymutualaidefforts, andselflesscross-racialdedication. Thereportsnolongersolelyemphasizedtheseverityofthedisaster; instead, throughsurvivors' rebuildingstories, theproactiveactionsofvolunteergroups, andthecollaborativeeffortsofgovernmentandcommunities, theyhighlightedindividualstrengthinadversityandthepowerofgroupcohesion. Inpresentingthiscontent, themediafocusedontheauthenticexpressionofemotion, conveyinghumancourage, hope, andsolidaritywhencollectivelyfacingchallengesthroughmeticulousnarrativesandcompellingvisuals. Thistypeofreportingwithemotionalwarmthbothacknowledgedthesufferingcausedbythedisasterandskillfullyguidedthenarrativetowardsreconstruction, mutualaid, andhope, promotingmainstreamvaluessuchascivicresponsibilityandcollectivism, effectivelyunitingpositivepublicemotions, andfosteringempathyandsupportamongsocialmembers.

However, inactivelyadvocatingforandpracticingEmpathicCommunicationasasocialgovernancetool, numerouschallengesandethicalriskthatcannotbeoverlookedarealsoencountered. Inacommunicationecologycharacterizedbyrapidinformationdisseminationandeasilycontagiousemotions, someentitiesmaymaliciouslyexploitpublicempathytomislead, deceive, orincite, formingwhatisknownasthe"weaponizationofemotion"phenomenon, guidingspecificemotionstowardsirrationalorevenharmfulcollectiveactions. Forinstance, areportbyMigrationWatchUK, "HowMass, UncontrolledImmigrationThreatensYourQualityOfLife,"intentionallyemphasizesthenegativeimpactsofimmigrationonregionstoreinforcestereotypesagainstspecificgroups, therebyincitingfearandexclusionarysentimentsamongtheaudience. Thisdeliberateemotionalguidancecausesemotionsofdifferentpoliticalstancesorsocialgroupstobecontinuouslyreinforcedandpushedtoextremes, ultimatelyleadingtoemotionalpolarizationandexacerbatingsocialdivisions. Furthermore, anoveremphasisonemotionalresonancemayleadto"empathyoverflow"or"emotionalhijacking,"causingindividualsorgroupstobecomeoverlyimmersedinemotionalexperiencesandexpressions, suppressingcalmanalysisoffactsandcriticalthinking, therebytriggeringirrationaldecision-making. Intheprocessofpublicaffairsdiscussionanddecision-making, aligningandjudgingbasedoninstantaneousemotionalimpulsesmayoverlookthecomplexityofissues. Underthestimulationorincitementofopinionleaders, theemotionsofsomeentitiesbecomemorevolatileandimpulsive, leadingtoextremelydestructiveoutcomes. Subsequently, bolsteredbytheentireemotion-inducingmechanism, onlineviolencecaneasilyarise, andextremeorevenillegalspeechandbehavioralsoescalate, suchas"doxxing"andonlinedefamation. Overtime, theseproblemscaneasilyleadtoadeficitofemotionaltrust, severelyhinderingmodernizedsocialgovernance.

Therefore, intheprocessofutilizingEmpathicCommunicationforemotionalgovernance, governingentitiesshouldadheretoabalancebetweenrationalityandemotion, ensuringthatEmpathicCommunicationisemotionalunderstandingandcommunicationbasedonfacts, ratherthansimpleemotionalcatharsisormanipulation; regulatemediaplatformsandtechnologicalapplications, designplatformrulesandalgorithmsthatfacilitateunderstandingratherthanexacerbateopposition, safeguardinformationdiversityandopennessofviewpoints, andensurethattheethicalboundariesoftechnologyarenotoverstepped;

guaranteetherighttoemotionalexpressionforallgroupsandtheopportunitytobeheardandunderstood, activelybridgeempathybarriersarisingfromtechnology, socialstatus, orregionaldifferences, andpromoteinclusiveempathicspaces.
Thecoreofthesepprinciplesistherecognitionthatthepowerofempathyisaccompaniedbyethicalresponsibility. Onlybyconfrontingthesechallengesandprudentlyemploying EmpathicCommunicationunderthe guidanceofcleareth icalnormscanittrulybeforgedintoaneffectivegovernancetoolandimportantsocialadhesiveformendingsocialdivides, fosteringmutualunderstandingandtrust, andpromotingthebenevolentdevelopmentofsociety.

3.LeveragingAffectiveComputing

Againstthebackdropoftheglobalcommunicationecologyevolvingtowardsaneraemphasizingtheimportanceofemoti ons, socialgovernancenecessitatesasystematicunderstandingandscientificgraspofpublicemotions. AffectiveComputinghasbecomeacrucialtechnologicalrelianceforachievingthisgoal.
Thistechnologyencompassesdimensionssuchastext, speech, physiologicalsignals, andmultimodalanalysis. Byprocessingvastamountsofdata, ittransformsabstractemotionsintoconcrete, analyzabledatapatterns. AffectiveComputingempowerssocialgovernancebyenablinglarge-scale, real-time, anddynamicemotionperceptionandanalysis, thusovercomingthelimitationsoftraditionalmethods. Itprovidesdatasupportforpreciseinsightsintosocialemotionsandidentificationofriskpoints, aidinggovernorsindeeplyunderstandingtheunderlyingcausesofemotionsandsupportingtheformulationoftargetedgo vernancestrategies.

3.1TechnicalFoundationsandDevelopmentofAffectiveComputing

The"emotionalturn"observedinsocialgovernanceagainstthebackdropofcommunicationecologychangesposesnewd emandsongovernancephilosophyandpractice. However, emotion, asahighlysubjective, complex, andvariablesocialphenomenon, cannotbeeffectivelygovernedmerelybyintuitionorexperience. Foremotionalgovernancetobetrulyeffective,
itiscrucialtosystematicallyandscientificallyunderstandandgrasppublicemotionasacoreelement. Toachievethis, scientificanalysismethodsandvisualizationtechniquesarerequiredtotransformabstractanddiffusedemotionsintomea surable, analyzable, andunderstandabledatapatternsandconcretevisualrepresentations, providingcleardataresultsforgovernors.
Thefoundationandkeytorealizingsuchscientificandvisualanalysislieinthesupportof AffectiveComputingtechnolog y.
In1997, ProfessorPicardofMITpublishedthefirstmonographon AffectiveComputing, titled"AffectiveComputing."Inthebook,
ProfessorPicardsystematicallyexpoundedonthetheoreticalfoundationsandpracticalapplicationsof*AffectiveComputi ng*,
explicitlystatingthatthegoalofAffectiveComputingistoenablecomputerstorecognizehumanemotionsandevenrespo ndintelligentlybasedonemotionalinformation. Inhermonograph*AffectiveComputing*,
ProfessorPicardexplicitlydefinedtheconceptofAffectiveComputing:
AffectiveComputingreferstocomputationthatarisesfrom, isrelatedto, orinfluencesanddeterminesemotions. Currently, researchonAffectiveComputinghasgarneredwidespreadattentionfromacademiaandindustryalike. InternationallyrenownedcompaniessuchasIBMandBritishTelecomhaveestablisheddedicatedAffectiveComputingr esearchgroups, andprominentuniversitieshavealsosetupAffectiveComputingresearchteams. Domesticandinternationalresearchinstitutions,
includingProfessorLouis-PhilippeMorency'steamatCarnegieMellonUniversity,
ProfessorHongxunYao'steamatHarbinInstituteofTechnology,
SoutheastUniversity'sEmotionalInformationProcessingLaboratory,
andTsinghuaUniversity'sFutureHumanSettlementsandAffectiveComputingResearchGroup, areactivelyexploringdirectionsrelatedtocross-media, cross-scenario, anduseremotionassociation. AffectiveComputingtechnologiescurrentlyprimarilyexpandalongdimensionsoftextrecognitionandanalysis, speechrecognitionandanalysis, physiologicalsignalrecognitionandanalysis,
andmultimodalemotionrecognitionandanalysis.
Themainobjectiveoftextsentimentanalysisistoautomaticallyidentifyemotionaltendenciesfromwrittentexts. Withthepopularizationofsocialmediaandonlineplatforms,
textsentimentanalysishasbecomeakeytechnologyforunderstandingandprocessingemotionalinformationinlarge-sca letextdata.
Textsentimentanalysisachievesthedeterminationofemotionaltendenciesintextdatathroughstepssuchasdatacollectio n, preprocessing, featureextraction, andsentimentclassification.
Speechrecognitionanalysisreferstoextractingfeaturesfromspeechsignalsthatcanreflectemotionalstatesandthenclass ifyingorregressingthesefeaturesusingappropriatealgorithmicmodels,
therebyachievingautomaticrecognitionofthespeaker'semotions. Intermsofemotionalfeatureextraction, prosodicfeatures, spectralfeatures, andvoicequalityfeaturesarecurrentlythethreemostwidelyusedcategories. Prosodicfeaturesincludefundamentalfrequency (Pitch), energy (Energy), duration (Duration), etc.

Thesefeaturescanreflecttheintensityofemotion.
Researchindicatesthatchangesinfundamentalfrequencyplayasignificantroleinemotionrecognition; angerandhappinessaretypicallyaccompaniedbyhigherfundamentalfrequencies, whilesadnessexhibitslowerones. SpectralfeaturessuchasMel-frequencycepstralcoefficients (MFCC) andlinearpredictivecoding (LPC) arewidelyappliedinemotionrecognitiontasks,
demonstratingstrongcapabilitiesparticularlyindistinguishingemotionalstates. Furthermore, voicequalityfeatures, suchasfrequencyperturbation (Jitter) andamplitudeperturbation (Shimmer),
areoftenusedtoreflectemotionalintensityandagitationinspeech.
Physiologicalsignalemotionrecognitiondecodeshumanemotionalstatesbyanalyzingbioelectricalsignalssuchaselectroencephalogram (EEG), electrocardiogram (ECG), andgalvanicskinresponse (GSR).
Itcannotonlycaptureindividualemotionalstatesintheabsenceoflanguagebutalsoenhancetheaccuracyandapplicationscopeofemotionrecognition, becominganimportantdirectioninthefieldofAffectiveComputing. ScholarssuchasBaek (2017)
utilizedphysiologicalsignalslikeheartrateandgalvanicskinresponseforemotionrecognitionthroughmachinelearning algorithms, proposinganemotionclassificationmethodbasedonSupportVectorMachines,
whichyieldedfavorablerecognitionresults; LeeandKim (2018)
furtherimprovedtheaccuracyofemotionrecognitionbycombiningelectroencephalographywithheartratevariabilityto identifyemotionalstates. LiWang (2016)
proposedanemotionrecognitionmodelcombiningelectroencephalographyandgalvanicskinresponse,
developinganemotionrecognitionsystembasedonemotionalchangestoaddressthecharacteristicsofdifferentemotionalstates; Asresearchdeepens,
morescholarshavealsobeguntofocusonmultimodalfusiontechniquesforphysiologicalsignalemotionrecognition, exploringhowtointegratedatafrommultiplephysiologicalsignalstoenhancetheaccuracyandadaptabilityofemotionrecognitionsystems.
Withtherapiddevelopmentofinformationtechnologyandartificialintelligence, multimodalAffectiveComputing, alsoknownasArtificialEmotionalIntelligence (AEI),
isgraduallygainingwidespreadapplicationinfieldssuchaseducation, healthcare, andsocialinteraction.
AffectiveComputing, throughAItechnologies,
suchaswearabledevicesandmobiledeviceswithembeddedsensorsornon-sensordevices, acquiresusers' emotionalstates, includingfacialexpressions, bodytemperature, bodymovements, language, heartrate, andpersonalitytraits, forminglarge-scaleemotionalandaffectivedata.
MultimodalAffectiveComputingcomprehensivelyperceivesandanalyzesusers' emotionalstatesbyintegratinginformationfromdifferentmodalities (e.g., text, speech, facialexpressions, andphysiologicaldata), therebyenablingcontentinterventionandinformationsupport. Inmultimodalfusion, commontechniquesincludeConvolutionalNeuralNetworks (CNNs) andLongShort-TermMemory (LSTM) networks. CNNsarewidelyappliedintheanalysisofvisualdata (e.g., facialexpressionrecognition), capableofidentifyinglearners' emotionalexpressionsbyextractingfeaturesfromimages. Concurrently, speechemotionrecognitionfurtherrevealslearners' emotionalstatesbyanalyzingtheirspeechfeatures, suchasintonation, volume, andspeechrate. Thesedataarefusedthroughdeeplearningmodels, combiningtheirrespectivefeatureinformationtoachievemorepreciseemotionrecognition. Currently, manystudiesemploya"weightedfusion"approachtointegratedatafromdifferentmodalities, assigningappropriateweightstoeachmodalitytoenhancetheoverallAffectiveComputingperformance.

3.2MechanismsofAffectiveComputingEmpowermentforSocialGovernance

Againstthebroaderbackdropofcommunicationecologytransformation, emotionalgovernance, asanewparadigmadaptingtothenewmediaenvironment,
reliesheavilyontheempowermentandsupportofcutting-edgetechnologicalmeansforitseffectiveimplementation.
Intermsoflarge-scalesocialemotionsensinganddynamicanalysis,
AffectiveComputingdemonstratesuniqueadvantagesunparalleledbytraditionalsocialperceptionmethods.
Itcantranscendthelimitationsoftimeandspace, enablinglarge-scale, high-frequency, andnearreal-timemonitoringandinsightintotheemotionalstatesofsocietyasawholeandspecificgroups.
Thisisachievedthroughreal-timecollectionandin-depthanalysisofdiverseemotionalexpressionsfromunstructureddatasourcedfrommassivesocialmediaplatforms, onlineforums, newscomments, publicvideoplatforms, andotherchannels, coveringawiderangeofsocialgroupsandvarioustopics. Inshort,
AffectiveComputingcanintegratetheadvantagesofphysiologyandtechnology,
addresstheproblemofmissingemotionaldimensionsindigitalgovernance,
enrichthegovernancetoolsofadministrativeentities, andpromotetheefficiencyofdigitalgovernanceactivities.
AffectiveComputingintegratestechnologicalrationalityandinstrumentalrationality,
adaptingtotheupgradingofdigitalsocialgovernancetoolsandunifyingdatasourcessuchastext, speech, vision, andphysiologicalsignals.
Thisenablesmunicipaladministrativelawenforcementpersonneltotimelycapturetheinternalemotionaltendenciesand

stancesoflawenforcementsubjects, effectivelyeliminatinginterferencefromotherexternalinformation. Forinstance, NanjingXinkTechInformationTechnologyCo.,Ltd.
inChinadevelopedthe"LingShiMultimodalEmotionJudgementSystem"forinterrogationscenarios.
Utilizingnon-contactvideodialogue,
itintegratescustomizedalgorithmsacrossfivemodalities—real-timeinterrogationmicro-expressions,
micro-movements, soundintensity, heartrate,
andtemperature—tograspthepsychologicalandphysiologicalreactionsoftheinterrogatedperson,
whichhelpstobreaktheirpsychologicaldefenseandobtaingenuineconfessions. Simultaneously,
AffectiveComputingcanreplayinterrogationinformationdatascenarios,
reducingnegativeemotionsandpsychologicalpressureonlawenforcementpersonnelcausedbydecision-makingerrors
duetohigh-intensity, long-durationworkfatigue, addressingissuesoflowworkefficiency,
andachievinghighefficiencyinmunicipalrule-of-lawsocialgovernance.
Intermsoflarge-scalesocialemotionsensinganddynamicanalysis,
AffectiveComputingdemonstratesadvantagesunparalleledbytraditionalmethods.
Byperformingreal-timecollectionandin-depthanalysisofdiverseemotionalexpressionsfromunstructureddatasource
dfrommassivesocialmediaplatforms, onlineforums, newscomments, etc.,
AffectiveComputingtechnologycanovercomethelimitationsoftraditionalsocialperceptionmethodslikeindividualint
erviewsorquestionnaires, enablinglarge-scale,
high-frequencymonitoringandinsightintotheemotionalstatesofbroadsocialgroupsonvariousissues. Forexample,
HumeAI'scoretechnologyengine, HumeAPI,
allowsdeveloperstointegrateHumeAI'semotionalunderstandingcapabilitiesintotheirownapplications, products,
orservices. Bycombiningthistechnologyenginewithgovernancetools,
itcannotonlyidentifystaticemotionaldistributionsbutalsocaptureinstantaneouschanges, fluctuationtrends,
propagationpathsofsocialemotions, aswellasemotionalresonanceorpolarizationphenomenaamongdifferentgroups,
providingconcreteandvisualizedemotionaldatastreams. Thislarge-scale,
dynamicemotionsensingandanalysiscapabilityprovidescrucialdatasupportanddecision-makingbasisforemotionalg
overnance.
GovernorscanrelyonAffectiveComputingtechnologytoestablishemotionmonitoringandearlywarningsystems,
gainingreal-timeunderstandingofpublicsentiments (joys, angers, sorrows, andhappiness),
preciselyidentifyingpotentialsocialemotionalriskpointsoroutbreakpoints,
therebypromptlyadjustingcommunicationstrategiesorpolicymeasures. Therefore,
AffectiveComputingtechnologyservesasabridgeconnectingabstractemotionalconceptswithconcretegovernancepra
ctices, anditisthecoretechnologicalrelianceforthe effectiveimplementationandscientific,
intelligentdevelopmentofemotionalgovernance,
providingstrongtoolsupportforachievinghigh-efficiencysocialgovernanceinacomplexcommunicationecology.
Theemotionalgovernanceparadigmrelyingon AffectiveComputingtechnologyisfundamentallycapableoftranscendi
ngsuperficialemotionalexpressionstopreciselyunderstandpublicemotionalresponsestriggeredbyspecificevents,
policies, orsocialphenomena, andtheirunderlyingdeepercauses. Thisnecessitatesplacingtheobjective,
concreteemotionaldataprovidedbyAffectiveComputingwithinamultidisciplinarytheoreticalframeworkforfurtherin
-depthanalysis. ScholarsZhangMin, ZhangKe, andZhangDongxinproposedtoanalyzeemotionalgovernance,
relyingoncutting-edgetechnology,
withinapsychologicaltheoreticalframeworkandputforwardanemotionalgovernancetheoreticalframework.
Thistheoreticalframeworkdrawsuponpsychologicaltheoriessuchascognitivepsychologyandappraisaltheoriesofem
otion,
elucidatingthatpublicemotionsarenotmerelysimplereflexestostimulibutrathertheproductofanindividual'sevaluativ
eprocessofspecificevents, policies, orsocialphenomenabasedontheircognition, values, andexperiences.
AffectiveComputingtechnology, asacrucialtechnologicalrelianceofthisframework,
holdscorevalueinitsabilitytotransformpublicemotionscontainedwithinlarge-scale,
multi-sourcedatafrom"subjectiveabstraction"into"objectiveconcreteness"andquantifiabledata.
Thisobjectivedataprovidesinsightsintothe"what"ofpublicemotions,
whileincombinationwithpsychologicaltheories,
itenablesin-depthanalysisofthe"why"behindtheseconcreteemotionaldata. Forinstance,
whenAffectiveComputingidentifieswidespreadangertowardsapolicy,
leveragingattributiontheorycanfurtheranalyzewhetherthisangerisattributedtopolicy-stimulatingfactors,
governmentalcapacity-stimulatingfactorsduringimplementation,
orusercharacteristic-stimulatingfactorsofspecificgroups.
Suchtheoreticallyguideddataanalysisenablesemotionalgovernancetotranscendemotionalmanifestations,
preciselylocateemotiontriggers, understandthepsychologicalmechanismsofemotionformation,
therebymoredeeplycomprehendingpublicemotionalresponsesandtheirunderlyingcauses,
andprovidingascientificbasisforformulatingtargetedsocialgovernancestrategies.

3.3RisksandRegulationofAffectiveComputingApplicationinSocialGovernance

ItisnoteworthythatAffectiveComputing, byitsnatureasascientifictechnology, servesasadouble-edgedsword, constantlyremindinggovernorstocarefullyconsiderpotentialissuessuchasmoralandethicalcontroversies, technologicallogicalparadoxes, andtheexpansionofadministrativepower. Givenitshighsensitivityandprivacy, emotionaldata, onceextensivelycollected, stored, andanalyzedinemotionalgovernance, ishighlysusceptibletomisuseorleakage, posingaseverethreattocitizens' personalprivacyandchallengingpublicdataprivacyandsecurity. AffectiveComputingmodels, duringtheirtrainingprocess, mayinheritorevenamplifyexistingsocialbiaseswithinthetrainingdata, leadingtoskewedemotionalanalysisresultsforspecificgroupsandconsequentlygeneratingunfairordiscriminatoryimpactsingovernancedecisionsandserviceallocationbasedonemotionaldata.

Governorsorthird-partyorganizationsmayleveragetheirpreciseabilitytoperceivepublicemotionstoexcessivelyintervene inorinducesocialemotions, oreven, throughtechnologicalmeans, todirectionallyshapeorsuppressthe"emotions"ofspecificgroups.

Thisconstitutespotential"weaponizationofemotion,"whichmayweakenindividualautonomyandrestrictfreedomofexpression.

Therefore, toeffectivelyaddressthesерisksandchallengesandbuildahealthyandsustainabledevelopmentenvironmentforAffectiveComputingapplications, thereisanurgentneedtoestablishandimproverelevantlegalregulationsandethicalnormsystems. Thisshouldincludestrictregulationofthecollection, storage, processing, anduseofemotionaldata, suchasdefiningdatacollectionboundaries, obtainingfullyinformedconsent, implementingstringentanonymizationandde-identificationprocesses, settingdataaccesspermissionsandusagepurposerestrictions, andestablishingindependentoversightandreviewmechanismstoensurethatcitizens' digitalrightsandemotionalprivacyaregenuinelyprotected. Inthisregard, thetwoinformedconsentmodelsoftheEUandChinaaretwoidealexamples. Theyensurethatcitizens' digitalrightsandemotionalprivacyaregenuinelyprotectedbyclarifyingdatacollectionboundaries, obtainingfullyinformedconsent, implementingstrictanonymizationandde-identificationprocesses, settingdataaccesspermissionsandusagepurposelimitations, andestablishingindependentoversightandreviewmechanisms. Furthermore, theapplicationofAffectiveComputingtechnologymustemphasizetheprincipleof"Goodgovernancethroughtechnology,"ensuringthatitsresearchanddevelopmentandapplicationconsistentlyservethemoderngovernancegoalsofenhancingoverallsocialwell-being, promotingfairnessandjustice, andfosteringsocialtrustandharmony, ratherthanmerelyservingasatoolforreinforcingmanagement, consolidatingcontrol, orservingspecificinterests.

4.GuidedbyEmotionalIntelligence

AffectiveComputing, throughtheanalysisofdiversifieddata, hasachievedlarge-scale, concreteperceptionanddynamicmonitoringofpublicemotions, providingcrucialtechnicalmeansanddatasupportforunderstandingsocialsentiments. However, meremeasurementandanalysisofemotionaldataareinsufficientforachievingeffectiveemotionalgovernance. Transformingabstractemotionsintoactionablegovernancestrategiesrequiresnotonlypreciseidentificationbutalsodeepunderstandingandwiseutilization. Therefore, buildinguponthetechnicalrelianceofAffectiveComputing, socialgovernanceneedstobefurtherguidedbyahigher-order"EmotionalIntelligence."EmotionalIntelligenceintegratesthetechnicalcapabilitiesofAffectiveComputingwithaprofoundunderstandingandstrategicapplicationofemotions. Itiskeytopropellingsocialgovernancefromdata-drivenemotionperceptiontowardsmorehumanisticandrefinedemotionalresponsesandguidance, leadingtheemotionalgovernancemodeltowardsintelligentandmodernizeddevelopment.

4.1CoreStatusofEmotionalIntelligenceinSocialGovernance

Againstthebackdropofprofoundchangesinthecommunicationecology, thesignificant"emotionalturn"observedinsocialgovernanceimpliesthatemotionalgovernancewillassumeanimportantpositionwithinmodernsocialgovernancesystems. However, emotionalgovernance, relyingsolelyonEmpathicCommunicationtheoryandleveragingAffectiveComputingasitstechnicalbasis, stilllacksadeep"understanding"andeffective"wiseutilization"ofpublicemotions. Therefore, emotionalgovernancemustbeguidedbyahigher-order"EmotionalIntelligence,"enablinggovernorsnotonlytoachieveprecisequantificationofemotionsthroughtechnologicalmeansbutalsotodeeplyunderstandemotionsandwiselyutilizethemthroughstrategieslikeEmpathicCommunication.

EmotionalIntelligence, alsoknownasemotionalquotient (EQ) oremotionalliteracyinsomecontexts, generallycomprisesfourdimensions: theabilityofanindividualtoperceive, understand, use, andmanagetheirownandothers' emotions, andwasproposedin1990byYaleUniversityProfessorsPeterSaloveyandJackMayer.

Withthetransformationsinthecommunicationecologyandtheacceleratediterationofcutting-edgeintelligentmediatec

hnologies, theconnotationofEmotionalIntelligencehasalsoevolvedinthecurrentsocialgovernancecontext. ItnowintegratesthecapabilitiesofArtificialEmotionalIntelligence (AEI) inemotionperceptionandanalysis, andthepotentialofArtificialIntelligenceGeneratedContent (AIGC) inemotionalcontentgenerationandinteraction, amongotherfrontiermediaintelligencetechnologies, formingacomprehensivecapabilitysystemorientedtowardssociety, capableofsystematicallyandintelligentlyunderstanding, managing, andguidingpublicemotions. Thisconcepttranscendsthenarrowscopeof EmotionalIntelligencetechnology, aimingtohelptheglobalsocialgovernanceparadigmmovetowardsanemotionalgovernanceorientationthatismorehumanisticandmorealignedwiththerequirementsofmodernizationandintelligence.

4.2TransformationofGovernanceModelsundertheGuidanceofEmotionalIntelligence

Ingovernancemodelsthathighlyapply EmotionalIntelligence, cutting-edgeintelligenttechnologiessuchasArtificialEmotionalIntelligence (AEI) foremotionperceptionandanalysis, andArtificialIntelligenceGeneratedContent (AIGC) foremotionalcontentgenerationpotential, willbesystematicallyutilizedtounderstand, manage, andguidepublicemotions.

ThisgovernancemodelnolongerregardsAffectiveComputingasmerelyasimpleemotionaldatamonitoringtoolbutelevatesittoanintelligentenginefordiscerningthedriversofsocialemotions, predictingtrends, andassessingrisks. Sinceemotionisasubjectiveanddiverseconcept, itmayhavedifferentinterpretationsacrossindividualsandcontexts. Therefore, whenanalyzingAffectiveComputingresults, differencesinsubjectiveevaluationsamongindividualsandcontextualinformationshouldbeconsidered. Bycombiningthein-depthanalysisofArtificialEmotionalIntelligence (AEI), governors, empoweredbyEmotionalIntelligence, canmorepreciselyidentifythecomplexityofpublicemotionsandunderstandtheirunderlyingdeepsocio-psychological andcontextualfactors, therebyenablingAffectiveComputingresultstotranscendthedatalevelandpossessgreaterexplanatoryandpredictivepower.

Basedonthepreciseemotionalprofilesandinsightsprovidedby AffectiveComputing, EmotionalIntelligenceenablesgovernorstodesignmoretargetedandemotionallyresonantEmpathicCommunicationstrategies. ThepotentialofArtificialIntelligenceGeneratedContent (AIGC), ontheotherhand, liesinitsabilitytoassistingeneratingmorehumaneandemotionallyresonantpolicyinterpretations, riskadvisories, orinteractivemodels. KjellexploredtheprospectsofChatGPTinpsychotherapyapplications. Throughvalidationinaseriesofscenarios, theresultsindicatethatthelatestAItechnologyisexpectedtotransformmentalhealthassessmentfromtraditionalratingscalemodelstoapproachesthataremorealignedwithnaturallanguagecommunication. TheU.S. GovernmentAccountabilityOffice (GAO) proposedapplyingAIinnaturaldisastermodels, assertingthatAImodelscanbeapowerfultoolforautomatingprocessesandrapidlyanalyzingmassivedatasets. Thiscombinationenablesgovernorsnotonlytomeetthetraditionaldemandfornaturaldisasterpredictionbutalso, throughAffectiveComputingtechnologywithinAIandAI-generatedcontent, todevelopaprofoundunderstandingoftheemotionalneedsofthepublicfacingmajornaturaldisasters, therebyprovidingguidanceforpost-disastergovernanceefforts. Thistechnology-drivenpreciseunderstandingandtechnology-enabledeffectiveexpressioncollectivelyconstructagovernancemodeldistinctfromtraditional"disciplinary"approaches. Itemphasizestwo-wayinteractionandwarmresponsesbasedonanunderstandingofpublicemotions, transformingthegovernanceprocessintosociallycommunicativeengagementimbuedwithemotionalconnections. Therefore, EmotionalIntelligence, bymorejudiciouslyutilizingAffectiveComputingresultsandmoreeffectivelyconductingEmpathicCommunication, shiftsthegovernancelogicfroma"disciplinarygovernance"orientationfocusedoncontrolandregulationtowardsan"empathicgovernance"orientationemphasizingemotionalunderstandingandcare, therebysignificantlyenhancingtheeffectivenessandlevelofsocialgovernance. InemotionalgovernanceguidedbyEmotionalIntelligence, governorsmustcultivatetheirownemotionalliteracyanddegreeofEmotionalIntelligence, enhancingtheircommunication, coordination, anddecision-makingabilitiesincomplexsocialemotionalenvironments, thereby"imbuingwarmth"intothemodernizationofsocialgovernance. Socialtemperaturereferstotheoverallmanifestationoftheemotionalstatesandcollectiveemotionalatmosphereofmemberswithinaspecificcommunity. Itcanbeusedtodescribethewarmth, amiability, anddegreeofempathywithinsociety, anditisoneoftheindispensableelementsinthemodernizationofsocialgovernance. TheUKNationalHealthService (NHS), byimplementingambientscribingproductsbasedonadvancedAutomatedVoiceTechnology (AVT), reducedtheenergyconsumptionofmedicalservicepersonnelonredundanttasks, effectivelyenhancingtheserviceenthusiasmofhealthcareinstitutionstowardspatients,

providingmoreempatheticmedicalservices,
andcontributingtowarmingupthecollectiveemotionalatmosphereofsociety.
Focusonsocialtemperaturerequiresthatgovernors'
considerationofemotionsshouldnotmerelybealaggingcrisisresponse, astraditionally,
butratherintegratedthroughouttheentireprocessofpolicyformulation, implementation, andevaluation,
therebysignificantlyenhancingthe"warmth"andeffectivenessofpolicies.

4.3Towards"GoodGovernanceThroughTechnology"and"People-CenteredModernGovernance"

EmotionalgovernanceguidedbyEmotionalIntelligenceembodiesthegovernancephilosophyof"Goodgovernancethr
oughtechnology,"emphasizingthattechnologyshouldservegovernanceobjectivesratherthandominatingorreplacingt
heessenceofgovernance.
EmotionalIntelligenceinthecontextofthecommunicationecologyservesasapowerfultoolandimportantpathforachiev
inggoodgovernance. However,
itsultimatepurposeisnotmerelythesimplecontrolofsocialemotionsthroughcutting-edgeintelligenttechnologies,
butrathertoservethefundamentalgovernanceobjectiveofpromotingthecomprehensivedevelopmentofpeopleandsoci
alharmony. EmotionalgovernanceguidedbyEmotionalIntelligence,
preciselythroughitsabilitytoaccuratelyperceive, deeplyunderstand, andconstructivelyguidepublicemotions,
enablesgovernorstobeadeptatlisteningtothevoicesofthepeopleandtomoreeffectivelyreachouttoandrespondtotheem
otionalexperiencesandpsychologicalneedsofthepopulaceintheprocessofmodernization.
Thisattentiontoandactiveresponsetopeople'semotionalneedscansignificantlyenhancetheeffectivenessandamiabilit
yofgovernance, promotemutualunderstandingandtrustamongsocialmembers,
therebybuildingadeeperandmoresustainablefoundationforsocialharmonyanddevelopment. Lookingtothefuture,
emotionalgovernanceguidedbyEmotionalIntelligencewillcontinuetoevolvewiththerapiditerationoftechnology.
However, nomatterhowadvancedtechnologybecomes,
itmustalwaysupholdthebottomlineofhumanisticcareandstrictethicalnorms,
guardagainstthemisuseoftechnologyleadingtoemotionalmanipulation,
andachievetrue"Goodgovernancethroughtechnology"andmoderngovernancethatispeopleforemost.

5. Conclusion

Theprominenceofemotionalelementsinthecurrentcomplexcommunicationecologyhasbecomeanunavoidablecoreis
sueintheglobalmodernizationprocessofsocialgovernance. Theemotionalturnofthecommunicationecology,
arealitydrivenbycutting-edgetechnologyandleadingtotheevolutionofcommunicationlogicfromemphasizingtheimp
ortanceofinformationtoemphasizingtheimportanceofemotions,
poseschallengestoglobalmodernizedsocialgovernance.
Theroleofpublicemotionsingovernancedimensionssuchaspublicopinionformation, socialmobilization,
andpolicyresponsehassignificantlystrengthened,
leadingtoamarkeddeclineintheefficacyoftraditionalgovernancemodelsthatemphasizerulesandrationality,
andunidirectionalindoctrination, withinthishighlyemotionalandinteractivecommunicationecology.
Thishighlightsthestatusofemotionasanimportantleverforthemodernizationofsocialgovernance.
Thekeytoaddressingthischallengeliesintheiterationoftheunderlyinglogicofsocialgovernance,
specificallytheconstructionofanewemotionalgovernanceparadigmguidedbyEmotionalIntelligence,
relyingonAffectiveComputing, andemployingEmpathicCommunicationasitsmeans.
Theinherentlogicofthisparadigmiscollectivelyconstructedbythreeinterconnectedandprogressivelyadvancingkeyel
ements: First, EmpathicCommunicationasameansformsthetheoreticalfoundationofemotionalgovernance.
Withitsabilitytotranscendinformationbarriers, fosteremotionalconnections, andbuildtrust,
itbecomesthebasisforachievingeffectivegovernment-publicinteractionandissuecommunication,
compensatingfortheshortcomingsoftraditionalunidirectionalindoctrinationmodels. Second,
AffectiveComputingasarelianceprovidesthetechnicalsupportforemotionalgovernance.
Bytransformingabstractpublicemotionsintoconcretedata,
itoffersascientificbasisandtechnicalcapabilityforunderstandingandgraspinglarge-scale, dynamicsocialsentiments.
Third,
EmotionalIntelligenceasaguidedirectsthedevelopmentorientationandcapabilityobjectivesofemotionalgovernance.
Byintegratingtechnologicalperceptionwithhumanisticunderstanding, management, andguidancecapabilities,
itensuresthatAffectiveComputingdataisdeeplyunderstoodandtransformedintoeffectiveEmpathicCommunicationst
rategies.
Theorganiccombinationofthesethreeelementsjointlypromotestheiterationandupgradeoftheunderlyinglogicofsocial
governancefroma"disciplinary"logicfocusedoncontrolandregulationtoan"empathic"governancelogicthatismorehu
manisticandmorealignedwiththecharacteristicsofmoderngovernance.
Lookingahead, thecontinuousdevelopmentoftechnologiesrelatedtoemotionalgovernance,
whileofferingnewopportunities, alsoentailsethicalrisksandregulatorydemandsthatmustbetakenseriously.
Withthefurtherdevelopmentofcutting-edgetechnologiessuchasArtificialEmotionalIntelligence (AEI),
thesensingprecisionandanalysisdimensionsofAffectiveComputingwillcontinuetoexpand,

promisingtoachieveamorenuanced, dynamic, andcomprehensivecaptureofpublicemotions, providinggovernorswithunprecedenteddatainsightcapabilities. However, emotionalgovernancecannotbeseparatedfromtheguidanceofruleoflawandruleofvirtue. Shouldtherebealackofcorrespondingregulations, itrisksdeviation, includingbutnotlimitedtoissuessuchasdataprivacyleakage, algorithmicbias, weaponizationofemotion, andtechnologicalabuse. Therefore, futureresearchandpracticeofemotionalgovernancemustplaceethicalconsiderationsinaprominentposition, exploringtheestablishmentofasoundlegalandethicalregulatoryframeworkforthestrictregulationofemotionaldatacollection, storage, anduse.

Fundamentally, thefuturedevelopmentofemotionalgovernancemuststeadfastlyanchoritselftoapeopleforemostvalueorientation, ensuringthattechnologyservessocialwell-beingratherthanbeingalienatedintoameretoolofcontrol. Technologyshouldservetoenhancesocialwell-beingandpromotefairnessandjustice, ratherthandominatinggovernanceorintensifyingcontrol.

Effortsmustbemadetostronglyavoidtheriskof"Goodgovernancethroughtechnology"slidinginto"technologicalalienation."Inthefuture, researchonemotionalgovernancewithinthesocialgovernancesystem, whileexploringtechnologicalempowerment, mustalsoconstantlyfocusonhowtoeffectivelyintegratehumanisticcare, addresspeople'semotionalneedsandpsychologicalwell-being, andachieveadeepintegrationoftechnologyandhumanities. Theultimategoalistomovetowardsahigherlevel, warmer, andwisermodernizationofsocialgovernanceinthecurrentcomplexglobalcommunicationecology, achievingamoderngovernancethatispeopleforemost.

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