



# Visual Analysis of the "Zhai & Chagee" Incident

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**Abstract.** In the information age where the right to speak is decentralized, the number of channels for the public to openly express opinions and participate in topic discussions continues to increase. The exchange and dissemination of online public opinion on the incidents will undoubtedly increase the popularity of the incident and bring greater pressure and challenges to corporate crisis public relations. This article takes the "Zhai & Chagee" as an example to discuss the three stages of online public opinion dissemination of the incident. First, Octopus was used to capture data on Weibo, and SPSSUA is used for text cluster analysis and text sentiment analysis. The study found that incident public opinion has the characteristics of high public attention, large amount of discussion, large proportion of negative public opinion, and high influence of some opinion leaders. Based on the above characteristics, countermeasures and suggestions for corporate crisis public relations are put forward, with a view to helping enterprises deal with crisis public opinion communication and Provide references to eliminate negative impacts.

**Keywords:** Online public opinion; Crisis public relations; Visual analysis.

## 1 Introduction

Online public opinion is the public's influential opinions on public affairs expressed through information networks. In addition to the "agenda setting" of traditional mainstream media, "netizen agenda setting" has emerged. The original "silent majority" are not only no longer silent, but also actively participate in the discussion of social issues. Since online public opinion is mixed with rational and irrational information, and it is difficult to distinguish the authenticity of complicated information on the Internet, the emotions and attitudes of netizens are easily affected by negative news. Netizens may have cognitive biases about the event. At the same time, the rapid impact of online

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communication will interfere with more people's views on the event and affect the development direction of the event .

Corporate online public opinion has attracted more and more widespread attention from the society, and the frequent occurrence of corporate online public opinion issues is not conducive to the development of the enterprise and the harmony and stability of the network environment , causing the public to resist the enterprise because the online public opinion has not been correctly guided, which will greatly damage the image and reputation of the company , thus affecting the survival and development of the company . Therefore, companies must always pay attention to changes in online public opinion, provide timely guidance for possible adverse public opinions, and create a favorable public opinion environment for the development of the company.

## **2 Literature Review**

### **2.1 Internet Public Opinion**

Walter Lippmann is the founder of Western public opinion research. His works "Public Opinion" and other works have been recognized by foreign scholars. He believes that public opinion is a point of view that has been morally explained and sorted out by certain facts [1] . In the late 1990s, the West began to regard "online public opinion" as an independent subject field and study public opinion from the perspective of communication studies. Le Bon pointed out in "The Crowd" that in the collective psychology individual talents are weakened, heterogeneity is engulfed by homogeneity, and unconscious qualities prevail [2] . In recent years, with the development of new media, people have a more comprehensive understanding of online public opinion, and research in this field has also shown a diversified trend. Regarding the stage division of Internet public opinion, research has gradually developed from the initial three stages of before, during and after the event to the incubation period, diffusion period and fading period [3] , and then to the "six-stage" model of the Internet public opinion life cycle [4] .

In the period of social transformation, online public opinion has strategic significance for enterprise development. Corporate public opinion is an important branch of online public opinion research. Taking the well-known brand Starbucks as an example, RIM et al. analyzed the guiding role of hot issues responded by companies in the direction of public opinion [5] . Compared with the government and other organizations, Chinese enterprises are slightly less experienced in public opinion management, and there are problems such as interactive difficulties, single public relations means, weak ability to respond in time, and weak crisis awareness [6] .

### **2.2 Crisis Public Relations**

Crisis public relations theory first appeared in the 1960s . GAO and others believe that in the Internet era, the public uses social media platforms to express opinions and interact with other users more frequently and more conveniently, which brings greater

challenges to corporate public opinion management [7]. Research by Nathan and Mitroff shows that the collection and dissemination of information are most important to crisis management [8]. The study found that foreign-funded enterprises mostly adopt proactive strategies in managing public opinion crises. Private enterprises are mostly at a loss when dealing with online public opinion and allow public opinion to develop, while state-owned enterprises respond to public opinion crises with an authoritative attitude, and some enterprises will avoid or deny it. attitude, and even use strong public relations to eliminate negative public opinion [9]. Taking the "Tesla brake failure incident" as an example, Yan believed that the factory's tough response violated public relations rules and harmed the brand image. He pointed out that corporate managers should have public opinion awareness and public relations literacy to take the initiative in crisis management. and the right to speak [10].

### 3 Design and Methods

#### 3.1 Sample Selection

The "Zhai & Chagee" public opinion incident is a typical corporate crisis public relations event in 2024. This article selects the "Zhai & Chagee" public opinion incident as a case to conduct a visual analysis of its Weibo data.

#### 3.2 Sample Analysis

**Development Trend of the "Zhai & Chagee" Public Opinion Incident.** As shown in Figure 1, the public opinion cycle of the "Zhai & Chagee" public opinion incident is basically between March 12 and March 29.

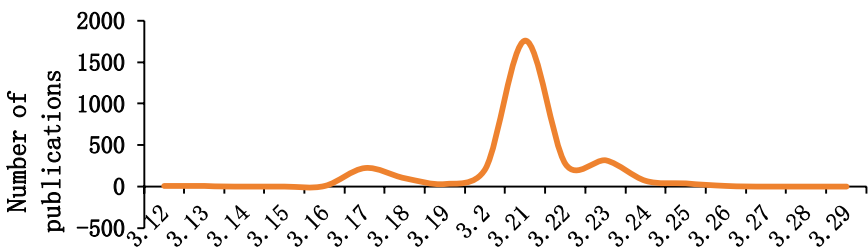


Fig. 1. "Zhai & Chagee" public opinion trend

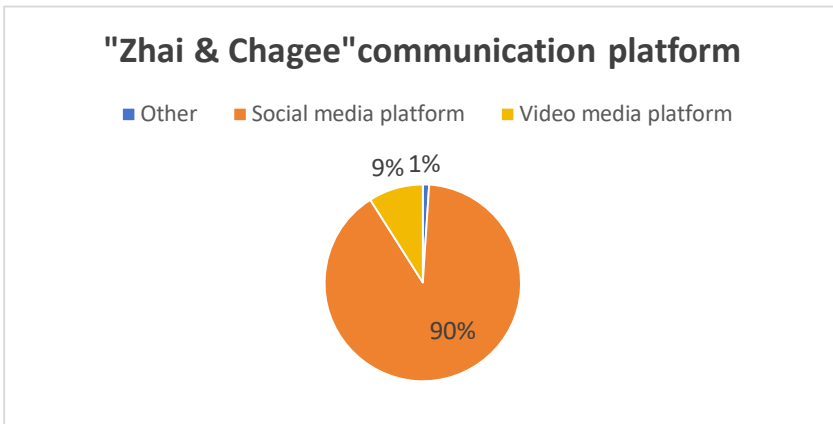
*Public Opinion Incubation Period.* On March 12, the official account of Chagee, a well-known new tea brand, announced that in order to celebrate Chagee's 100 stores in Fujian, Zhaiwas specially invited to raise a toast.

*Public Opinion Outbreak Period.* On March 17, at the Chagee Quanzhou West Street store event, Zhai made a slip of the tongue on the stage: "Everyone can support Sexy Tea more... Oh no, Chagee!" .

On the evening of March 20, entertainment bloggers posted a video of Zhai making a slip of the tongue during an offline event at Chagee Fujian Store. Subsequently, entertainment gossip bloggers participated in spreading the news, and the incident quickly became popular.

*Public Opinion Subsidence Period.* On March 22, Zhai’s official Weibo account issued an apology to express its attitude, and made remedial measures for the public opinion incident through tea delivery activities; the official account of Chagee expressed its gratitude to Zhai and tea lovers. In addition, The brand’s tea-making friends activities and tea-giving activities were also promoted.

**"Zhai & Chagee" Public Opinion Event Dissemination Platform.** From Figure 2, social media platforms and video media platforms are the two platforms with the largest spread of events. In particular, social media platforms have a large number of active users, so they played a very important role in the spread of this event. It plays an important role, accounting for 90 % of all communication . Video media platforms also played a major role in promoting the spread of public opinion events, accounting for 9 % of the total spread, and another 1 % came from other types of platforms.



**Fig. 2.** "Zhai & Chagee"communication platform

This article selects Weibo as a platform for analyzing public opinion events. First of all, Weibo is one of the largest social media platforms in China with a large user base, which means that it can capture more public opinions and reactions and form a more accurate analysis of public opinion; secondly, information dissemination on Weibo is fast , and hot events can be reported in a short time. It triggers extensive discussions and becomes a hot search topic to form public opinion. This study used text analysis



media reports and netizen dissemination. The second theme is an extension of the first theme, accounting for 47%. Netizens expressed very positive emotions towards Zhai Xiaowen's on-site meeting on March 17. During the incubation period, public sentiment predominantly revolved around themes of anticipation and gratitude, as illustrated in Figure 4, which shows a word cluster analysis of user comments.

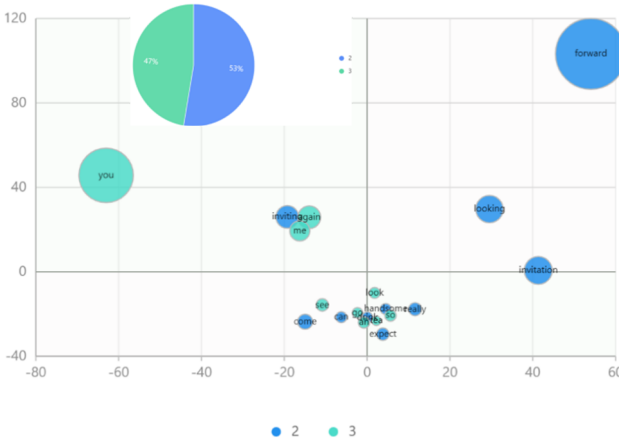


Fig. 4. Bubble map by word cluster analysis (Incubation Period)

**Text Sentiment Analysis.** It can be seen from the chart that during the incubation period of public opinion, the emotions of netizens are generally positive, and related comments can be divided into two categories. The first category expresses ardent expectations for Zhai. Fans are about to realize live star chasing, which satisfies the psychological needs of the star chasing group. The second category is to express gratitude to the brand for the invitation. The positive emotional response of netizens during this stage is highlighted in Figure 5, with keywords such as ‘anticipation’ and ‘gratitude’ prominently featured.



Fig. 5. User comments sentiment word cloud map (Incubation Period)

### 4.2 Visual Analysis of Comments during the Outbreak Period

**Text Cluster Analysis.** It can be concluded from the chart that during the outbreak of public opinion incidents, the public opinion themes of netizens were significantly differentiated, and two opposing themes emerged. One of the themes was represented by slips of the tongue, accounting for 65%, which accounted for a large proportion . Netizens expressed their dissatisfaction with Zhai's slip of the tongue at live events. They believed that the artist had poor professional skills, did not take his work seriously, and could even mispronounce the name of the brand. Another topic is represented by brand cooperation, accounting for 25%,which accounts for a relatively small proportion. Netizens are strongly curious about Chagee’s subsequent attitude and handling of this incident. They speculate whether they will terminate all cooperation with Zhai, or whether they will demand compensation from Zhai.As the incident progressed to the outbreak period, public sentiment became polarized, focusing on dissatisfaction and brand cooperation, as seen in Figure 6.

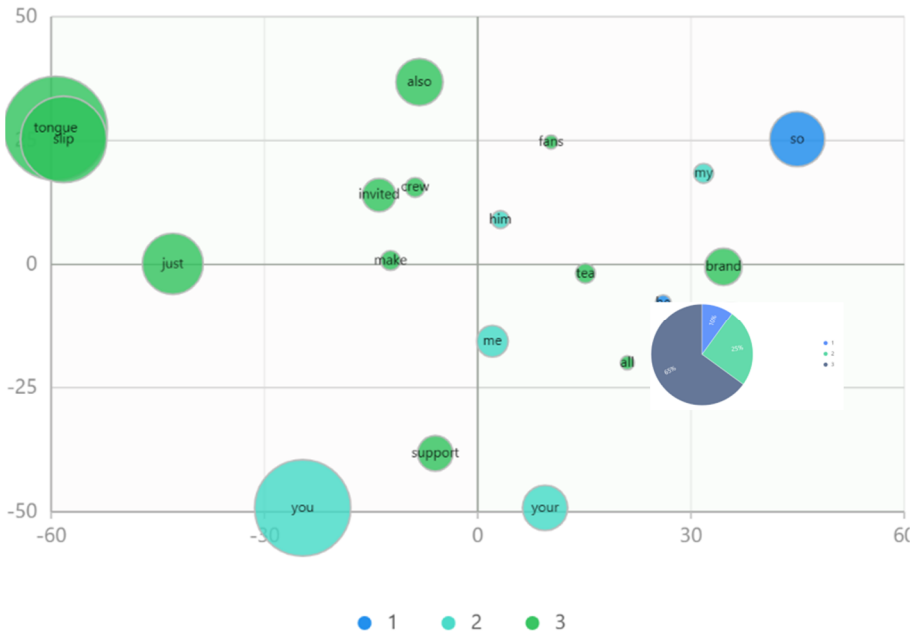


Fig. 6. User comments sentiment word cloud map(Outbreak Period)

**Text Sentiment Analysis.** Table 1 lists the top keywords from user comments during the outbreak period, reflecting concerns over professionalism and brand impact. The prevalence of terms like ‘mistake’ and ‘embarrassing’ suggests that netizens perceived Zhai’s slip as more than a minor error, viewing it as indicative of broader issues in both individual accountability and corporate oversight.







public opinion, and accept its supervision and suggestions; Secondly, shape the corporate brand image and weaken the influence of public opinion.

### **Public opinion fading period—remedial strategies**

Through the successful resolution of negative public opinion, the company should re-examine its own advantages and disadvantages, so as to develop its advantages. It should always pay attention to the opinions and suggestions of consumers after the storm of public opinion, have a good interaction with them at all times, and fully demonstrate the sincerity and efforts of the company with practical actions. Secondly, it should further improve the public opinion monitoring system and strengthen the positive interaction with major mainstream online media. Pay close attention to public opinion related to enterprises, prevent the emergence of secondary public opinion, and minimize the negative media reports on enterprises.

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