Research on the influencing factors of public opinion information forwarding behavior of Generation Z group (Next): Mechanism of action

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Abstract. With the rapid development of social media, the ways of information dissemination become more and more abundant, the speed of information dissemination becomes faster and faster, and information can be disseminated on a large scale in a very short time. Among them, the public opinion information has the most significant impact. If the public opinion information is not managed and controlled in time, it will pose a great threat to the network environment and even social stability. In this study, by modeling the influencing factors of public opinion information forwarding behavior of Generation Z group, the structural equation model was established to clarify the horizontal correlation among the influencing factors, and then the FISM method was used to find out the hierarchical relationship among the influencing factors, so as to deepen the overall cognition of public opinion information forwarding behavior of Generation Z group. The research shows that information utility is the most important factor affecting public opinion information forwarding behavior of Generation Z. Conformity psychology, altruistic motivation, self-promotion motivation, audience knowledge and information emotion are the middle-level influencing factors; Audience experience, audience relationship, information narrative mode, information text characteristics and crisis situation are the most direct and superficial influencing factors of Z generation group public opinion information forwarding behavior.

Keywords: public opinion information, Gen Z group, structural equations, FISM model.

1. Introduction

With the rapid development of social media, information dissemination and related industries have undergone tremendous changes, bringing earth-shaking changes to people's lives. On the one hand, people can get information, make comments and interact with people anytime and anywhere on social media; on the other hand, some public opinion events have been used by interested people, which has become a means for some people to turn black and white upside down and control public opinion at will. As the first generation of Internet natives [1], the Generation Z group is also the main group of "surfing" on the Internet, but because of their young age and lack of social experience, they are easily led by the bad information of the Internet to spread false public opinion.

The Z generation group in China refers to the people born from 1995 to 2009, also known as the "Internet generation" and "two-dimensional generation". According to the statistical bulletin on national economic and social development in 2022 issued by the National Bureau of Statistics: As of the number of Internet users 1.032 billion, including 1.029 billion mobile phone users; According to QuestMobile [2], as Gen Z grew older, there were 342 million online active users as of June 2022.

Through literature review, it is found that a large number of scholars in China have conducted in-depth research on the motivation and influencing factors of social information forwarding on some specific media platforms, but there is no targeted research on public opinion information in this field, and their research models are mostly based on technology acceptance model and media richness theory. However, from a new perspective, this study extracts the influencing factors of public opinion information forwarding behavior of Generation Z, and models and analyzes the action mechanism by combining SEM model (structural equation model) and FISM-MICMAC model (fuzzy interpretative

structural model-cross influence matrix) to explore the horizontal correlation and hierarchical relationship among the influencing factors, so as to provide new ideas for relevant research and help relevant departments to better control online public opinion information.

2. Research framework and identification of influencing factors

2.1. Research framework

This study is divided into two stages, using the conclusions obtained from the rooted theory in the previous part, the influence factors are selected to establish a public opinion information forwarding behavior model of Generation Z group based on structural equations, and the horizontal correlation between the impact factors is analyzed. Then, a FISM-based public opinion information forwarding behavior model of Generation Z group is established, and the hierarchical structure between the impact factors is analyzed, so as to have a comprehensive and rich understanding of the influence mechanism of Generation Z group public opinion information forwarding behavior.

2.2. Identification of influencing factors

Combined with the relevant factors extracted from the rooted theory in the previous part, the factors influencing the public opinion information forwarding behavior of the Z generation group and their basic connotations are shown in Table 1:

Table 1. Influencing factors and basic connotation of public opinion information forwarding behavior in Generation Z

Influencing factors	basic connotation
herd mentality	The act of giving up one's opinion in favor of the opinion of the majority in certain circumstances [3].
altruistic motivation and self-improvement motivation	In altruistic motivation, people will give priority to valuable information to forward [4]; Self-promotion motivation refers to that people will choose to promote their own image of the information to forward, such as forwarding public information and so on
information reliability	On the one hand, the credibility of information depends on the quality of information itself, on the other hand, it also depends on the knowledge level of the audience. For the group with higher knowledge level, their forwarding behavior is more likely to be affected by the content of the information; However, for the group with lower knowledge level, their forwarding behavior is more likely to be influenced by information sources [5].
audience experience	The frequency of forwarding public opinion information in the past can represent the habit of social media users. Research shows that the number of retweets has a positive impact on information forwarding behavior [6].
audience relation	The closer the relationship between the redisseminator and the author, the more interaction they have, and the interpersonal trust between them promotes the perceived credibility of the information and thus increases retweeting. People in the need to maintain interpersonal relationships often forward friends to express support [7].
information utility	Information utility refers to the effect that public opinion information can bring to the information audience, such as practical effect, entertainment effect, etc. Practical efficacy refers to the practical and effective help that the information content gives to the information audience in work, study and other aspects, so as to meet the needs from real life [8]. Entertainment efficacy refers to the relaxed and pleasant experience brought by

	information to the audience, which meets the needs from the spiritual level [9].
information emotion	Information emotion refers to the strong emotion contained in the emotional vocabulary or symbolic expression of public opinion information. Generally, the emotion types expressed by information are different, and public opinion information is divided into rational information and emotional information. The results show that emotional messages are more likely to arouse the audience's empathy, attention, forwarding and other behaviors. Compared with rational messages, the rebroadcast of emotional messages is significantly at a high level [10].
information narrative mode	Information narrative mode refers to the way in which public opinion information is displayed. If the narrative mode with distinctive story characteristics is adopted, the information audience will be more likely to put themselves into a more vivid information situation. By setting suspense and reverse story plot in the information title and information subject, better communication effect can be achieved [11].
information text characteristic	Information text characteristics refer to the dissemination of public opinion information through different formats or expressions, which are mainly divided into images, tags and URLs.
social environment	Social environment refers to the soil where public opinion information occurs and spreads. Under different social environments, the information audience pays different attention to different public opinion information. Social environment is a major driving force for media users to participate in forwarding hype and public opinion events [12].
crisis situation	Crisis situation refers to the anxiety and urgency caused by the uncertainty caused by the confusion of social situation and little knowledge of the actual situation when major public security incidents, major natural disasters and other critical situations occur. At this time, the information audience has a high need for information and makes a large amount of demand and dissemination for information [13].

3. Stage 1-Structural Equations

In order to study the correlation relationship and intrinsic correlation between the factors affecting the public opinion information forwarding behavior of the Z generation, the structural equation model is used in this stage, and the behavior model of public opinion information forwarding behavior of the Z generation based on the structural equation is established, and the reliability and validity analysis are carried out.

3.1. Data acquisition and analysis

3.1.1 Data acquisition

1. Scale design

According to the research framework of classic TPB, the scale is divided into three parts. The first part is the information survey of interviewees; The second part is the investigation of public opinion information forwarding. The third part is the research of public opinion information forwarding intention. The research framework of the scale is as follows, and each item is presented in the form of Likert's seven-level scale. After the research frame of the scale is determined. Small-scale interviews were conducted to refine and supplement the scale, so as to make the items cover the corresponding scale characteristics to the greatest extent; Through group discussion, delete and modify the items with ambiguous expression and semantic ambiguity.The contents and framework of the public opinion information forwarding behavior scale are shown in Table 2:

Table 2. Content and Framework of Public Opinion Information Forwarding Behavior Scale

Grouping	Subgauge Title	Content and interpretation of the statement
A	Personal information	Demographic information
B	Forwarding	forwarding platform survey; forwarding frequency survey; Social Media Activity Survey
C	forwarding intention	Investigation on influencing factors of forwarding behavior (mainly including audience characteristics, audience relationship, information content, external environment, etc.)

2. Investigation process and information statistics

A total of 350 questionnaires were distributed and 310 valid questionnaires were collected, including 146 men and 164 women, and the specific statistical information is shown in Table 3:

Table 3. Basic Information of Respondents

Sex	Age	Number of persons
Male	13~17	47
	18~22	73
	23~27	26
Females	13~17	46
	18~22	92
	23~27	26
Statistics	13~27	310

3.1.2 Data Analysis

1. Project Analysis

Using SPSS software, the analysis terms were summed first, divided into high and low groups by 27% and 73% quantiles, and then T-test was used to compare the difference between 27% high group and 73% low group. If there is a difference, it indicates that the design of the scale item is appropriate, and vice versa, it means that the scale item cannot distinguish the information, the design is unreasonable, and the item should be deleted. After SPSS software analysis results are as follows, where "*" means $p<0.05$, "**" means $p<0.01$, it can be seen from the results that "I think the authenticity of the authoritative public opinion information of the information publisher is better" should be deleted, because its P value > 0.05; the remaining 26 items have P values less than 0.05, which have good differentiation and need to be retained.

2. Reliability test

The reliability test of the scale data was performed using SPSS software, and the results were shown in Table 4. As can be seen from the following table, the standardization coefficient of "audience characteristics" is 0.928, the standardization coefficient of "information content" is 0.863, the standardization coefficient of "external environment" is 0.768, and the standardization coefficient is generally between 0.768~0.938, which has high reliability.

Table 4. Reliability test results

Influencing factors	Normalized Cronbach alpha coefficient	Influencing factors	Normalized Cronbach alpha coefficient
audience characteristics	0.928	herd mentality	0.916
		altruistic motivation and self-improvement motivation	0.925
		audience knowledge	0.923
		audience experience	0.915
		audience relation	0.916
Information content	0.863	information utility	0.849
		information emotion	0.827
		information narrative mode	0.822
		information text characteristic	0.826
external environment	0.768	social environment	0.702
		crisis situation	0.68

3. Validity test

SPSS was used to test the validity of the data, and the results are shown in Table 5. The KMO value is 0.956, greater than 0.8, indicating that the data is suitable for extracting information and has good validity; The p-value needed to be less than 0.05, which passed Bartlett ’s test. The commonality values of all research items are higher than 0.4, which indicates that the research item information can be extracted effectively. The variance explanation rates of the four factors were 25.166%, 18.149%, 12.461% and 6.059%, respectively. 50%。It means that the information content of the research item can be effectively extracted; Items whose absolute value of factor loading coefficient is greater than 0.4 are screened out as shown in Table 4. When the absolute value of factor loading coefficient is greater than 0.4, it means that there is a corresponding relationship between options and factors.

Table 5. Tests for KMO and Bartlett

KMO and Bartlett’s test		
KMO value		0.956
Bartlett Sphericity Test	approximate chi-square	5465.206
	df	378
	p-value	0

3.2. Results Analysis and Hypothesis Testing

3.2.1 Analysis of results

Among them, the C.R. value or P value is often used to indicate whether the relationship path between latent variables and between observed variables and latent variables is significant. C.R. value is called critical ratio, when C.R. value exceeds 3.25, and the corresponding P value is less than 0.05, indicating that there is a significant difference between the corresponding path coefficient and 0 in the 95% confidence interval, as can be seen from Table 7, except for the path C.R. value between "external environment", "gender", "education" and "public opinion information forwarding behavior" is less than 3.25, the rest of the paths are greater than 3.25, indicating that most of the assumptions are reasonable and can well explain the corresponding latent variables. As can be seen from Table 6, the standard estimation coefficients of "information content" for "external environment" and "audience characteristics" are greater than 0.8, and the standard estimation coefficients of "external environment" for "audience characteristics" and "information content" are greater than 0.79.

Table 6. Correlation coefficient between latent variables

correlation coefficient between latent variables						
X	Y	nonstandard estimation coefficient	standard error	z	p	standard estimation coefficient
Audience Characteristics A	public opinion information forwarding behavior	2.521	0.12	21.011	0	0.993
Information content B	Audience Characteristics A	1.872	0.19	9.863	0	0.912
Information content B	External environment C	0.845	0.055	15.392	0	0.816
Information content B	public opinion information forwarding behavior	1.789	0.09	19.864	0	0.955
External environment C	Audience Characteristics A	1.119	0.144	7.786	0	0.797
External environment C	Information content B	0.845	0.055	15.392	0	0.816
External environment C	public opinion information forwarding behavior	0.893	0.062	14.46	0	0.697
public opinion information forwarding behavior	Audience Characteristics A	2.521	0.12	21.011	0	0.993
public opinion information forwarding behavior	Information content B	1.789	0.09	19.864	0	0.955
public opinion information forwarding behavior	External environment C	0.893	0.062	14.46	0	0.697

Use the fitness test indicators to test the fitness of the model, and the obtained table is as follows. The results show that when the chi-square degree of freedom ratio is less than 3, PNFI and PGFI are greater than 0.5, and other indexes are greater than 0.9, the model has good fitting degree [14]. In addition, when RMSEA is not greater than 0.1, it is also considered that the model fit is good [15]. The absolute fitting index SRMR is also one of the important indexes for testing the fitting degree of the model. When SRMR is greater than 0.08, it is considered that the fitting degree of the model is poor, and certain modifications should be made [16]. It can be seen from Table 7 that the fitting results of the selected 10 indicators meet the requirements, and the model has good fitting effect.

Table 7. Structural Equation Model Fit Test Table

Evaluation indicators	Chi-square degree of freedom ratio	RMSEA	CFI	NFI	NNFI	TLI	IFI	PGFI	PNFI	SRMR
Judgment standard	<3	<0.10	>0.9	>0.9	>0.9	>0.9	>0.9	>0.5	>0.5	<0.08
Fit Results	2.569	0.071	0.938	0.904	0.923	0.923	0.939	0.633	0.724	0.05
Fit or not	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

The structural equation modeling results are shown in Figure 1. The standardized path coefficient was 0.769, among which the standardized path coefficients of "audience relationship", "audience experience", "altruistic motivation and egoistic motivation" were 0.868, 0.852 and 0.674, respectively. The standardized path coefficient was 0.828, among which the standardized path coefficients of "information text characteristics", "information narrative mode", "information emotion" and "information utility" were 0.780, 0.809, 0.772 and 0.777, respectively. The external environment has a reverse effect on the public opinion information forwarding behavior of the Z generation group, and the standardized path coefficient is -0.201, among which the standardized path coefficients of "social environment" and "crisis situation" are 0.770 and 0.696, respectively. The relevant standardized path coefficient of audience characteristics and information content is 0.912, the relevant standardized path coefficient of audience characteristics and external environment is 0.797, and the relevant standardized path coefficient of external environment and information content is 0.816, indicating that the correlation between audience characteristics and information content is the largest.

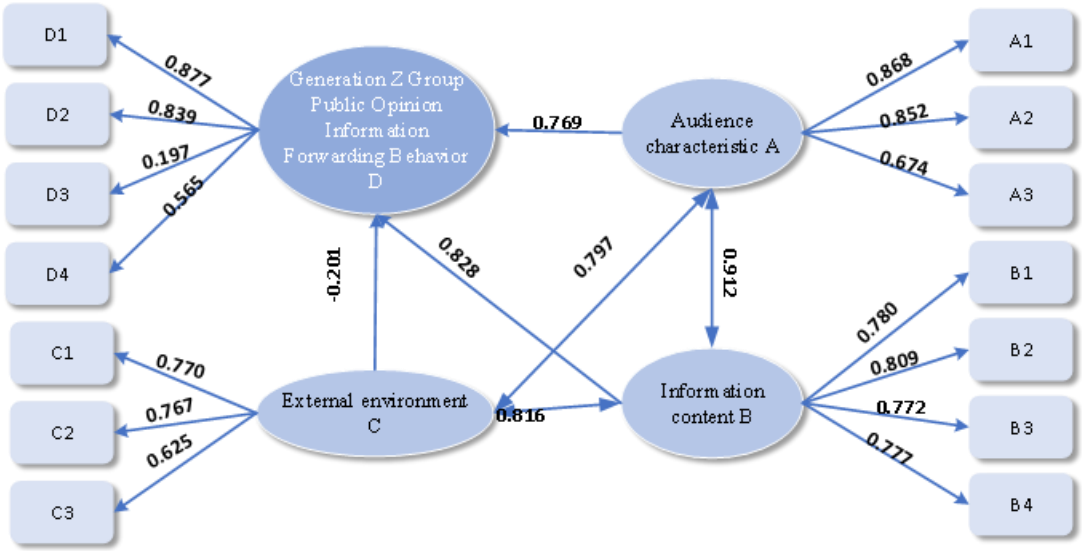

Figure 1. Structural Equation Model Diagram

4. Phase 2-FISM Model

Through the previous structural equation research, we can get the effect of various influencing factors on the forwarding behavior. The following will explain the interaction between these factors. We use FISM to transform the relationship between various factors into a hierarchical directed structure diagram, and use it to analyze the interaction relationship, influence path, level and importance of factors.

4.1. Data collection

In this study, 28 middle school students, college students and graduate students with high degree of contact and strong interaction frequency were mainly selected from Hefei City for in-depth interviews, and 100 Generation Z youths were surveyed in questionnaires, combined with previous literature, and after grounded theory refinement, 11 influencing factor variables were sorted out, and the indicator system of influencing factors of Generation Z public opinion information forwarding behavior was obtained, as shown in Figure 2. Through in-depth interviews and questionnaires, the correlation between factors was preliminarily determined. In order to ensure the accuracy and rationality of the data, the influencing factor logic judgment questionnaire was distributed to 17 experienced Gen Z people who interacted with public opinion information frequently. Data from 17 questionnaires were aggregated to average the calculations.

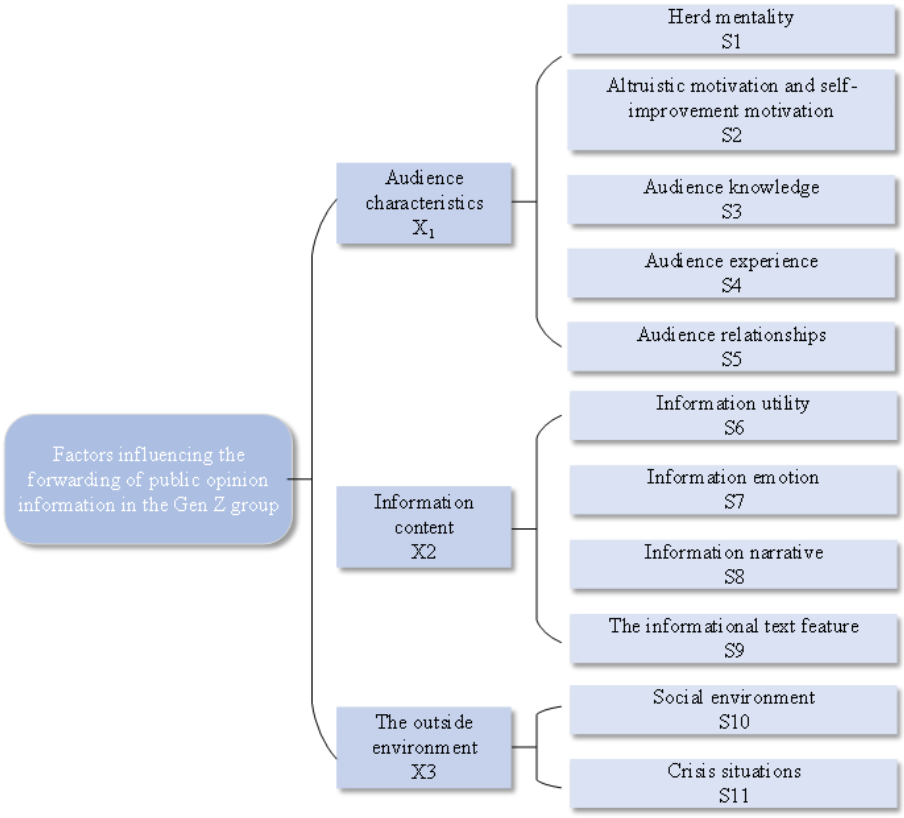

Figure 2. Index system of influencing factors of group public opinion information forwarding of Generation Z

4.2. Data processing

4.2.1 Establishment of Fuzzy Adjacency Matrix

Through in-depth interviews and questionnaire surveys, the correlation between factors is preliminarily determined, and the fuzzy adjacency matrix A is obtained as the matrix of the basic binary mutual influence relationship between the public opinion information forwarding factors of the Z generation group. If $A=(a_{ij})_{n\times n}$, a_{ij} is the influence relationship of S_i on S_i, then the definition is:

$$a_{ij}=\begin{cases}0.0, & R_i \textit{ has no effect on } R_j\\ 0.25, & R_i \textit{ has little effect on } R_j\\ 0.5, & R_i \textit{ has moderate effect on } R_j\\ 0.75, & R_i \textit{ has a great effect on } R_j\\ 1.0, & R_i \textit{ has a direct effect on } R_j\end{cases} \tag{1}$$

In order to ensure the accuracy and rationality of the data, the influencing factor logic judgment questionnaire was distributed to 17 experienced Gen Z people who interacted with public opinion information frequently. The data feedback from 17 questionnaires were aggregated to calculate the average of the calculations, so as to indicate the degree of influence of two pairs in the public opinion information forwarding factors of the Z generation group, and the fuzzy adjacency matrix FA was obtained, as shown in Table 8.

Table 8. Fuzzy Adjacency Matrix of Influencing Factors of Generation Group Public Opinion Information

$$R_{\lambda-0.006}=\begin{pmatrix} 1 & 0 & 0 & 1 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 1 & 0 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 & 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 1 & 1 & 0 & 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 0 & 1 & 0 & 1 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 & 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 1 & 0 & 0 \\ 0 & 1 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0. & 0 & 0 & 1 \end{pmatrix}$$

4.2.2 Solving the Fuzzy Reachability Matrix

The fuzzy reachability matrix is used to express the degree of attainability of the interaction relationship between various influencing factors, and is calculated by fuzzy operators by fuzzy adjacency matrix [17]. Add the fuzzy adjacency matrix FA identity matrix I to obtain the matrix $FA+I$, and then perform $(FA+I)^k$ Boolean operation, iteratively calculate until $(FA+I)^k=(FA+I)^{k+1}$, where $k\le n-1$ is called $(FA+I)^k$ as the fuzzy up matrix FR. Through the Matlab program, the fuzzy matrix of the influencing factors of public opinion information of the Z generation group can be obtained，and the results are shown in Table 9:

Table 9. Fuzzy reachability matrix

factors	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11
S1	0	0.4	0.45	0.77	0.67	0.52	0.52	0.42	0.33	0.62	0.3
S2	0.3	0	0.55	0.35	0.67	0.6	0.52	0.5	0.35	0.65	0.25
S3	0.38	0.57	0	0.4	0.72	0.52	0.48	0.57	0.4	0.57	0.47
S4	0.62	0.32	0.38	0	0.6	0.42	0.48	0.25	0.22	0.47	0.25
S5	0.65	0.52	0.47	0.47	0	0.57	0.63	0.47	0.3	0.63	0.23
S6	0.5	0.53	0.27	0.55	0.7	0	0.57	0.48	0.47	0.72	0.4
S7	0.58	0.5	0.48	0.62	0.7	0.53	0	0.35	0.35	0.57	0.3
S8	0.42	0.33	0.47	0.52	0.35	0.32	0.48	0	0.38	0.37	0.33
S9	0.33	0.3	0.4	0.47	0.25	0.4	0.4	0.47	0	0.38	0.28
S10	0.62	0.7	0.58	0.55	0.53	0.58	0.62	0.38	0.47	0	0.42
S11	0.45	0.38	0.37	0.47	0.5	0.6	0.58	0.48	0.52	0.6	0

4.2.3 Horizontal cut matrix division

λ indicates the complexity between the levels of influencing factors, and the selection of this threshold is directly related to the hierarchical relationship between influencing factors. λ selection that is too small will result in the result of being included in the result even if the ambiguous relationship between the influencing factors is too small; The larger choice of λ can only reflect the high-strength relationship of the influencing factors, and the general relationship cannot be reflected in the results. In this study, the threshold value $\lambda=0.006$ is selected, and the fuzzy reachability matrix FR is converted into a 0-1 reachable matrix R according to $r_{ij}=\begin{cases}0, fr_{ij}<\lambda \\ 1, fr_{ij}>\lambda\end{cases}$, and the λ horizontal truncated matrix can be obtained.

4.2.4 Hierarchy

$R(S_i)$ is used to represent the reachable set of element S_i, that is, $R(S_i)$ is the set of elements corresponding to all columns with matrix element 1 in row S_i in the $R_{\lambda-0.006}$ matrix; $Q(S_i)$ is used to represent the antecedent set of element S_i, then $Q(S_i)$ is the set of elements corresponding to all columns with matrix elements of 1 in column S_i in the $R_{\lambda-0.006}$ matrix. As shown in Table 10, the $R(S_i)$, $Q(S_i)$ and $R(S_i) \cap Q(S_i)$ elements can be obtained from the $R_{\lambda-0.006}$ matrix.The results are shown in Table 10:

Table 10. Decomposition Table of Horizontal Cut Matrix

	$R(S_i)$	$Q(S_i)$	$R(S_i)$
S_1	1,4,5	1	1
S_2	2,5	2,10	2
S_3	3,5	3	3
S_4	4	1,4	4
S_5	5	1,2,3,5,6,7	5
S_6	5,6,10	6	6
S_7	5,7	7	7
S_8	8	8	8
S_9	9	9	9
S_{10}	2,10	6,10	10
S_{11}	11	11	11

According to the idea of classical element division, the level and status of the system elements are divided as follows: first find the highest element, you can reach the corresponding element of the row where the main diagonal element of the matrix row is 1; After deleting the row and column of the top-level feature, look for the "sub-high-level feature" in the same way. Repeat several times until you find the Lowest Feature. From this method, the first-level elements of the indicator system of influencing factors of public opinion information forwarding behavior of Generation Z group are $S_4, S_5, S_8, S_9, S_{11}$. Level 2 elements are S_1, S_2, S_3, S_7; The third level element is S_{10}; The 4th level element is S_6.

4.2.5 Establishment of FISM model

A certain hierarchical relationship is formed between the influencing factors of the public opinion information forwarding behavior of the Generation Z group, as well as the link structure with certain logical relationship and interaction, and the FISM model of the influencing factors of the public opinion information forwarding behavior of the Generation Z group is constructed in Figure 3 based on the actual relationship of the influencing factors of the public opinion information forwarding behavior of the Generation Z group.

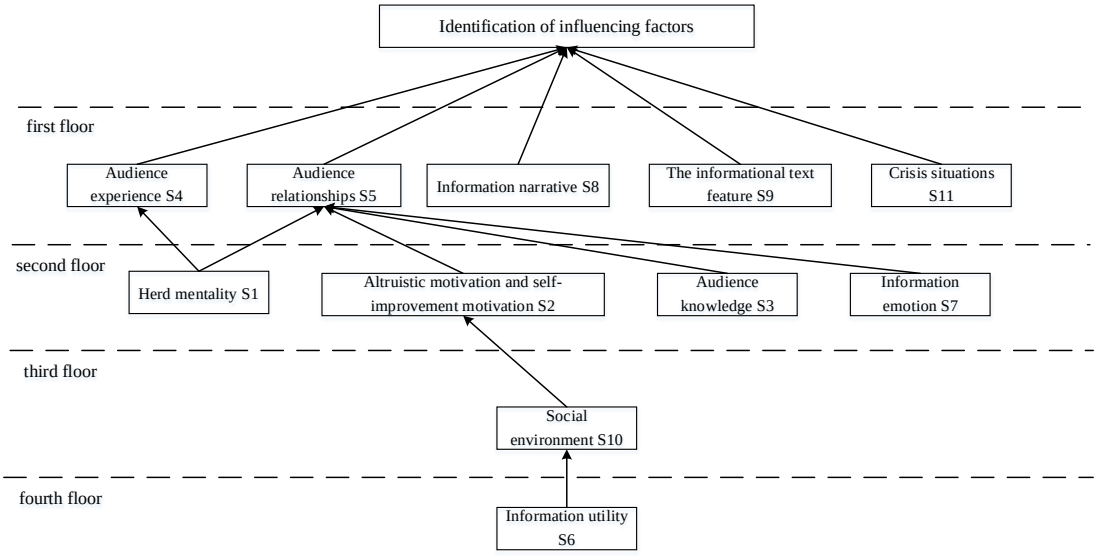

Figure 3. FISM Model of Influencing Factors of Group Public Opinion Information Forwarding Behavior in Generation Z

4.3. Interpretation of FISM Model

From the FISM model of influencing factors of Z generation group public opinion information forwarding behavior, the logical relationship between the influencing factors, the influencing path, the regional division and the importance of different influencing factors can be obtained.

1. The information utility factor is located at the bottom of FISM model, which shows that this factor has an effect on all other influencing factors and is the fundamental influencing factor. This is because the underlying logic of generation group forwarding behavior is to feel benefits after reading articles with high use value, and tend to share this content, bringing benefits to the object receiving the forwarded information. Therefore, information utility becomes the most important factor among the influencing factors of generation group public opinion information forwarding behavior.

2. The social environment is located in the third layer of FISM model, which not only accepts the effect of the fourth layer of influencing factors, but also has an effect on the second layer of influencing factors. Nowadays, public opinion events occur frequently in China, and the participation of a large number of social media users is the direct factor that causes high-intensity public opinion, while the social environment is the reason that promotes users to participate in public opinion dissemination. At the same time, at the present stage of social development in our country, there are still some individual phenomena such as unfair power, unfair law enforcement, unfair distribution of interests, etc. Generation Z has a high demand for fairness and justice, and hopes to spread the cases and events involving morality and legal system through their own forwarding behavior and appeal to the public for support. Therefore, the information utility factor is an important factor affecting the social environment.

3.Herd psychology, altruistic motivation and self-improvement motivation, audience knowledge, and information emotions are located in the second layer of the FISM model and are middle-level influencing factors, of which altruistic motivation and self-improvement motivation are the effects of social environment factors to a higher degree, which is considering that the Generation Z group is due to the consideration that information can help others or forward information behavior can shape or enhance their own image, audience tendency to forward consistent with their own values, consistent with the expected image shaping and other issues. Therefore, the content of the information, that is, the social and environmental factors that produce the information, will act on this factor.

4. Audience experience, audience relationship, information narrative mode, information text characteristics, and crisis situation are located in the first layer of the FISM model, which are the most direct and superficial influencing factors of the public opinion information forwarding behavior of the Z generation group, among which the audience experience, audience relationship is herd

psychology, altruistic motivation and self-improvement motivation, audience knowledge, and information emotion are mainly the main sources of influence of audience characteristics. However, the information narrative mode, information text characteristics, and crisis situation can directly affect the public opinion information forwarding behavior of the Z generation group, and these three factors belong to the external influencing factors of the public opinion information forwarding behavior of the Z generation group, so they are very little affected by other factors, and can be used as the direct source of the public opinion information forwarding behavior of the Z generation group.

5. Research conclusions

The results show that audience characteristics have a positive effect on the public opinion information forwarding behavior of Generation Z group. The standardized path coefficient was 0.769, the information content had a positive effect on the public opinion information forwarding behavior of the Z generation group, the standardized path coefficient was 0.828, the external environment had a reverse effect on the public opinion information forwarding behavior of the Z generation group, the standardized path coefficient was -0.201, the relevant standardized path coefficient of audience characteristics and information content was 0.912, the standardized path coefficient of audience characteristics and external environment was 0.797, and the correlation coefficient of external environment and information content was 0.816.

The information utility factor is located at the bottom of the FISM model and is the fundamental influencing factor; The social environment is located at layer 3 of the FISM model, which both accepts the role of layer 4 influencing factors and influences layer 2 influencing factors. Herd psychology, altruistic motivation and self-improvement motivation, audience knowledge, and information emotion are located in the second layer of the FISM model and are the middle influencing factors. Audience experience, audience relationship, information narrative mode, information text characteristics, and crisis situation are located in the first layer of the FISM model, which are the most direct and superficial influencing factors of the public opinion information forwarding behavior of the generation group.

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