Analyzing online public opinion effect on public policy

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Abstract:

The basic purpose of research study measures the analysis in between online public opinion and its effect on public policy. This research study based on primary data analysis this research conducted in china for determine the research develop some questions related to the variable included open ended andclosed-endedd questions. These data fulfil from different participants those person who have knowledge about policy roles and regulations, public opinion etc. these people are consider as research participants. For measuring the research study used smart PLS software and generate informative results included composite reliability, discriminant validity, R square, significant analysis, the indicator correlations, also represent the total effects and smart PLS algorithm model in between them. The online public opinion is main independent variable the occurrence stage, spreading stage and integration stage these are process of online public opinion and consider as sub variables of research. The public policy is main dependent its included policy identification, policy formation, policy adaptations, policy implementation and policy evaluation these are sub parts of public policy. According to the overall research study the result founded that there are positive effect in between online public opinion and public policy. The overall research founded significant and direct relation in between online public opinion and public policy.

Research Type: Research paper

I. Introduction

The country's Internet technology has grown significantly due to the ongoing growth and improvement in the social economy, science, and technology. Because of the Internet's widespread adoption and widespread usage, citizens now have more methods than ever to voice their thoughts and communicate with their government(Huang, 2020a)   The government makes full use of its position in using the Internet to obtain societal opinions because it is a well-developed medium. Public opinion supports the democratic and scientific rationale of governmental policy. Concerning network infrastructure and moral education of netizens, governments have a significant role to play. To maximize the beneficial impact of network public opinion on public policy, it's critical to lead it, commit resources to foster a favorable network climate, and value the dual effect of network public opinion on public policies.

Health care, education, environmental concerns, crime, public transit, foreign policy, and problems of poverty and welfare all fall under the umbrella of public policy. Any action or inaction taken or not taken by governments is public policy. All governments generate public policy via laws and regulations as well as decisions and actions at all levels of government. As a result, every choice is preceded by a series of steps, including establishing goals, formulating strategies, putting them into action, and then conducting follow-up assessments(Mattera & Misuraca, 2022) As a result, public policy is the vehicle through which laws are put into action. For us, public policy has an impact on our lives, as well as the lives of individuals in other nations. Citizens must be involved in the policy-making process to be effective. Whether for the better or worse, a great deal of external pressure is exerted on public policy formulation.

Both non-profit and for-profit organizations influence public policy to protect their interests. Citizens and non-governmental organizations should weigh in on policy debates and implementation to ensure that the incorrect policies are not implemented. Education, advocacy, and the mobilization of interest groups are some methods individuals and organizations use to influence policy. Public policy has three components: the issue, the participants, and the policy. Is the problem what has to be dealt with? The players are the people and organizations who have a say in formulating and executing a solution to the issue at hand(N. Jessani & Williamson, 2022). The government and the general public decide on a plan of action, which is called a policy. Non-governmental actors, including those in the non-profit and corporate sectors, can influence and interpret public policy. Changes in both the government and the public interest need new policies, which evolve throughout time.

The aggregate total of adults' thoughts, feelings, and opinions is known as public opinion. Public associations and political media may influence public opinion. Advertising in the mass media employs a wide variety of strategies to get the word out and sway public opinion. It is possible to estimate the proportion of the population with a given set of beliefs and

preferences by looking at individual viewpoints and then adding them together(Sun & Graham, 2022) Depending on how the general public views a policy, public opinion may have a good or negative impact on it. Several times, governments have used public opinion to guide their public information and assist shape government policy. Essentially, democracy is a system in which the public's views and the government's actions are constantly interacting.

Policy preferences and public response need to exist at the same time to be effective. Many believe that governments don't reflect their interests when creating policies since political representation has become a prominent topic in politics today. This has led to greater discontent with governments in highly developed democracies. An advocate for Canadian elite accommodation's strategy was greeted with calls for openness and public dialogue, according to the researcher(Fesenfeld, 2022) It is not uncommon for policy planners to include public opinion and organised interest groups into their decision-making process, too. Non-governmental organizations such as organized interest groups have a role in determining public policy in addition to the general population. Public opinion may have a beneficial or negative impact on policy.

The public's responsiveness to the government's actions is a major factor in ensuring that the government is represented. Policies that fail to engage the public because they are unaware of their preferences and aren't paying attention to acquire little traction. Representation in a democracy relies heavily on the public's opinion on policy issues. It is as if the public were a thermostat that responds to policymakers' actions by changing its preferences for more or less regulation(Sato & Haselswerdt, 2022) The concerns of the general public and organized interests should be reflected in state government policy results. As a conduit for political information or as subject matter specialists, interest organizations may play a variety of functions. Policymakers should pay more attention when the public's sentiment is effectively conveyed via interest group activities. The interest group acts as a spokesman for the people's will, advocating their own set of policies. Due to the complex interplay between socioeconomic factors and population-based estimates, their impacts have proven difficult to pin down.

A strong correlation has been found, according to researchers, between open-mindedness and public opinion in recent years. Bureaucratic decisions are heavily influenced by interest organisations and the general public. Public opinion in the United States, as well as that of interest groups, supports the use of non-governmental actors to influence policy results. Conservatives favour a free market approach to environmental, health, and education policy, whereas liberals want a government-centered approach to solve these issues(Dzordzormenyoh, 2022) An advocacy group's influence on public policies grows when more and more organisations gather around a single policy topic. An increase in the number of advocacy groups means that they can transmit their views more often and urgently to legislators. A public interest organisation serves as a conduit for communication between the general public and organised special interests. Comparatively speaking, environmental advocacy groups speak for a larger segment of society than do health and education organisations.

Party dominance in the legislature and governorship, as well as rivalry among parties for power, are all important policy drivers. Competition between political parties inside the state has an impact on public policy and, as a result, on public opinion. Public policy and public opinion will benefit from a more competitive political climate. Public policy is also influenced by factors outside of the state, such as population, economics, and geography(Fairholm & Dzordzormenyoh, 2018) Because their greater earnings surpass the threshold for meeting more fundamental demands, wealthier states often have more money to spend on environmental initiatives and are thus more likely to react positively to a higher taxation.

When it comes to environmental policy, higher income levels are positively related. On the other hand, the public's views on American foreign policy have been conveyed in a skewed and irrational manner. As a general rule, the American people do not support the foreign policy because they are not included in the policy-making process, which they see as unfair(Tigre & Henriques, 2022) According to the study, this is due to the fact that the American people are uninformed and uninterested in foreign policy, and that this lack of knowledge and interest demonstrates the vulnerability of political elites to influencing unstable international policy.

Health and education policies are harmed by high poverty rates. When compared to local spending, the burden of education costs for the poor is often represented in higher state spending than local expenditures due to the limited income base of regions with a greater concentration of poor people. State funding for education may be gauged by looking at what percentage of state revenue goes toward education. As a result, some governments are able to supply the majority of the money for their schools(Dzordzormenyoh, 2021) Better educational attainment improves verbal and writing abilities, which in turn leads to higher income and more professional status, as well as an enhanced grasp of political processes, which in turn leads to increased political engagement. The opinions of individuals with more education and training have a bigger impact than the opinions of those with less education and training.

Public opinion holds and influences policy-making choices rather than government's well-known institutional machinery. Government personnel and institutions aren't overshadowed by the strength of public opinion in respect to legislative party. State governments in the United States are sensitive to public opinion and organised publics, a researcher claims. With policy outputs reflecting the state and external political situations, state governments operate precisely like representative democracies. While governments tend to operate in a representational fashion, with policy mostly based on the wishes of its population, public opinion tends to have a consistent impact throughout policy domains(Dzordzormenyoh, 2021) Election victories and party agendas expand the outer factors that link desires and needs to policy. Aside from that, the effects of non-governmental political conditions on policy might differ depending on the issue. Public policy isn't influenced by organised interest groups in the same way that it is influenced by the interests of individual citizens. There may be a wide range of aims and outcomes for organisations working on the same issue, even within the same problem. Public opinion tends to have a consistent impact on a wide range of policies.

II. Research objective:

The main research objective is defined the Analyzing online public opinion effect on public policy. Research study describe that evaluation in method related to the online public research describe the impact with public policy.

Research Questions:

The basic research question is:

What analyzing online public opinion effect on public policy?

How analyzing online public opinion effect on public policy?

This research study divided into five sections: the first portion represent the introductory part related to the online public opinion and public policy. This section describes that objective of research study and also describes that research question. The second part explain about literature review related to the variables this portion represent the hypothesis

development. The third portion describes that methodology of research, participants of research, tools, techniques, and methods of research study. This section presents that theoretical framework and econometric model of research this part also describe that variables included dependent and independent. The fourth portion represent that results and descriptions related to the indicators the reliability statistic, discriminant validity, the residual analysis, R square, F square, the significant analysis, the model fitness analysis, model selection criteria, also represent that smart PLS Algorithm model. The last portion summarized overall research and also represents some recommendation for future.

III. Literature Review:

In this literature the impact of online public opinion on public policy has been analyzed. It was investigated that with the development of information technology the social media has become great source of information (Abou-Chadi & Krause, 2020). People share their opinion about particular event or situation through social media including Facebook, twitter, chat rooms, etc., the social media role in fostering governments transparency and improving the interaction among public administrations, citizens as well as online public have been investigated in the paper (Adida, Dionne, & Platas, 2018). Furthermore, it was studied that the public opinion has great influence on the decision-making process (Androniceanu, Gherghina, & Ciobănaşu, 2019). The public were largely emotional, inattentive, with disordered beliefs, as well as have little but significant impact on public policy and foreign policy as well (Uygur, Duberman, & Ferguson, 2017). From recent many years, many researchers have been focused on the investigation of the impact of public opinion on public policy. It was claimed that the public react moderately to the events of public policy, held in ordered attitudes and appears to affect policy (Badawy, Ferrara, & Lerman, 2018). Moreover, with the development of the technology, many scholars have been paying attention on investigating the specific factors or conditions which have ability to determine the influences of public opinions on public policy (Barberá et al., 2019). Apart from this, by examining a lot of research article researcher highlighted that almost everyone belief that public opinion either online or offline have strong significant effect on the democracy public policy (Bradt, 2022). Researcher presented various standard methods in this research for the analyzation of the association between public policy and public opinion (Chaudhry, Dranitsaris, Mubashir, Bartoszko, & Riazi, 2020).

In addition, scholars and practitioners in specific policies start with policy initiatives and then investigate for appropriate measures of public opinion, whereas research studies in the effects of public opinion start with opinion measurements and then hunt for suitable policy initiatives (Chen et al., 2020). This researcher proposed three ways for analyzing the online public opinion influences on public policy. the first, and also most definitely most effective due to its simple design, seems to be to poll public opinion by posing a questionnaire survey on self-proclaimed ideology (Druckman & Levendusky, 2019). The second alternative method was theoretically similar to the first in which public opinion appears to be described in broad terms, but it works at a totally different level of methodology (Huang, 2020b). Lastly, the third method represents opinion at a point between the specialized - opinion regarding specific policies - and at very specific way. It was highlighted that all these three methods offer substantial advantages over attempting to connect public policy and opinion on particular issues (N. S. Jessani et al., 2022). They allow scholars to investigate the opinion-policy association in the absence of public opinion data about particular policies, it even doesn't necessary if the majority of people really had no vision on particular policies. However, the connection between policy and opinion becomes fuzzy

(Kostka, 2019). Various policies in a particular region can be interpreted as liberal, and there are various techniques to invest billions in every policy sector. Furthermore, author claimed that in the context of public and government emergencies, the rebounding of online public opinion is indeed a significant driving force in producing a subsequent emergency (Park & Chung, 2021). Whereas risk response communication seems essential for controlling online public opinion about crises. In this research paper, researcher utilized fuzzy-set qualitative comparative analysis (FQCA) to determine which factors exist and may resulted in a rebounding of public opinion either online or offline (Qazi et al., 2019). It was also studied that previous research of public emergency online public opinion mostly emphasize on the generation of intense online public opinion, using this as the bivariate analysis and examining the effects of government response, information variables, and many other aspects on intense opinion of online public opinion. It was claimed that current development of technology has emerged social media in everyone's life; people share their opinion about trending issues on social media which influence public policies to great extent. Apart from this, social media platforms have been rapidly being utilized to gather data on public attitudes, public opinion, and key factors associated to numerous fields of research. Researcher for example, examined emotional experiences of Twitter users by examining tweet hashtags.

Buhalis, (2019) analysed text information from weblogs to evaluate attitudes and opinions of public on an emergency. WeChat and Weibo are among China's most popular social platforms. The aggregated thoughts of WeChat and Weibo users can indicate the opinion of online public on a particular incident. Moreover, the influence indicator of an incident has been calculated by comprehensively evaluating and calculating the way that communicates of an incident on the three various platforms including WeChat, Weibo, as well as online media. Apart from this, researcher analyze that public Opinion seems to be a Reference for public policy in the case of RES. The study observed that awareness have a mediating effect in shaping performance expectancy and public opinion for the adoption of RES. Furthermore, the analysis shows that bioenergy is the most suited renewable resource, with the highest rated score value.Although study in the topic is limited, the findings of this article will aid in better and effective decision-making and policy by employing public opinion and feelings. In addition, researcher also studied the influence of online public opinion on the public and foreign policy. It was studied that as the social media has been emerged in every field and with this emergence many people use this platform to share opinions and feelings, that is why, the online social platfroms have gain great popularity and become the appropriate channels for the dissemination of public opinion. Furthermore, persistent online public opinions have emerged as a major kind of online public opinion and it has begun to have a significant impact on motivating revolutionary change. Therefore, author develops a novel dynamic model of dissemination in the paper to comprehensively investigate the online public opinion recurrence. After investigation, it was highlighted that controlling and management of the intensity of public opinion, effectiveness, revurrence period, and incident topical relevancy seems to be an effective way to control recurrence dissemination.

However, the occurrence and distribution of information of online public opinion allows the government agencies to comprehend people opinions in actual environments, and fully comprehend people's real lives, and establish realistic and scientific public policies, conveying the idea of constructing a provider government while also reacting to unrealistic public policies. Whereas within the context of agenda and theoretical framework, researcher describe how and whether online public opinion effects public policy, governmental problem

agendas, and traditional media at the government level. It was investigated that opinion of online public had no agenda-setting influence on the administration, but the government might establish the online public agenda on occasionally. Apart from this, the traditional media agenda as well as online public opinion were discovered to have simultaneous agenda setting impacts. Therefore, the findings of this research demonstrates that in today's World, online public opinions have developed into a competitive agenda-setting power. Researcher highlighted that form recent many years, the government of China has been utilizing state-controlled media to define the public agenda, selecting what the individuals needed to think about it and developing a prevailing ideology to keep the status quo intact. The Internet's emergence offers an alternative channel of information that allows billions of individuals to participate in public events and share their opinion, providing a difficult task to the agenda-setting, the government, and the authority of the traditional media. This investigation looked into the impact of OPO (online public opinion) on public policies, government, and media programs at the government level in the Chinese policy environment using qualitative approach of media articles and online discussion platforms and it was examined that the public opinions have remarkable influences on the decision making and public and foreign policies.

Moreover, because of the emerging trends of the social media platform, many public institutions have been increasingly transitioning from basic to more complex and sophisticated social media strategies, which have been marked by significant political, organizational, and technological, innovations. This researchers' aims were to make two implications to the current debate on sophisticated tools to social media manipulation. The first issue was of a more technical nature, involving the assessment of the possibilities and difficulties of a standardized cross-platform strategy for social media by the agencies of Chinese government in policy-making processes. The 2nd implication was of theoretical nature which consist in the improvement of multi-dimensional structure for an incorporated measurement of such sophisticated management of online media exploitation in policy formation. It was highlighted that public policies making process have direct association with the online media as well as public opinion either online or offline. Many researchers have presented the research on the analyzation of the impacts of public opinions on public policies in which social media platforms plays a vital role. In this research investigation, researcher studied the significant role which social media sites played in developing interactions among citizens, bureaucrats, and politicians. Many scholars demonstrate that in the world of Big Data technology, opinions posted on the Internet by the users of social media may be effectively exploited to gather valuable data that can influence policymakers' decisions throughout the policy making process. The findings show that social media analytics can assist policymakers to appraise existing policy choices based on people' preferences during the design phase of policy, evaluate public opinions during the phase of implementation, and identify citizens' demobilization and mobilization phases.

Hypothesis Development:

H1= There are positive effect in between online public opinion with public policy.

H2= There are significant analysis in between online public opinion on public policy.

H3= There are negative impact in between online public opinion and public policy.

IV. Research methodology:

This research study represents the analyzing online public opinion effect on public policy. This research based on primary data analysis for collecting the data develops different questions related to the variable included dependent and independent variable. The online public opinion is independent variable the public policy is dependent variable for measuring the research used open ended and closed ended questions about indicators.

Research participants:

This research study describe that primary data analysis for collecting the data used persons who have knowledge about online public opinion and public policy. For measuring the research study used smart PLS software and run different results in between independent and dependent variables. The residual analysis, the smart PLS Algorithm model, the R square analysis, also describe that significant analysis, and indicator correlation result related to the variables.

Theoretical Framework:
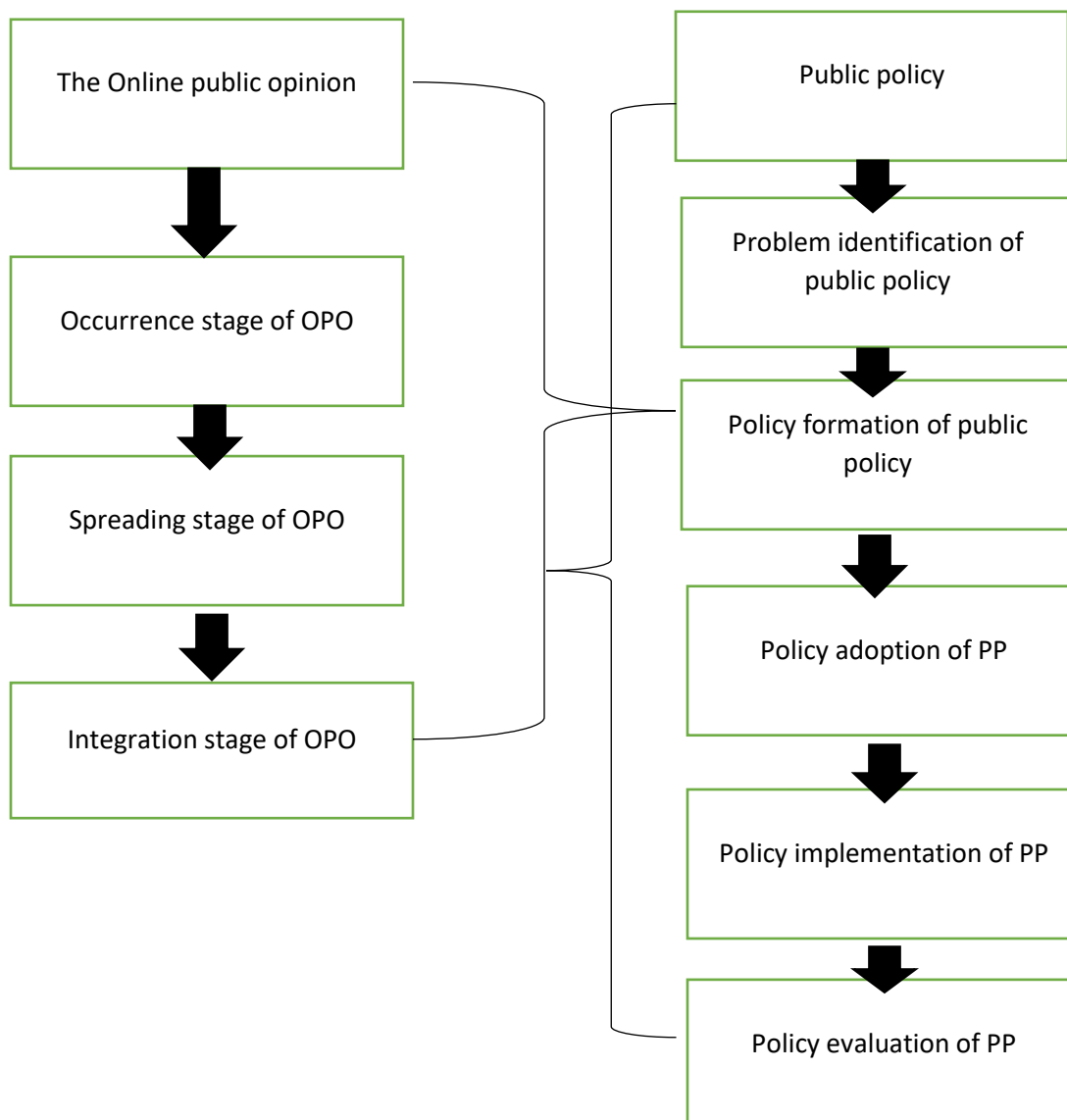
Econometric Model:

The econometric model represents the equation in between dependent and independent variables

$$opo = \propto +PP\beta1 + PI\beta2 + PF\beta3 + PA\beta4 + PI\beta5 + PE\beta6 \dots\dots\dots..(1)$$

$$OS = \propto +PP\beta1 + PI\beta2 + PF\beta3 + PA\beta4 + PI\beta5 + PE\beta6 \dots\dots\dots..(2)$$

$$SS = \propto +PP\beta1 + PI\beta2 + PF\beta3 + PA\beta4 + PI\beta5 + PE\beta6 \dots\dots\dots..(3)$$

$$IS = \propto +PP\beta1 + PI\beta2 + PF\beta3 + PA\beta4 + PI\beta5 + PE\beta6 \dots\dots\dots..(4)$$

Where:

OPO = online public opinion

OS = Occurrence stage

SS = Spreading stage

IS = Integration stage

PP= Public policy

PI = Problem identification

PF= Policy formation

PA = Policy adoption

PII = Policy implementation

PE = Policy evaluation

Online public opinion:

The sum of personal opinions, sentiments, and ideas about a specific topic represented by a large proportion of a population either offline or online is known as public opinion. When a huge population of people in society conveys an opinion, this is referred to as public opinion. A collective opinion that almost everyone believes on might be considered public opinion, as can a collection of many different viewpoints. There are two categories of public opinion: issue public and attentive public. People who are highly interested in politics and who will have an impact on politics due to their knowledge make up the attentive public. The issue public consists of people who are familiar with a particular political problem and believe that they are competent about it sufficiently to communicate about it. Apart from this, the attentive public does have an impact on politics overall, whereas the issue public seems to have an impact on specific problems. Public opinion is frequently formed by the issue public and attentive public. Anyone with access to the Internet has the ability to add to their knowledge base through social media thanks to the unrestricted flow of information. In today's age, social media unquestionably has a significant influence on our culture, companies, and general perspective. Social media is a brand-new platform that enables interaction, connection, and mobilization for a cause. It also allows for the exchange of ideas, advice, and assistance. Social media has made it possible for everyone, even those in

repressive nations, to engage in democratic debate by removing barriers to contact and establishing decentralized communication channels.

The creation of a broad variety of organic, formal, informal, academic, and unscholarly compositions is made possible by this media channel. It makes it possible for students and other groups with comparable interests to work together on group projects outside of the classroom. It promotes creativity and collaboration with a wide range of observers on a range of subjects, including, among others, relationships, economics, politics, diversity, and education. Social media offers numerous advantages, such facilitating easy communication with friends and family anywhere in the globe and eradicating geographic and cultural barriers, but it also has drawbacks. The combination of social media's burden and its global reach has a negative impact on our daily lives. Social media is robbing us of the confidence and comfort we formerly placed in one another, substituting virtual connections for real ones and the emotional and physical support we once got from one another. It enslaves us of our capacity for self-control and independent thought, rendering us susceptible enough to automatically join any organization that promotes preposterous promises that tickle our senses and appeal to our senses without weighing the consequences.

Public policy:

Public policy, as a course of action created and/or adopted in response to society concerns, is an institutionalized technique to address relevant and practical issues. It is frequently carried out by a charity or governmental body. Beyond this general idea, there are many different ways that public policy has been expressed. The practice of going through "the policy cycle" is a common way to study and engage in public policy. Various phases are categorized, however the following pattern consistently appears: Agenda setting, idea generation, social control, execution, and evaluation.

The interests of a wide range of stakeholders must be represented by policymakers. The goals of the policy must be consciously identified and carried forth during the policy creation process. To assist with this, academics and other policy professionals have created a variety of tools and techniques. The basic objectives of public policy are to raise the standard of living in society and keep the supply of goods and services. It is seen as an approach to determining the future, a tool for constructing an economic-social system, etc. There are many options available to academics who are interested in a career in public policy, including research and development, teaching, jobs in think tanks and independent research centers, non-governmental organizations, etc. Scholars who study and pursue a career in public policy have various alternatives, including research and development, teaching, positions in think tanks and independent research centers, non-governmental organizations, and so on. Policies describe the objectives of an organization and provide guidance on how to achieve them. Critical operations like collecting rent arrears and preparing for capital replacement are defined by policies. Policies also address things like fundamental construction guidelines.

V. Result and Descriptions:

Significant analysis:

Matrix	Original sample	Sample Mean	Standard deviation	T statistics	P values
IS <- online public opinion	-0.445	0.158	0.569	0.782	0.043

OPO<- public policy	0.826	0.372	0.689	1.198	0.232
OS<- online public opinion	0.826	0.372	0.689	1.198	0.023
PA<- online public opinion	-0.419	-0.184	0.398	1.054	0.029
PE<- online public opinion	0.151	0.138	0.371	0.406	0.068
PF<- online public opinion	0.377	0.232	0.318	1.186	0.023
PI<-online public opinion	0.884	0.471	0.662	1.336	0.018
PII<-public policy	0.160	0.143	0.369	0.434	0.066
PP<-online public opinion	0.884	0.471	0.662	1.336	0.182
SS<-online public opinion	-0.445	0.158	0.569	0.782	0.043

Table-1

The above result represent that significant analysis of each variables included dependent and independent result shows that original sample value, the average value of mean, standard deviation rate, value of T statistic, also describe that probability value of each matrix. The IS<-online public opinion shows that original sample value is -0.445 its sample mean value is 0.158 the standard deviation rate in between variables is 56%. According to the T statistic value is 0.782 which means that positive relation between them its significant value shows that 4% probability in between integration stage of online public opinion. The online public opinion <public policy is a second matrix its original sample value is 0.820 its mean value is 0.37 the rate of T statistic is 1.198 and its probability value is 23% respectively. the other matrix is OS<-online public opinion according to the result its original sample value is 0.826 show that 82% originality between variables. the sample value of mean is 0.372 the rate of T statistic is 1.198 also that probability value is 0.02 shows that 2% significant relationship between them. The ss<-online public opinion also shows that T statistic value is 0.782 and its significant value is 4% respectively. the overall result represent that positive and significant effect in between online public policy and public opinion.

Contemporary statistical analysis:

Public policy	Original sample	Sample mean	Standard deviation	T statistics	P values	Bias	C1 Low
1:PA, PE, PI	0.001	-0.000	0.024	0.031	0.0975	-0.001	-0.046
2:PA, PE, PI, PF	0.070	0.070	0.043	1.632	0.103	-0.000	-0.014
4:PA, PE, PF, PII	-0.004	0.001	0.083	0.046	0.963	0.005	-0.171
6:PA, PF, PII, PE	-0.005	-0.008	0.085	0.055	0.956	-0.004	-0.168
7:PA, PE, PF, PP	0.001	-0.000	0.024	0.031	0.975	-0.001	-0.046

10:PA, PE, PI, PII	0.275	0.266	0.082	3.348	0.001	-0.008	0.122
16:PA, PE, PII, PP	0.007	0.006	0.012	0.580	0.562	-0.001	-0.016
22:PA, PF, PI, PP	0.013	-0.000	0.147	0.086	0.932	-0.013	-0.263
26: PA, PF, PP, PII	0.087	0.088	0.073	1.192	0.234	0.001	-0.057

Table-2

The contemporary statistic analysis represent that original sample values, the sample mean value, standard deviation, T statistic values, also represent the p value and CI low relation between one and more variables. the first matrix is PA, PE, PI such as policy adaptation, policy evolution and policy identification according to the result its original sample value is 0.001, its standard deviation value is 0.024 the T statistic value is 0.031 also that its probability value is 0.097 which means that 9% significant analysis among indicators. Similarly, the second matrix is PA, PE, PI, PF shows that 0.083, its T statistic value also shows positive relation and its probability value is significant effect between them. The overall result of contemporary shows that positive relation between dependent and independent variables.

R-square analysis:

	R square	R square Adjusted
Public policy	0.6124	0.7115

Table-3

The above table 3 describes that R square value of dependent variable its value of R square is 0.6124 and its adjusted R square value is 0.7115 shows that overall research study is fit for analysis.

Composite Reliability analysis:

	Cronbach's Alpha	Rho-A	Composite Reliability	Average variance
Online public opinion	0.704	0.394	0.724	0.738
Public policy	0.123	0.363	0.545	0.653

Table-4

The above result describe that composite reliability analysis result shows that cronbach's Aplha value, the Rho-A rate, composite reliability values and average variance analysis of each dependent and independent variables. the online public opinion is main independent variable its cronbach Alpha value is 0.704 the rho-A value is 0.394 its composite reliability value is 0.724 which shows that 72% research is reliable for analysis the average variance value is 0.738 which means that 73% average variance of online public opinion related to the policy. The public policy is main dependent variable its cronbach alpha value is 0.123 the rho-A value is 0.363 the composite reliability value is 54 and 65% rate of average variance.

Smart PLS Algorithm Model:
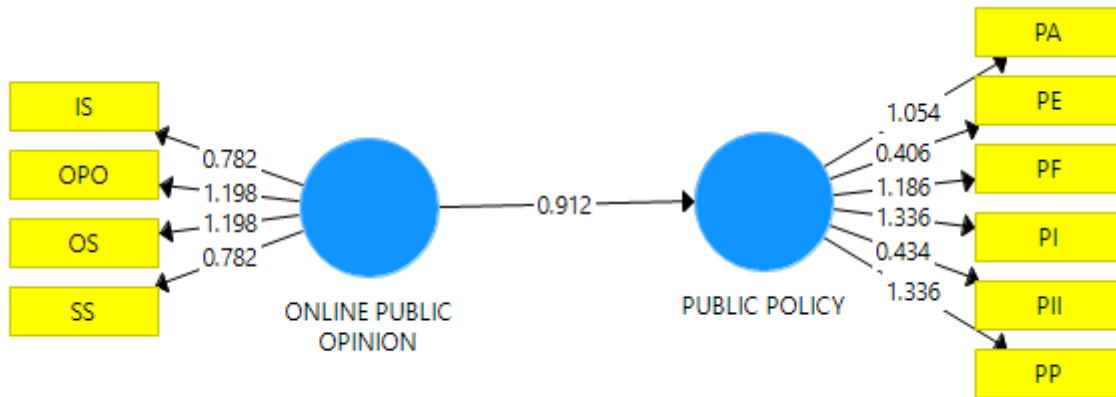
The above model represent the smart PLS Algorithm model in between online public opinion and public policy with sub variables. the result shows that relation in between online public opinion and public policy is 0.912 which shows that positive relation with each other. the IS, OPP, OS, and SS these are all consider as sub variables of online public opinion its values are 0.782, 1.198, all of them represent positive relation with each other. the public policy is dependent variable PA, PE, PF,PI,PII and PP these are called sub indicators of public policy its values are 1.054, 0.406, 1.186, 1.336, 0.434 and 1.336 these values represent overall positive effect on public policy.

Discriminant Validity analysis:

|	Variable 1	Variable 2
Integration stage of online public opinion	-0.353	
Online public opinion	0.333	
Occurrence stage of OPP	0.644	
Policy adaptation		0.021
Policy evaluation		0.306
Policy formation		0.355
Policy identifications		0.485
Policy implementation		0.303
Public policy		0.416
Spreading stage of online public opinion	-0.318	

Table-5

The above result describe that discriminant validity analysis of each variables included dependent and independent variables. the values of online public opinion are -0.353, 0.333, 0.644 and -0.318 the values of public policy are 0.021, 0.306, 0.355, 0.485, 0.303 and 0.416 respectively shows that positive of discriminant validity shows the research study is more valid for analysis.

Indicator correlations:

	No.	Missing	Mean	Median	Min	Mix	Standard deviation	Excess Kurtosis	skewness
Integration stage of online public opinion	1	0	2.030	2.000	1.000	5.000	0.858	0.134	0.525
Online public opinion	2	0	2.030	2.000	1.000	5.000	0.858	0.134	0.525
Occurrence stage of OPo	3	0	2.051	2.000	1.000	3.000	0.757	-1.254	-0.085
Policy adaptation	4	0	2.051	2.000	1.000	3.000	0.757	-1.254	-0.085
Policy evaluation	5	0	2.505	2.000	1.000	5.000	1.086	-0.381	0.467
Policy formation	6	0	2.505	2.000	1.000	5.000	1.086	-0.381	0.467
Policy identifications	7	0	2.848	3.000	1.000	5.000	1.140	-0.948	0.137
Policy implementation	8	0	2.101	2.000	1.000	5.000	1.096	0.458	0.964
Public policy	9	0	2.232	2.000	1.000	4.000	1.090	-1.021	0.521
Spreading stage of online public opinion	10	0	2.212	2.000	1.000	3.000	0.756	-1.170	-0.378

Table-6

The above result describe that indicator correlation of each variables included independent and dependent the result shows that missing values, mean values, median, minimum, maximum, standard deviation rate, the excess kurtosis value, also that skewness values of each variables. According to the result the overall missing value is 0 the mean value of integration stage of OPO is 2.030 the standard deviation value is 0.858 its excess kurtosis value is 0.134 its skewness rate is 0.525 respectively. similarly, the online public opinion shows that mean value is positive values of each factors the occurrence stage of OPO is sub variable its mean value is 2.051 its standard deviation value is 0.757 the excess kurtosis rate is -1.254 shows that positive value of variance and negative kurtosis rate of occurance stage. According to the result overall median value is 2.000 the minimum value is 1.000 and overall maximum value is 5.000 respectively. public policy represent that mean value is 2.232 the standard deviation value is 1.090 its skewness value is 0.521 respectively.
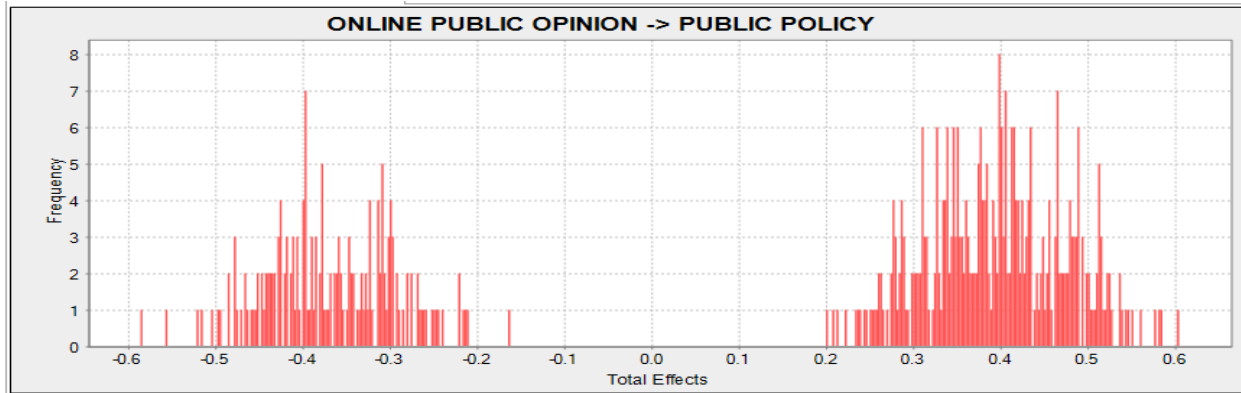
The above graph describe that total effect in between online public opinion and public policy. According to the above figure vertical side shows frequency level which is start from 0 point and end at 8 level the horizontal side represent the value -0.6 to 0.6. the red bar line describe the total effect in between two variable its shows fluctuation levels between online public opinion and public policy.

Co-linearity statistical analysis:

	VIF
Integration stage of online public opinion	14.666
Online public opinion	1.523
Occurrence stage of OPO	1.435
Policy adaptation	1.158
Policy evaluation	1.112
Policy formation	1.047
Policy identifications	3.167
Policy implementation	1.148
Public policy	3.389
Spreading stage of online public opinion	14.612

Table-7

The above result describe that co-linearity statistical analysis of each variables included independent and dependent. The result shows that VIF values are 14.666, 1.523, 1.435, 1.158, 1.112, 1.047, 3.167, 1.148,3.389 and 14.612 all of them are represent the positive values of co-linearity statistic result shows that positive effect of online public opinion and

	Saturated Model	Estimated Model
SRMR	0.216	0.216
d_ULS	2.574	2.574
d_G	1.289	1.289
Chi-Square	437.981	437.981
NFI	0.075	0.075

public policy its more co-linearity with each other.

VI. Model Fitness analysis:

Table-8

The above result represent the model fitness analysis result shows that saturated model and estimated model of each factors. SRMR, D-ULS, D-G, Chi square values, the NFI values these are all factors represent the model fitness analysis. The values of saturated and estimated model are 0.216, 2.574, 1.289,0.075 respectively. the chi square value of each model is 437.981 which means that model fit for analysis and research study is reliable for results.

VII. Conclusion

In conclusion, it was examined that with the emergence of internet technology along with information technology, Internet has become the part of every individual. People use social media sites to express their feeling, emotions, as well as opinions about trending events. The collection of personal characteristics or ideas shared by some percentage of the total population is referred to as public opinion. As public opinion holds great importance in the process of decision making and policies formulation either online or offline opinion. The rate of web application penetration is growing with the passage of time due to the continuous development of networking technology, and the involvement of number of people has also been increasing day by day. Therefore, in near future, the Internet technology seems to become an absolutely significant innovative platform for people to actively engage in the formation of public policies. In this research article, we particularly investigate that how public policy effected by online opinion and proposes focused suggestions and solutions for existing problems by utilizing the method of literature analysis, the approach of case analysis, as well as many other research methods. It was examined that public opinion affect the public policy to great extent. Furthermore, personality and communication elements have been investigated extensively in much research on public opinion.

The overall research study accept the hypothesis one and two research concluded that there are positive and significant effect of online public opinion with public policy Research study reject the third hypothesis H3. Additionally, research has consistently demonstrated that public opinion and individual opinion perception are intimately connected, the important role which opinion intensity performs in affecting this association has not been thoroughly investigated, and current findings have been mostly unclear. Furthermore, while data suggests that communication elements such as debate social networks, or a heterogeneous social environment affect the perception of public opinion. In this research study, the research is investigated quantitatively. we collected sample data through questionnaire survey method. The survey has been collected from every age group through various social media sites. In addition, this paper contributes to the professional and academic debate on how and whether social media may influence the power structure between citizen, administrators, and politicians by taking a practical approach. We demonstrated how huge data or information might productively be utilized to promote policymakers' actions, with an emphasize on the possible function of online media analysis during the formation and execution of a public policy. In this paper, we particularly investigate the various social media platforms including twitter, Facebook, WeChat, link din, etc., and this investigation has been made through the utilization of modern analysis techniques SASA and Smart PLS

to the data and information collected from various social sites. It was highlighted that mostly people used twitter, Facebook, WeChat, and Instagram to express their opinion about particular issue. Although public opinion on social sites does not directly change or made the public policy but government agencies consider those public opinions while making specific public policy. So, we can say that public opinion has indirect but significant relationship with the decision-making process. Online public opinion has both positive as well as negative impacts on public policies. The methods, goals, and even the complete production scheme of public policy making have an influence on the performance of policy. The emergence of internet-based opinion of public could indeed dissolve social problems, put individuals on the agenda of public policy, and forms issues of public policies which offers an innovative way to the general public in which they actively take part and safeguard their interests as well as rights. Furthermore, through social media sites, the public can actively participate the public policies formation process without being confined by space and time. Furthermore, the government as well as similar organizations might utilize online public opinion to grasp people's true opinions and form decisions. Realistic, meaningful, and scientific public policies which have ability to benefit the general public will genuinely serve the individuals, improve the policy formulation professional competence, be more logical and reasonable, establish new networks for people to actively engage in and talk about politics, and encourage the democratic process of public policy development.

Whereas the negative impacts of online public opinion can be expressed as on the Online platform, anyone can express themselves freely and without concern for space, time, or many other constraints. However, there remains an information asymmetry. There is still some information available in rural and urban areas, as well as the western and eastern regions, for the adoption of Online sources. Emotions of vulnerable populations, such as the adolescent and the elderly, are almost certainly ignored. Additionally, due to the Internet's brilliant anonymity, and openness, there is no shortage of misleading info in Online public opinion, which might also interrupt decision makers' opinion and start imposing policy development. many associations put pressure on policymakers and make public policy implementation more challenging. In short, we can say that the Online internet platform is a "two-edged sword" in which the country's governments have a significant influence. Apart from this, we suggested that the network environment must be purified, as well as the general quality of internet users must be enhanced. This demands that the government and related agencies propose appropriate measures to traditional problems. On the one hand, when developing public policies, the government should carefully pay attention to the public ideas and opinions, attempt to increase the range of collecting information, and demonstrate a certain ability to determine the integrity of the information of online public opinion. Public opinion must be reflected in government policies. Furthermore, the government agencies should also pay attention to improve online publicity and moral education, integrate power structures, create a healthy and positive online environment, play a constructive role in OPO, and maintain long-term stability of society.

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