



# Social Media And The Formation Of Public Opinion On Security-Related Incidents In Vietnam: Evidence From Facebook And Tiktok

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## Abstract

The strong development of social networks has changed the way the public accesses information and forms public opinion on security and order cases. In the context that Facebook and TikTok have become two highly influential platforms in Vietnam, identifying the mechanism of forming and spreading public opinion on these platforms is significant both theoretically and practically. The article aims to analyze the role of social networks in the process of forming public opinion through data from Facebook and TikTok related to security and order incidents of public interest. The study used a qualitative research method based on secondary data. Data sources include public posts, videos, and comments on Facebook and TikTok, combined with articles from mainstream media, regulatory reports, and domestic and international research works. The data is processed by content analysis and thematic analysis methods to identify the characteristics of the process of forming, amplifying and spreading public opinion in the digital environment. The results of the study show that the formation of public opinion on social networks is simultaneously affected by four groups of factors: (i) characteristics of security and order events; (ii) the content distribution mechanism of the digital platform; (iii) user interaction and sharing behavior; and (iv) the participation of mainstream media actors. On that basis, the study proposes a conceptual model of the process of forming public opinion on social networks in the context of security and order incidents in Vietnam, and at the same time gives some implications for public communication, information management and orientation of public opinion in the digital environment.

**Keywords:** Social networks; public opinion; security and order; Facebook; TikTok.

## 1. Introduction

The rapid development of digital technology in the last two decades has created fundamental changes in the global media ecosystem. If in the past, traditional press, radio and television played a central role in the process of production, distribution and orientation of information, today, along with the popularity of the Internet and social networking platforms, the communication structure has shifted from a one-way communication model to a multi-dimensional communication model. where every individual can simultaneously act as receivers, producers, and spreaders of information. This change not only transforms the mode of social communication but also has a profound impact on the process of forming social awareness, attitudes and public opinion towards public events. In this context, social media has become one of the most important sources of information for the public. Unlike traditional media, which is subject to strict censorship and editing processes, information on social networks is created and spread at a very fast speed through the interaction mechanism between users and the platform's algorithm. In just a short time, an article, video, or image can reach millions of people, create large-scale discussions, and directly impact public awareness. This significantly changes the process of forming public opinion, when the public no longer only receives information passively but becomes a subject participating in interpreting, commenting, sharing and reproducing information in the digital space. The rise of Facebook, TikTok, YouTube, X (Twitter) or Instagram has made the process of forming public opinion more complicated than before. If in the traditional media model, public opinion is often shaped through press agencies and official media institutions, in the digital environment, this process is simultaneously influenced by many different actors, including individual users, etc social media influencers (KOLs/KOCs), online communities, content delivery algorithms, and technology platforms. The interaction between these subjects creates an open communication space where information is continuously added, interpreted and amplified through activities of commenting, sharing, feedback, and creating new content. [1] [2], [3]

In many cases, public opinion in the digital environment is formed before mainstream media or state management agencies publish official information. The first images, videos, or posts from the scene of an incident often quickly capture the attention of the community, creating threads of discussion at a great viral rate. This process not only expands the public's access to information, but also increases the risk of unverified information, personal inferences, or misinformation. When this information is shared repeatedly on a large scale, they can significantly affect how the public perceives and evaluates events, even creating pressure on the communication activities of the authorities. For security and order cases, the role of social networks has become more and more clear. This is a group of events that often have a high level of social concern, directly related to community safety, social order and people's trust in public

institutions. Major fires, serious accidents, criminal cases, illegal acts, or controversial incidents in society often quickly become widely discussed topics on Facebook and TikTok. In many cases, the number of posts, videos, comments, and shares increases exponentially in just the first few hours after the event occurs. This shows that social networks not only serve as a channel for transmitting information but also as an environment for forming, regulating and spreading public opinion. In addition to its positive contributions to expanding access to information, enhancing social interaction, and promoting citizen participation in public issues, social networks also pose many challenges to media governance and social management. The rapid spread of information, wide sphere of influence, and the ability to personalize content through algorithms make it possible for misinformation, fake news, or inflammatory content to spread at great speed. In security and order cases, this phenomenon not only makes it difficult to verify information but can also increase psychological confusion, create extreme emotional reactions or affect the process of handling cases by the authorities. Therefore, researching the process of forming and spreading public opinion on social networks is not only of academic significance but also of practical value for media management activities in the context of digital transformation. [4] [5]

In Vietnam, along with the rapid development of the Internet and the increasing percentage of social network users, Facebook and TikTok have become two platforms that have a special influence on the public's reception and sharing of information. Facebook continues to serve as a social networking platform capable of connecting the vast community, while TikTok thrives on algorithm-based content recommendations and short video transmissions. Although there are different specifications and operating mechanisms, both platforms create a favorable environment for information related to security and order incidents to spread quickly and attract the participation of a large number of users. This requires further research on the role of each platform in the process of forming public opinion, instead of seeing social networks as a unified bloc. From the perspective of academic research, the development of digital media has prompted many works to analyze the relationship between social networks, online media and public opinion. However, the results of the study are still scattered in many different approaches, from communication studies, sociology, political science to data science. In addition, current studies mainly focus on topics such as political communication, elections, pandemics, natural disasters or public health crises, while studies on the formation of public opinion on security and order incidents in the context of Vietnam are relatively limited. This gap raises the need for more comprehensive research and analysis to clarify the mechanism of social opinion formation on social networks as well as the factors that govern that process in today's digital media conditions. Although the topic of social media and public opinion has attracted the attention of many scholars for more than a decade, current studies have not reached a consensus on the mechanism of public opinion formation in the digital media environment. Early-stage studies mainly look at social media as a new channel of information transmission, focusing on analyzing the possibility of expanding public spaces, promoting citizen participation, and increasing the speed of information spread. According to this approach, social media is seen as a platform that helps reduce the public's dependence on traditional media outlets, while also facilitating diverse views to be publicly expressed in the digital space.

[6]

The studies then shifted the focus from looking at the characteristics of the platform to analyzing user behavior. Many studies have shown that the formation of public opinion on social networks depends not only on the content of information but also is influenced by factors such as the level of engagement, characteristics of social networks, user emotions, consensus trends in online communities, and the ability of controversial content to spread. In this context, users are no longer passive recipients of information, but become active participants in the process of producing, interpreting and redistributing information. It is the continuous interaction between millions of users that has made social opinion in the digital environment a dynamic process, always changing over time and influenced by many different factors. Another research direction focuses on the role of algorithms in shaping the process of user access to information. Unlike traditional journalism, where content is selected primarily by editors, social media platforms use algorithms to decide which information should be prioritized for display. This dramatically changes the way the public approaches social events. High-engagement information often continues to be prioritized by the algorithm, creating an amplification effect and increasing the spread of the content. In many cases, this process forms "amplification loops", causing certain perspectives or interpretations of events to quickly dominate in the digital media space. At the same time, many recent studies have begun to pay attention to the role of emotions in the process of shaping public opinion. The results of the study show that content that is unexpected, conflicting, concerned, or outraged often generates higher levels of engagement than neutral information. Users' emotional reactions not only influence the decision to share information, but also contribute to the way the online community interprets and evaluates events. Therefore, the process of forming public opinion on social networks is not just the accumulation of information but also the process of spreading emotions and creating meaning through social interaction. [Quote] Besides studies of user behavior and algorithms, many scholars also focus on analyzing the differences between social media platforms. The results show that each platform possesses different content distribution mechanisms, forms of interaction, and user network structures, thereby creating separate models of information dissemination. Facebook is seen as a platform that promotes community discussion and information sharing through social networks, while TikTok relies more on the content recommendation algorithm and viral ability of short videos. These differences lead to different characteristics in the process of attracting attention, forming emotions, and developing public opinion on each platform. However, the majority of studies still analyze Facebook or TikTok as independent cases, while studies comparing the role of two platforms in the same social context are quite limited. [7] [8] [9]

In the field of security and order, international research mainly focuses on crisis communication, risk management, terrorism prevention, violence or response to emergency situations. These studies have shown that social networks are both a tool to support the rapid sharing of information between management agencies and citizens, and can become an environment for spreading fake news, misinformation and confusing content in the community if there is a lack of verification. Therefore, information management in the digital environment is increasingly becoming an important content in public governance and ensuring social security. Despite this, the majority of current research is conducted in North America, Europe, or some East Asian countries with developed media ecosystems. The institutional context, characteristics of media governance and behavior of using social networks in these countries are very different from Vietnam. Meanwhile, Vietnam is a country with a very fast internet and social network penetration, the level of use of Facebook and TikTok is among the highest in the region, and at the same time has its own characteristics in terms of media governance, information sharing culture and public reaction to security incidents. order. Therefore, the direct application of international research results to the Vietnamese context is still limited and needs to be verified by studies in accordance with domestic practical conditions. [10] [11]

A summary of published works shows that there are still four notable research gaps. Firstly, current studies mainly focus on analyzing the influence of social networks on user behavior or attitudes, while the mechanism of forming social opinion in the digital environment has not been fully explained. Second, there are relatively few studies comparing Facebook and TikTok in the same analytical framework, especially for security and order cases. Third, the empirical evidence on Vietnam is still limited compared to developed countries. Finally, the majority of research stops at testing existing media theories, while the number of studies that propose an integrated analytical framework to explain the process of public opinion formation in the context of digital media is still small. It is these gaps that form the basis for the current research to be carried out.

## 2. Theoretical framework and research analysis framework

### 2.1. Social Amplification of Risk Framework

One of the most influential approaches in risk communication research is the Social Amplification of Risk Framework (SARF), which was developed to explain how risky events are received, interpreted, and spread in society. Contrary to the traditional view that the impact of an event depends mainly on the objective severity of the event itself, SARF believes that society's response is also strongly influenced by the communication process, intermediaries and information dissemination mechanisms. In other words, an event with a similar level of risk can generate very different social responses depending on how information is conveyed, interpreted, and amplified in the media space. According to the SARF, risk amplification takes place through multiple "amplification stations", including media agencies, civil society organizations, regulatory agencies, community groups, and individuals. Each subject not only conveys information but also selects, interprets, emphasizes or omits certain aspects of the event. It is this process of selection and interpretation that changes the public's perception of the severity of the event, which in turn impacts social emotions, attitudes, and behaviors. In the digital media environment, SARF's approach continues to be expanded as social media becomes a special "amplification station". Unlike traditional journalism, social networks allow millions of users to simultaneously participate in the process of producing, sharing, and interpreting information. This makes the amplification process no longer take place in a linear model, but become a multi-dimensional interactive network, in which each share, comment, or feedback can create new amplification loops. Therefore, security and order incidents on social networks are often not only reflected but also restructured through online community interactions. For this study, the SARF is used as the central theoretical foundation to explain why some security and order incidents quickly become the focus of public opinion while others receive little attention. This approach allows to analyze the transition from an objective event to a media phenomenon and then become a topic of public opinion in the digital environment. However, SARF is built in the context of traditional mass communication, so it does not fully reflect the role of the platform algorithm and the continuous interaction between users on modern social networks. Therefore, this study combines SARF with new approaches to digital media to expand the explanation of the Facebook and TikTok context in Vietnam. [12] [13]

**Table 1: Analytical Coding Framework**

Code	Definition	Example	Framework Stage
IT	Initial Trigger	First eyewitness video	Stage 1
PA	Platform Amplification	Trending video	Stage 2
CC	Co-construction	User debate	Stage 3
OR	Opinion Reconfiguration	Police announcement	Stage 4
AFTER	Public Opinion Outcome	Consensus	Stage 5

*Source: Authors' analysis*

### 2.2. Setting the Agenda in an Algorithmic Environment

Agenda-setting theory has long been considered one of the important cornerstones of mass media research. The classical approach holds that the media does not decide how the public should think, but has the ability to direct what the public thinks about through the selection and emphasis of certain topics. In the context of traditional media, the

power to set the agenda largely rests with news agencies and editorial teams, who decide which events are covered, the priority of the information, and how the content is presented. The development of social networks has fundamentally changed this mechanism. The right to decide on access to information is no longer entirely in the hands of media agencies, but increasingly depends on the algorithmic systems of digital platforms. Facebook, TikTok, and other social networks use machine learning algorithms to select, sort, and recommend content tailored to each user's behavioral characteristics. This process creates a new form of agenda-setting in which the algorithm becomes an intermediary agent that decides which information is prioritized to be displayed and which information is less likely to reach the public. Many recent studies call this phenomenon Algorithmic [14] Agenda Setting, emphasizing that the agenda in the digital environment is no longer built entirely by traditional media subjects but is the result of the interaction between algorithms, users, and digital content. The algorithm does not generate new information, but determines how quickly it spreads, its reach, and the ability to maintain public attention on an event. Content with a high engagement rate often continues to be recommended by the system to more users, thereby forming a continuous amplification mechanism and creating prominent topics in cyberspace. In security and order cases, the role of algorithms has become more and more pronounced. When an unexpected event occurs, the first images, videos from the scene, or posts with attention-grabbing content often quickly attract a large number of views, comments, and shares. These engagement signals are interpreted by the algorithm as an indicator of the community's level of interest, thereby further expanding the scope of content distribution. As a result, the same event can quickly become a prominent topic on the feeds of millions of users in a short time, even without full official information from the authorities. [15]

It is worth noting that the algorithm does not evaluate the true and false value of the information, but mainly reacts to the user's interaction signals. Therefore, content that is sensational, controversial, or evokes strong emotions often has an advantage in the viral process. This increases the risk of unverified or misleading information gaining a higher level of popularity than the mainstream information that is later published. For security and order cases, this phenomenon can significantly change the initial perception of the public, and at the same time create great pressure on the communication activities of management agencies. Although the concept of Algorithmic Agenda Setting has been used more and more in digital media research, much of the current work still focuses on analyzing the impact of algorithms on access to information or social media usage behavior. Studies examining the role of algorithms in the process of shaping public opinion, especially for security and order cases, are still relatively limited. Besides, the difference in operating mechanisms between Facebook and TikTok has not been fully analyzed in the same research framework. Facebook primarily amplifies information through its social networks and online communities, while TikTok relies more on the mechanism of recommending content according to individual interests and behaviors. These two mechanisms can create different trajectories of information dissemination and lead to differences in the process of forming public opinion. In this study, the Algorithmic Agenda Setting approach was used to complement the Social Risk Amplification Framework. If SARF explains why an event can be amplified in society, then Algorithmic Agenda Setting helps clarify the mechanisms by which digital platforms select, prioritize, and expand the reach of information. Combining these two approaches allows to explain not only the process of amplification of information but also the role of algorithms in directing public attention, thereby laying the foundation for the formation and development of public opinion in the digital media environment. [16] [17]

### 2.3. Public opinion as a process of co-creation on digital platforms

Classical studies of public opinion often see public opinion as the result of the process of exchanging information, debating and forming consensus in the community. In this approach, mass media plays a leading role in providing information, while the public primarily reacts and expresses views on social events. However, the development of digital media has significantly changed the relationship between the media and the public. On social networking platforms, users not only receive information but also directly participate in the process of producing, sharing, interpreting and restructuring content. This makes public opinion no longer the product of a linear communication process but the result of continuous interaction between many different subjects. [18]

**Table 2: Research Corpus Construction Criteria**

Corpus Component	Unit	Inclusion Rule	Purpose
Facebook Posts	Public post	$\geq 100$ reactions	Information Trigger
Facebook Comments	Comment	Top discussion threads	Co-construction
TikTok Videos	Video	$\geq 10,000$ views	Amplification
TikTok Comments	Comment	Top engagement	Narrative
News Articles	Article	National newspapers	Reconfiguration
Police Communication	Official notice	Related incident	Validation

Source: Authors' analysis

Unlike traditional journalism, where the communication process is controlled by press organizations, social networks create an open environment in which any individual can become a source of information dissemination. A video recorded in the scene, a Facebook post, or a comment on TikTok all have the potential to capture the attention of the community and become the starting point for large-scale discussions. The original information is therefore constantly

added, edited and interpreted through thousands of comments, shares and feedback from users. It is this process that makes the meaning of an event no longer determined by a single subject, but is formed through the interaction between many different social groups. In the digital environment, the process of co-creating public opinion is also significantly influenced by the technical mechanisms established by the platform. The content selection and recommendation algorithm decides which information is likely to reach more users, while engagement signals such as views, likes, comments, and shares continue to impact the algorithm backwards. This creates a continuous feedback loop between the platform and users, so that the process of forming public opinion does not take place in one direction but is constantly adjusted throughout the life cycle of the event. For security and order cases, the process of co-creating public opinion often takes place at a very fast speed. In the early stages, information mainly comes from witnesses or social media users. As the event attracted a large amount of interaction, press agencies began to participate in verifying and providing official information. Subsequently, state management agencies and functional forces announce verification results or official information to orient public awareness. However, this process does not put an end to discussions on social networks, but continues to create new rounds of interpretation, in which official information is received, debated, agreed upon, or refuted by the online community. Therefore, public opinion is always in a state of movement and can change with the appearance of new information. From a research perspective, the co-constructive approach shows that public opinion is not a direct result of an event or a single media activity, but rather the product of interaction between four groups of subjects: (i) the event and its characteristics; (ii) digital platforms and content distribution mechanisms; (iii) a community of users with sharing, commenting and interpretation activities; and (iv) mainstream media subjects and state management agencies. Each group of subjects has the ability to influence the process of forming public opinion, and at the same time be influenced by the reactions of the rest of the subjects. This perspective is the basis for research not to consider social networks merely as a communication channel, but as an interactive ecosystem, in which public opinion is created through the connection between technology, media and social factors. On that basis, the study proposes to develop an integrated analytical framework to explain the entire process of forming, amplifying, adjusting and restructuring public opinion for security and order incidents in the context of digital media. [19] [20]

**Table 3: Frequency of presence on the platform of algorithmic social networks**

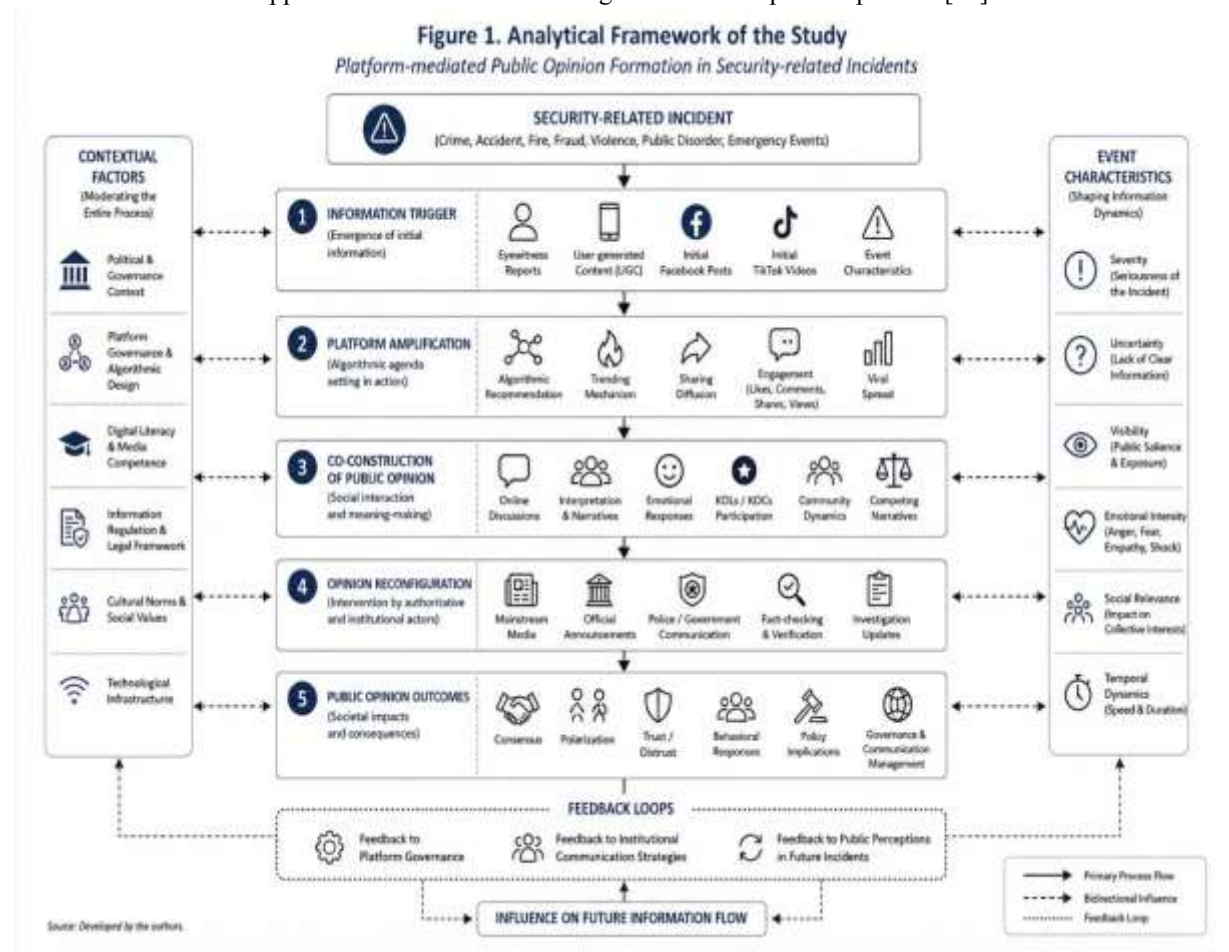
Case	First source	Content type	Time from incident	Initial engagement
A	Facebook	Video	...	...
B	TikTok	Short video	...	...
C	Facebook	Photo	...	...
D	TikTok	Video	...	...

Source: Authors' analysis

#### 2.4. Analytical framework of the study

The theoretical approaches presented in the previous sections show that the process of forming public opinion in the digital media environment cannot be fully explained by a single theory. The Social Risk Amplification Framework explains the process by which an event is communicated and amplified in society; an agenda-setting approach in an algorithmic environment that clarifies the role of digital platforms in the selection and prioritization of information; while the perspective of co-constructing public opinion emphasizes the involvement of many actors in the process of interpreting and restructuring information. Each approach explains one aspect of the research phenomenon but does not fully reflect the interaction between technological, media, and social factors in the context of today's digital platforms. Stemming from that statement, this study builds an integrated analytical framework to explain the process of forming public opinion on security and order incidents on social media platforms. The analytical framework is not intended to examine a causal relationship between variables as in quantitative studies, but is used as an analytical tool to identify the stages of public opinion formation, determine the role of participants and analyze the relationship between factors in each stage. The first component of the analytical framework is [21] the trigger event. This is the starting point of the entire process of forming public opinion. In this study, onset events are understood as incidents related to security and order that are likely to attract widespread public attention, such as serious criminal cases, particularly serious accidents, fires and explosions, large-scale frauds, or socially controversial events. The characteristics of the event, including its severity, surprise, ability to be recorded with images or videos, and its relevance to the public interest, are considered to be the initial factors that determine the ability to attract attention in the digital environment. After the event appears, the process of activating and amplifying the information takes place on social media platforms. At this stage, the initial information is usually generated by witnesses, people or social media accounts present at the scene. These contents are quickly spread through user sharing activity and the platform's content distribution mechanism. Facebook and TikTok's algorithms act as an amplification mechanism, continuously adjusting the reach of information based on engagement signals such as views, comments, shares, and time users spend on content. Therefore, the spread of information depends not only on the content of the event, but is also significantly affected by the operating mechanism of each platform. [22]

The next stage is to co-create public opinion. Unlike the traditional media model, where information is mainly transmitted in one direction, social networks create conditions for users to participate directly in the process of forming the meaning of the event. Through commenting, sharing, feedback, quoting, or creating new content, users not only spread information but also add their perspectives, reviews, and feelings to the event. Online discussions therefore become a space where public opinion is formed, adjusted and developed continuously. During this period, influential accounts, online community groups, and user engagement are seen as important factors that govern the process of co-creating public opinion. As public opinion begins to take shape on social media, mainstream media actors and regulators are involved in the process of providing official information, verifying facts, and directing the media. The press, the police and state management agencies have become sources of information that have a role in adjusting and restructuring previously formed discourses on social networks. However, unlike the traditional media model, official information does not end the process of forming public opinion but continues to become the object of commentary, sharing and interpretation activities on digital platforms. This creates many successive feedback loops between the mainstream media and the online community, making public opinion always in a state of transformation according to the development of the event. The final result of the above process is expressed in [22] the state of public opinion. Depending on the characteristics of the event, the degree of information amplification, the reaction of the community, and the effectiveness of official communication activities, public opinion can develop in many different directions such as consensus, differentiation, polarization, or change over time. At the same time, public opinion can also create reverse impacts on media governance activities, the process of handling cases by the authorities and the adjustment of policies in necessary cases. On the basis of the above analysis, the study uses an analytical framework consisting of five components: (i) the onset of the event; (ii) activating and amplifying information on digital platforms; (iii) co-creating public opinion; (iv) restructuring public opinion through mainstream media and regulatory agencies; and (v) the results of the formation of public opinion. This analytical framework is used throughout the study to guide the selection of data, formulate analysis criteria, and discuss the results. At the same time, the research results will be used to evaluate, adjust and perfect the analysis framework in the discussion section, thereby aiming to generalize into a framework that can be applied in further research on digital media and public opinion [23]



## 2.5. Description of the research analysis framework

The analytical framework of the study (Figure 1) is built on the basis of integrating three theoretical foundations: the Social Amplification of Risk Framework (SARF), the Algorithmic Agenda Setting approach and the perspective of Co-construction of Public Opinion. Unlike traditional linear models, this analytical framework approaches the formation of public opinion as a dynamic process, which takes place through the continuous interaction between

events, technology platforms, users, mainstream media, and state management agencies. Therefore, the analytical framework not only describes the sequence of information dissemination but also reflects the mechanism of formation, adjustment and restructuring of public opinion in the digital media environment. The starting point of the analytical framework is the Security-related Incident. This is the trigger for the entire communication process and the formation of public opinion. However, research suggests that not every event is capable of generating public opinion to the same extent. The ability to attract public attention depends first of all on the intrinsic characteristics of the event such as its severity, surprise, ability to be recognized by images or videos, the extent of the impact on the public interest, and the emotional intensity that the event generates. These characteristics determine the initial spread potential of information before being affected by communication mechanisms on digital platforms. [24]

The analysis framework is the Information Trigger. This is when the first information about the event appears online, mainly in the form of posts, images or videos shared by witnesses and social media users. In the context of digital media, people are not only the recipients of information but also become the first "sources of news". User-generated Content (UGC) often appears before official information from the press or authorities, creating conditions for the event to quickly attract the attention of the online community. Next is the stage of platform amplification. This is an important difference between digital media environments and traditional mass media. After the information is posted, the ability of the content to spread depends not only on the number of people who share it, but also is governed by the content distribution algorithm on each platform. Facebook's algorithm and TikTok's recommendation system use signals such as views, likes, comments, shares, and engagement time to decide the reach of content. As a result, an initial piece of information can be quickly amplified into a topic of broad interest if it generates a high level of engagement. This phase reflects the intermediary role of digital platforms in setting the agenda and allocating public attention. [25]

The third stage is the co-construction of public opinion. This is the center of the analytical framework and also the process that best expresses the interactive nature of digital media. Public opinion is not formed from a single source of information, but is the result of a series of activities of commenting, sharing, interpretation, and debate among individuals, community groups, and influencers on social networks. Through this process, the meaning of the event is constantly reproduced and adjusted. Collective emotions, consensus or opposing views are also formed and spread simultaneously. Therefore, the study considers public opinion as the product of co-creation between technology platforms and social actors, rather than the result of a one-way communication process. The fourth stage is Opinion Reconfiguration. As public opinion on social networks grows to a certain extent, mainstream media actors and regulators begin to participate more strongly in the communication process. Mainstream media, police announcements, information from local authorities and information verification activities play a role in providing a more authentic source of information, contributing to adjusting the initial interpretations of the online community. However, in the digital environment, official information does not completely replace the public opinion that has been formed, but continues to become the object of commentary, debate and sharing activities. Therefore, the process of restructuring public opinion is a two-way interaction between the regulator and the online community. The final stage is the result of Public Opinion Outcomes. This outcome not only reflects the state of public opinion, such as consensus, polarization, or changes in public perception, but also includes broader social consequences such as changes in behavior, an increase or decline in social trust, impacts on policy formulation, and regulation of communication by authorities. Thus, public opinion is both a product of the communication process and has the ability to have a reverse impact on social governance activities. [26]

A notable point of the analysis framework is the inclusion of Contextual Factors and Event Characteristics as two groups of factors that influence the entire process. Contextual factors include the institutional environment, platform governance mechanisms, digital capabilities of users, legal regulations, and sociocultural characteristics. Meanwhile, the characteristics of events such as severity, uncertainty, ability to attract attention, and emotional intensity can change the speed and level of public opinion formation at each stage. This shows that the process of forming public opinion does not take place in separate conditions but is always influenced simultaneously by technological, institutional and social context factors. Finally, the analytical framework also adds feedback loops to emphasize the dynamics of the process of forming public opinion. The outcome of an incident does not end when public opinion is stable, but continues to impact the management agency's communication strategy, platform governance policy, and the public's behavior of receiving information in subsequent events. It is these feedback loops that make the process of forming social opinion on digital platforms a continuous adaptation system, in which each new event is influenced by the media experience and social awareness accumulated from previous events. [27]

### 3.3. Case Selection

The selection of case studies plays an important role in qualitative studies using secondary data, because the quality and diversity of the selected cases determine the ability to interpret the research phenomenon as well as the generality of the analysis results. Unlike quantitative research aimed at statistical representation, this study applies purposive sampling combined with information-rich case selection to fully identify the stages of formation and development of public opinion in the digital environment. The research cases are selected not to reflect all security and order incidents occurring in Vietnam, but to those that are able to clearly observe the process of forming, amplifying and restructuring public opinion on Facebook and TikTok. Therefore, each case is considered an independent unit of analysis (case), and at the same time a "communication episode" with a relatively clear beginning, development, and end. To ensure

consistency in case selection, the study develops four groups of selection criteria. Firstly, the criteria for event content. The case of the study must be a case directly related to security and order, has a significant impact on the community or attracts widespread attention from society. Cases can include serious criminal offenses, fires and explosions, particularly serious accidents, large-scale fraud, violence, or other events that have a significant impact on social order and safety. [28]

**Table 4: Algorithmic model in information collection of some social networks**

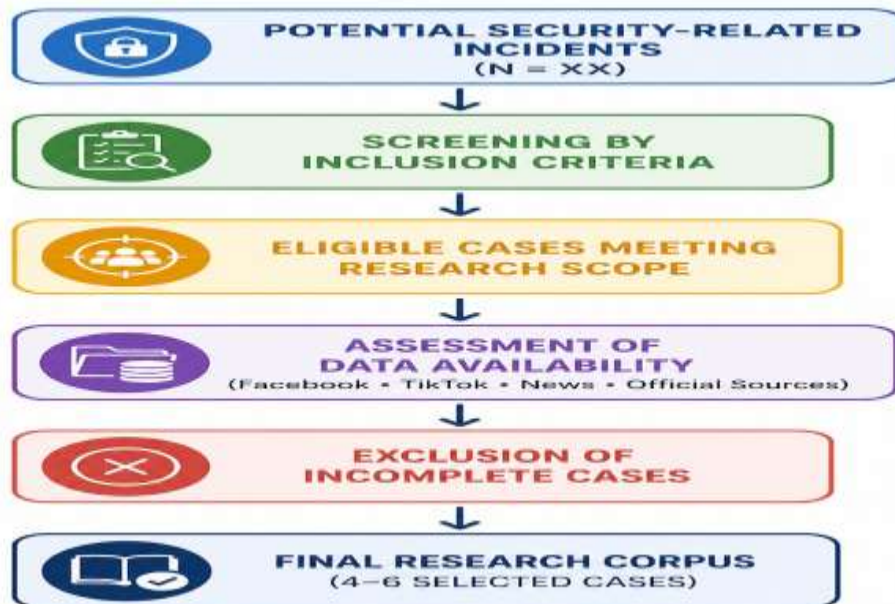
Analytical Stage	Major Theme	Evidence Source
Information Trigger	First eyewitness content	Facebook, TikTok
Platform Amplification	Algorithm-driven visibility	Facebook, TikTok
Co-construction	Narrative competition	All sources
Opinion Reconfiguration	Official communication	News, Police
Outcomes	Consensus / Polarization	Cross-case synthesis

Source: Authors' analysis

The criteria for the level of spread on digital platforms. The incident had to appear simultaneously on Facebook and TikTok, with a significant number of posts, videos, and user interactions. This criterion aims to ensure that there is enough data to analyze the process of information amplification and the formation of public opinion on both platforms. Third, the criteria for the completeness of the media life cycle. Only cases where the entire process can be observed from the initial information on social networks, the participation of the mainstream press to official information from the authorities will be included in the analysis. This criterion helps the study to fully track the five phases of the proposed analysis framework. Fourth, the criteria for data accessibility. All data used in the study must be public, legally accessible and verifiable. Cases where the majority of the content has been deleted, access is restricted, or there is no longer enough data to reproduce the communication process will not be selected. [29]

In addition to the selection criteria, the study also identified exclusion criteria to ensure the uniformity of the dataset. Specifically, the cases only appear on one media platform; small-scale events that do not generate significant discussion on social media; cases that have not yet been concluded or official information at the time of study; and cases where communication developments over time cannot be determined are not included in the analysis. On the basis of the above criteria, the study conducted a screening process for many security and order cases that were widely communicated during the research period. Each case is evaluated according to the criteria developed before being included in the research corpus. This process aims to ensure that the final cases not only reflect the diversity of event types but also be able to provide sufficient evidence to analyze the process of public opinion formation within the analytical framework of the study. Selecting multiple cases instead of a single case also allows for crosscase comparisons. This approach helps to identify general laws in the process of forming public opinion, and at the same time detects differences due to the characteristics of each event, the operating mechanism of each platform, and the reactions of media subjects. Through cross-case comparison, the study aims to build an explanatory framework that is more generalized than single case studies. [30]

**Figure 2: Bases for identifying security events that form public opinion on social networking platforms**



Source: Authors' analysis

## 4. Results and findings

### Context of the study and the use of social networks in Vietnam

In the context of global digital transformation, social networks are not only a tool to connect individuals but have become a second public space, where most of the discussions and public reflections on social issues take place, especially security incidents, etc. order attracts great attention. In Vietnam, the speed of development and penetration of social networks is one of the main factors that change the nature of public opinion: from traditional, centralized and relatively tightly controlled public opinion, to online public opinion with the characteristics of spreading quickly, widespread and more difficult to control. Figures from official studies show that the scale of the social media environment in Vietnam is large enough to create far-reaching impacts on social life: as of June 2021, the number of social media users in Vietnam has reached nearly 76 million, equivalent to 73.7% of the total population, of which the age group of 15-40 accounts for the largest proportion, including students, students and workers - who are sensitive to information and are easily affected by online information flows. The two platforms selected for analysis in this study are Facebook and TikTok, because they have the highest usage rate in Vietnam, and at the same time have different operating mechanisms and ways of spreading information, creating distinct influences on the process of forming public opinion about security cases. order.

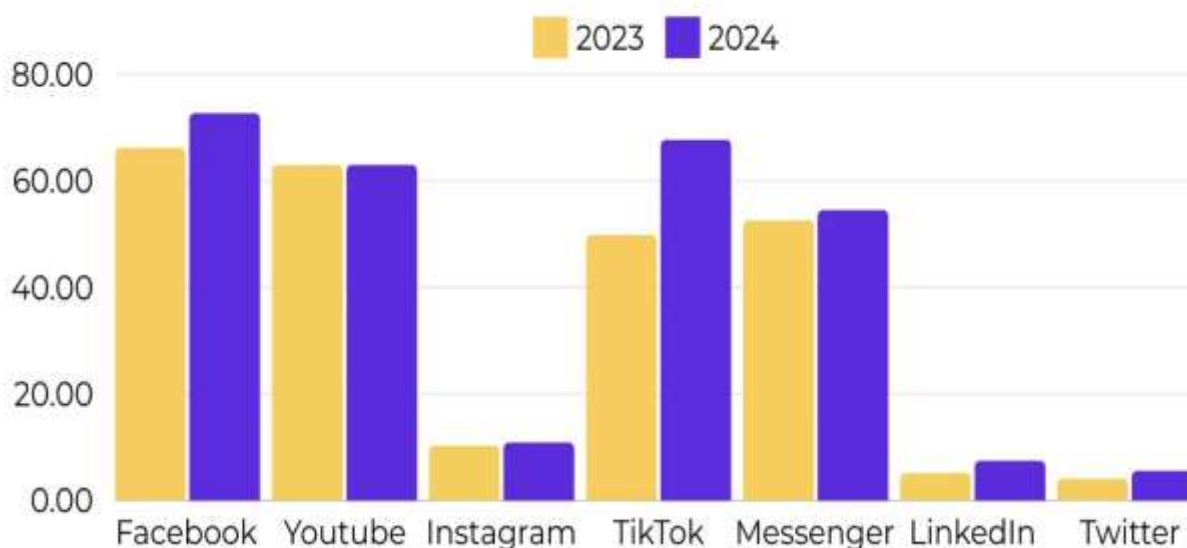
**Figure 3: The process of identifying the source of security information collected on social networking platforms**

CORPUS COMPONENT	UNIT	INCLUSION RULE	PURPOSE
 Facebook Posts	 Public post	 ≥100 reactions	 Information Trigger
 Facebook Comments	 Comment	 Top discussion threads	 Co-construction
 TikTok Videos	 Video	 ≥10,000 views	 Amplification
 TikTok Comments	 Comment	 Top engagement	 Narrative
 News Articles	 Article	 National newspapers	 Reconfiguration
 Police Communication	 Official notice	 Related incident	 Validation

Source: Authors' analysis

### Mechanisms for forming public opinion on Facebook and TikTok about security and order incidents

Each social networking platform has different algorithmic mechanisms and ways of interacting with users, leading to differences in how public opinion is formed and spread about the same security and order case. On Facebook, the platform was born the earliest and has a diverse user base in terms of age, occupation, and the mechanism for spreading information is mainly based on a network of friends, community groups, and official or unofficial fan pages. When a security and order incident occurs, the information is usually first posted by individual users present at the scene, then re-shared on individual walls, into local groups, and social security interest groups to expand the reach. The characteristic of public opinion on Facebook is that the discussions are in-depth, the comments are often longer, expressing the user's clear views, and the official fanpages of state agencies and the police force have the ability to strongly orient public opinion if the information is updated in a timely manner. For example, the ANTV channel - People's Police Television on Facebook has more than 750,000 likes and followers, the Hanoi City Police fanpage has more than 430,000 followers, the posts of these pages about security cases always attract thousands of interactions, helping to spread accurate information to the public.

**Figure 4: Number of regular interactions of social media platforms over the years in Vietnam**

Source: Revu.vn

**Table 5: Selected Communication Episodes and Their Analytical Purposes**

Communication Episode	Incident Type	Analytical Purpose
CE1	Particularly serious criminal cases	Analysis of the information activation phase and initial spread from witness video/images
CE2	Fraud or economic case	Competitive analysis between online public opinion and official survey information
CE3	A particularly serious fire or accident	Analyze the role of user-generated content (UGC) in event amplification
CE4	The incident caused strong controversy on social networks	Analysis of the process of polarization, public opinion restructuring and the role of mainstream media

Source: Authors' analysis

On TikTok, the platform has grown strongly in recent years with a user base of mostly young people, the mechanism for spreading information is based on a recommendation algorithm, allowing a short video to reach millions of users in just a few hours, regardless of the size of the poster's friend network. The characteristic of public opinion on TikTok is that it spreads extremely quickly, often accompanied by short, sensitive trends and stories to attract views, but many times lack the necessary details for users to comprehensively evaluate the case. Security and order incidents are often cut into short, sensational videos to attract views, leading to the risk of information being distorted and distorted from the early stage of spreading, creating confusion in public opinion before the authorities can give official information.

#### **Factors driving the formation of negative public opinion about security and order incidents**

From the data collected on the two platforms, the study points out 4 main factors that lead to the widespread of false and distorted information about security and order cases, creating negative public opinion, affecting security and social order: First, the use of social networks by hostile forces to incite public opinion. These subjects often set up fake accounts and anonymous pages to post fabricated information, distort the truth about security and order cases, focusing on sensitive issues such as land, the environment, and the activities of functional forces to create a protest mentality in the public. The disturbing incidents in Dong Tam and the central provinces that have occurred in recent years have the shadow of people using social networks to spread false information, incite people to gather and protest to cause instability. These subjects take advantage of TikTok's fast-spreading characteristics and Facebook's large user base to bring false claims to the public, especially young people who lack experience in evaluating information. Second, the trend of posting unverified information to attract interaction. Many individual users, even some websites with a large number of followers, often post information about security and order incidents without verifying the accuracy, only based on rumors or part of the information collected to create content that attracts views, like, share. Especially on TikTok, videos with sensational and sensitive content about cases of murder, fraud, and abuse often attract millions of

views, creating great benefits for the poster, leading to the situation that many competitors post information as soon as possible. despite the accuracy of the content. This leads to the situation of mixed real and fake information, making it difficult for the public to distinguish, creating public confusion. For example, many small security incidents in localities have been exaggerated into serious incidents, with negative elements about the activities of functional forces, just to attract online interaction.

**Table 6: Profile of Selected Communication Episodes**

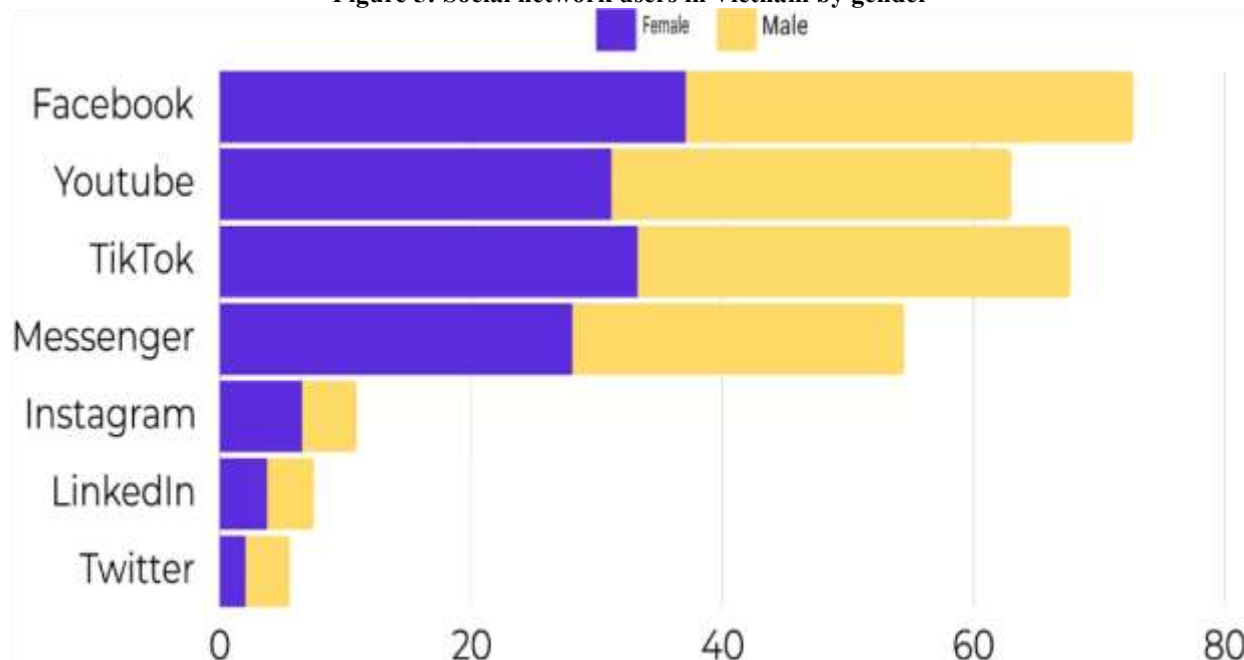
Case ID	Incident Type	Facebook	TikTok	News	Official Sources	Observation Window	Status
C1	Fire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30 days	Pending
C2	Criminal Case	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45 days	Pending
C3	Fraud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30 days	Pending
C4	Traffic Accident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21 days	Pending

*Source: Authors' analysis*

The crowd psychology on social media increases the spread of negative views. When a security and order incident attracts great attention, many users tend to follow the crowd, commenting according to popular views without assessing the correctness of the information themselves. This situation becomes even more serious when virtual accounts and bots are used to create thousands of comments with the same view, making that view a major trend, putting public pressure on the authorities. Cases of cybercrime and online fraud often encounter this situation, when online public opinion demands strict handling without understanding the details of the case, even spreading false information about the identity of the subjects, affecting the legitimate interests of individuals. Fourth, the lack of skills to identify bad information of the majority of users. Research shows that only a small part of users have the habit of verifying the origin of information before sharing, the majority of users receive and re-share information immediately if the content attracts attention. Especially for cadres and party members, a part still lacks analytical skills, verifying information, leading to the risk of re-sharing false information, increasing the spread of bad information. Some officers in the Public Security force also face a lack of skills to refute false claims, when faced with distorted information about the activities of the functional forces, do not know how to make persuasive arguments to clarify the truth, leading to negative public opinion continuing to spread.

### **The impact of online public opinion on ensuring security and order in Vietnam**

Social networks not only bring challenges but also create many opportunities for the Police and authorities to do a good job of ensuring security and order, these positive impacts are clearly shown by data collected from Facebook and TikTok: Firstly, online public opinion has become a channel for the public to reflect security and order issues to the authorities in a timely manner. Many cases of crime and law violations are posted by users on social networks before the authorities detect them, helping the Police to quickly handle the case and minimize damage to the people. For example, cases of theft and fighting in localities are often uploaded by users to Facebook and TikTok, helping the local police quickly identify the subject and investigate the case in a short time. At the same time, social networks are also a channel for people to provide anonymous information to the Police about local criminal activities, contributing to building the movement of All People to Protect National Security in cyberspace. Secondly, the official pages of the Police force on social networks have created an effective communication channel to orient public opinion and provide accurate information to the public. The fanpages of ANTV, the People's Police Newspaper, the Police of provinces and cities regularly update information on security and order cases, answer questions of public opinion, and expose false information spread online. As of 2024, the police force's media channels on Facebook and YouTube have attracted millions of subscribers, demonstrating the public's trust in information from official sources. When a sensitive incident occurs, the timely posting of official information by the Police force on social networking sites can effectively prevent the spread of false rumors and stabilize public opinion. Thirdly, social networks help spread the positive image of the Police force, bonding emotions between officers, soldiers and people. Videos and posts about the silent dedication and sacrifice of Police soldiers in the process of performing their duties, achievements in solving major cases, help the public better understand the difficulties and hardships of the functional forces, strengthen confidence in the security protection of the Public Security sector. These contents spread widely on both Facebook and TikTok, creating the consensus and support of the people for the activities of the Police force, contributing to building a popular foundation to fight against illegal activities and false rhetoric of hostile forces.

**Figure 5: Social network users in Vietnam by gender**

Source: *Revu.vn*

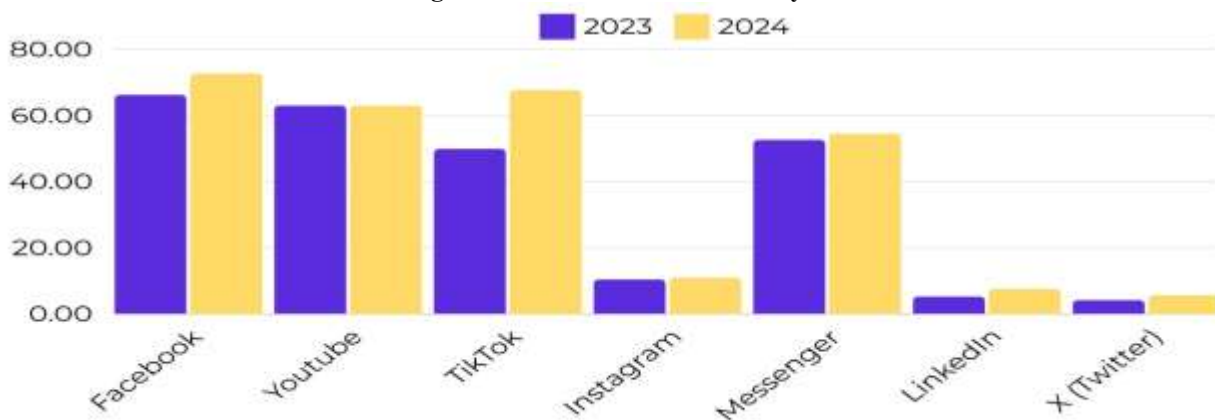
In addition to the positive impacts, the wrong direction of online public opinion also causes many great challenges to ensure security and order in Vietnam, these challenges are becoming more and more complex with the development of social networking platforms: Firstly, false and distorted information about security and order incidents caused confusion among the people, reducing trust in state agencies. Hostile forces take advantage of sensitive cases to spread rhetoric against the activities of the Police force, distort the truth of the case to create dissatisfaction in the public, affecting the stability of society. For example, accidents and murders in localities are often distorted by the subjects into cases with political and corruption elements, causing unnecessary outrage in public opinion, affecting the reputation of the authorities. Secondly, social networks have become a tool for criminals to contact and carry out illegal activities. Drug traffickers, fraudsters, and online gamblers often use Facebook and TikTok to approach victims, contact accomplices, and carry out criminal activities. Data from the Hung Yen Provincial Police shows that in the first 6 months of 2022, the Police have detected 25 cases, 59 subjects taking advantage of social networks for criminal activities, prosecuted 12 cases, 52 defendants, showing that the situation of crimes taking advantage of social networks is increasing. Fraudulent cases of appropriation of assets on social networks often use users' personal information to create trust, fraudulent money transfers, causing great property damage to many people, especially the elderly, students and students.

**Table 7: Media event triggering mechanism**

Case	Trigger Type
C1	Video of the onset witness
C2	Facebook post goes viral in front of the press
C3	TikTok created a viral effect before official information was available
C4	The mainstream press reports early and orients public opinion

Source: *Authors' analysis*

Malicious information on social networks affects the personality and moral development of young people, increasing the risk of young subjects participating in criminal activities. Violent contents, depraved culture, anti-Party and State rhetoric spread on social networks adversely affect the thoughts of young people, erode national cultural values, and create a mentality of disregard for the law. A number of criminal cases committed by young people in recent years are related to subjects being exposed to negative content on social networks, learning criminal tricks, and being involved in criminal activities. Fourth, the disclosure of state secrets on social networks poses a serious risk to national security. A part of cadres and party members have the habit of sharing information about the work and activities of the agency on social networks, lacking the awareness of protecting state secrets, leading to the risk of confidential information being exposed and taken advantage of by hostile forces to carry out anti-sabotage activities. Studies show that many cases of confidential documents being posted on social networking sites, causing serious damage to national security, show that the sense of security of a part of officials is still very limited.

**Figure 6: Social media accessibility**

Source: *Revu.vn*

## 5. Discussion

### 5.1. From the linear communication model to the model of co-creating social public opinion on digital platforms

The results of the study show that the process of forming public opinion on security and order cases in the context of digital media has fundamentally changed compared to the traditional mass media model. In the traditional model, the mainstream press and media agencies act as the subjects who initiate information and set the agenda, in the social media environment, this process is started by digital traces created by users. then amplified through the content distribution mechanism of platforms and further restructured through interaction between online communities and mainstream media subjects. This finding shows a shift from a one-way communication model to a co-construction model of public opinion. In the new model, the public is no longer the object of passive reception of information, but becomes a direct participant in the production, interpretation and reproduction of the meaning of social events. Public opinion is therefore no longer formed from a single media center but is the result of continuous interaction between many subjects with different levels of influence. It is worth noting that this co-creation process does not take place in a neutral environment but is strongly dominated by technology platforms. Facebook and TikTok's content recommendation algorithms not only determine the visibility of information, but also shape the structure of public attention, which in turn impacts the speed of spread, the intensity of discussion, and the ability to form social discourse. This shows that media power in the digital environment has shifted partly from press agencies to digital platforms, where algorithms become intermediaries that have a significant influence on the process of forming public opinion. The above results contribute to expanding the traditional approach to public opinion theory. Rather than seeing public opinion as the result of mass media activities, this study argues that public opinion in the digital environment is the product of a co-creation process between three groups of subjects: social media users, technology platforms, and mainstream media systems. This is a change in the theoretical approach, emphasizing the role of digital platforms as an intermediary rather than just a tool for transmitting information.

### 5.2. The role of foundational algorithms in amplifying and restructuring public opinion

Another important contribution of the study is to show that the process of forming public opinion not only depends on the content of the event but is also strongly influenced by the operating mechanism of digital platforms. The results of the analysis show that the likelihood of an incident becoming a topic of widespread interest is not entirely determined by the severity of the event, but also depends on how well it fits into the content delivery logic of each platform. This expands the Social Amplification of Risk Framework in the direction of adding the role of the underlying algorithm as a new amplification layer. In the traditional model, the mass media is the main agent that amplifies or degrades the public's perception of risk. However, in the current context, the algorithm of digital platforms has taken on part of that function by deciding which content is prioritized to reach users, which content continues to go viral, and which content quickly disappears from the media space. It is worth noting that the algorithm does not generate content but strongly influences the ability to form social discourse through the optimization of engagement. This creates a new amplification mechanism, in which content that has high emotional value, is controversial, or generates a lot of reactions is often more likely to go viral than explanatory or verifiable information. As a result, the process of forming public opinion is increasingly influenced by both social and technological factors at the same time. From a theoretical perspective, the study proposes to extend the concept of "agenda setting" to the context of algorithmic communication. In traditional agenda-setting theory, the press decides what the public thinks about the issue, in the digital platform environment, the algorithm becomes a participant in the process of allocating social attention. This shows that it is necessary to consider algorithms not only as a technical tool but also as a communication institution capable of influencing the process of forming public opinion.

### 5.3. From information management to digital media management in the field of security and order

One of the most important implications of the study is that it shows a fundamental change in the thinking of security and order management under the influence of digital media. In the traditional management model, the activities of the authorities mainly focus on detecting, investigating, handling cases and disclosing information after the verification results have been obtained. Official communication therefore often plays a reactive communication, that is, it appears after the event has taken place and public opinion has begun to form. However, the results of the study show that this model is increasingly revealing many limitations in the context of a thriving digital platform. When information is spread almost instantaneously through Facebook, TikTok, and other platforms, the amount of time between when the event occurs and the time the authorities release the official information is often enough for various discourses to emerge, compete, and shape the initial public perception. That means that if official communication only appears at the end of the communication process, the ability to adjust public opinion will be significantly reduced. This shows that security management in the digital environment is no longer just information management but needs to shift to a communication governance model. In this model, the management agency is not only the subject of issuing official information but also must actively participate in the entire life cycle of the communication process, from early detection of signals in cyberspace, assessment of the spread of information, etc. develop appropriate communication strategies for each stage to monitor the public's reaction after information disclosure. This approach is in line with the trend of modern public governance, in which the media is seen as a management tool rather than just propaganda activities. Another implication is that the role of digital data in security management is becoming increasingly important. In the past, authorities mainly relied on administrative reports and internal information systems to assess the situation. In the digital environment, digital traces such as posts, comments, shares, hashtags or search trends can become a source of data to help detect early fluctuations in public opinion. If harnessed appropriately, this data not only aids in forecasting communication risks, but also helps design evidence-based communication strategies. The above analysis shows that digital media management in the field of security and order should be seen as a part of social risk management. This requires close coordination between law enforcement, media agencies, digital platforms and the community to build a responsive mechanism that is fast, transparent and capable of maintaining public trust in the handling of security incidents. order.

### 5.4. Theoretical contribution: Developing the Platform-mediated Public Opinion Formation Framework

The most important contribution of this study is not to assert that social media has an influence on public opinion, as it has been proven by many previous studies in different contexts. The new point of the study is to propose an integrated approach to explain the process of public opinion formation in the context of platform media ( Platform-mediated communication), in which the digital platform not only plays the role of an information transmission channel but also becomes an intermediary subject capable of impacting the entire process of formation and transformation of public opinion. On the basis of synthesizing empirical findings and comparing them with the theoretical foundations presented, the study proposes the Platform-mediated Public Opinion Formation Framework (PPOF Framework). This theoretical framework extends traditional approaches in three directions. Firstly, the research supplements the role of the platform algorithm as an independent information amplification mechanism. If the Social Risk Amplification Framework (SARF) emphasizes the role of media organizations in amplifying or degrading risk perceptions, this study argues that in the digital environment, the platform's algorithm has become a new amplification layer. The algorithm does not generate information but determines the exposure, virality, and engagement intensity of each piece of content. This makes the formation of public opinion simultaneously influenced by both human behavior and the operational logic of the technological system. Second, the study expands the concept of co-constructing public opinion by including digital platforms as an intermediary in interactive networks. Instead of a two-dimensional model between the media and the public, the study proposes a three-dimensional model of the public, digital platforms and mainstream media. In this model, public opinion is the result of continuous interactions between three subjects, in which each subject has the ability to influence and adjust the behavior of the other subjects. Thirdly, the study proposes to add the stage of "Opinion Reconfiguration" to the cycle of forming public opinion. Previous models usually end when public opinion is formed or when information reaches its highest level of spread. However, the results of the study show that in the digital environment, the communication process does not end there. After the regulator, the press, and official sources of information get involved, the original discourses continue to be adjusted, verified, or replaced by new interpretations. Therefore, the process of forming public opinion should be considered a dynamic cycle with many feedback loops instead of a linear process. The integration of the above three contents has created an analytical framework capable of better explaining the process of forming public opinion for security and order cases in the context of the strong development of digital platforms. At the same time, this theoretical framework can also be extended to study media crisis events, natural disasters, epidemics, or public policy issues of high social concern.

### 5.5. Implications for research and practice

The results of the study have some important implications for both researchers and policymakers. Academically, the study contributes to clarifying the need to combine media theories, social public opinion theories, and the study of digital platforms within the same analytical framework. This opens up an interdisciplinary approach between communication studies, sociology, data science, and public administration to study media phenomena in the digital society. For the practice of state management, research shows that activities to ensure security and order in the digital

era cannot rely solely on administrative measures or law enforcement. The development of real-time public opinion monitoring mechanisms, early detection of communication trends, strengthening the communication capacity of public authorities and establishing a coordination mechanism with digital platforms will become important conditions to improve the effectiveness of security management in the new context. The study also suggests that digital platforms need to play a more active role in mitigating the spread of misinformation related to security and order incidents. This does not mean restricting freedom of expression, but aims to build a transparent, responsible and balanced media environment between the right to access information and the requirement to ensure social security. Despite the achievements of the objectives, the study still has some limitations. First, the study focuses on data from Facebook and TikTok, so it does not fully reflect the role of other platforms such as YouTube, Telegram or X. Second, the use of secondary data helps to observe the communication process in the natural context but does not allow in-depth analysis of the motivations and perceptions of each user group. Third, the study mainly considers security and order cases in Vietnam, so it needs to be verified in other national contexts to assess the generalization of the theoretical framework. In the future, further studies may combine digital data with sociological surveys, in-depth interviews, or big data analysis to examine the relationships proposed in the Platform-mediated Public Opinion Formation Framework. At the same time, the expansion of research to new digital platforms and other types of media crises will contribute to perfecting the theoretical framework for the formation of public opinion in the era of platform media.

## 6. Conclusion

This study was conducted to analyze the impact of social networks on the process of forming public opinion about security and order incidents in Vietnam through the study of cases on Facebook and TikTok. On the basis of integrating data from social networks, electronic newspapers and official information sources, the study approaches the process of forming public opinion as a dynamic communication cycle instead of a linear process. This approach allows to observe the entire life cycle of information, from the moment it appears on digital platforms, the process of spreading and debating in online communities, to the stage of restructuring through mainstream communication and information from state regulators. The results of the study show that the formation of public opinion in the context of digital media no longer follows the traditional mass media model. Instead of being led primarily by press agencies, the process of forming public opinion now starts from user-generated digital footprints, which are then amplified through the platform's content distribution mechanism and continue to be shaped by interaction between the public, the mainstream media and regulatory agencies. This shows that media power has shifted from a centralized model to a network model, in which digital platforms and algorithms play an increasingly important role in allocating social attention. A notable contribution of the study is the clarification of the role of foundational algorithms in the process of shaping public opinion. Digital platforms are not only communication infrastructure but have become intermediaries capable of determining the speed of spread, reach and intensity of information interaction. This result expands traditional approaches to agenda setting and social risk amplification by adding a technological dimension to the analysis of public opinion in the digital environment. On the basis of empirical findings, the study proposes the Platform-mediated Public Opinion Formation Framework (PPOF Framework) as an integrated analytical framework to explain the process of forming public opinion on security and order incidents in the context of platform communication. Unlike previous linear models, the PPOF Framework emphasizes five stages of dynamic interconnectedness: (i) information activation; (ii) amplification on digital platforms; (iii) co-creating public opinion; (iv) restructuring public opinion through mainstream media and regulatory agencies; and (v) the results of public opinion. At the same time, this analytical framework also confirms the existence of feedback loops, in which the outcome of each event continues to influence the public's communication behavior, the communication strategy of the regulator, and the platform's operating mechanism in subsequent events. Academically, research contributes in three aspects. First, the research integrates theories of social risk amplification, setting the agenda in an algorithmic environment, and co-creating public opinion into a unified analytical framework. Secondly, the study expands the concept of public opinion from a traditional understanding to an approach that considers public opinion as the result of interaction between the public, technology platforms and media management subjects. Third, the study illustrates the possibility of applying Qualitative Secondary Digital Data Analysis in communication and sociology research, thereby contributing to expanding the research method for social phenomena taking place in the digital space. In terms of practice, the study suggests that security and order management in the context of digital transformation needs to shift from an information management approach to digital media management. This requires regulators to not only react after an event occurs, but also proactively monitor media signals on digital platforms, detect public opinion trends early, coordinate effectively with the press and technology platforms, and develop evidence-based communication strategies to minimize the impact of information distorting and reinforcing public trust. Despite the achievement of the set research objectives, there are still some limitations in the study. The scope of the analysis focuses on Facebook and TikTok, so it does not fully reflect the role of other digital platforms. The use of secondary data also does not allow for deep exploration of the motivations and perceptions of different user groups. In addition, the research context mainly focuses on security and order cases in Vietnam, so the generalization ability for countries with other institutional characteristics and media environments needs to be further verified. In the future, further research may expand the scope of the data to new media platforms, combine digital data with sociological surveys or in-depth interviews, and empirically validate the Platform-mediated Public Opinion Formation Framework using mixed methods or quantitative models. This not only contributes to perfecting the theoretical basis of public opinion

in the era of platform communication but also provides scientific evidence for the development of media governance policies and ensuring security and order in the context of digital transformation.

## DECLARATIONS

**Acknowledgement:** This research is funded by Trade Union University, Hanoi, Vietnam

**Ethics Statement:** This study exclusively used publicly available digital content, online news articles, and official documents. No human participants were recruited, interviewed, or surveyed, and no identifiable personal information was collected. Therefore, formal ethical approval and informed consent were not required. The study was conducted in accordance with accepted principles of research integrity and responsible use of publicly accessible digital data.

**Data Availability:** The research corpus was constructed from publicly accessible Facebook posts, TikTok videos, online news articles, and official government communications. To protect platform users' privacy and comply with platform policies, the complete research corpus is not publicly available. The analytical framework, coding scheme, and methodological materials supporting the findings are available from the corresponding author upon reasonable request.

**Conflict of Interest:** The authors declare that there are no competing interests or conflicts of interest related to this study.

**Research Transparency:** To ensure transparency and reproducibility, the study employed a predefined research protocol, including case selection criteria, research corpus construction procedures, and a theory-informed analytical coding framework prior to data analysis. These methodological materials are available from the corresponding author upon reasonable request.

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