

# Emotional Mobility in the New Media Era: The Pangmao Incident as an Example

Yitong Wang

Lingnan University, Hong Kong, 999077, China

## ABSTRACT

This study explores the mobility of emotions and its implications in the new media era, using the Pangmao incident as a case study, referring to the tragedy of a 21-year-old Chongqing man who jumped into a river to kill himself in 2024 due to emotional problems. The man, who went by the screen name "Pangmao", used to be a professional player of King's Honour, but later became a game trainer and enjoyed a certain reputation in the e-sports industry for his excellent gaming skills. However, his emotional relationship with his girlfriend has attracted widespread attention on new media platforms. In the incident, Pangmao paid a huge amount of money for his girlfriend, not only spending all his savings but even taking out a loan to meet his needs, but his girlfriend's betrayal and deception plunged him into despair. This incident spread rapidly on new media platforms, sparking widespread social concern and discussion. Netizens expressed their sympathy and anger at Pangmao's ordeal and condemned his girlfriend's behaviour on social media, forums and other platforms. By analysing the Pangmao incident, this study finds that the mobility of emotions in the new media era has significant characteristics. First, the new media platform provides a convenient channel for the dissemination of emotions, allowing them to spread rapidly around the world. Second, the expression of emotions on the new media platform is more intuitive and vivid, and emotions are more easily perceived and understood through a variety of forms such as text, pictures and videos. Finally, emotion communication on the new media platform has a group effect: once a certain emotion is recognised by the public, it spreads rapidly and has a far-reaching impact. This study also examines the impact of emotional mobility on society in the new media era. On the one hand, new media platforms provide more opportunities for the public to express their emotions and gain recognition, which helps promote social harmony and stability. On the other hand, new media platforms also increase the complexity and uncertainty of emotional communication, which can easily lead to social conflicts and contradictions. Therefore, we need to be more cautious about emotional communication in the new media era and cultivate critical thinking to cope with the complex and changing social environment.

## KEYWORDS

New Media; Tiktok; Emotional Mobility; Spark Continuation; Emotional Resonance.

## 1. INTRODUCTION

### 1.1. Research Background

With the rapid advancement of science and technology and the popularisation of the Internet, we have entered an entirely new era of information dissemination - the new media era. In this era, the speed and scale of information dissemination have reached unprecedented heights, and people's emotional communication has also become unprecedentedly mobile and complex. New media not only provide channels for people to express their emotions, but also accelerate the dissemination and diffusion of emotional information, making emotional flow a phenomenon that cannot be ignored.

Emotional flow in the new media era has many new characteristics. First, due to the immediacy and interactivity of new media, emotional information can spread rapidly around the world in a short period of time, causing widespread concern and discussion. The speed of such dissemination makes emotional flows highly topical and influential. Secondly, the diversity and personalisation of new media make emotional expression more colourful, and people can express their emotions through text, images, video and other forms, and this diversity also makes emotional flow more complex and unpredictable.

Against this background, it is particularly important to study the mobility of emotions in the new media era. Emotional flow is not only related to people's psychological health and social behaviour, but also to the stability and development of society. By thoroughly studying the laws and mechanisms of emotional mobility and its social impact, we can better understand people's emotional needs and expressions in the new media era, and provide valuable theoretical support and practical guidance for the fields of emotion management, public opinion monitoring and public relations.

"As a typical case of emotional mobility in the new media era, the Pangmao incident provides us with an opportunity to study emotional mobility in depth. The incident has attracted widespread attention and discussion on social media, and emotional information has spread rapidly on the Internet, creating a powerful public opinion storm. By analysing emotional mobility in this incident, we can gain a more specific understanding of the characteristics and mechanisms of emotional mobility in the new media era and its social impact, and provide strong empirical support for research in related fields.

## **1.2. Research Objective and Questions**

The main purpose of this study is to analyse in depth the complexity and dynamics of emotional flows in the new media era, with a special focus on the typical case of the "Pangmao incident". We expect to explore in detail how emotions spread, ferment and develop rapidly on the new media platform through this specific incident. The study aims to reveal the transmission channels and influencing factors of emotional flows in the new media era, as well as their far-reaching effects on individuals, groups and even society as a whole. Through this study, we expect to provide new perspectives for understanding the mechanism of emotion dissemination in the new media environment, as well as valuable references and suggestions for the fields of emotion management, public opinion monitoring and crisis response, thus promoting the harmonious and stable development in the new media era.

In the context of the current new media era, emotional mobility has become a phenomenon that cannot be ignored in social interaction. Taking the "Pangmao incident" as an example, this study is of great theoretical and practical significance in exploring the mobility of emotions in the new media environment.

At the theoretical level, this study can help enrich and develop the theory of emotional communication, reveal the characteristics and laws of emotional mobility in the new media era, and provide new theoretical support for research in related fields. At the practical level, this study can provide empirical evidence for public opinion monitoring, crisis response and psychosocial intervention, and help improve the science and effectiveness of emotion management in the new media era.

In addition, through the in-depth analysis of the "Pangmao Incident", this study can also provide a window for the public to understand the flow of emotions in the new media era, promote the public's correct knowledge and understanding of emotional communication in the new media environment, and contribute to the construction of a harmonious and stable social environment.

## 2. LITERATURE REVIEW

### 2.1. Impact of New Media on Emotional Expression

With the advent of the new media era, emotional expression has undergone a profound transformation. The rise of social media platforms has not only expanded the scope of emotional sharing, but also changed the way emotions are presented and the speed at which they are disseminated. Through various platforms such as microblogging, WeChat, Facebook, Instagram and Jittery Voice, personal emotional expression is no longer limited by time and space, and can be transmitted and interacted with instantly. According to the latest data from the China Internet Network Information Centre (CNNIC), by the end of 2022, there will be more than 1 billion internet users in China, and more than 70% of them will share their personal emotional experiences on social media, highlighting the huge impact of new media on emotional expression.

New media platforms enable personalised distribution of content recommendations through intelligent algorithms, which has a self-reinforcing effect on emotional expression. Users are more likely to be exposed to content that matches their own emotions, creating the so-called "information filtering bubble" effect, which to some extent exacerbates emotional polarisation.

The new media era also encourages the formation of virtual communities, where people's shared emotional needs and values allow individuals to find empathic support in the online world. In specific forums or social groups, members form a close-knit online community of mutual support by sharing emotional experiences, alleviating loneliness and social distress. For example, studies have suggested that virtual communities provide individuals with an important social support network that helps them make emotional connections and co-construct emotional empathy.

Taken together, the impact of new media on emotional expression and social interaction is multifaceted. From expanding the speed and scope of emotional sharing, to changing the form and content of emotional expression, to building online social networks, this impact has profoundly changed the way we perceive and express emotions. Future research will continue to focus on the long-term effects of the new media environment on individual mental health and how to effectively manage and channel the healthy flow of emotions.

### 2.2. Theoretical Discussion on Emotional Mobility

With the continuous development of new media technologies, the way emotions are expressed and communicated has undergone significant changes. Emotional mobility, as an emerging concept, aims to explore the transfer, diffusion and reorganisation of emotions in digital space. According to Ahmed's (2004) theory of emotions, emotional mobility is not only about the internal experience of individual emotions, but also involves the process of emotions flowing between societies, which includes the phenomena of emotional transmission, emotional contagion, and emotional empathy and response. Among the theoretical explorations of emotional mobility, Hochschild's concept of 'emotional labour' first attracted academic attention, describing work in the service industry where employees not only sell their time and skills, but also manage and adapt their emotions to the demands of their jobs. Subsequently, the study of emotional mobility began to shift from labour relations to the broader field of social relations and cultural interactions. Papacharissi (2015) highlights the shifting 'public-private boundaries around emotions' in the digital environment and how this affects people's perceptions of emotional expression. With the rise of new media platforms, the expression and communication of emotions between individuals has become more convenient and instantaneous.

From the perspective of emotional mobility theory, it is particularly important to analyse the behaviour of new media users. Due to the media richness of new media, the multimodal communication methods, such as text, pictures, videos, etc., used by users to express their emotions not only enriches the dimension of emotional expression, but also increases the strength of emotional

communication. At the same time, the algorithmic recommendation system also plays an important role in the process of emotional flow, customising content for users based on their preferences, past behaviour and network interactions, thus invisibly guiding the path of emotional flow. Research on video-sharing platforms such as Jitterbit has shown that through the matching of recommender systems and users' interactive behaviour, emotions not only flow between individuals, but also between groups, forming what is known as an 'emotional community'. Raymond Williams, a cultural scientist, links emotional mobility to the 'structure of feeling' in an attempt to explain the socio-cultural composition of certain emotional meanings in a given era. In the new media environment, structure of feeling is also rapidly constructed and changed on social networks, and the emotional fluidity on display on platforms such as Shakeyin represents a new mode of cultural production. Through the rapid spread of user-generated content, a particular event or emotional expression in one region can soon resonate globally, reflecting the characteristics of emotional mobility in the context of globalisation. Data shows that about 74 per cent of the world's internet users use at least one social media platform to express or share emotions.

Meanwhile, according to the "2021 China Internet Social Platform Emotional Expression Trend Report" released by the Huibo Social Research Centre, the flow of emotional topics related to family, health and social responsibility surged on Chinese social media during the Xinguang epidemic. These data demonstrate the importance of new media platforms as a channel for emotion flow, and the ability of emotional topics to spread quickly among users and resonate globally. Theoretical research on emotion flow is crucial to understanding user behaviour on new media platforms such as ShakeMe. By exploring in depth how emotions are constructed, experienced and disseminated in the new media era, it can provide theoretical support for cultural production and social interaction on new media.

**Table 1. Research Methodology**

<b>Research Methods</b>	<b>Description</b>	<b>Objective</b>
<b>Case Studies</b>	Collecting and analysing the dissemination process, related comments and sentiment tendency of the event on social media platforms (e.g. Tiktok and Weibo)	Reveal the dynamic process of emotional flow of events, including the beginning, development, climax and end of events
<b>Textual Analysis</b>	Identifying and classifying emotional tendencies in collected online discourse using natural language processing and sentiment analysis techniques	Quantitative assessment of the distribution and changes in various emotions during the event
<b>Social Network Analysis</b>	Exploring the relationship between users, user influence, and the network structure of emotional flows during events	Understanding how emotions spread and diffuse in social networks
<b>Comparative Studies</b>	Compare the incident with other similar incidents and identify general and specific phenomena of emotional flows in the new media era	Through comparative research, to reveal the laws and characteristics of emotional flow in the new media era, as well as the commonalities and differences in the emotional changes of users in the process of event communication

### 3. OVERVIEW OF THE PANGMAO INCIDENT

#### 3.1. Analysis

##### 3.1.1. Background

The Pangmao incident involves a 21-year-old boy who is widely known for his outstanding performance in the game "Honour of Kings" under the game ID "Pangmao". With his talent in the game, he became the "No. 1 Mengqi (game character) in the National Service" and thus entered the

substitute coaching market, accumulating hundreds of thousands of yuan in savings. However, his fortunes took a drastic turn when he fell in love online.

Pangmao met a 27-year-old woman called Tan through voice chat software, and the two began an online relationship. During the relationship, Pangmao spent a lot of time and money on each other. Although they were in love for two years, the two saw each other very little, only meeting twice, going to the cinema once and never having any intimate contact. During these two years, Pangmao transferred ¥510,000 for Tan.

Emotionally frustrated and under enormous financial pressure, Pangmao eventually took the extreme step of jumping into a river and committing suicide. His sister discovered the records of money transfers between her brother and Tan while sorting through his belongings and made them public, sparking widespread public attention and discussion.

The Pangmao incident not only highlights the complexities and risks of online dating in the new media era, but also raises deeper considerations on issues such as mental health, emotional education and money transactions. This incident is of great significance in raising public concern about mental health issues, strengthening emotional education and raising awareness about the risks of money transactions.

### 3.1.2. Development

The fermentation of Pangmao's case went through the following stages: Pangmao's sister used her social media accounts to publish the transfer records between her brother and Tan, as well as the fact that Tan was constantly asking Pangmao for money. These revelations quickly sparked concern and discussion among netizens.

As the incident continued to unfold, netizens began to voice their opinions. Some accused Tan of using their relationship to scam money, while others questioned why Pangmao would give so easily. At the same time, some media outlets also began to get involved in the story, further amplifying the impact of the incident.

Under public pressure, Tan finally spoke out. She denied the accusation that she was constantly asking for money, saying that she had only spent about 350,000 and that it was normal to spend 200,000 to 300,000 for a relationship of two to three years. At the same time, she said she had already paid back more than 130,000 and had won the understanding of Pangmao's family. However, these answers did not quell the questions and anger of netizens.

As the incident continued to ferment, some netizens began to dig up more details. Some pointed out Tan's frequent collections on WeChat and the fact that there were multiple transfers from Pangmao in his account. These discoveries made Tan's response pale in comparison, and further fuelled netizens' anger and dissatisfaction.

As the incident continued to fester, some netizens began to question Pangmao's sister's claims, suggesting that she may have exaggerated the facts or had other motives. At the same time, some netizens began to defend Tan, arguing that she had done nothing wrong. These different voices caused public opinion to reverse, making the incident more complicated and difficult to judge.

Overall, the fermentation process of the Pangmao incident has been controversial and complicated. It not only involves many aspects such as emotion, money and morality, but also reflects the speed of information dissemination and the wide reach of influence in the new media era, as well as the fluid change of emotions as users attach their personal feelings to the incident.

### 3.1.3. Impact

The Pangmao incident spread very quickly on social media, making a huge impact on all major platforms within a short period of time. Initially, the incident was shared by netizens on social media platforms such as Weibo and Jitterbug, and then major news media and self-publishing media joined

in the coverage, making the incident even more heated. Netizens' retweets, comments and discussions quickly made the incident a hot topic online.

In terms of public reaction, netizens expressed strong concern and sympathy for the Pangmao incident. Many netizens condemned Tan's behaviour, believing that she had caused great harm to Pangmao by using their relationship to swindle money. At the same time, some netizens sympathised with Pangmao, believing that he was too involved in his relationship and failed to protect himself. In addition, the voice of Pangmao's sister on social media also sparked extensive discussion among netizens. Some netizens supported her defence of her rights and felt that Tan should be held legally responsible, while others felt that she may have exaggerated the facts.

The Pangmao incident has attracted a lot of social attention and discussion. Not only has it sparked widespread discussion and concern online, but it has also attracted attention in real life. Many people have expressed great concern and sympathy for this incident, believing that it is a social issue that deserves deep reflection. At the same time, this incident has also triggered discussions and reflections on the risks of online dating, mental health, the concept of love and money, and other issues.

## **4. NEW MEDIA ERA: ANALYSIS OF EMOTIONAL MOBILITY**

### **4.1. Definition and Connotation of Emotional Mobility**

Emotional Fluency refers to an individual's ability to use the language of emotions fluently, effectively and accurately to communicate, perceive, understand and respond to each other's emotional states in interpersonal interactions.

Emotional fluency requires individuals to be able to express their emotional experiences clearly and honestly so that the other person can accurately receive these emotional messages. It involves the ability to express emotions, including the use of appropriate vocabulary, tone of voice and body language. Emotional mobility also involves an individual's sensitive perception and accurate understanding of another person's emotional state. This requires individuals to have good emotional empathy, being able to quickly and accurately pick up on other people's emotional changes and understand the reasons and meanings behind them. Emotional understanding is a core part of emotional mobility, which requires individuals to be able to deeply analyse the reasons, motives and contexts behind emotions in order to better understand the emotional states of others. This requires a deep knowledge and understanding of human emotions.

The scope of emotional mobility refers to its application in different interpersonal relationships and situations. It plays a role not only in the private sphere, such as intimate, family and friendship relationships, but is also important in the public sphere, such as work and organisational relationships. Emotional fluidity helps to promote interpersonal emotional connection, trust and cooperation, and also has a positive effect on maintaining personal mental health and improving social adaptability.

Emotional mobility is also closely related to the concepts of emotion regulation and emotional intelligence. Emotion regulation is an individual's ability to manage and adjust his or her emotional state, while emotional intelligence is an individual's wisdom and skill in processing emotions. Emotional fluidity is an important component of emotion regulation and emotional intelligence and includes aspects such as fluency, effectiveness and accuracy in an individual's emotional processing.

In summary, emotional fluidity is a complex and important concept that encompasses multiple aspects of an individual's emotional expression, perception, understanding and response in interpersonal interactions. Through a deeper understanding of the definition, connotation and scope of emotional fluidity, we can better understand the nature and role of human emotions and promote the harmonious development of interpersonal relationships.

## **4.2. Characteristics of Emotional Mobility**

In the age of new media, emotional fluidity is spreading at an unprecedented rate. Networking platforms such as social media, blogs, forums, etc. make the transmission of information almost instantaneous. Once a certain emotional event or topic is triggered, the relevant information can spread rapidly through the network, reaching a speed of dissemination of seconds or even milliseconds.

In the new media era, the scope of emotional mobility has also expanded greatly. The openness of the network platform allows anyone with access to the network to participate in the spread of emotions. No matter where they are, as long as they pass through smart phones, computers and other devices, people can receive real-time emotional information from all over the world and achieve cross-regional and cross-cultural emotional communication.

In the new media era, the forms of emotional communication have also become more diverse. In addition to traditional textual expression, multimedia forms such as pictures, videos and audio are widely used to communicate emotions. These multimedia forms have the characteristics of intuition, vividness and image, which can better stimulate people's emotional resonance and improve the effect of emotional communication.

In the new media age, the influence of emotional mobility is also significantly enhanced. On the one hand, due to the expansion of the speed and scope of communication, emotional events or issues can quickly attract widespread attention in a short period of time and generate strong public opinion pressure. On the other hand, opinion leaders and netizens have greater influence on new media platforms, and their views and attitudes can often shape the direction of public opinion and have a significant impact on the spread of emotional mobility.

In the new media era, these features of emotional mobility make emotional communication between individuals more frequent, extensive and deep. At the same time, however, it is also necessary to pay attention to the authenticity and credibility of emotional information on the network platform to avoid the negative impact of false information or malicious speculation on the spread of emotional mobility. Therefore, in the new media era, we need to pay more attention to the characteristics and laws of emotional mobility communication, and make reasonable use of the new media platform to promote the harmonious development of interpersonal relationships.

## **4.3. Mechanism of Emotional Mobility in the Pangmao Incident**

In the Pangmao case, the way in which information was disseminated relied heavily on social media platforms. The emotional entanglement between Liu Jie (Pangmao) and Tan was made public by his sister on social media, which quickly attracted public attention and discussion. This information was constantly retweeted, commented and shared on major social media platforms, creating an extensive communication network. At the same time, a number of media outlets and self-published media also reported and interpreted the incident, further widening the scope and impact of information dissemination.

The Pangmao incident was able to evoke a wide range of emotional responses, mainly because it touched on emotional issues of common concern, such as love, money and loyalty. After reading the relevant reports and discussions, many people would associate it with their own similar experiences or those of people close to them, thus creating a strong emotional resonance. This resonance is reflected not only in the sympathy and regret for the tragic fate of Liu Jie (Pangmao), but also in the anger and condemnation of Tan's behaviour.

In the case of Pangmao, the group effect is mainly reflected in two aspects. On the one hand, social media users developed a collective emotion by liking, commenting and sharing. This collective emotion influenced individual emotions, so that more people participated in the discussion and

concern about the incident. On the other hand, the reports and interpretations of the media and self-published media also played a role in fuelling the trend. By digging up the stories and details behind the incident, they guided the public's emotions and attitudes, further fuelling the formation of the group effect.

In the case of the Pangmao incident, the mechanism of emotional flow mainly includes the following aspects:

-Emotional trigger: The tragic fate of Liu Jie (Pangmao) and the emotional entanglement with Tan served as emotional triggers that aroused public concern and discussion.

-Emotional resonance: After the public learned about the incident through social media platforms, a strong emotional resonance was created and a collective emotion was formed.

-Emotional diffusion: Collective emotions spread rapidly on social media platforms, forming a broad public opinion field. At the same time, media and self-media reports and interpretations also played a role in fuelling it.

-Emotional impact: Emotional flow not only affects the public's mood and attitude, but also has an impact on the development of the incident. For example, Tan eventually apologised under the pressure of public opinion, and several brands apologised for committing fraud in supplying food to Liu Jie.

In conclusion, the Pangmao incident demonstrates the complex mechanism of emotional flow in the new media era. Through the mechanisms of information dissemination, emotional resonance and group effect of social media platforms, the incident has attracted widespread attention and discussion, and had a far-reaching impact on the public's emotions and attitudes. It also reminds us to pay more attention to the characteristics and laws of emotional flow in the new media era, and to make reasonable use of social media platforms to promote the harmonious development of interpersonal relationships.

## **5. THE IMPACT OF EMOTIONAL MOBILITY IN THE PANGMAO INCIDENT**

The Pangmao incident had a significant impact on public attitudes and perceptions of the event and the person, which were shaped and diffused mainly through the mechanisms of information dissemination, emotional resonance and group effect.

First, information dissemination is the basis for the formation of public attitudes and perceptions. In the Pangmao incident, Liu Jie's (Pangmao) emotional entanglement with Tan was quickly attracted public attention and discussion after it was publicised by his sister on social media. This information was constantly retweeted, commented and shared on major social media platforms, creating an extensive communication network. As the information spread, the public's understanding of the event and the person gradually deepened, which in turn led to the formation of their respective attitudes and opinions.

Second, emotional resonance is a key factor in shaping public attitudes and perceptions. The Pangmao incident touched on emotional issues of common concern, such as love, money, and loyalty. After reading related reports and discussions, many people would associate it with their own similar experiences or those of people around them, thus creating a strong emotional resonance. This resonance is not only reflected in the sympathy and regret for Liu Jie's (Pangmao) tragic fate, but also in the anger and condemnation of Tan's behaviour. Emotional resonance makes the public more inclined to support a certain position or point of view, thus forming a more consistent attitude and opinion.



Again, the group effect accelerates the formation and diffusion of public attitudes and opinions. On social media platforms, users form a collective emotion by liking, commenting and sharing. This collective emotion has an impact on individual emotions, making more people participate in the discussion and concern about the event. At the same time, the media and self-media reports and interpretations also played a contributing role. By digging up the stories and details behind the incident, they guided the public's emotions and attitudes, further intensifying the formation of the group effect. Under the group effect, the public's attitudes and views became more consistent and a stronger public opinion pressure was formed.

Finally, this effect also spreads rapidly through new media platforms such as social media. Social media has the characteristics of fast spreading speed, wide range and strong interactivity, which enables the public to obtain and spread information rapidly. In the Pangmao incident, related topics continued to ferment on social media, triggering widespread discussion and concern. This diffusion not only enlarged the influence of the incident, but also made the public's attitudes and views on the incident and the characters more in-depth and comprehensive.

In short, the Pangmao incident influenced public attitudes and perceptions of the event and the person through mechanisms such as information dissemination, emotional resonance and group effect. This influence not only formed a more consistent field of public opinion, but also had a profound impact on the development of the event and the lives of the characters. This also reminds us to pay more attention to the characteristics and laws of emotional flow in the new media era, and make reasonable use of social media platforms to promote the harmonious development of interpersonal relationships.

## **6. STRATEGIES FOR MANAGING EMOTIONAL MOBILITY**

In the new media era, strategies for managing emotional mobility are particularly important. For example, in the Pangmao incident, Tan was cursed by netizens over the incident, her personal address and privacy were exposed, and her personal safety was difficult to protect while the incident was not thoroughly investigated. Here are a few key strategies:

-Real-time monitoring and perception: firstly, there is a need to monitor the flow of emotions on social media and other new media platforms in real time using big data and artificial intelligence technologies. This includes analysing users' behaviours such as commenting, liking and sharing, as well as their emotional responses to specific topics or events. This real-time monitoring can help us identify and understand changes in public sentiment in a timely manner.

-Emotion channeling and guidance: Once a fluctuating or polarising trend in public sentiment is detected, appropriate measures need to be taken to channel and guide emotions. This can be done by releasing authoritative information, clarifying misunderstandings and providing psychological counselling. At the same time, the media and social platforms should also take responsibility to avoid excessive speculation or misleading public emotions.

Build a positive emotional ecology: On new media platforms, a positive emotional ecology should be actively built. This includes promoting positive content, encouraging users to share positive energy, and enhancing the emotional connection between users by organising online activities. A healthy emotional ecology helps reduce the spread of negative emotions and promotes social harmony and stability.

-Strengthen the construction of laws and regulations: in order to regulate the flow of emotions on the new media platform, it is necessary to strengthen the construction of relevant laws and regulations. For example, it is necessary to formulate penalties for online rumours and malicious attacks, as well as to clarify the responsibilities and obligations of new media platforms in the management of emotions. The improvement of these laws and regulations can provide a strong guarantee for the management of emotional flow.

-Enhance public media literacy: In the new media era, enhancing public media literacy is also an important part of emotional mobility management. The public needs to learn how to rationally view and analyse information on new media to avoid being misled by false information or extreme emotions. At the same time, the public also needs to learn how to express their emotions and opinions and participate in social discussions in a more mature and rational manner.

-Establish diversified communication channels: In order to better understand and manage public sentiment, diversified communication channels need to be established. This includes collecting social sentiments through social media, online forums, emails, etc., as well as listening to public voices directly by organising offline seminars and questionnaire surveys. The establishment of these communication channels will enable us to have a more comprehensive understanding of the changes in public sentiments and needs.

## **7. CONCLUSION AND OUTLOOK**

In the era of new media, emotions spread very quickly and widely through social media and other platforms, and the Pangmao incident, once exposed, quickly attracted widespread public attention and discussion, creating a strong emotional resonance.

Emotional expression is immediate and diverse: Emotional expression in the new media era is more direct and diverse. The public directly expresses their emotional tendencies and attitudes through comments, likes and shares. At the same time, various emoticons, short videos and other multimedia forms also provide more opportunities for emotional expression.

On the new media platform, the influence of emotions often has a magnifying effect. Once a certain emotion is widely spread and recognised, it will create a strong public pressure, which will have a far-reaching impact on the development of the event and the lives of the characters. In the Pangmao incident, the public's emotions of sympathy and anger were constantly amplified, forming a strong concern and support for the people involved in the incident.

There is uncertainty in the flow of emotions in the new media era. Due to the diversity and complexity of information sources, the public's emotions are easily misled and disturbed. In the Pangmao incident, some of the information turned out to be false, which affected the public's emotional flow and attitude change to some extent.

The Pangmao incident reminds us of the growing importance of emotion management in the new media era. The government, media, social platforms and other parties need to strengthen the monitoring and management of emotional flows to avoid the excessive spread and amplification of negative emotions and maintain social harmony and stability.

In the Pangmao incident, the public's sympathy and support for the victim reflects concern for the emotional needs of the vulnerable. In the era of new media, we should pay more attention to the emotional needs of vulnerable groups and provide them with the necessary emotional support and assistance.

In conclusion, the Pangmao incident is a valuable case for us to study emotional mobility in the new media era. By thoroughly analysing the aspects of emotional communication, expression, influence and management in the incident, we can better understand the characteristics of emotional mobility in the new media era and provide useful references for future emotional management.

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