

Synergetic-Based Study of the Development of Network Literature Industry

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ABSTRACT

This paper studied strategies to promote the development of network literature industry by using the concept of order parameter in synergetic theory. The network literature industry is a complex system mainly composed of five subsystems and these subsystems compete and cooperate with each other to promote the evaluation of the industry. The relationships between subsystems indicate the order parameter in network literature industry is content quality evaluation, which is emerged in the movement of the network literature industry and will dominate the evolution of the whole industry once formed. Therefore, we offer three strategies to promote the development of the industry: taking the quality of traditional literature as reference standard is the premise of establishing a content quality evaluation system; strengthening copyright protection is a reliable guarantee for an efficient content quality evaluation system; orienting the content quality evaluation system by multi-value.

Keywords: *network literature industry, synergetic theory, order parameter, strategy*

1. INTRODUCTION

The 45th China Internet Network Development Statistics Report released by China Internet Network Information Center (CNNIC) shows that: By March 2020, The number of network literature users in China has reached 455 million, accounting for 50.4% of the total number of Internet users, and the number of mobile network literature users has reached 453 million, accounting for 50.5% of mobile phone users. Meanwhile, some popular IP of network literature works have also expanded to “Pan-entertainment” industry such as derived films, TV dramas, animations and games, and are showing a thriving life.

The rapid expansion of the network literature industry leads to the rapid development of its constituent parts and stimulates their potential energy. As a method to study common characteristics and the mechanism of different parts in a system, the synergetic theory provides a broader vision for promoting the development of network literature industry.

2. SNYERGETIC THEORY

The synergetic theory holds that a complex system consists of many subsystems. Although these subsystems form and attribute differently, they are both competitive and cooperative in the whole complex system. Competitions among subsystems make them become non-equilibrium state, while cooperations make them coordinate with each other in the non-equilibrium state. The process of this

movement becomes the motive force of system evolution. In this process, we describe the most influential element that promotes competition and collaboration among subsystems as the order parameter, which dominates the evolution of the whole system. The order parameter is the macroscopic global model of collective motion of a large number of subsystems, which is introduced to describe the behaviour of the whole system. On the one hand, the order parameter is the result of collective motion (competition and coordination); on the other hand, once formed, the order parameter plays the role of enslaving subsystems and dominate the whole evolution process of the system[1].

3. COMPOSITION OF NETWORK LITERATURE INDUSTRY

As a complex system, the network literature system can be divided into the following subsystems:

3.1. Reading Subsystem

The reading subsystem is mainly composed of authors, works, readers and web platforms. Authors create and publish their serial stories on web platforms and classify those literary works by content. Web platforms push these literary works to target readers according to tags and analysis of readers’ behaviours. Readers can communicate with authors and other readers timely, and reward authors if they like the story. Authors would change some of the plots according to ideas in the comments section provided by readers.

3.2. Channel Subsystem

The channel subsystem mainly includes platform channels with content as the carrier and operation channels between platforms and the netizens. There are mainly two kinds of network platform channels: literary websites and mobile apps and people use these channels to publish or find stories. Operating channels meet the needs of people to read anytime and anywhere. Channels can expand the readership of works and increase the popularity and competitiveness of web platforms.

3.3. Management and Operation Subsystem

Network platforms are not only publishing and collecting platforms, but also managing and operating platform of works. Platforms should deal with copyright protection while attracting readers and authors through operation. It's important to strengthen copyright protection and find literature works that meet readers' need accurately.

3.4. E-reading Terminal Subsystem

The e-reading terminal subsystem is mainly composed of network literature platforms(enterprises), technology providers and terminal manufacturers. The purpose of terminal e-readers' purchase determines its exclusivity[2]. Comparing e-reading terminals with other reading platforms such as apps and networks, users are more likely to use e-reading terminals because their software can provide adding value. E-reading terminals are associated with authors and platforms by purchasing copyright.

3.5. Pan-entertainment Subsystem

At present, the "Pan-entertainment" subsystem of network literature mainly includes: paper publishing products; films and television works derived from network literature works; animated cartoons; radio dramas; games and peripheral products. The subsystem covers a wide range, extends the audiences of network literature to other common areas, and attracts more people through the influence of those derivative works.

3.6. Relationships between Elements in the Network Literature Industry System

Every subsystem involved in network literature industry is composed of many different elements. Some of these elements exist in multiple subsystems while others exist in a single subsystem. These elements inevitably compete and cooperate with each other in the process of the movement and produce value at the same time. The relationships among elements are shown in the following figure:

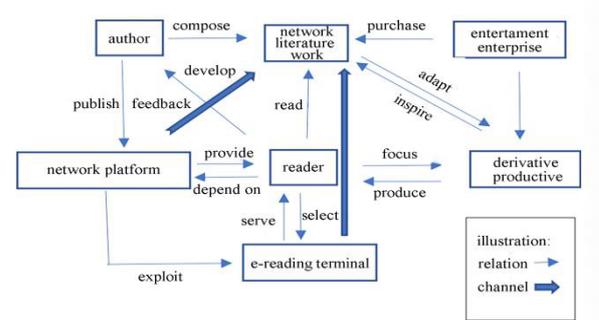


Figure 1. The Elements of Network Literature Industry and Relationships Between Them

From Figure 1, we can learn that the element of "network literature work" is associated with all subsystems, and direct one-way or two-way relationships are produced with "author", "reader", "network platform"(enterprise), "reading terminal", "entertainment enterprise" and "derivative product". Authors attract readers through their works; online platforms provide copyright protection and content operation for works; entertainment enterprises purchase copyright to form derivative products, which in turn can attract more readers for works; reading terminals provide channels for the presentation of works. If we study the composition of the "network literature work" further, we will find that these subsystems are mainly related to the content quality of works.

3.7. Order Parameter of Network Literature Industry

Different from the characteristic that traditional literary works pay attention to the evaluation of literary value, network literature works are widely popular because they have diversified content and readers can understand the content easily, besides, they meet the psychological needs of different kinds of people. But it's hard to evaluate their content qualities. From the relationships between these subsystems, we can find that the movement and development of each subsystem is mainly driven by the content quality of works. If we look into the industry, it's obvious that: under the competition, the number of network literature works is expanding rapidly, platforms must attract regular readers and expand influence by collecting high-quality works; e-reading terminals and channels will focus on collecting high-quality resources; those films, TV series, games and animation works with excellent online reputations are adapted from quality assured network literature works. Thus, the content quality of network literature is the most important factor affecting the development of network literature industry.

The synergetic theory holds that no matter in what system, if a parameter changes from scratch in the process of system evolution and can indicate the formation of a new structure, it is the order parameter. The order parameter is not only the representation and measurement of

subsystem-cooperation effect, but also the measurement of motion state of the whole system[1]. Therefore, combined with the concept of order parameter, we can infer that "content quality evaluation" is the order parameter of network literature industry system. The "content quality evaluation" of network literature works gradually forms in the process of the development of network literature industry, and its emergence can better point out the direction for the development of network literature industry system. The existence of "content quality evaluation" will also serve every subsystem in the network literature industry, which will form competitive and cooperative relationships in the process, and promote the development of network literature industry.

4. STRATEGIES TO PROMOTE THE DEVELOPMENT OF NETWORK LITERATURE INDUSTRY

If we want to find a way to promote the development of network literature industry by using the order parameter of "content quality evaluation", it is necessary to analyze how this order parameter contributes to the development of the network literature industry system. In order to do that, we need to establish an evaluation system. The evaluation system is aimed at promoting high level and quality assured works as well as creating stories with attraction and multi-dimension of value. This goal could be achieved in the following areas:

4.1. Taking the Quality of Traditional Literature as Reference Standard

In the early days, network literature mainly aims to express authors' personal feelings and thoughts, but with the popularization of paid reading mode, the development of network literature shows the trend of catering to consumers, which leads to the homogeneity of stories[3]. Famous literary works depend on channels and themes, so the content is always about popular topics and dedicated to create "cool feeling" to attract more readers. Besides, the charge mode based on numbers of words encourages authors to write longer stories to earn more money. However, these run counter to the quality improvement of network literature. On the contrary, traditional literature works often pay more attention to the intrinsic value and artistic conception, and high-quality works have also stood the test of time, generally has good aesthetic taste. Network literature and traditional literature seem to be different types, but the expression of thoughts and feelings and the reflection of social life are consistent in both types. Network literature should not only meet the psychological needs of the public, but also learn the strengths of traditional literature, guide the values of the public and carry forward the spirit of times. Therefore, in the process of establishing the quality evaluation system of network literature works, the requirements of traditional literature

on content quality should be taken as the reference standard and the development goals.

4.2. Strengthening Copyright Protection as a Reliable Guarantee

Compared with traditional literary works, the copyright protection of network literature works are influenced by many factors such as: the openness of network platforms, which makes it easier to have access to stories information; low cost of piracy acquisition and dissemination; copyright protection technology is not mature enough; imperfect relevant laws and difficulty in supervision, etc. It is still a long way to go to protect the copyright. Only when the copyright of works is fully protected, can we stimulate the author's sense of responsibility and writing motivation. Copyright protection can improve their requirements for the quality of literary works and form a whole virtuous circle in the industry. Copyright protection needs common support from law makers, the industry, enterprises and readers. The government should establish laws to protect network literature creation and to impose clear legal sanctions on pirates. The relevant parts of the industry shall formulate industry standards for the dissemination and use of works, and establish network literature copyright exchange platforms to study countermeasures to solve the problem of piracy. Enterprises, on the one hand, can apply new technologies to protect network literature works; on the other hand, they can make full use of the aggregation effect of platforms to emphasize the importance of copyright protection to readers. Readers can be trained to develop a sense of payment starting with their favorite works or authors and gradually form the habit of paying for all kinds of works. If we protect the copyright from different aspects, the industry will form a virtual circle, which is the premise of forming an efficient and pure evaluation system.

4.3. Establishing a Network Literature Evaluation System Oriented by Multi-value

The current selection of network literature works is mainly based on the evaluation system controlled by capital. The advantages of this system are: it has passed the market test and has strong pertinence, so it can expand the audience of network literature further. However, the single evaluation system also causes the problems of "routine" and "lack of humanistic spirit" in the creation of network literature works. This has slowed down the process of network literature being more widely recognized by people. The sustainable development of the network literature industry needs to be integrated into a more diversified evaluation system, such as: sublimating stories from catering to current social popularities to humanistic care as the evaluation orientation; giving different weights to improve and upgrade evaluation system in different scenes. Only in

this way, can the quality of network literature works be reflected more comprehensively.

5. CONCLUSION

The development stage of network literature industry is gradually changing from the accumulation of quantity to the improvement of quality. In this process, the progress of technology, the development of works and the continuous refinement of user needs are injecting new energy into the network literature industry. For the whole industry, it is particularly important to establish a sound network literature quality evaluation system, which is an important guarantee to balance the scale expansion speed of the industry and the development quality of each link in the industry. This paper puts forward three strategies for establishing the quality evaluation system of network literature. In future research, we should combine qualitative analysis and quantitative analysis to study influencing factors of network literature content quality evaluation, and then establishes a model of network literature quality evaluation system.

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