Abstract. Chinese web literature ushers its rapid developing period with the global networking. And all kinds of literature networks which is based on Qidian, start to make itself has an explosive expand and increase in the terms of market size and numbers of users, through various kinds of marketing methods. However, now the hidden problems increases sharply in China, which has influenced developing foreground of web literature. This paper analyzes the causes and influence of the web literature with the data analysis, and found three major problems. First is Unique issues in the data age. Second is the problem about China web VIP system. Third is the problem of web literature in too long length. We bring out these problems in order to improve the web literature in China.

Introduction

This paper according to authors another work "A research on the plight of Chinese online culture -based on the biggest literature website “Qi Dian”". It's a review of previous studies.

With the advent and development of the Internet age, as an emerging pattern of literature - web literature came into being. The characteristics of web culture are mainly manifested in two aspects: the openness of the network environment to promote the mutual penetration of various cultures, users can easily view many of the web novel, and according to their own taste to select novel types of hits to read select novel types of hits to read according to their own taste; the form of web literature and traditional literature are also different, it is different from the traditional publishing model of a new literary writing and publishing model. It is not the traditional" author, editor, publisher, reader" model, but the model of "author - the web- reader", which lead to new literary writing group and the new writing style. The way of writing of web literature confuse the original boundaries of the literature and destroy the sacred threshold of the traditional literature.

Since 2012, China's online literature market and users’ scale have a rapid expansion, 2012 China's domestic web literature market size is only 2.77 billion. In 2013 to reach the 4.63 billion yuan, with the increase of 67.1%; In 2014 the domestic web literature market size reached 5 billion 600 million yuan, compared with 2013 rose 21%, and with the advent of the era of universal reading, giants have force, and actively explore the profit model. It is expected in 2015 annual domestic web literature market size of up to 7 billion yuan, up 25%. Figure 1.
Correspondingly, the size of the web literature users is also expanding. In 2012, the web literature with only 233 million user scale reached 274 million, in 2013 with a more rapid growth of 17.6%; growth momentum has slowed down, a net increase of 24 million users, rose 8.8%. Figure 2.

The main reason so quickly online literature market and user scale growth has three: First, the country's social appeal to the people to read, formed a universal culture of reading. Second, the development of Internet technology and web literature with its own characteristics, so that the rapid development of the web literature itself and the last, Qidian pursue for further innovation in business model, in advertising and WAP, KJAVA and other wireless products for new development, and create a new sustainable profit growth point. Qidian will also be involved in the publication of entities, film and television, animation and other fields, and to seek a number of neighboring media derivatives cooperation and development. Qidian will also actively expand overseas markets, and
committed to further expand the group of authors and readers, and tap the potential of the Qidian for the success of the business model, to create the world's largest Chinese literary creation and reading platform. This series of moves are a great impact on the form, content and publication of Chinese traditional literature.

But one cannot ignore the reality that is, some problems have limited the further development of the Internet culture. In other words, Internet culture development has entered a period of dilemma. How to break the shackles of the network of cultural development is crucial to our study, but another status quo is, in the current China, study on the plight of the web literature is still in a blank stage, now Chinese scholar only forces on web literature’s ontology, applied research and prospects, etc. This is also the aim of our study lies.

Methodology

Data Sources

The web novels are mainly published in several large literature websites, and the site's click rate is closely related to the traffic, so the author chooses iResearch (Ai Rui), Alexa, Google Ad Planner, Google Trends for Websites and other well-known website traffic statistics tools for each web novel website traffic, traffic and user use case to analysis.

Analysis Method

From Google Ad Planner, Google Trends for Websites statistics, the web novel has attracted a large number of readers, because of their gender, age and education level, the choice of the novel will be different; Qidian with absolute advantage in the lead in many literary sites. Therefore, based on the data of Qidian.

According to the Alexa rankings, the average daily IP (Protocol Internet) and the amount of page views are analyzed and compared with that of iUserTracker. Alexa ranking is the world ranking of the site, including the comprehensive ranking, visit quantity ranking, page views and other evaluation index information, it is more authoritative evaluation index of site visits in the current, but also the most widely used in the current web site traffic query tool. While the average daily amount of IP access, the average daily amount of PV can reflect the reader or network user's viscosity for a forum.

According to Google Ad Planner, Google Trends for Websites, the author analyzes the age, gender, education level and other factors. Google Ad Planner is a free media planning tool that can help users determine the amount of access to a variety of Web sites, Google Trends for Websites is a tool that can be used to focus on keyword search trends, and can be used to analyze the traffic flow.

Discussion and Conclusion

Unique Issues in the Data Age

In terms of author, author reduce idle time because of work, school, marriage, etc.; published works (due to severe cases of piracy, most publishers require Author to slow down or even stop the network update); low royalties and other reasons caused tj and lw. On the other hand, the authors in this era of brush data, often by a number of non-formal ways to brush data to increase the popularity.

The problem about China Web VIP System

For website, vip excessive flooding. A large enclosure from the beginning of April 2013, each network website constantly reduce the contract standard of VIP to pursue more readers, which lead to the phenomenon of VIP disaster. Only the Qidian there are more than 3000 signed works. So many of the contracted works simply cannot guarantee the quality of the work, resulting in the overall quality of VIP continued to decline. Occasional excellent works have been submerged in the vast amount of mediocre works, but cannot be found.
In addition, in order to attract the author, the various websites have promised to propaganda for the author. Due to rapid expansion of the ranks of VIP, the original propaganda soon had to make ends meet, thus they have to constantly stretching the length of the recommended list, and add new propaganda. With the recommended list increasing, the quality of the work has been declining.

**The Problem of Web Literature in too Long Length**

Mentioned above, the Author for a variety of purposes, works set of words increasingly long, often a million plays. web literature readers, because of its specificity and timeliness, occupy the vast majority of young readers.

The top 5 In the web literature website, Jinjiang original network is mainly romance novels website, the other 4 sites both fantasy novels, suspense type, you can determine the initial current fantasy, suspense, romance as the mainstream market of web literature. The all-ion(2),harem(3) , unlimited(4), stupid(5) and so on works which so far away from serious literature, which develop a number of readers do not willing to do deep thinking in the high level of education.

**Summary**

Nowadays, the issue of copyright is still very difficult to solve in Chinese Mainland, and it is quite a severe problem in China. In addition, web literariness limitation of low literariness make it in convenient to be saved. Moreover, the issues of social identity and so on are also urgent problems for web literature. Furthermore, this series of issues are the booming web literates time bond, with high risky, and all these issues will be deeply researched in the relevant paper.

**References**


