Double Helix of Controversy: Research on the marketing Effect of IP adaptation of network literature from the perspective of fan economy

Yining Shi*
Yanshan University, Qinhuangdao 066004, China
***Corresponding author E-mail: syn15128520897@163.com**

Abstract: In recent years, with the network literature IP adaptation into the public vision, the original controversy has gradually attracted people's attention. From the theoretical perspectives of the double helix of silence and the conflict theory, this study uses questionnaire and interview methods to analyze the relationship between the original controversy and the marketing effect of the adaptation, and discusses the corresponding marketing ideas. The results show that the controversy related to the character setting will significantly expand the communication scope of the adaptation, but at the same time, the expansion of other controversies may threaten the reputation of the adaptation, so the promoters need to take diversified marketing measures.

Key words: network literature IP adaptation; Controversial; Marketing effect; Silent double helix

1 Introduction

With the development of the times, the popularization of Internet and the evolution of Chinese cultural pattern, the network literature adaptation into film and television drama have become a trend, especially in recent years, more and more network literature IP adaptation has been paid great attention by the market and the audience.

IP, literally, is intellectual property. Network literature IP refers to the domestic original network literature that has a certain fan base and is suitable for adaptation and development in a variety of media forms. In order to adapt to the characteristics of the video and other factors, the network IP script often adopts adaptation, splicing and even independent scriptwriter to adjust it, which makes the adaptation of the script and the original work are quite different. As a result, many fans of the original work will attack the network adaptation, don`t believe that it respects the original work. For example, the TV drama Youfei has been questioned by the audience that the adaptation is not in line with the original work, and one of the main actors of the drama has also criticized on social media platforms that many plots of the script are seriously deviated from the original work. However, we have also observed that the controversy of original works fans sometimes makes the popularity of IP movies and TV series on the network continue to

rise, eventually achieving the effect of cognitive diffusion. For example, the adaptation of Aloes Like Crumbs has adjusted the character setting of the original work, leading to a fierce dispute between the fans of the original work and the fans of the actors, which has rapidly increased the discussion of the play on major online platforms.

This makes us curious: whether the original controversy can definitely improve the marketing and communication effect of the TV adaptation? If so, how does it heat up? If not, how should the corresponding marketing strategy be adjusted?

2 Literature Review

2.1 Research review of IP adaptation of network literature

So far, IP adaptation of network literature has caused extensive research in academia. In foreign countries, scholar Peter Bloore (2013) points out that the form of online novels is the closest to that of film and television scripts from the perspective of films and television dramas. Scholar Willems (2015) studied the policies of some literary adaptation films and elaborated the influence of modern Flanders film policies on adaptation projects. Scholar Tracy Morris (2017) studied the impact of cross-media text adaptation on teenagers' reading from the interdisciplinary perspective of media criticism and pedagogy.

In China, Li Xue, a scholar, points out from the perspective of narratology that network literature IP dramas adopt a narrative strategy based on the real world but beyond the reality. It disintegrates and reorders the real world, and adopts a narrative mode of multi-media integration, usually interacting with the audience in an equal posture (Li, 2019). Taking 5W model as the basic framework, scholar Gao Xuanxuan explained that the popularity of online novel adaptation is due to the combined efforts of the transmitter, the media, the content, the receiver and the effect (Gao, 2019). Chen Weichao, a scholar based on the perspective of emotional consumption, on the one hand, believes that the core of IP drama is grassroots and isomorphic to youth subculture. On the other hand, people's continuous demand for emotional consumption also indirectly promotes the multi-field development of IP (Chen, 2018). This also provides important enlightenment for the research of this paper.

In conclusion, the current academic field mainly conducts research from the perspectives of consumerism, narratology and communication. However, there is still no research on the relationship between the original controversy and the communication effect of movies and the TV series by using the theory of " conflict" and "spiral of silence" .

2.2 "Silent Double helix" theoretical research review

The theory of " spiral of silence" was first proposed by the German scholar Elisabeth Noelle-Neumann in 1974, aiming to explain the formation and trend of public opinion in the process of

communication.In 1980 Neumann published The Spiral of Silence: Public Opinion: The Skin of Our Society. This is highly concerned by scholars at home and abroad.

In foreign countries, scholars focus on the question of this theory. The scholar Kennamer (1990) questioned that the " spiral of silence" did not take into account that people would get support from their peers or reference groups in their minds. Scholars Donsbach and Stevens (Stevenson, 1984) found that people' s willingness to express their opinions may be different in different cultures. The theory is not universally applicable in all cultural contexts.

Domestic scholar Gao Xianchun combined the actual phenomenon of the rapid development of the Internet with original theory, and put forward the "double spiral of silence" in 2014, specifically referring to " the formation of social public opinion and individual perception is a process of interaction between two opinions spiral". When a particular event occurs, the mass media's reports on the event and the opinions conveyed by the audience through the Internet form two different opinion spirals. On the one hand, the two spirals are independent of each other and have their own different development directions. On the other hand, the two spirals permeate and influence each other. However, when the two spirals interact, complex spiral effects will be generated. The two spirals constantly clash and play games with each other in various scenes, and finally form social opinions and influence the audience.

However, at present, no article has combined the " double spiral of silence" with the marketing effect of network adaptation to specifically analyze the role of original work controversy generated in the process of network literature IP drama adaptation on marketing and communication effect.

2.3 Question Raising

Therefore, based on the theory of " conflict" and "double spiral of silence", this paper tries to answer the following questions: whether the original novel controversy can improve the marketing and communication effect of the adapted the TV series? If so, how does it heat up? If not, how should the corresponding marketing strategy change?

3 Research methods

Based on the above problems, this paper first puts forward the corresponding hypotheses:

H1: The more viewers perceive the controversy of the adaptation, the more they will pay attention to the show.

H2: The more viewers perceive the controversy of the adaptation, the more willing they are to participate in the discussion of the drama.

H3: The greater the audience's perception of the controversy surrounding the adaptation, the stronger the audience's willingness to watch the drama.

In order to prove the hypothesis and respond to the research questions, questionnaires and

interviews were used in this study.

3.1 Questionnaire survey

3.1.1 sampling

The corresponding research object of this hypothesis is the audience group of network literature adaptation screenwriters.

First we took a representative sample of the population, select few original controversial "wat Long Ling fans" (adapted from "the light"), has the certain original controversial "know no know whether the red should languish and the green" (adapted from the ordinary female biography of lily of valley), the larger the original dispute "Menghualu" (adapted from zhao PanEr romantic save over) the three films and audience as the research overall. , we conducted stratified multistage sampling on the sampling box with 95% confidence zone and 3% sampling error. A total of 244 viewers were selected as a sample.

This survey completed the data collection, collation and analysis process on October 18, 2022. The main contents of the survey are as follows: (1) confirmation of basic information, including age, gender and other information; (2) the audience's perception of the original controversy of the adaptation; (3) Audience's cognition and viewing intention. The questionnaire consists of 10 single choice questions. Through the combination of online and offline distribution, wechat moments, Qzone, questionnaire star sample database and offline distribution.

3.2 In-depth interview method

3.2.1 Interview outline Production:

The interview questions are mainly divided into three parts:

The first part mainly involves the basic information of the respondents, including their age, gender, occupation, etc.

In the second part, the dimensionality of research questions is reduced to interview questions. It includes the propagandist's specific communication strategy, the audience's views on the original controversy of IP adaptation of network literature, and the willingness and way to participate in the discussion.

In the third part, the preparation focuses on the issues that may be explored further, and further discusses the role that other types of "controversies" play in causing users to watch.

During the interviews and research, the researchers tried to avoid four ethical problems and deviant behaviors highlighted by scholar Alan Bryman (Al- anBryman) : (1) damage to the research participants; (2) Do not use informed consent documents or materials; (3) Invasion of the privacy of study participants; (4) Deceiving research participants. In addition, if the interviewees have any questions or dissatisfaction during the interview, they can keep silent or quit halfway. The interview materials that the respondents declared that they did not want to be

published were not included and quoted in this study.

3.2.2 Selection of interview subjects:

This study conducted 5-15 minutes semi-structured in- depth interviews with one staff member engaged in the publicity of the network literature adaptation and five audiences who like to watch the network literature adaptation. The interviews began on September 2022 and ended in October 2022. The interviewees first included the publicity staff of the adaptation, and then more research samples were collected by posting messages on Weibo communities. According to the maximum sampling principle of qualitative research method, when the sixth respondent is collected, all the interview content is sufficient to answer the research question, and the sample collection is closed. The respondents were different in age, occupation, education level and their views on the controversy of the adaptation of the original work, and the degree of homogeneity was low.

The interview was conducted by telephone interview and online interview at Tencent Conference. The interview results were sorted into verbatim manuscripts with a total of 10064 words. The process of the interview content was completed by Shi Yining. The basic information of the respondents is shown in the table.

Table 1 Basic information of the respondents

Name/address	age	gender	identity	
The propagandist	Ms. Jia	22 years old	female	Beijing Enlight Media Co., LTD. Publicity staff
The audience	Ms. Liu	26 years old	female	Active user of Douban scriptwriter community
	Ms. Wang	24 years old	female	Station B is an active user of the scriptwriter community
	Ms. Yang	22 years old	female	Active user of Weibo scriptwriter community
	Ms. Zhang	21 years old	female	Microblog Entertainment KOL (Opinion leader)
	Ms. Liu	24 years old	female	Active user of Tiktok changes scriptwriter community

4 Research findings and discussion points

A total of 244 questionnaires were collected in this survey, with women accounting for 49.6%. 27.5% of the audience had seen all three adaptations listed, and 45.5% had seen some of them. When asked about the controversy over the books, 45.5% said it would affect the publicity of the show, while 27.5% said it would not.

4.1 Productivity: Cognitive diffusion caused by human controversy

Through Pearson correlation analysis, it is found that hypothesis H1H2H3 is not valid, and

the original work controversy of the adaptation does not have a significant impact on audience's attention, discussion and viewing intention. However, if the "original difference" is discussed in detail, we find that "the difference between the adaptation writer and the original author" is significantly related to "the willingness of the audience to participate in the discussion of the play" (r=0.175, p=0.006**), which is the most obvious in the "Menghualu" where the original work is quite different from the play.

The questionnaire analysis result shows that the difference between "adaptation and the original discussion" and "the spread of the film and television play force" is not present, but the character set differences will lead to audience's different opinion on the network platform, the audience to join adaptation character set relevant discussions will be more strong, their willingness to watch the play, the more intense. This will further expand the spread of movies and TV dramas.

The above analysis agrees with Dahrendorf's statement on "conflict theory" : conflict is a kind of productivity. This "productivity" mainly relies on various new media platforms to take effect.

Compared with traditional media, new media network platforms give users the right to speak to the greatest extent. When different audiences discuss and analyze the characterization, casting and actor performance of IP adaptation of network literature, there will be two spirals of positive and negative opinions. However, in the current context of new media, different opinions related to human-hypothesis differences will continue to play with each other and eventually form a "noisy spiral" (Zhang,2015). At this point, the adaptation of the cognitive scope continues to expand.

4.2 Destructive force: The widening controversy implies a word-of-mouth risk

Dahrendorf also put forward in his "conflict theory" that conflict may also become a destructive force.

When we conduct in-depth interviews and try to get answers to questions such as the effect of original work controversy on marketing of network literature adapted films and the TV series, the author finds that original work controversy brings little positive marketing effect, but may have a negative impact on the word of mouth of films and the TV series.

During the interview, several viewers said they would be concerned about the differences among the characters, scenes, plots and values conveyed by the original and the adaptation. When these differences are too large, the audience's attitude toward movies and TV dramas will change accordingly. The five respondents all think that they can accept the adaptation of the TV series and the original work is different from the original work. However, if the adaptation and presentation of the original work fail to meet their expectations, their desire to watch the TV series will decrease, and they tend to make negative comments on the drama in the online interest community.

In conclusion, different opinions on adaptation of original works will collide on online

platforms and rapidly expand the influence of movies and the TV series. However, if most of the negative comments on adaptation discussions of movies and the TV series, the traffic attracted by original works disputes will have an impact on the reputation of the TV series.

4.3 The publicity party shall take diversified marketing and promotion measures

During the interview, a publicist for the adaptation commented on the controversy surrounding the book:

"In fact we are in the process of advertising plan, its starting point, must be based on already taken shape the content of the film and television play, don't skip this part to see what was the original, because these disputes should be resolved step by step in the process of filming landing, if there are still controversial, the best practice must be avoided, does not take the initiative in the process of promoting this matter, because there's a good chance it's going to be a sensitive thing."

It can be seen that when the controversy over the adaptation of the original work may bring negative effects, and the publicity side is generally indifferent to it. In addition, in addition to avoiding the controversy over the original work, the propagandists will also explore other highlights of the adaptation, create topics and release tidbits on different online platforms, so as to encourage users to make a second creation. As a result, the audience can maintain emotional interaction with others on social media and gradually develop a sense of identity with the adaptor. Finally, the propagandists also mentioned the alleviating effect of the original author on the audience's emotions: "When necessary, we will communicate with the original author and ask him to respond, or reconcile the relationship between the show and the fans."

The above diversified marketing and promotion measures can effectively divert the attention of the audience, so as to reduce the negative impact of the original work controversy on the TV series.

5 Summary and reflection

By means of questionnaire survey and interview, this paper studies the marketing effect of network literature adaptation from the perspective of fan economy from the perspective of conflict theory and silent double helix theory, trying to study the role of original work controversy in the dissemination process of adaptation. Based on the analysis of the questionnaire data, it can be seen that hypothesis H1H2H3 is not valid, and the controversy of the original work will not necessarily enhance the communication effect, but the differences related to the characters will always trigger discussion among users. In subsequent interviews, the author found that the expansion of the controversy over adaptation of the original work may threaten the reputation of films and the TV dramas.

In the discussion section, this study summarizes the positive and negative effects that the

original work controversy may bring to the adaptation. On the other hand, it also provides some ideas for the marketing and communication of network literature IP drama adaptation in the context of modern Chinese new media.

It is worth noting that the heat brought by the original novel controversy to the adaptation is a double-edged sword. The propagandists should not over-use the controversy to attract traffic, otherwise it will not only harm the reputation of network literature IP adaptation, but also hinder the film and television industry from production to consumption to form a virtuous circle. This is worthy of our vigilance and reflection.

However, there are still some problems in this study, such as lack of data analysis ability and interview skills need to be trained. In future research, researchers in the field of network literature IP drama adaptation need to pay more attention to the development of scripts themselves, and expand the research and practice of marketing and communication strategies of adaptation writers, trying to achieve the balance between traffic and quality, popularity and reputation.

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