User Persona Research on Jinjiang Literature City Original Literature Website: Postprint

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Abstract

[Purpose/Significance] This study investigates the user attributes of Jinjiang Literature City original literature website and constructs user personas for the platform. This work expands the application scenarios of user persona theory while enabling the website to gain a more nuanced understanding of user cultural consumption behavior, thereby optimizing platform operations, enhancing user stickiness, and providing a reference for user research in other original literature websites.

[Method/Process] Taking users of Jinjiang Literature City original literature website as the research object, this study employs factor analysis, K-Means clustering analysis, and Word Art word cloud tools to construct user personas and analyze user interests and behavioral patterns.

[Results/Conclusion] The study establishes a user persona tag system for Jinjiang Literature City original literature website, constructs four categories of user personas, and proposes optimization strategies for the platform based on different user persona types.

Full Text

Preamble

Research on User Profiles of Jinjiang Original Literature Website

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Abstract: *[Purpose/Significance]* This study explores the attributes of users on the Jinjiang Literature City original literature website, constructs user profiles for the platform, expands the theoretical application scenarios of user profiling,

and helps the website gain deeper insights into user cultural consumption behaviors. This enables optimized website operations, enhanced user stickiness, and provides a reference for user research on other original literature websites. *[Method/Process]* Targeting users of Jinjiang Literature City, this research employs factor analysis, K-Means clustering analysis, and WordArt visualization tools to construct user profiles and analyze user interests and behavioral patterns. *[Result/Conclusion]* The study establishes a user profile label system for Jinjiang Literature City and constructs four distinct user profiles, proposing optimization strategies for the platform based on these different user types.

Keywords: User Profile; Original Literature Website; Jinjiang Literature City; User Behavior

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With the increasing internet penetration rate in China, the ecosystem for entertainment content such as literature, music, and video continues to improve, and the number of online literature users has reached new heights. Domestic original literature websites serve as primary venues for cultural consumption, boasting massive user bases and considerable traffic volumes, with their economic impact continuously expanding [1]. As the most representative and economically valuable original literature website, Jinjiang Literature City has registered over 40 million users from nearly 200 countries and regions worldwide, with daily page views exceeding 400 million. Its main business includes physical publishing, electronic copyright procurement, and overseas copyright cooperation, holding more than 70% of novel copyrights in the simplified Chinese romance publishing market. The platform continuously advances project collaborations in film, television, animation, and radio drama, creating numerous well-known IPs and effectively promoting the dissemination of online literature [2].

The concept of user profiles was first proposed by foreign scholar A. Cooper and applied in the software industry, later gradually permeating other sectors [3]. In recent years, user profile research has become a hot topic in domestic library and information science, with a growing number of publications and continuously enriched research content, yielding representative results from numerous scholars and research teams. However, research on user profiles for original literature websites has not yet received sufficient attention. Therefore, this study takes Jinjiang Literature City users as its research object, combining factor analysis, K-Means clustering analysis, and WordArt tools to identify user characteristics, establish a user profile label system, and construct user profiles for the platform. Based on these profiles, optimization strategies are proposed. Compared with previous research, this study helps enrich research themes, expand application scenarios of user profile theory, and address gaps in user research on original literature websites. By deeply analyzing users' reading and consumption characteristics, it can optimize website operations, enhance user stickiness, promote cultural consumption, achieve demand analysis and value creation, and provide

references for user research on other original literature websites.

Literature Review

2.1 Research on Original Literature Websites

Literature searches in domestic and foreign databases reveal that foreign research rarely addresses original literature websites. Domestic research on original literature websites primarily focuses on publishing, operations, dissemination, and copyright issues. Publishing research covers book publishing [4], online literature publishing [5], and paid reading [6]. Operational research includes competitiveness evaluation [7], SWOT analysis [8], profit models [9], full-copyright operations [10], IP operations [11], and Weibo marketing [12]. Dissemination studies involve group communication [13], online literature dissemination [14], and web editing [15]. Copyright protection research primarily addresses information network transmission rights [16] and digital copyright protection [17]. Currently, there is little systematic research taking original literature website users as the research object. As a representative platform, Jinjiang Literature City research mainly involves literary publishing [4-5], feminism [18], strategic analysis [8], and marketing methods [11-12], lacking targeted user research.

2.2 Concept of User Profiles

In English literature, "User Persona," "User Profile," or "User Portrait" represent user profiling concepts. "User Persona," proposed by interaction design pioneer A. Cooper in 1998, refers to virtual characters that match user needs during the design process—user models based on real data sharing specific goals [3]. "User Profile" is defined as a structured dataset describing user attributes [19], generally understood as user information tagging—extracting valuable user information from different dimensional attributes to build user profiles [20-21], with key researchers including B. Atote, Jin Xiaoyue, and Han Meihua. T. Tang and K. Huang et al. believe "User Portrait" simulates user characteristics by providing user historical data to establish user needs or conceptual models [22-23]. Foreign scholars typically use "User Persona" and "User Profile," each with different emphases: "User Persona" infers and outlines user goals and conveys user demands, while "User Profile" focuses on establishing symbolic sets describing user information. Domestic interpretations fall into two categories: qualitative analysis of user needs to abstract user profiles, and quantitative acquisition of user information to construct user labels [24], though some domestic research suffers from conceptual ambiguity and theoretical superficiality [25].

2.3 Components of User Profiles

Regarding user profile components, foreign scholars emphasize expanding information content across different domains. T. Miaskiewicz, C. Lerouge, and C.

Moeckl argue user profiles should include static information such as descriptions, images, and technical counterparts [26-27], and dynamic information such as interest preferences, behavioral attitudes, and situational events [28]. P. Kamthan, S. Ouaf touh, and C. Schäfer et al. categorize components into mandatory information (physiology, skills, goals) and optional information (beliefs [29], emotions [30], organization, environment) [31]. Domestic scholars supplement user attribute types as application scenarios expand, verifying the rationality of user label system divisions. Chen Zhiming, Liu Haiou, and Liu Su propose natural attributes, social attributes, interest attributes, capability attributes [32], situational attributes, conversational attributes [33], and resource attributes [34]. Liu Yingjie, Li Yingkun, and Wu Jiaqi research the raw data layer, fact layer, model prediction layer, business layer [35-36], and feature preference layer [37]. Although user profile components continue to improve, application scenarios remain limited, with research on dynamic and real-time user profiles yet to receive adequate attention [25].

2.4 User Profile Research Methods

Regarding research methods, A. Cooper et al. propose the seven-step persona method using virtual scenarios to describe user behavior characteristics [38]. L. Nielsen introduces goal-oriented approaches incorporating narrative scenes into user profiles [39]. A. Madureira et al. summarize applicable user profile research methods across different stages, including surveys, contextual inquiries, focus groups, Delphi method, and usability testing [40]. Gao Guangshang classifies user profile construction methods based on design thinking, ontology/concept, topic/theme, user interest/preference, user behavior/logs, and multidimensional/fusion criteria [24]. Guan Zi'ao and Chen Tianyuan emphasize technical applications in user profiles, thoroughly investigating data mining techniques such as topic models, statistical clustering, deep learning, and rule definition [41-42]. Overall, foreign scholars pioneered user profile research, proposing various typical qualitative and quantitative methods. Domestic user profile research is developing rapidly with emerging technical applications, but still faces challenges in data security and case support, with the reproducibility and sustainable development of research results under scrutiny [25].

Construction of Jinjiang Literature City User Profiles

User profiling is a user-centered process that reasonably divides user dimensions, extracts user attribute labels, and structurally represents user attribute features using real data. Constructing complete user profiles for Jinjiang Literature City requires thorough understanding of platform characteristics and user features, establishing a suitable label system, and employing factor analysis and cluster analysis to obtain user profile types with different attribute characteristics.

3.1 User Profile Label Extraction and Data Acquisition

Labels are semantic, short-text feature identifiers obtained after abstracting user attribute information [43]. By reviewing user profile components across different domains in relevant literature and analyzing Jinjiang Literature City's characteristics and user behaviors, this study selects basic attributes, interest attributes, and behavioral attributes that match the research object's features. Influenced by website operation characteristics, users' main behavioral features manifest as reading and consumption; thus, behavioral attributes comprise user reading attributes and user consumption attributes. Based on this attribute division, a preliminary label system for Jinjiang Literature City user profiles was established, extracting 51 labels (see [Figure 1: see original paper]).

Basic attributes include user level, gender, age, education background, occupation, and income level (6 labels). Interest attributes include website preferences and article preferences (12 labels), with website preferences subdivided into motivations for choosing Jinjiang Literature City, website content construction, and advertisement quantity/duration; article preferences subdivided into primary website sections of interest, article attributes, progress, style, era, type, chapter word count, and total word count. Behavioral attributes comprise 33 labels, including reading attributes (reading time slots, locations, devices, channels, quantity, favorites, comments, etc.—21 labels) and consumption attributes (recharge frequency, subscription frequency, monthly package frequency, recharge channels, payment channels, amounts, tipping amounts, consumption references, and products—12 labels).

Based on these labels, a questionnaire was designed and modified according to user feedback, divided into four sections: basic attributes, interest attributes, reading attributes, and consumption attributes. Online questionnaires were distributed to users in Jinjiang Literature City's QQ groups, WeChat groups, and website forums. From March 3 to March 24, 2020, 1,363 questionnaires were collected, with 1,177 valid responses (86.4% validity rate.

3.2 Descriptive Data Analysis and Reliability/Validity Testing

3.2.1 Descriptive Statistical Analysis (1) Basic User Attributes. As shown in , regular users accounted for 26% of the survey sample. Since regular users comprise both non-paying users and paying users who haven't reached VIP status, paying users constitute at least 74% of the platform, indicating most users accept and use the paid reading model. The female-to-male user ratio is approximately 4:1, showing Jinjiang Literature City better aligns with female group aesthetics and validating its positioning as a "female online literature original base." The age structure shows a clear youth trend, with users aged 18-29 comprising nearly 90% of the sample, making young people the platform's main user base. In terms of education and occupation, users have strong educational backgrounds (85% with bachelor's degrees or higher) and are primarily students, enterprise/institution employees, and freelancers. Eighty-nine

percent of users have monthly incomes below 5,000 RMB, indicating a generally low-income user group. These findings show Jinjiang Literature City's core audience and consumption 主体 are female users, requiring the platform to target this demographic, identify user characteristics, meet user needs, and simultaneously expand its audience to develop higher-income user groups for improved economic benefits and long-term operation.

(2) User Interest Attributes. As shown in , 45% of users joined Jinjiang Literature City due to its reputation, film/game adaptations, author quality, and work quality, while 46% joined to pass time and relieve stress. Regarding platform construction, 71% of users express concern about website design/layout and copyright protection, indicating these are key areas for platform adjustment and development. Issues such as page overload/crash, restricted operation procedures, and poor customer service reputation also require urgent resolution. Advertising is an important revenue source; 76% of users do not reject advertisements, and 61% are willing to accept ads longer than 6 seconds when offered virtual currency rewards, suggesting the platform can conduct timely, moderate ad pushes for certain users. When selecting works, 47% of users rely on various rankings, demonstrating that ranking lists have significant reference value. The platform must ensure ranking fairness and rationality to continuously meet user needs and facilitate selection.

Users retrieve works through the platform's classification system. Regarding article attributes, 91% prefer original literary works, aligning with the platform's positioning and proving its value. In terms of article progress, 73% prefer completed works, indicating most users have less interest in serialized works due to subjective or objective factors. Regarding style, light-hearted or serious drama styles are more popular. From a temporal background perspective, 43% prefer modern or near-modern settings, showing users favor works that resonate or create immersion. Regarding article types, users show clear preferences for romance, "brain-burning" suspense/science fiction, light novels with prominent manga styles and younger audiences, and xianxia/wuxia works filled with traditional Chinese elements. Users' preferences for chapter word count are dispersed, with 39% preferring 3,000-5,000 characters per chapter. Regarding article length, 64% are interested in works under 500,000 characters, as longer works test user patience.

(3) User Behavioral Attributes. As shown in , Jinjiang Literature City users' choices of reading time slots and locations reflect their reading habits. The main reading time is 18:00-24:00, with habitual reading locations being residential places. Ninety percent use mobile phones as their primary access device, with mobile WAP and APP access also reaching 90%, demonstrating mobile phones' growing influence on the platform's development and reading promotion as network technology and device performance improve. Reading method preferences vary: 71% prefer logical, sequential reading, while 29% prefer skipping or selective reading. Regarding recharge channels, influenced by iPhone ownership and App Store fees, 50% use Android APP for recharging,

while only 15% use Apple APP. Due to increasing mobile users and premium VIP discounts via APP subscriptions, 61% primarily use the mobile APP channel. Influenced by user habits, platform convenience, and transaction fees, 78% primarily use Alipay or WeChat Pay. Given some users' refusal to consume, the platform must adopt measures to attract user spending and increase revenue. Regarding consumption references, 60% focus on copywriting and basic article information, requiring effective guarantees of copywriting quality and information accuracy. Copyright export and cooperation create enormous economic value for the platform, with 78% purchasing authorized products, benefiting the joint development of film, publishing, radio, and other fields.

3.2.2 Reliability and Validity Analysis Assignable Jinjiang Literature City user behavior variables include 23 variables: reading duration, usage time, planned reading frequency, repeated reading frequency, selective reading frequency, comment/rating frequency, article sharing frequency, forum participation frequency, review task frequency, ad viewing frequency, reading quantity, favorites quantity, comment quantity, recharge frequency, subscription frequency, monthly package frequency, recharge amount, subscription amount, tipping amount, etc. SPSS software tested these variables' reliability and validity. As shown in and , Cronbach's Alpha coefficient is 0.891 (high reliability), KMO value is 0.902, and Bartlett's spherical test P-value is below 0.001 (significant), indicating factor analysis is appropriate.

3.3 Factor Analysis of User Behavior Variables

This study uses factor analysis to examine user behavior variables, extract common factors suitable for clustering, and revise the preliminary label system. Principal component analysis processes numerous behavior variables using the "maximum variance method" and "rotation solution," with eigenvalues >1 and factor coefficients >0.5 as criteria. As shown in , five common factors have eigenvalues >1, with cumulative variance contribution of 58.76%, allowing extraction of five factors to replace 23 variables.

Observing the rotated component matrix reveals each variable's factor coefficient and 归属. As shown in , reading quantity's factor coefficient is <0.5, indicating no significant impact on user behavior, so this variable was deleted. The remaining 22 variables belong to five distinct common factors, rendering the original classification standard obsolete and requiring revision of behavioral labels to obtain a label system matching platform characteristics and user features.

Common Factor 1 involves forum participation, article sharing, comment/rating frequency, and favorites/comment quantities (7 variables), reflecting social activity, author/work attention, emotional expression, and resource demand. This is defined as the **Interaction Demand Factor**.

Common Factor 2 involves recharge, subscription, tipping amounts, and

recharge/monthly package frequencies (5 variables), representing fixed consumption amounts and patterns. This is defined as the **Consumption Capacity Factor**.

Common Factor 3 involves reading/usage duration and reading frequency (3 variables), reflecting session habits [44] and time investment. This is defined as the **Session Cost Factor**.

Common Factor 4 involves subscription, review task, and ad viewing frequencies (3 variables), indicating consumption consciousness correlation with article type/author and consumption motivation from reward activities. This is defined as the **Consumption Drive Factor**.

Common Factor 5 involves planned, repeated, and selective reading frequencies (3 variables), which remain closely associated and affect reading efficiency/effectiveness. This is defined as the **Reading Quality Factor**.

The revised Jinjiang Literature City user profile label system is shown in [Figure 2: see original paper]. Reliability/validity testing of revised variables shows Cronbach's Alpha = 0.888, KMO = 0.898, and $P < 0.001$, confirming good reliability and validity.

3.4 Cluster Analysis

K-Means algorithm clusters the five common factors obtained from principal component analysis, with discriminant analysis validating results. Three cluster groups were manually set (4-6 clusters). As shown in , all factors contribute to clustering with significant within-group differences. The 6-cluster result contains extremely small cases, making it unsuitable. Discriminant analysis validates 4-cluster and 5-cluster results (both sig < 0.001). While 5-cluster has slightly higher correct classification probability (96.8% vs 96.2%), 4-cluster shows more significant between-factor differences, making 4 the optimal cluster number.

With cluster number set to 4, initial cluster centers were determined. Through iterative convergence, final cluster centers and case numbers were obtained (see). As shown in , calculating within-cluster averages yields final user classifications. Based on behavioral characteristics, four user profile types were named: **Experiential Users**, **Improving Users**, **Social Users**, and **Mature Users**. Sixty-two percent of users are Experiential/Improving types, while 38% are Social/Mature types, demonstrating the potential for improving user consumption levels and the necessity of optimization strategies.

Jinjiang Literature City User Profile Types

Significant behavioral differences exist between different user types. Based on clustering results, basic attributes, interest attributes, and non-assignable behavioral attributes were supplemented, and WordArt was used to construct complete user profile tag clouds. Assignable behavioral tag sizes depend on factor averages, while basic, interest, and non-assignable behavioral tags are

represented by high-frequency questionnaire items. Four user types were identified:

4.1 Experiential User Profile

As shown in [Figure 3: see original paper], Experiential Users are typically regular or low-consumption-level users, predominantly female, aged 18-29, with undergraduate or graduate education backgrounds, working as students, enterprise/institution employees, or freelancers, with monthly incomes generally below 2,000 RMB. They lack clear platform preferences, are easily influenced by design/layout, access the platform primarily to pass time and relieve stress, and reject advertisements. They follow various rankings, preferring original, completed works with light-hearted or serious drama styles, modern or alternate historical settings, under 5,000 characters per chapter and 500,000 characters total, favoring romance, suspense, plot-driven, and xianxia genres. Platform usage duration is under one year with low reading frequency, primarily via mobile APP and WAP between 18:00-24:00 for less than one hour. They read sequentially by chapter with occasional selective reading, low planned/repeated reading frequency, minimal forum participation and sharing, few favorites and comments, low enthusiasm for ads and review activities, occasional subscriptions to same-author/same-type works, purchase of authorized products, and generally refuse recharging or subscriptions. These users have weak platform attachment and high churn risk, requiring improved user experience.

4.2 Improving User Profile

As shown in [Figure 4: see original paper], Improving Users are typically regular or low-consumption-level users, female, aged 18-29, with high school or undergraduate education, working as students or enterprise employees, with monthly incomes below 2,000 RMB. Attracted by authors and works, they value design/layout and copyright protection, accepting 3 ads/day under 15 seconds. They follow rankings, preferring original, completed works with modern/alternate historical settings, light-hearted styles, 3,000-5,000 characters per chapter, under 500,000 characters, favoring romance, suspense, plot-driven, and light novel genres. Usage duration is generally under 3 years, with weekly reading frequency, under 2 hours per session, typically 18:00-24:00, primarily via APP or mobile WAP. They exhibit planned, selective, or repeated reading behaviors but are not enthusiastic about commenting, favoriting, or sharing. Recharge amounts are under 100 RMB, with monthly subscriptions and tips under 15 RMB, purchasing authorized books, films, and web dramas at low frequency. They use copywriting and basic article information as consumption references, participating in review and ad activities for virtual currency rewards, frequently subscribing to same-author/same-type works. Despite similarities with Experiential Users in activity and consumption levels, Improving Users have specific content needs and clear consumption intentions with development potential.

4.3 Social User Profile

As shown in [Figure 5: see original paper], Social Users are typically paying users or junior VIP users, predominantly female, aged 18-29, with undergraduate education, working as students or enterprise/institution employees, with monthly incomes of 501-5,000 RMB (higher than other types). Influenced by film, games, peers, or topics, they use the platform to relieve stress and pass time, value design/layout, and accept advertisements. They prefer well-known, topical works with diverse attributes, progress, styles, eras, and types, with relatively evenly distributed interests. Usage duration is under 6 years, with high reading frequency and long duration, dispersed time/location choices, and selective/planned/repeated reading behaviors. They exhibit high social activity, frequently participating in exchanges and sharing, with strong expression and sharing desires, high favorites and comment quantities, and obvious presence. They use WeChat/Alipay for payments, maintain monthly or multi-month recharge habits, with high consumption amounts and monthly tips of 6-30 RMB. They actively participate in review and ad exchange activities, subscribe to same-type/author works, and frequently purchase various authorized products. Social Users have close platform connections, willingness to try various content and activities, and rich user experience.

4.4 Mature User Profile

As shown in [Figure 6: see original paper], Mature Users are typically paying or junior VIP users, female, aged 18-29, with undergraduate or graduate education, primarily students, with monthly incomes under 5,000 RMB. Influenced by work quality, author capability, and personal sentiment, they are unlikely to switch platforms, care about design/layout and copyright protection, and reject advertisements. They use article types and rankings as references, preferring original, completed works with light-hearted styles, modern or ancient settings, under 8,000 characters per chapter, under 500,000 characters, favoring romance, suspense, xianxia, and plot-driven genres. Usage duration is generally under 10 years, with high reading frequency (multiple times daily/weekly), 18:00-24:00, lasting 1-4 hours. They have established reading habits, occasionally exhibiting selective and repeated reading behaviors, rarely using non-reading functions, with low-frequency reviews, exchanges, and sharing but high author/work favorites, focusing on content. Their consumption level exceeds other types, with high-frequency subscriptions to same-type/author works, Alipay payments, total recharge amounts over 100 RMB, monthly subscriptions and tips of 6-30 RMB, purchasing authorized books, films, and radio dramas. Mature Users are thoroughly familiar with platform content and rules, with rich user experience and high stability.

Jinjiang Literature City Optimization Strategies

Targeted optimization strategies for different user profile types can improve service quality, increase user stickiness, promote cultural consumption, and achieve

value creation.

5.1 For Experiential Users: Expand Promotion and Enrich Content

Analysis of Experiential User profiles suggests: Integrate media resources across platforms to expand promotion, enhance visibility, avoid "homogenization" in competition, maintain distinctive features, ensure system maintenance, and smooth access channels; Improve review mechanisms to curb vulgar content, install public opinion monitoring systems, and build positive corporate images; Ensure resource quantity and quality, reasonably plan website sections, simplify business processes, and improve operation speed; Conduct free trial reading, newcomer discounts, sharing and invitation benefits to stimulate reading interest and promote consumption.

5.2 For Improving Users: Mobilize Emotions and Refine Marketing

Analysis of Improving User profiles suggests: Strengthen user connections through social platforms and internal communication sections, enhance participation, and effectively mobilize emotions through material or spiritual rewards to stimulate consumption; Foster a good writing atmosphere, standardize author management systems, ensure high-quality content output, and protect author rights; Locate core user needs based on search, reading, and favorites history to provide precise recommendations matching preferences; Set up related work recommendations and reading reminders to improve retrieval efficiency and facilitate reading, providing personalized reading and consumption services to increase stickiness.

5.3 For Social Users: Leverage Fan Economy and Diverse Selection

Analysis of Social User profiles suggests: Open internal communication channels, organize offline activities such as forums, book fairs, and meetups [8] to provide social opportunities; Draw on danmaku systems, add paragraph comments and marking functions to achieve technical breakthroughs; Explore IP operation models, authorize film/game adaptations, rationally utilize "fan effects," correctly guide fan groups to purchase related cultural products, and provide space for fan secondary creation; User-demand-oriented, encourage author innovation, provide diverse information resources and service choices to enhance user loyalty.

5.4 For Mature Users: Deepen Services and Provide Premium Content

Analysis of Mature User profiles suggests: Deepen service connotations, innovate service models, establish reasonable evaluation and supervision mechanisms, and customize quality services; Enhance copyright protection awareness, seriously address plagiarism and piracy, ensure user privacy and payment security, and assume social responsibility; Conduct business training to improve

editorial service and professionalism, refine article classification, evaluate work quality from multiple angles, and provide premium recommendations [11]; Perfect user level systems, set priority rights and exclusive benefits, improve user loyalty, and avoid losing stable users.

Constructing Jinjiang Literature City user profiles aims not to solidify user interest and behavior patterns but to enhance understanding for better platform development. This study designed a user profile label system, constructed four user profile types (Experiential, Improving, Social, Mature), and proposed corresponding optimization strategies: expanding promotion to smooth access and enrich content; mobilizing emotions to standardize author management and achieve personalized marketing; integrating online and offline channels to leverage "fan effects" and meet diverse needs; and deepening service connotations while emphasizing copyright protection to achieve premium resource sharing. This research not only helps Jinjiang Literature City achieve demand analysis and value creation but also provides references for user profile research on other original literature websites.

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Note: Figure translations are in progress. See original paper for figures.