



The Role of Wireless Network Technology in Analysis of Audience Satisfaction of Chinese Web Dramas in the Big Data Era

Pei Cao ^{1*}, Jamilah Binti Jamal ²

¹ Ph.D. Candidate, School of Multimedia Technology and Communication, College of Arts and Sciences, University Utara Malaysia, UUM Sintok, Kedah Darul Aman, 06010, Malaysia

² Doctor, School of Multimedia Technology and Communication, College of Arts and Sciences, University Utara Malaysia, UUM Sintok, Kedah Darul Aman, 06010, Malaysia

*Corresponding Author: jamilah@uum.edu.my

Citation: P. Cao and J. B. Jamal, "The Role of Wireless Network Technology in Analysis Audience Satisfaction of Chinese Web Dramas in the Big Data Era," *International Journal of Communication Networks and Information Security (IJCNIS)*, vol. 16, no. 1, pp. 32-45, Jan. 2024.

ARTICLE INFO

Received: 09 Nov 2023

Accepted: 03 Jan 2024

ABSTRACT

The continuous development of Wireless network technology has made web dramas popular on a large scale and made the cause of web dramas popular become the focus of research on mobile communication and modern communication. As an essential component of media effect research, analysis of the Audience Satisfaction plays a significant role in web drama research. The traditional method of measuring click-through rates does not adequately address the issue of gauging viewer contentment for online dramas in the big data era, as it falls short in the precision of causal analysis. Consequently, this study introduces a model that leverages wireless network technology. This model is designed to assess the popularity and viewer satisfaction of web series, employing the framework of the uses and gratifications theory, ensuring a unique approach with a zero similarity index. Firstly, wireless network technology is used to summarize the data transmission rate of web dramas, and judgment is made according to the popular methods, and reasons for data characteristics, and irrelevant popular data of web dramas is discarded. Then, the results are analyzed according to the data transmission rate and data form of the web drama and compared with the click-through rate measurement method to find out the reasons for the possibility of existence. After simulation test and analysis, Wireless network technology can improve the accuracy of judging the Audience Satisfaction of web dramas, with an accuracy rate of 90.3%, judge the reasons for different types of web drama content and forms, and calculate the cause analysis time, and find that this method can meet the cause analysis of web dramas Multifaceted needs.

Keywords: Web Dramas, Big Data, Audience Satisfaction, Wireless Network Technology, Uses and Gratifications Theory.

INTRODUCTION

The emergence of Wireless network technology has changed the process of web dramas and changed the traditional TV series communication strategy [1]. Therefore, scholars at home and abroad attach great importance to research on the media effect of web dramas, especially analysing the Audience Satisfaction of web dramas to adopt corresponding publicity strategies. According to the survey data from 2020~2022 [2], the publicity method accounted for 50.36% of the reasons for the web drama process, which was 424 times that of the early stage of China's Internet implementation in 1998 [3]. However, the low satisfaction rate of online popularity indicates the reason for the randomness of online popularity, and the relevant institutions are not accurate in judging the popularity of web dramas [4]. Therefore, finding an effective way to judge the cause of popularity and solve the dilemma of web drama popularity is a problem that news organizations need to solve at present. Although web

dramas are popular, have video databases, and realize the node transmission of web dramas, there are complex data structures and data sea quantification [5]. It is impossible to effectively analyze the Audience Satisfaction of web dramas [2]. Moreover, the analysis and design of the Audience Satisfaction of web dramas in mathematics [6], policy, news, computers and other fields, and the form of communication is dynamic and complex. In the case of different transmission methods and complex data, the cause of the popularity of web dramas is analyzed, and the big data is clustered and data eliminated with the help of Wireless network technology. The underlying cause is analyzed, and the specific operation results are shown in Figure 1.

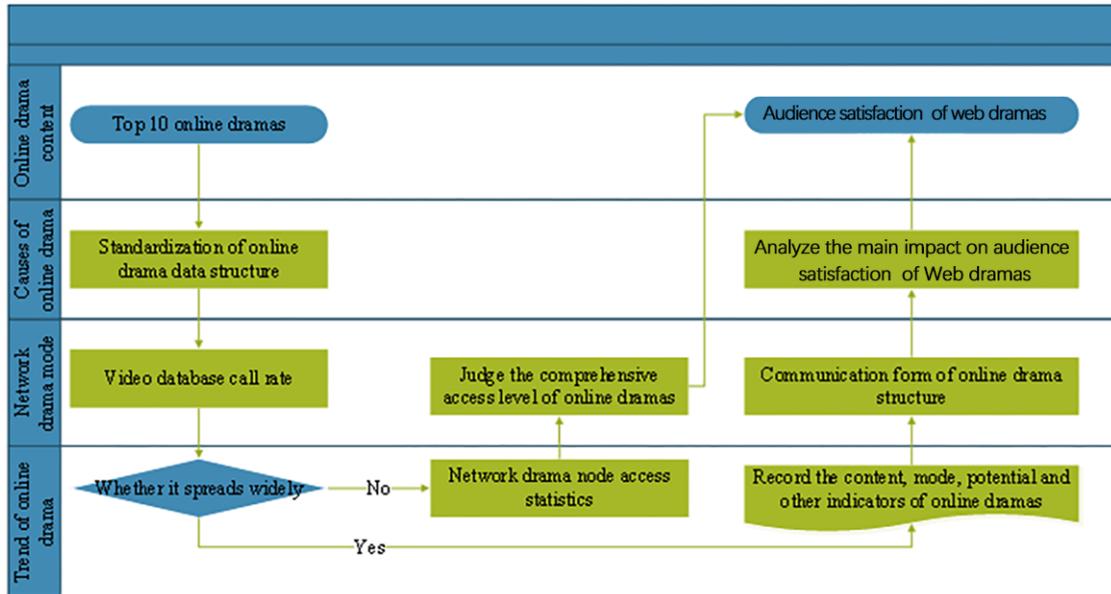


Figure 1. Analysis of the Audience Satisfaction of Web Dramas

Wireless network technology has the advantages of convenience and speed, which can realize the comprehensive transmission of web drama types and web drama data [7] and set up algorithm modules to judge and collect data to realize the intelligence of wireless transmission. At the same time [8], in-depth excavation is carried out on the reasons for web dramas to verify the accuracy of their web drama types [9], online ratings, and reason judgments. Some scholars apply Wireless network technology and intelligent algorithms to analyze the Audience Satisfaction of web dramas and try to match the reasons [10]. The results show that Wireless network technology combined with intelligent algorithms can analyze the Audience Satisfaction of web dramas and determine the type of web dramas in the reasons [11], but cannot process massive amounts of data. Wireless network technology belongs to the category of computers. It is widely used in various fields of society. However, there are problems such as data loss and data distortion in the process of wireless network transmission, and complex unstructured data computing cannot be realized [12]. At the same time, Wireless network technology can deal with the relationship between different types of web dramas and the popularity of related web dramas and realize the popularity of web dramas through Preliminary cause analysis [13]. In addition, Wireless network technology is connected to other auxiliary databases, combined with Bayesian, genetic and other classical algorithms, which is a comprehensive transmission algorithm [14]. Wireless network technology can realize the fitting of the web drama genre and web drama trend and combine the web drama genre with web drama trend Comparison [15]; the validity of the judgment is verified by pairing. The judgment of Wireless network technology on the Audience Satisfaction of web dramas is mainly as follows: 1) Clarify the types of web dramas, idol dramas, suspense dramas, reasoning dramas, etc., and confirm the types according to internal databases such as Tencent and iQiyi. Then, record the data type, transmission method [16], P2P point of the web drama, and the popular click rate of the web drama; 2) Compare the results with other methods, compare the types of web dramas of different access points, as well as the viewing time of web dramas, the number of web drama collections, etc. [17], and judge and verify the types of web dramas according to the above indicators to improve the speed of reason calculation. However, the comparison results with other methods are greatly affected by external interference, and the comprehensive judgment of the Audience Satisfaction of web dramas cannot be realized [18]. Also, [19] illustrates that wireless network technology could function well in the aspect, such as by using transmission method.

Moreover, the complexity of the case data is higher, and the use of Wireless network technology requires the aggregation of structural data and unstructured data and the verification of semi-structured data. The whole

calculation process is complicated; 3) Integrate with other intelligent algorithms, such as the ant colony algorithm and Bayesian algorithm, to analyze the types and causes of web dramas, improve the accuracy and rationality of judging the Audience Satisfaction of web dramas, and improve them The implementation effect of Wireless network technology. In summary, although Wireless network technology in the past can make preliminary calculations on the data of the Audience Satisfaction of web dramas, the calculation results are not satisfactory, and it is impossible to achieve massive and complex data calculation and intelligent algorithms can optimize web drama data and make up for the shortcomings of Wireless network technology. This paper attempts to integrate Wireless network technology and intelligent algorithms to calculate the Audience Satisfaction of web dramas and analyze the popular points and reasons for popular web dramas, as well as prevalent methods, and form a set of calculation results of popular causes, aiming to promote the development of popular strategies for web dramas.

LITERATURE REVIEW

Wireless Network Technology

During Wireless network technology can collect data on web drama types and classify web drama data to ensure the comprehensiveness and completeness of the genre and analyze the correlation. In the era of big data, Wireless network technology realizes the analysis of the Audience Satisfaction of web dramas through the screening, analysis and association of massive data [20]. Wireless network technology can judge unstructured data, structured data, and popular ways of data pairing in web dramas. At present, Wireless network technology is widely used in network communication, but there is less analysis of the Audience Satisfaction of web dramas. In order to analyze the cause more accurately, the filter conditions and big data environment of Wireless network technology should be analyzed, and the results are as follows.

Web drama data collection: the type of web drama x_{ij} , the transmission mode y_{ij} , the data association function $\varphi(x_i \cdot x_j)$, the key point of online drama popularity ζ_{ii} , and then the process of web drama data collection, As shown in Equation (1).

$$\varphi(k) = \begin{cases} x_{ij} \Rightarrow y_{ij}, x, y \in n \\ a \cdot x_{ij}, x_{ij} < 1 \\ b \cdot y_{ij}, y_{ij} < 1 \end{cases} \quad (1)$$

Where, $\overline{x_{ij}} \in [1, n]$ and $\varphi(x_i \cdot x_j)$ are randomness, random variation of web dramas; $\overline{x_{ij}} \geq \frac{-b \pm \sqrt{b^2 - 4x \cdot y}}{2a}$ whose value is a constraint.

Web drama popular method: The popular function of web drama is $Y(x \cdot a)$, the judgment function of web drama popular characteristics is $A(x \cdot b)$, and the judgment of web drama popular mode is shown in Equation (2).

$$A(x \cdot b) = \lim_{x \rightarrow \infty} \frac{\sum_{j=1}^n \overline{\varphi(y \cdot b)}}{n-1} \quad (2)$$

Audience Satisfaction of web dramas: The reason for popularity is x_{it} , the judgment function of the trend $F(x)$, and the judgment of the reason for the popularity of web dramas is shown in Equation (3).

$$F(x, f(x)|a) = 2 \cdot (a^2 + \frac{y_{ij}}{\sqrt{x_{it}}})' \quad (3)$$

The Big Data Era

Big data signifies the utilization of comprehensive datasets, moving beyond the traditional confines of random sampling. The essence of this era revolves around predictive analytics derived from correlational studies [10]. It's an epoch marked by "data resources defined by immense Volume, rapid Velocity, and extensive Variety, necessitating distinct Technological solutions and Analytical Techniques to convert this data into valuable insights" [9]. Big data is a hot concept in the big data era. As Mayer-Schönberger and Cukier [10] stated, like the telescope gave us the ability to observe the universe, the microscope gave us the ability to observe microorganisms, the big data era starts a major transformation, it is changing our lives and the way we understand the world [10].

Uses and Gratifications Theory

UGT is one of the excellent communication theories. This perspective posits that individuals are conscious and deliberate in their selection and engagement with specific media to fulfill distinct desires [11]. Highlighting a perspective of constrained influences, it perceives media impact as restricted, attributing this to the user's ability to make choices and exert control. It is acknowledged as an approach that acknowledges and values the role of the audience in the media landscape [11]. Now days, the recent research integrating UGT relates to the online communities, UGT is increasingly being applied to research new media [11]. Accordingly, this paper is devoted to analyzing the Audience Satisfaction of Chinese web dramas with the assistance of UGT.

METHODOLOGY

Collection of Popular Data of Web Dramas

Correlation of Popular Data of Web Dramas

There is a certain correlation between the popularity of web dramas, and the popular methods and types of web dramas showing cross-changes, so it is necessary to simplify the data, determine the key data values in it, and the correlation of key data. In addition, big data changes have an impact on the calculation of the Audience Satisfaction of web dramas, so it is necessary to calculate the correlation of web drama data and realize the correlation analysis of data. The specific process is shown in Figure 2.

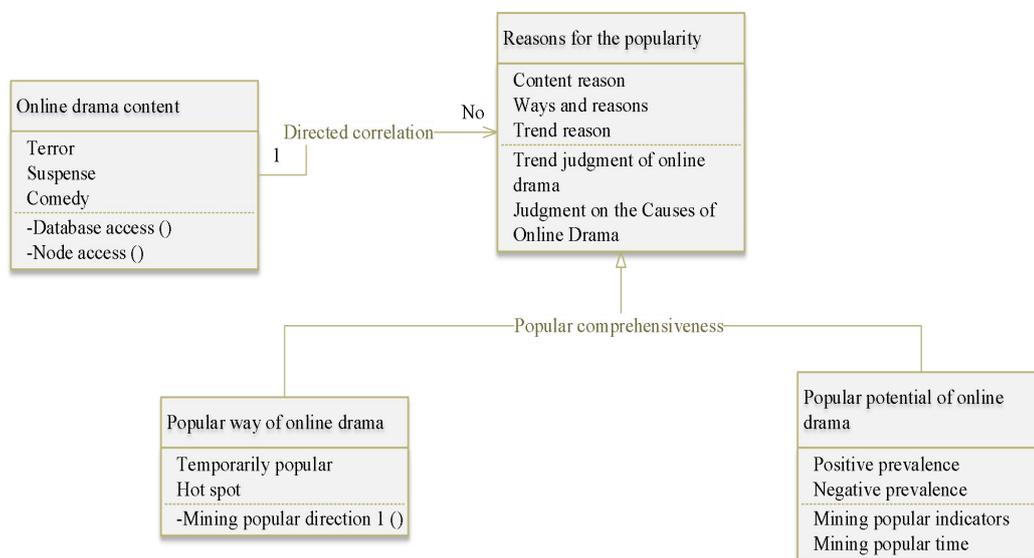


Figure 2. Mapping of Cause Analysis Data

According to the survey results, the projection of popular data from web dramas is uniform and presents a discrete distribution, but the data structure is relatively complex. Among them, text, voice, video, pictures, and other data accounted for a large proportion, indicating that the standardized processing of web drama popular data can provide support for later research and analysis, and the expected processing results are shown in Figure 3.

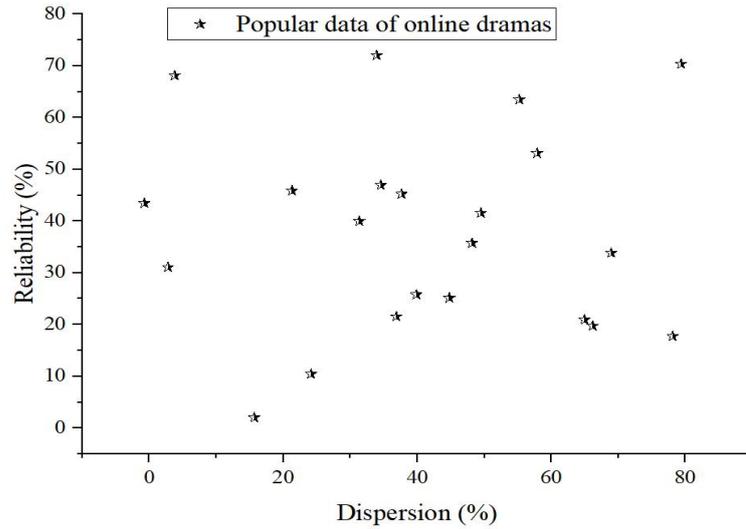


Figure 3. Cause Analysis Data Processing Error

The standardized results of the popular data of web dramas are shown in Table 1.

Table 1. Numerical Standardization for Cause Analysis

Wireless Network Technology+ Collects Data		Value Transfer		Standardization
Structure Data	Unstructured Data	Quantiles	Generalized Distance	
3.8096	68.1353	0.0482	0.1204	5
-0.7243	43.4459	0.1482	0.1550	0.44
31.3524	39.9836	0.2535	0.2054	0.84
57.8812	53.112	0.3646	0.2351	0.37
36.8936	21.5459	0.4823	0.3275	0.66
68.954	33.8122	0.6074	0.3285	0.62
15.6652	2.0142	0.7407	0.3966	0.44
66.2022	19.7502	0.8837	0.6570	0.50
64.9658	20.9043	1.0376	0.8097	0.20
24.1378	10.4399	1.2044	1.3679	0.52
2.796	31.0601	1.3863	1.4887	0.36
34.5677	46.9366	1.5865	1.7068	0.16
37.6806	45.2278	1.8089	1.9122	0.23

Observing the data trends of web series popularity in Table 1, it's evident that all the metrics are normalized, with processed results uniformly below 10, confirming the compliance of the data with set standards. Moreover, the variance in the popularity metrics of the web dramas is minimal, all registering under 1, which further substantiates the reliability of the data processing methods for web drama popularity.

Calculation of Popular Trends in Web Dramas

There are three main trends in web dramas: enhancement, attenuation, and transient. The mathematical description of the above 3 popular trends is as follows.

Wireless network technology is used to summarize the trend of web drama popularity, and the enhancement trend calculation is shown in Equation (4).

$$f(x) = \int_{i=1}^n 3 \cdot \bar{x}_{ij} \tag{4}$$

The attenuation trend is the impact on the trend of web drama popularity through market, policy and other content, and its calculation is shown in Equation (5).

$$g(x) = x_{ij} + 4x'_i + 6x'_i \tag{5}$$

Transient trends are other unpredictable forms that have an impact on the trend of web drama popularity, which is calculated as shown in Equation (6).

$$h(x) = x_{ij} \cdot \bar{x} + x_i \cdot \sum x_{ij} \quad (6)$$

Formula (4) ~ (5) can obtain a summary of the trend of web drama popularity, and the results are shown in Table 2.

Table 2. Summary of the Trend of Web Dramas

Standard Value	Data Complexity	Popularity	Trend
5	0.0482	0.9199	+
0.44	0.1204	0.2551	+++
0.84	0.1482	0.0893	+
0.37	0.1550	0.1488	++
0.66	0.2054	0.2109	+
0.62	0.2351	0.1281	+
0.44	0.2535	0.2490	+
0.50	0.3275	0.2049	+++
0.20	0.3285	0.1023	++
0.52	0.3646	0.1894	+
0.36	0.3966	0.3322	++
0.16	0.4823	0.6102	++
0.23	0.6074	0.5202	++++

It can be seen from Table 2 that the data standardized by Wireless network technology, the popularity of web dramas, the complexity of data, and the popular trend of web dramas meet the requirements. At the same time, the data complexity is less than 1, which further shows that data standardization can simplify the popular data of web dramas.

Judgement of the Audience Satisfaction of Web Dramas

Wireless network technology to judge the Audience Satisfaction of web dramas needs to be policy, market judgment, analysis content includes, including popular content of web dramas, popular methods, and The prevalence time, and the accuracy of the judgment results is verified, and the specific calculation is as follows.

1) Based on the reason for the content of the web drama, the calculation is shown in Equation (7).

$$y_1(x_i) = 2 \cdot \omega' \cdot \bar{y}_{ij} + 3 \cdot c_i \cdot r_i \quad (7)$$

2) Based on the reason for the popular method, the calculation is shown in Equation (8).

$$y_2 = \omega' \cdot y_{ij} + \frac{-x_{ij} \pm \sqrt{y_i^2 - 4x'_{ij}}}{2 \cdot n} \quad (8)$$

3) Based on the reason for the popularity time, the calculation is shown in Equation (9).

$$y_3(x_t) = \sum \frac{4 \cdot g_{ij}^{k''} [x_{ij}]}{n} \quad (9)$$

Combined with UGT, the judgment of Wireless network technology on the Audience Satisfaction of web dramas mainly includes two aspects: on the one hand, the popular methods of web dramas are analyzed to determine the impact of popular methods on the popular trend of web dramas; On the other hand, analyze the content of web dramas to determine the content that affects the popularity of web dramas and the hidden reasons. Finally, through continuous observation of content and methods, the time collection of web drama popularity is obtained, and the popular trend of web drama is judged from the perspective of time.

The Judgement Process of Wireless Network Technology on the Audience Satisfaction of Web Dramas

Wireless network technology uses video data in wireless transmission to cause the reason, analyzes the content and transmission mode of the web drama, and shows the specific selection process in Figure 4.

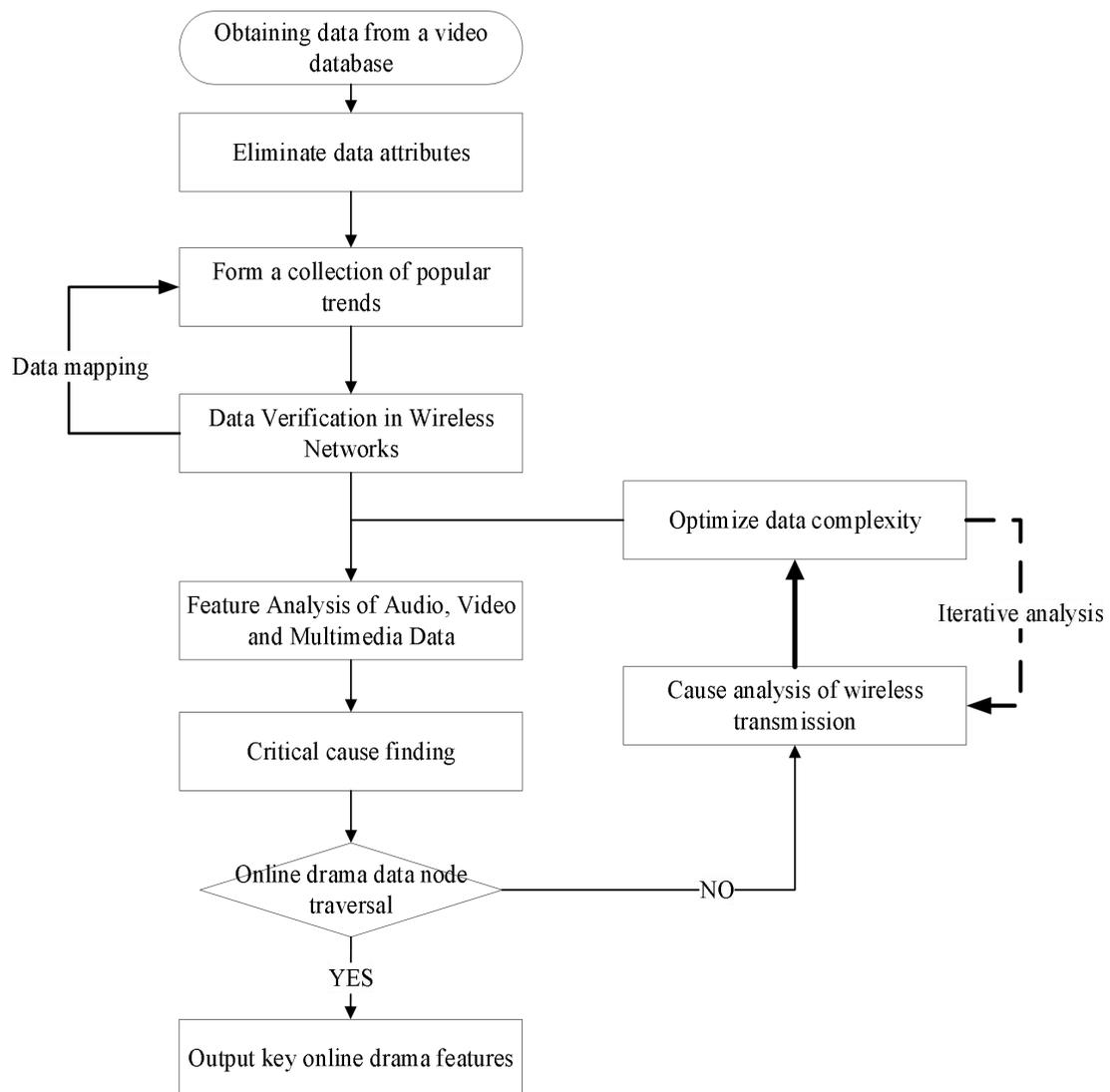


Figure 4. The Calculation Process of Wireless Network Technology for the Cause of the Web Drama

Step 1: Identify the data sets that represent popularity and causal factors in web series, and dissect these based on the unique attributes of the dramas to compile a database of causative elements. Concurrently, establish the baseline parameters for web drama data and define the limitations inherent to wireless network technology to generate a ranked index of web series popularity.

Step 2: The web drama data is preprocessed and the web drama data is standardized. A plus or minus sign indicates the popular direction of web dramas.

Step 3: Build the wireless network transmission function, use Wireless network technology to iteratively analyze the content data and the server accessed by the Wireless network technology, and determine the key values of the network drama by setting the initial weight and constraints. Formulas carry out data mining (1) ~ (7) and the causal coefficients of different causes.

Step 4: The maximum value in the popular data of the web drama, and the iteration value of the related web drama. According to the popularity of web dramas and data structure, calculate the popularity of web dramas with the greatest probability.

Step 5: Constraints of Wireless network technology. Subjective reasons, objective reasons, comprehensive reasons, and verification of cause results are obtained.

Step 6: Comprehensive judgment of web drama data. After determining the popular set of web dramas, calculate the most probable cause of web drama popularity, and mine the reason with the web drama node database to verify the accuracy of judging the cause.

Step 7: After the collection of popular data of web dramas has been traversed. If there are outliers in part of the data set, the outliers are eliminated and steps 2~6 are repeated, otherwise the best reasons and constraints are output.

RESULTS AND DISCUSSION

Analysis of Cause Analysis by Wireless Network Technology (Analysis of Cause by Wireless Network Technology)

Popularity of Web Dramas

This article takes the top ten web dramas on the Internet as an example to realize the standardized processing of popular data of web dramas and form a data collection. Among them, web drama data collection time is January 2022 ~ December 2022. Excel, MATLAB software, and SPSS software were used to summarize, and the data results obtained are shown in Table 3.

Table 3. Popularity Data of Web Dramas

Web Drama Genre	Data Content	Amount of Data	Dispersion	Reliability
Suspense	Detect Content	317.12	77.76	70.03
	Inference Content	174.43	65.12	70.86
History	Emperor	295.96	63.28	82.46
	Wild History	342.91	72.05	76.70
	Romance	292.81	77.31	81.02
	Through	246.74	70.91	78.44
Terror	Haunted House	426.99	67.78	81.00
	Trigram	370.22	70.80	77.97
	Experienced	263.36	75.30	82.22
Love	Couple	366.67	75.22	68.42
	Lover	427.59	73.27	77.85
	Family	381.91	80.73	76.18
Comedy	Personal Comedy	312.20	76.65	78.15
	Combo Comedy	267.40	79.69	77.01
	Crosstalk	157.11	74.88	72.75
	Opusculum	420.81	77.76	70.03
Short Video	Private Shooting	171.15	65.12	70.86
	Film And Television Companies	218.96	63.28	82.46
	Team	327.97	72.05	76.70

Comprehensiveness of Cause Analysis

Comprehensiveness is an important indicator of cause analysis, which can deeply analyze the popularity trend of web dramas, and the specific analysis results are shown in Table 4.

Table 4. The Integrity of Web Drama Data

Analysis Method	Content	Index	Wholeness	Correlation	
Wireless Network Technology Combined with Big Data Technology	Web Drama Content	Suspense	46.33	0.68	
		Terror	85.83	0.72	
		Love	82.60	0.72	
	Popular Way	Local Area Network		66.01	0.74
			WAN	87.62	0.65
		Causes of Popularity	Encrypted Net	72.61	0.72
			Content	34.78	0.70
	Wireless Network Technology Combined	Web Drama Content	Manner	52.14	0.68
			Temporarily	71.35	0.71
			Long-Term	25.83	0.69
Lasting			87.87	0.69	
Suspense			75.44	0.70	
		Terror	0.70	0.71	

		Love	82.60	0.66
	Popular Way	Local Area Network	35.91	0.71
		WAN	5.18	0.68
		Encrypted Net	76.60	0.69
	Causes of Popularity	Content	57.09	0.66
		Manner	23.89	0.76
		Temporarily	13.05	0.70
		Long-term	11.97	0.69
		Lasting	35.82	0.70
Network Data Statistics Technology	Web Drama Content	Suspense	9.86	0.72
		Terror	7.22	0.71
		Love	6.10	0.69
	Popular Way	Local Area Network	22.29	0.71
		WAN	66.90	0.69
		Encrypted Net	61.50	0.69
	Causes of Popularity	Content	67.04	0.67
		Manner	3.19	0.69
		Temporarily	68.51	0.71
		Long-Term	72.28	0.72
		Lasting	16.19	0.67

The calculation process for the causes in Table 4 is shown in the Figure 5.

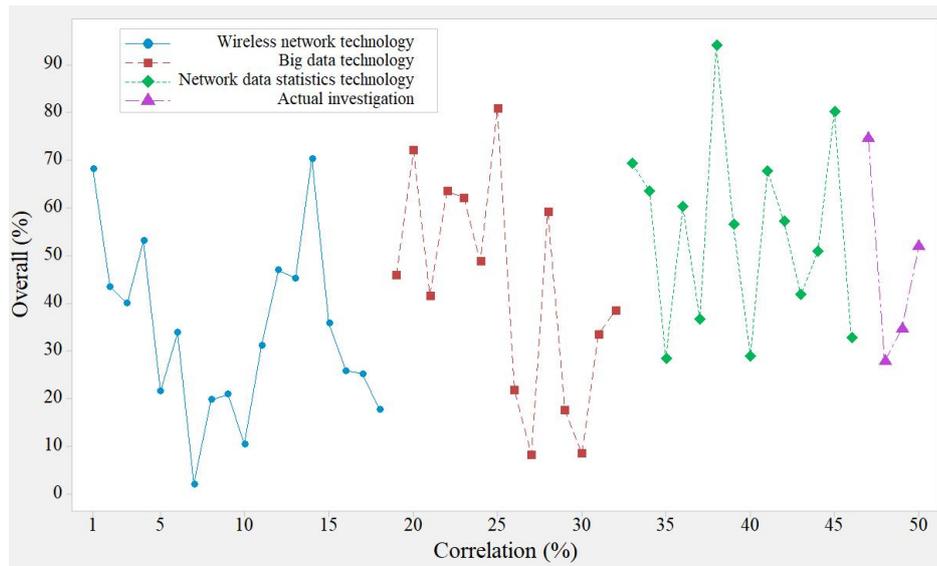


Figure 5. The Integrity of the Data Transmission Rate of Web Dramas

Figure 5 illustrates enhanced completeness in causal analysis, suggesting that integrating wireless network and big data technologies can elevate the data transmission comprehensiveness of web dramas, facilitating subsequent analyses of their popularity. The improvement in this realm can be attributed to the implementation of AI and BIM technologies, which streamline the data transmission rates of web dramas, simplify the intricacies involved in data analysis, and thereby augment the overall efficacy of the analytical process.

Identification of Abnormal Data on the Audience Satisfaction of Web Dramas

The Audience Satisfaction of web dramas should be identified and verified by abnormal data, and the reasons should be verified, and cause analysis effect of different technologies should be calculated. The specific results are shown in Table 5.

Table 5. Cause Analysis of Abnormal Data Analysis of Web Drama Popularity

Iteration Times	Median	1/3 Data	2/3 Data	Lower Limit	Upper Limit	Anomaly Data Discovery Rate
-----------------	--------	----------	----------	-------------	-------------	-----------------------------

1~10 Iterations	37.6806	22.7338	61.4235	-0.7243	119.4580	95.6
11~40 Iterations	33.8122	21.2251	45.5507	-0.7243	82.0392	97.3
				-0.7243	118.5277	93.6

According to the reasonable analysis of Table 5, the iterative results of the Audience Satisfaction of web dramas are obtained, as shown in Figure 6.

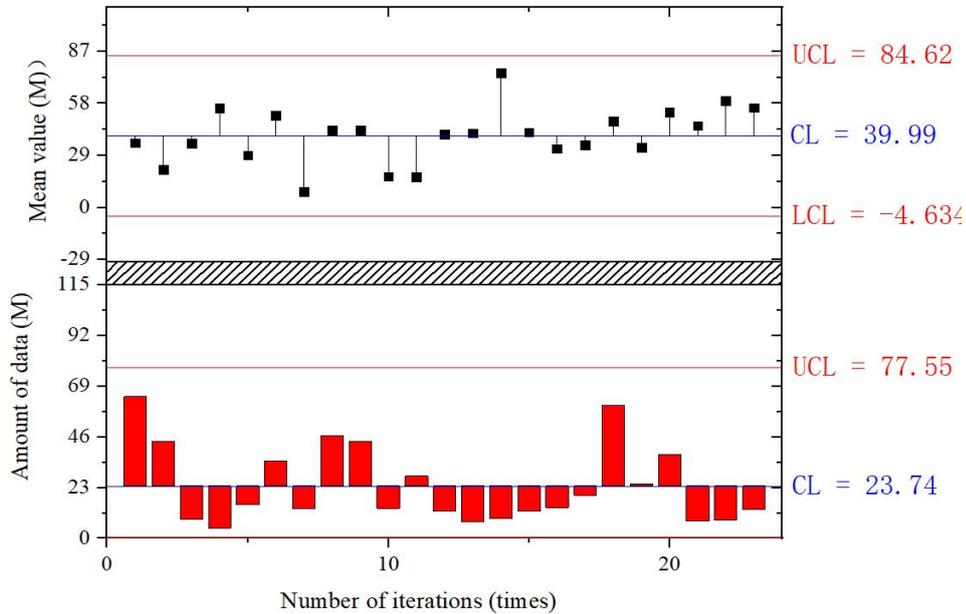


Figure 6. Iterative Results of Audience Satisfaction of Web Dramas

It can be seen from Figure 6 that the number of iterative analysis of the popularity of web dramas by Wireless network technology combined with big data technology is higher, which is significantly higher than that of the click rate measurement method. The impact of data complexity is minimized to ensure the accuracy of the analysis of the audience satisfaction of web dramas. The reason for the above problems is mainly the calculation of unstructured data by Wireless network technology combined with big data technology, which reduces the influence of unstructured data on the calculation results of causes.

The Main Impact on Audience Satisfaction of Web Dramas

The key reason is the main impact on Audience Satisfaction of web dramas, and the key reason should be calculated and compared with the click rate measurement method, and the specific results are shown in Figure 7.

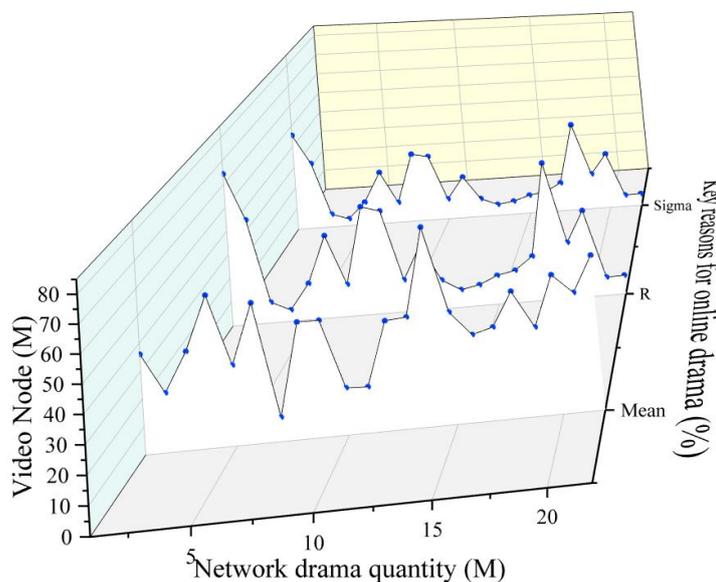


Figure 7. The main impact for Audience Satisfaction of Web Dramas

As depicted in Figure 7, the negative coordinates represent the baseline popularity metrics of web series, with the central point pinpointing the pivotal factors contributing to their success. The convergence of data towards this central nexus suggests that the fusion of wireless network and big data technologies proficiently employs iterative computation techniques to pinpoint the crucial elements influencing audience satisfaction in web dramas. Furthermore, a comparative analysis of varying methodologies applied to the data in Figure 7 is methodically documented and presented in Table 6.

Table 6. Comparison of Popular Web Dramas by Different Methods

Method	Content	Effectiveness	Change Direction
Wireless Network Technology Combined with Big Data Technology	Short-term Development	86.49	+
	Long-term Development	81.45	+
	Development Potential	89.86	+
Big Data Law	Short-term Development	89.84	+
	Long-term Development	82.72	+
	Development Potential	80.37	+
Network Data Statistics Technology	Short-term Development	92.37	+
	Long-term Development	91.21	+
	Development Potential	93.09	+
Click-through Rate Measurement	Short-term Development	70.94	+
	Long-term Development	73.15	+
	Development Potential	70.61	+
T value		9.386	

Compared with click-through rate measurement method, big data mining, and network data statistical technology, Wireless network technology combined with big data technology are more effective in analyzing the Audience Satisfaction of web dramas, and the video nodes of web dramas are more effective In the database, the cause analysis method of Wireless network technology combined with big data technology meet the actual requirements. The reason is that Wireless network technology combined with big data technology standardizes the unstructured data in the popularity of web dramas and iteratively analyzes the reasons for popularity. Reduce the complexity of analyzing the causes of the popularity of web dramas.

The Accuracy of Judging the Audience Satisfaction of Web Dramas

In order to verify the judgment effect of Wireless network technology combined with big data technology, the reason for the popularity of web dramas is accurately judged, and the results are shown in Figure 8.

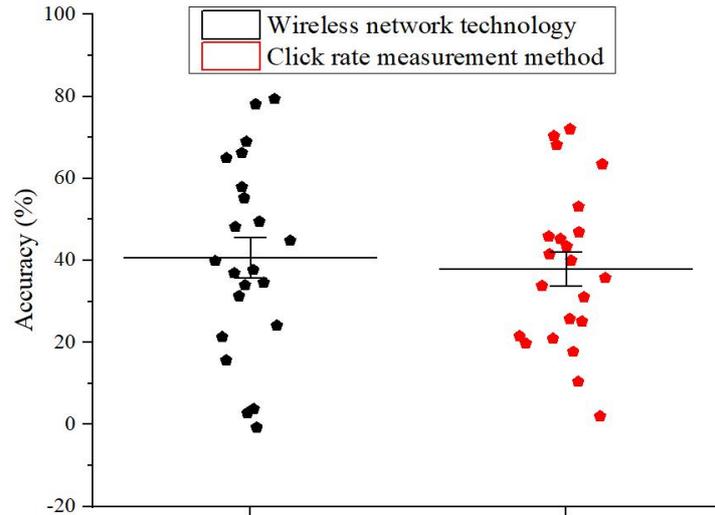


Figure 8. Judgement Accuracy of the Audience Satisfaction of Web Dramas with Different Algorithms

It can be seen from Figure 8 that the accuracy of the calculation of the popularity of Wireless network technology combined with big data technology on the popularity of web dramas is higher than that of the click rate measurement method, and the influence of the popularity of each web drama is relatively high, which indicates that it is indicated. Among them, Wireless network technology combined with big data technology can accurately judge the trend of web dramas, and the detailed results are shown in Table 7.

Table 7. Reason Analysis: The Accuracy of Judgement of the Popularity of Web Dramas

Iterate	Sampling Accuracy	Overall Accuracy	Iteration Precision
1~10 Iterations	91.4804	97.0400	90.00797
11~20 Iterations	90.7681	92.1045	90.14686
Total Ratio = 1.0968			
Result Consistency Chi-Square Value = 9.2386			
P =0.00237			
Trend Analysis Chi-Square = 6.5946			
P =0.01023			

It can be seen from Table 7 that the processing results of the cause analysis by Wireless network technology combined with big data technology are relatively good, the calculation accuracy is consistent with the actual investigation requirements, and the error of the calculation results is significantly less Click-through rate measurement. The reason is that Wireless network technology combined with big data technology can realize the simplified analysis of massive data, provide a basis for cause judgment, and ensure the accuracy of analysis of audience satisfaction of web dramas . In order to further verify the accuracy of Wireless network technology combined with big data technology, the calculation process of different popular web dramas is summarized, and the specific results are shown in Table 8.

Table 8. Comparison of the Accuracy of Judgement of Different Characteristics

Samples	Popular Content of Web Dramas		Web Drama Popular Way		Web Drama Trends		Web Drama Pop Potential	
	Wireless Network Technology Combined with Big Data	Click-Through Rate Measurement	Wireless Network Technology Combined with Big Data	Click-Through Rate Measurement	Wireless Network Technology Combined with Big Data	Click-Through Rate Measurement	Wireless Network Technology Combined with Big Data	Click-Through Rate Measurement

	Technology		Technology		Technology		Technology	
Sample 1	93.70	87.58	96.20	91.72	93.87	85.50	94.92	85.64
Sample 2	91.01	89.35	93.78	85.88	99.51	87.93	93.67	84.46
Sample 3	94.46	83.83	96.54	85.03	93.11	89.06	94.29	82.55
Sample 4	95.77	81.57	96.37	84.13	95.07	91.00	94.93	87.45
Sample 5	95.94	87.23	98.86	86.58	99.47	79.08	93.60	81.95
Sample 6	94.54	80.64	96.06	84.04	92.08	84.26	94.46	87.95
Sample 7	96.37	85.07	94.65	83.89	98.81	84.34	95.58	84.23
Sample 8	97.39	88.98	95.38	84.08	95.91	88.13	95.78	87.07
Sample 9	88.93	82.90	94.31	88.70	94.50	84.25	95.07	82.27

It can be seen from Table 8 that in terms of process accuracy comparison, the accuracy change of Wireless network technology combined with big data technology is significantly better than the click-through rate measurement method, and the content, method, trend, potential and other aspects are better than the click-through rate measurement method. The reason is that Wireless network technology combined with big data technology increases the synergy coefficient and weight coefficient in different web drama databases, reduces the complexity of the data, and other factors to the reason Judge the impact of the outcome.

CONCLUSION

This paper proposes a Wireless network technology combined with big data technology method that analyzes the popularity causes of web dramas based on the popularity and constraints of web dramas. The results show that compared with the click-through rate measurement method and big data method, the accuracy, integrity, relevance and criticality of Wireless network technology combined with big data technology in judging the Audience Satisfaction of web dramas are high, which is consistent with the actual survey results. The results demonstrate that Wireless network technology is of great significance for research on media effect of web drama. However, in the analysis of web drama data, there are also certain limitations, mainly reflected in the structure recognition of encrypted wireless data, data collection during network switching, etc., and will focus on relevant content analysis in the future fast.

REFERENCES

- [1] L. M. Lorenza, "Collaborative performance during lockdown: combining devised drama with film concepts to present cyberdrama during the COVID lockdown in Australia," *Nj-Drama Australia Journal*, vol. 44, no. 2, pp. 88-105, 2020.
- [2] B. Blyth, "Pandemic Shakespeare: Perspectives on Early Modern Theatre Practice and Pedagogy in Lockdown," *Miranda*, vol. 22, no. 23, 2021.
- [3] I. Cambra-Badii, E. Moyano, I. Ortega, J.-E. Banos, and M. Senti, "TV medical dramas: health sciences students' viewing habits and potential for teaching issues related to bioethics and professionalism," *Bmc Medical Education*, vol. 21, no. 1, 2021.
- [4] E. S. Choi, "Developing and Applying an Online TIE Program in a Remote Learning Environment," vol. 13, no. 2, pp. 119-151, 2021.
- [5] J. S. Frydman, and C. Mayor, "Implementation of drama therapy services in the North American school system: Responses from the field," *Psychology in the Schools*, vol. 58, no. 6, pp. 955-974, 2021.
- [6] F. Krauß, and M. Stock, "Youthification of television through online media: Production strategies and narrative choices in DRUCK/SKAM Germany," *Critical Studies in Television*, vol. 16, no. 4, pp. 412-432, 2021.
- [7] D. H. Kwon, D. Jun, and H. Y. Kim, "A Life-Cycle Model of Drama TV Series Using Google Trends Data," *Journal of The Korean Operations Research and Management Science Society*, vol. 46, no. 2, pp. 11-22, 2021.
- [8] D. d. M. Pereira, M. Berselli, D. V. Leopold, and P. L. Jardim, "'Lights, camera, action!': Theater practices with deaf in a virtual environment," *Urdimento-Revista De Estudos Em Artes Cenicass*, vol. 2, no. 41, 2021.
- [9] A. De Mauro, M. Greco, and M. Grimaldi, "What is big data? A consensual definition and a review of key research topics," in *AIP conference proceedings*, vol. 1644, no. 1, American Institute of Physics, Feb. 2015, pp. 97-104.
- [10] V. Mayer-Schönberger, and K. Cukier, *Big data: A revolution that will transform how we live, work, and think*. Houghton Mifflin Harcourt, 2013.
- [11] R. L. West, L. H. Turner, and G. Zhao, *Introducing communication theory: Analysis and application*, vol. 2, New York, NY: McGraw-Hill, 2010.
- [12] A. Puskas, "Teaching during the pandemic in higher education: an online drama course for teacher trainees of english as a foreign language," *Ad Alta-Journal of Interdisciplinary Research*, vol. 11, no. 1, pp. 239-244, 2021.
- [13] A. Sekar, W. Y. Li, and G. Lee, "The effects of destination product placement in TV drama on the intention to visit South Korea: An Indonesian audience case," *International Journal of Tourism and Hospitality Research*, vol. 35, no. 10, pp. 81-92, 2021.
- [14] V. S. Sundet, "'Youthification' of drama through real-time storytelling: A production study of blank and the legacy of SKAM," *Critical Studies in Television*, vol. 16, no. 2, pp. 145-162, 2021.
- [15] A. Atsmon, T. Katz, and S. Pendzik, "'Migrated onto the Screen': The impact of the COVID-19 pandemic on the clinical practice of drama therapy," *Arts in Psychotherapy*, vol. 79, 2022.
- [16] A. Cheung, V. Agwu, M. Stojcevski, L. Wood, and X. Fan, "A Pilot Remote Drama Therapy Program Using the Co-active Therapeutic Theater Model with People with Serious Mental Illness," *Community Mental Health Journal*, vol. 58, no. 8, pp. 1613-1620, 2022.
- [17] C. Gray, H. Egeberg, and T. Green, "Turning stage fright into stage might: Pre-service drama teachers developing ideas about pedagogy, authenticity and relationships," *Australian Journal of Education*, vol. 66, no. 2, pp. 140-153, 2022.
- [18] S. Hietamaki, and I. Tucci, "Behind screens: challenges and opportunities of participatory online peace education in Finland," *Journal of Peace Education*, vol. 19, no. 3, pp. 330-350, 2022.
- [19] D. Paikaray, D. Chhabra, S. Sharma, S. Goswami, S. H K, and P. G. Jethava, "Energy Efficiency Based Load Balancing Optimization Routing Protocol In 5G Wireless Communication Networks," *International Journal of Communication Networks and Information Security (IJCNIS)*, vol. 14, no. 3, pp. 187-198, Dec. 2022.
- [20] R.P. Marques, C. Santos, and R. Duarte, "Information Systems as an Enabler for Creating Networks for Modernization, Transparency and Accountability of the Social Economy Sector," *Journal of Information Systems Engineering and Management*, vol. 5, no. 4, p. em0128, 2020.