

On Credit Dilemma of Witkey Sites and Countermeasures

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Abstract: Since the concept of witkey was put forward for the first time in 2005, the witkey sites have developed rapidly; at the same time, they faced severe dilemmas of the credit system in three aspects: task publisher, task submitter, and the credit of witkey sites. As integrity is essential to the sustainable development of witkey sites, it will significantly benefit their development. Accordingly, it is urgent to find out the solutions to the problems.

Keywords: Witkey; Witker; Intellectual property rights; Credit system; Dilemma.

1. Introduction

The concept of witkey was proposed first in July 2005 by Liu Feng, who was still studying MBA at the Graduate School of Chinese Academy of Sciences. Since then, a new internet business promoting model has gradually been popularized. The core idea is that the Internet can convert knowledge, wisdom, experience, and skills into revenue. Witkey sites are mainly applied to solve problems in science, technology, work, life, and learning. Human knowledge and wisdom can be widely disseminated online and create significant wealth. As a wisdom sales platform, witkey sites encourage individuals, businesses, wisdom, and virtual markets to join the new market. Since 2005, witkey sites gradually became specialized and professionalized. The well-developed witkey sites include zhubajie.com, witkey.com, vikecn.com, taskcn.com, etc.

Through witkey sites, as long as individuals and businesses publish tasks and money rewards, the witkers all over the internet can take over the task through competitive bidding. As the internet has no geographical restrictions, businesses can collect knowledgeable talents at different places, and individuals can also select the most appropriate ways to work. Accordingly, the witkers can use their knowledge, skills, experience, and wisdom to get corresponding economic benefits. However, there is a bottleneck problem in establishing a sound credit system. Although it has many potential customers, there are few practical customers, and the profit is either higher or lower. The imperfection of the credit system seriously hinders the development of witkey sites.

2. The credit dilemma of witkey sites

The General Office of the State Council of PR China published Several Opinions on accelerating the development of electronic commerce in 2005, in which it explicitly proposed to strengthen government regulation, industry self-regulation, and inter-sector coordination and combination, aiming at establishing a scientific, rational, authoritative, fair credit service organizations; Constructing online credit information service platform to realize dynamic acquisition, processing, and exchanging the credit data; Strict operating credit monitoring and penalizing mechanism, and gradually form a credit service system in line with China's national conditions and international conventions. [1]

The credit guarantee business has been carried out for over 80 years in Europe and the United States, where the credit card system is prevalent. They established a comprehensive credit guarantee system by which online e-commerce payments are very safe and convenient. Westerners regard credit as their second life and will not risk saving a little but losing a lot.

2.1. The credit dilemma of task publishers on witkey sites

The credit problems of the task publisher are mainly in two aspects: some take the fruits of the labor of others by using cheating means, while others release infringed or illegal tasks. It discourages the witkers' creation and torts the third party's intellectual property.

1) Task submitters take the creations of others by cheating. Dishonest task publishers tend to avoid paying commission to the task submitter by cheating, which seriously dampens the enthusiasm of the submitter and even violates intellectual property laws. For example, dishonest submitters offered 1,000 RMB for a design task. When he found satisfactory work among the candidate tasks, he asked someone to register an account and release a similar "work," by which they pretended to bargain with each other and own the imitation by merely paying a 20% commission. Some publishers didn't comply with the mandate of the election system repeatedly, such as delaying the publication of the results and breaking faith with the task submitters.

2) Task publisher released infringing or illegal tasks. Another action breaks the rules of credit: the task publisher releases an infringing and illegal task online, which seriously undermines the creative spirit of witkey sites. Similarly, someone recruits paper writers on witkey sites, and the keywords "paper" and "writer" rank first on some witkey sites, which shows that many witkers are keen to accept such tasks. The keywords "seeking software crack," "seeking website hacker," and other illegal tasks frequently appear on the websites. The sites must stop posting illegal tasks on the website and consciously protect intellectual property rights.

2.2. The credit problem of the witkey site submitter

The credit problems of the task submitter are mainly in two aspects: In one case, the task submitter plagiarizes the labor of others; in another case, the task submitter practices fraud.

This violates the intellectual property rights of others and seriously damages the integrity of the environment of the witkey sites.

1) Task submitter plagiarizing the labors of others. The task submitter is the one trying to convert their intellect to money. Some task submitters can not finish the task, so they plagiarize the intellectual achievement of others, which not only damages the reputation of task submitters but also infringes on the intellectual property rights of others and hazards the credibility of witkey sites. Such action may lead the original author or task publishers to charge the task submitters and the sites. According to China's copyright law, the copyright holder of intellectual achievement is protected by law. If witkey sites leave the plagiarism unchecked, the intellectual property creator will fail to get a reasonable return. Consequently, it will erase creative passion and enthusiasm.

2) The task submitter practices fraud in personal information. Some witkey sites haven't operated real-name authentication, which will stimulate task submitters to cheat. The real-name authentication requires the user to comply with the contract's integrity and prevent the same user from submitting tasks with different nicknames to reduce the risk of the task publisher. For example, some websites check the authenticity of the task submitter by controlling personal information such as telephone numbers, mailboxes, identity cards, etc.

2.3. The credit dilemma of the witkey sites

Some witkey sites also self-destruct images. They release false tasks to furnish the witkey site, and they are full of poor quality and even illegal tasks, which lack of user credit evaluation system. The website should abide by integrity rules, establish a credit system, and not counterfeit the original.

1) Releasing false tasks as tokenism. Some witkey sites release false tasks to display their popularity and decorate their site to attract more wickers to participate in bidding. In one case, the website has not received the task bonus, but it identified it had received the task reward money; in another, the website chooses its works. The users possibly see through it and will seriously affect the credibility of the witkey sites. It gives us a false impression that the witkey sites take the lead to cheat, which will ruin the business's reputation and lose many customers and visitors. So, the false missions outweigh the benefits.

2) Lack of credit evaluation system between the users. It is essential to establish a credit system for users. If the purchaser doesn't know the meaning, they can not evaluate the value of the intellectual work in line with their own needs; for the sellers, as long as the creative goods are exposed, they may lose the value of the transaction. So, the witkey site should establish a sound credit system through various ways, such as actual name transactions, third-party payment, satisfaction evaluation, etc. The witkey sites can use Taobao.com for reference to establish a credit evaluation system to supervise the lack of credit and punish the violations.

3) Inferior and illegal tasks spread widely. If we unquestioningly emphasize the number of wickers, website traffic, and the number of tasks and pursue the maximize revenue, the inferior and illegal tasks will fill up the websites. Some witkey sites are filled with "posting messages for you," "writing papers for you," and other tasks. In many cases, the task reward amount is far less than it costs, making the site bazaars. Once the cheap-copy image comes into form, the

well-known brands will not release the advertisements if the brand images are stained because "the brand image not only includes the brand personality but also includes product attributes, benefits of the users and the brand." [2]

3. How witkey sites solve the credit problems

Sound witkey credit system is conducive to promoting original works and reducing transaction risk, increasing the transaction efficiency for the witkey sites, the task publisher, and the task submitter. "It is an important feature that network marketing relies heavily on interpersonal communication channels, which is different from traditional marketing channels." [3]

Credit value exists everywhere. Witkey credit is a contract of mutual trust between the wicker, witkey task publisher, and witkey sites. Then, what is the solution to the plight of the witkey credit system? To maintain witkey credit, we can use the approaches.

3.1. To take technical means to strengthen intellectual property protection

Undermining the integrity will inevitably damage the website and the third party's interests. However, the cheaters will inevitably leave traces, so we can use technical means according to the law, such as TSA timestamp software monitoring, to prevent and prohibit the violation of the witkey integrity environment.

1) To protect the intellectual works with TSA timestamp. TSA timestamp copyright protection system can protect all types of digital format works. Through the TSA copyright protection system, we can apply time stamps for the work to obtain proof of the works with legal effect in terms of time, title, and content integrity, which provides an effective means for guarding the enterprise's rights when the trade secrets or copyrights are infringed upon. [4]

2) Use software to record the surfing information of suspicious users. According to law, we can record the time and place, the detailed knowledge of the user's computer, and the network access providers. Furthermore, we can survey the suspicious user by tracking his account, IP address, browser type, computer operating systems, network card number, computer ID, terminal type, antecedent address, and other parameters of the suspicious user. Once the intelligence works on the witkey sites are copied, downloaded, screened, shot, or printed, the server will record the data immediately as evidence.

3) To construct the intellectual property protection system with other sites. The witkey sites can sign a treaty of intellectual property rights protection with other websites; they can build intellectual property protection databases, dishonest users' databases, and automatic/manual alarm systems for intellectual property rights violations. Once these intellectual property rights are infringed upon, the witkey sites can take technical measures and even use the relevant laws and regulations to safeguard the legitimate rights and interests of intellectual property owners and maintain the website's commercial interests and brand images.

3.2. To establish a reliable accumulation and measurement system of witkey credit

As the present credit assessment of most of China's witkey sites is under development, it is necessary to establish a

reliable witkey credit accumulation and measurement system for short-term or long-term interests.

1) To implement a real-name registration system for witkey sites. The task submitters' personal information should go through the authentication. For example, alipay.com requires users to bind bank card numbers for authentication; ename.com requires users to submit identity information for certification through the national household registration system. Zhubajie.com, drawn on to its advantages, has three ways to authenticate by mailbox, ID card, and bank card.

2) Strengthen the credit assessment system. It's urgent to accumulate credit according to the behavior and performance of witkey site users and establish a credit system in operation. The credit value indicates the number of tasks and the amount released on witkey sites online, as well as the comprehensive evaluation of cooperation performance with witkey sites. The evaluation from witkey sites has three grades – good, medium, and poor – adding points for the “good grade,” no points for “medium grade,” and decreased points for “poor grade.”

3) Financial security of money reward deposit. All the trading tools are free to ensure money rewards, so offline transactions can also be put online. Firstly, the task publisher can host the transaction on zhubajie.com and wait to pay until the task is completed. It will add an extra charge, as well as enhance the safety of the mission. With an integrity system, zhubajie.com can help the task publisher select a suitable writer to finish the task. Even if some problem occurs, the professional arbitration service will solve it to guard the safety of the funds.

3.3. To perfect the witkey site management measures and the related systems

Technical means can strengthen intellectual property protection and establish a reliable, witkey user credit accumulation and measurement system.

1) Developing trading system safety management system for witkey websites. It is an essential foundation for developing enterprise network marketing and the security guidelines for enterprise network marketers, including personnel management systems, security systems, audit systems, trading systems, data backup systems, virus prevention systems, etc. All aim to develop a rigorous system to prevent staff from concocting false trading.

2) Guard the witkey sites against phishing sites for fraud. The site zhubajie.com launched a customer verification service and developed customer credit rules. The credibility value is the customer's proprietary attributes, which can be obtained through honest visiting, trading, and paying. The site should have a simple domain name, distinct security signs, and a reliable network firewall. The firewall intervenes between the protected objects and the external network system, which operates selected limitations on communication between the protected objects and the external network system. [5]

3) To establish a complaints center for informing non-faith conduct. For the person of light violation, the witkey sites can warn him; for the person of a relatively minor violation, the site can freeze the cash deposit according to the rules and regulations; for the person of a relatively severe violation, the sites can resort to legal sanctions. Article 36 of the Tort

Liability Law of the People's Republic of China provides basic rules of tort liability: "Where a network service provider knows that a network user is infringing upon a civil right or interest of another person through its network services, and fails to take necessary measures, it shall be jointly and severally liable for any additional harm with the network user." [6]

4. Conclusion: constructing credit system to develop witkey sites

The credit system is the basis for the existence and development of witkey sites. The witkey sites should base on the credit system. Otherwise, they will be at high risk for further development. Therefore, we should pay attention to the credit system construction and promote the health and rapid growth of witkey sites. Mencius (372–289 BC), one of the Chinese philosophers, once said, “A true man is the one of integrity.” Integrity is vital to the sustainable development of witkey sites as well. Therefore, it is urgent to construct a sound credit system for witkey sites.

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Biography

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