

## Research Article

# Operation Mode and Creation of Film Media Based on the Internet Logic under the Field Theory

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With the development of information technology and new media technology, the Internet has had a profound impact on the development of the film and television industry. Mainstream media, new media, Internet companies, cultural media companies, etc. are all eager to try, and the forces from the state, capital, media, and users are intertwined. The film and television field is the behavioral practice field of various stakeholders. Capital stimulates the industrial functions of the film and television industry from the perspective of commercial interests. The interests of users are being redefined in the context of the Internet, and the film and television industry actively promotes the creative process from its own interests. In order to analyze the influence and motivation of the Internet on the operation mode and creation research of the film and television media industry, this paper relied on Bourdieu's field theory to explore the forces and interests that promote the development of the film and television media industry from different aspects. This provided development suggestions for the construction of a new pattern combining the Internet and film media. The integration of film and television and the Internet has become the new normal in the film and television industry. At present, people's online entertainment time at home has increased significantly, which has led to a rapid increase in the number of movie viewers. The introduction of Internet technology into the film industry media operation model can improve the operation efficiency of enterprises by 6.5%.

## 1. Introduction

The Internet is a new type of economy, which uses the distribution of the Internet in various fields to successfully create and transform various industries and improve their productivity. In addition, data is the development of modernity, which emphasizes efficiency, regularity, and growth, this concept quickly linked to the development of the Internet. Under this trend, the traditional model has been greatly impacted and influenced and has gradually changed. Therefore, film and television works must also keep pace with the times. The creation of online creation and the dissemination of data make the creative process more convenient, faster, more peaceful, and more popular. It is of great significance to introduce the Internet into the film industry media operation model and creative research.

Field theory is defined as a network of related relationships that exist in different spaces. The field has a

relatively independent space. Due to the increasing influence of the field on real life, there are more and more research on the field. Malek defined the relevant generalized structures and found integrable conditions that give twisted semipoles and vacuum [1]. Liao and Ma studied two aspects of high-dimensional operators in the Standard Model effective field theory and introduced a perturbation power counting rule for entries in anomalous dimensionality matrices of equal-quality dimensional operators [2]. Stasyuk and Hera attempted to seek an explicit realization of quantum gauge conversion from Coulomb gauge to a class of static gauges in free electromagnetism [3]. Bond E recognized that the electromagnetic information theory was a promising framework for explaining intentionality and the spectrum of arousal as an effect of electromagnetic fields, and proposed that relatively low-frequency electromagnetic radiation is emitted by accelerating currents in neurons [4]. Lizana and Perez-Victoria investigated the exact connection between

exact renormalization groups with local coupling and renormalization of composite operator correlation functions in a scale-invariant theory [5]. Ramadan and Altamimi found after research on imprint lithography that this technique would directly etch into high cavities with large mode confinement while improving emission characteristics [6]. With digitalization in full swing, many are wondering how the adoption of new technologies affects job creation and destruction. Tai et al. found through research that this largely depends on the specific tasks that the machine undertakes, and how many new tasks are created through the adoption of new digital technologies [7]. These studies have more specific interpretations of field theory, but they are not related to the operation mode of the film industry and media, nor do they talk about creative research.

Film industry media operation refers to being familiar with the video industry such as film and television and the Internet operation mode. It refers to the process of understanding the problem channels of operating means, then planning related activities, as well as optimizing the plan through data effect analysis. With the advent of the Internet era, the development of the film and television industry is getting faster and faster, and there are more and more studies on the film and television industry. Llorian et al. found that the continuous innovation of Internet finance and the increasing complexity of business have exacerbated the uncertainty of industry risks. And it was found that in order to establish and improve a long-term supervision mechanism that adapts to the development characteristics of Internet finance, regulators also put forward a “penetrating” supervision plan for Internet finance [8]. Thirukkumaran and Muthukannan introduced a trust-aware access control system using fuzzy logic for IoT. This access control is an important mechanism to ensure that only trusted users/devices can access data from sensor devices or command actuators to perform certain tasks in an IoT environment [9]. Garg et al. proposed an electrothermally actuated Micro-Electro-Mechanical System (MEMS, Micro-Electro-Mechanical System) Pirani meter with an integrated polymer film. Experimental results showed that the integrated polymer film was very effective in providing mechanical strength to metal resistors and reducing solid conduction losses to the substrate [10]. Li et al. believed that due to the development of smart devices, embedded and ubiquitous communication technologies, and the combination with the online world, film media operations had become more important to the real world. It can provide many intelligent services, but these services also bring new challenges to security and privacy issues [11]. Delavari et al. believed that with the rapid development of the Internet era, the way people obtain information is also changing, so the effective use of mobile digital terminals can spread information more widely and faster [12]. Animation as a medium to express cultural information through the Internet has become an important means of regional cultural exchanges. Harun et al. believed that the creators and producers of animation determined the quality of animation, and how to cultivate such talents had become a problem worth thinking about in the process of animation education [13]. Schneider et al. found

through research that information is an online service. It offers an extensive database and full-content publication offering the vast majority of national academic research for the education, research, and business sectors [14]. These studies on the Internet and the film and television industry are relatively comprehensive, but they do not include the knowledge of field theory.

Now in the era of diversification, future development is even more unpredictable. The randomness, uncertainty, and suddenness of the complex environment have caused a series of complex and intractable problems, including aesthetic consciousness, cultural model, tradition and innovation, and ecological environment. These problems are not only in the film and television and creative industries but also in today’s multidisciplinary era, which brings challenges to people and the development of various disciplines. Just like this, those in different fields need to explore and reflect from a deeper and newer perspective. With the development of the social economy and the advancement of Internet technology, all walks of life are bound to be affected and impacted by it. In order to better adapt to the development of the times, the film and television operation model must be reformed and innovated, thus ushering in new development opportunities.

## 2. Field Theory Elements

*2.1. Definition of Field Idea.* The idea of a field is defined as some kind of relationship between networks or places and things, and these places are defined accordingly. In other words, the idea of a field is not a place surrounded by some boundaries, but an inner dynamic life [15]. Figure 1 shows that the study of contemporary French society by the field concept using anthropological methods involves two different levels: whether to use anthropological methods and how to use anthropological methods.

*2.2. Elemental Analysis of Field Theory.* The Field theory integrates elements of different elements into a whole and respects individual individuality, constructing a dynamic, and inclusive network. Therefore, the integrated concept of “field” is introduced into the development process of things [16], this is important because the introduction of the field into the development process can shift the focus of things from the local to the whole. It looks at the changes in things from the perspective of “global view” and “integrity”, and uses a dynamic, related, ordered, and even self-organized structural system as the basis for the development of parametric space design. This provides a new direction for interdisciplinary design research, as shown in Figure 2.

*2.3. Analysis of Field Diversification.* Sectoral diversity is the result of social differentiation, and field theory regards this differentiation process as a process of sectoral autonomy. Independence essentially means that a field gets rid of the constraints and influences of other fields and reflects its natural essence in its development [17]. Every field has a ruler and a rule, and every rule in the field means conflict. The boundary that defines the field and the field is also full of

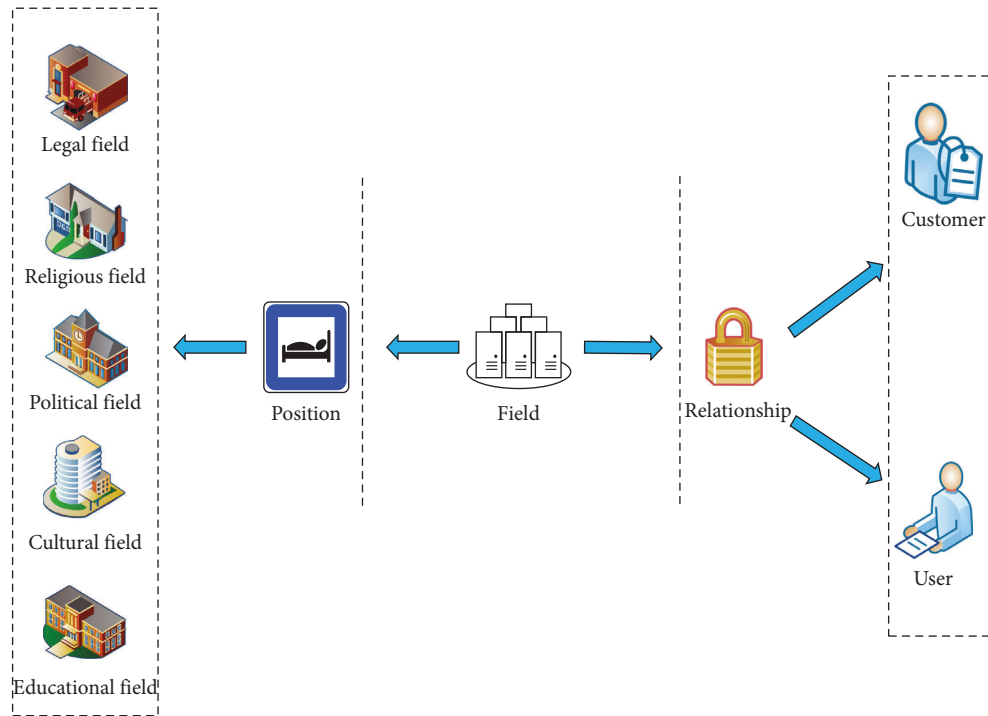


FIGURE 1: Field concept proposed by Bourdieu.

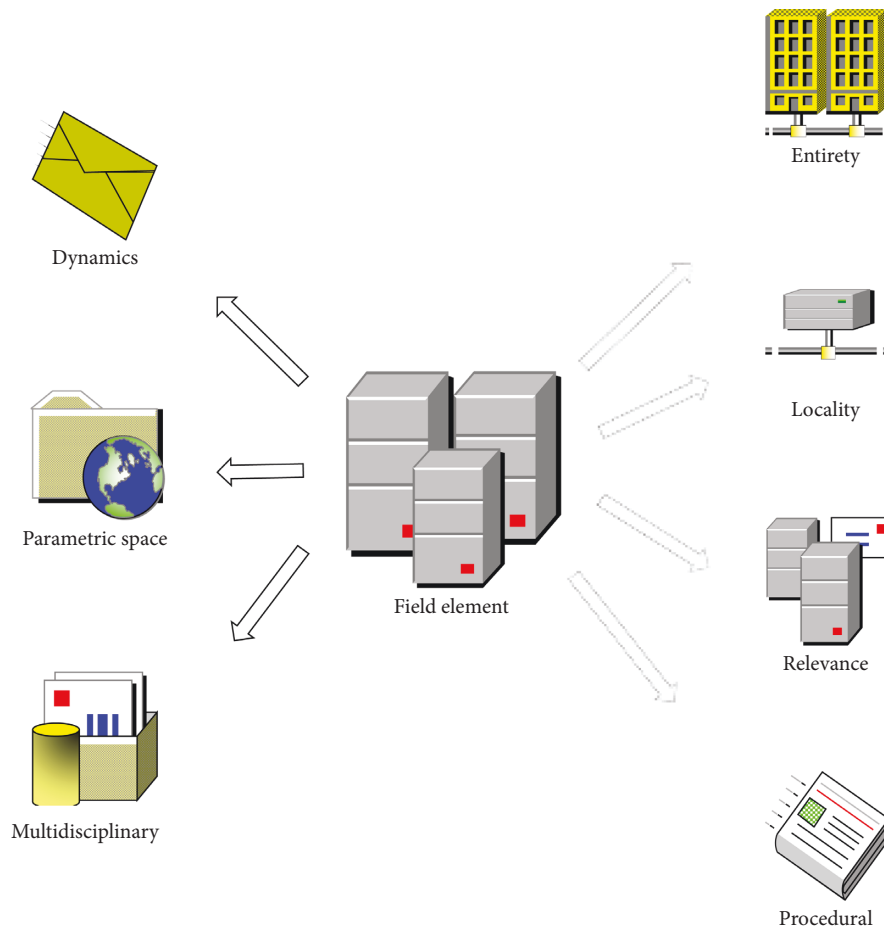


FIGURE 2: Element analysis of field theory.

conflicts between different power relations. The logic of competition is the logic of money, and money cannot exist and function if it is not connected to the field [18, 19], as shown in Figure 3.

### 3. Operation Mode of the Film Industry under the Logic of the Internet

**3.1. Strategies for Building an Internet Film Media Operation System.** The construction of the Internet film industry operating system can obtain more customer resources and reduce operating costs. The establishment of a public platform can increase communication with customers and allow customers to understand better relevant information [20, 21]. There are two logics in the current film and television industry, one is Hollywood, and the other one is the Internet. With the continuous improvement of the innovation power of the network economy, the film and television industry is also trying to get rid of the imitation of Hollywood logic and create a development path that not only conforms to the laws of the cultural market but also fully reflects the economic and social benefits. The logical advantages of the Internet are prominent, indicating the future changes in the film and television industry. The film and television industry has also pushed the logic of the Internet to a new level, and changes and upgrades have taken place within it, as shown in Figure 4.

**3.2. Strengthening the Construction of Internet Film Media Operation Team.** According to the operation characteristics and actual situation, the team is involved in the film and television operation, so as to improve the work efficiency and work quality of the team. The operation and film and television production sides should strengthen communication and exchanges. It is necessary to cooperate according to the needs of customers and exercise the ability of teamwork, so as to improve the operation and management efficiency of the platform [22]. Improvements in various methods, such as messaging and service delivery planning activities, have made the platform more attractive. Improved trade and communication with potential clients make public forums more attractive. Clients can collaborate and promote the use of media product content through public forums. It is also needed to understand the general needs of the client to prepare the information for the team. It is also necessary to communicate with customers on specific issues and collaboration needs, which is an important prerequisite for strengthening the construction of the Internet Films media operation team.

**3.3. Comparison of the Traditional Film Industry Operation Model and the Internet Film Industry Operation Model.** The disadvantages of traditional film and television production are as follows: first, the operation mode is backward; second, the cost problem; third, the information flow is not smooth. The Internet business operation model has many advantages: first, the information resources are abundant, the company can obtain more information resources

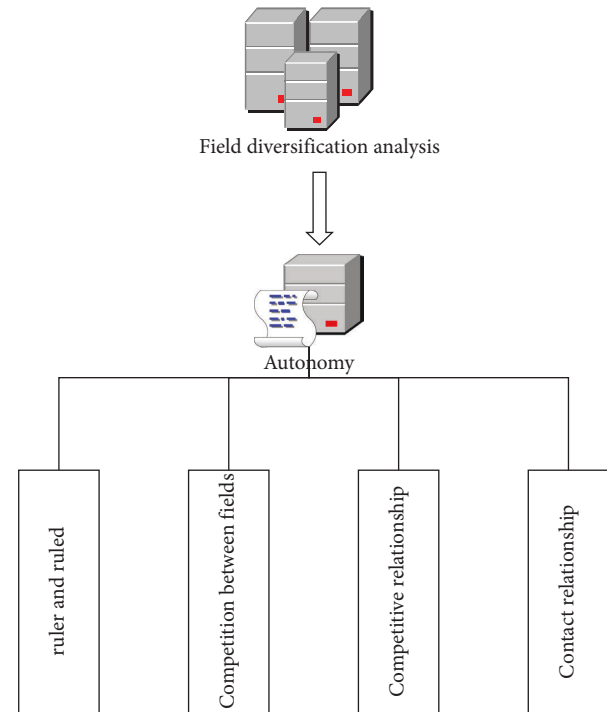


FIGURE 3: Field diversity analysis.

through the Internet channel, the communication between the same industry becomes convenient, and the experience and market conditions can be accessed. The second is the reduction of production costs, by using Internet technology to reduce production costs and increase corporate income.

The third is the improvement of adaptability. With the use of Internet technology, it is no longer dependent on face-to-face communication. The specific operation mode of the Internet film industry is shown in Figure 5.

## 4. Creation under the Logic of the Internet

**4.1. The Influence of the Internet on the Creative Space.** The term “creation” as a subject cover more than writing, also includes images, music, architecture, and video. In the networked space, the network pays attention to the content of the guidance, so that the space where the creation takes place is being transferred to the online on a large scale. If in the past, work had to go through a series of links in the physical world before it was handed over to consumers, now it may take place in the screen world, perhaps in two-dimensional interactive interfaces such as documents and official accounts. Even if older or more traditional creators still use paper and pen to create their work, the Internet remains a key channel for promotion. It can be said that the Internet space is gradually becoming an important and even major place for “creation” and “publishing”, as shown in Figure 6.

**4.2. The Influence of the Internet on Personal Creation.** The network supports connections, uploads, and exchanges anytime, anywhere, so everything needs to be kept in check.

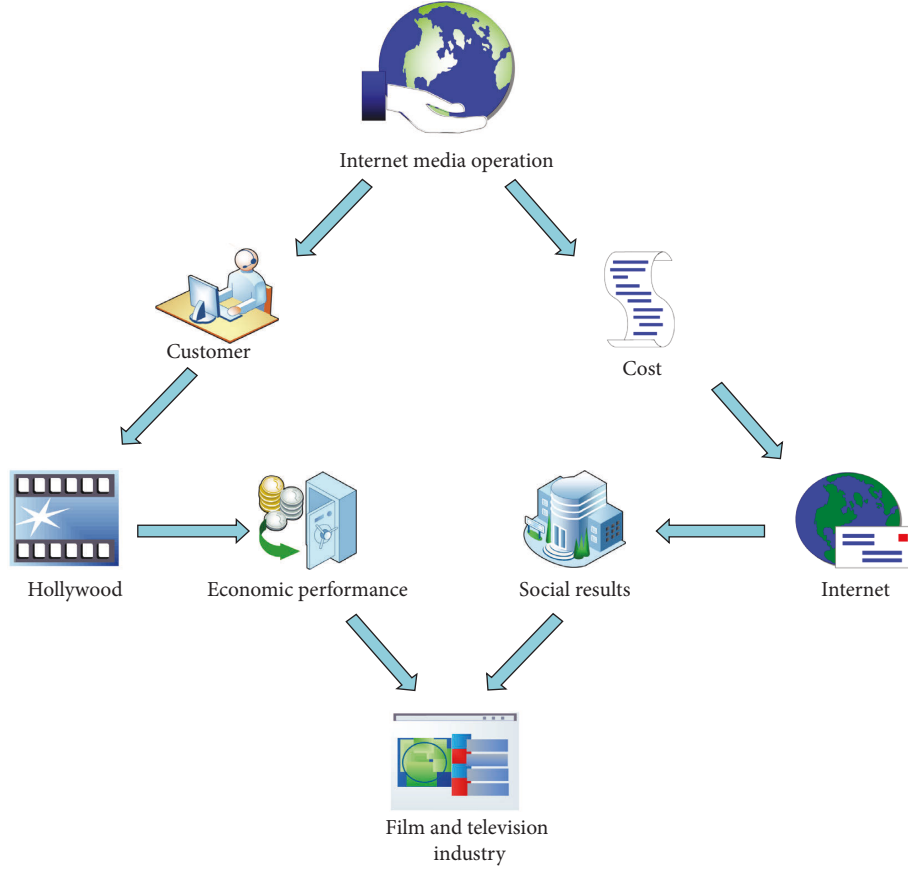


FIGURE 4: Strategies for building the media operation system of the Internet film industry.

Due to the popularity of the Internet, personal space is constantly being shortened [23]. In this Internet environment, creators no longer need to be isolated from the world, let alone find a quiet place for inspiration and creative thinking. The creator only needs to put the smartphone on the desk, and the screen would immediately transport the creator to the big world of the Internet. Currently, creators need a social network as an intermediary so that they can easily communicate with other creators.

## 5. Application of Field Similarity Algorithm to Film Media Operation Mode and Creation

The development direction of the film and television industry in the system is mainly based on the interests and hobbies of users. In order to calculate the potential relevance of users, the cosine algorithm, Pearson coefficient, and Pearson similarity need to be used to calculate the liking of certain things. It is assumed that  $\partial(\alpha, \beta)$  represents the similarity between interests  $\alpha, \beta$ , the similarity of user interests is calculated as

$$\partial(\alpha, \beta) = \frac{\sum_{i=1}^n t_n t_m}{\sum_{i=1}^n (t_i - t_{i-1})^2 \sum_{i=1}^n (t_i - t_{i-1})}. \quad (1)$$

Among them, the smaller the correlation coefficient values of random variables  $\alpha, \beta$ , the weaker the correlation between the changing faces. Conversely, if the variable

content of  $\alpha, \beta$  is larger, it can indicate that the correlation between variables is stronger.

The calculation of cosine similarity mainly relies on the correlation of two vectors in the space, so the correlation between user  $T$  and  $\alpha, \beta$  is

$$A(\alpha, \beta) = \frac{\sum_{i \in 1}^n (t_m - t_n)(t_m - t)}{\sum_{i \in 1}^n (t_i - t_{i-1})^2 \sum_{i=1}^n (t_i - t_{i-1})^2}. \quad (2)$$

The Pearson coefficient represents the association between two vectors and is used in the calculation of the correlation between attributes. In the recommendation system, the Pearson coefficient mainly solves the related problem of the difference in the likeness. In order to improve the accuracy of user preference calculation, taking into account the difference of users' preference for film and television works, the user preference is calculated using the Pearson coefficient. The related likeness of user  $T$  is expressed by the Pearson coefficient as

$$P(\alpha, \beta) = \frac{\sum_{i \in 1}^n (t_m - t_n)(t_m - t_n)^2}{\sum_{i \in 1}^n (t_i - t_{i-1})^2 \sum_{i=1}^n (t_i - t_{i-1})^2}. \quad (3)$$

As time changes, user  $T$ 's favorite value  $PT(r)$  for movie  $r$  is expressed as

$$PT(r) = M \times Y_i + (1 - m). \quad (4)$$

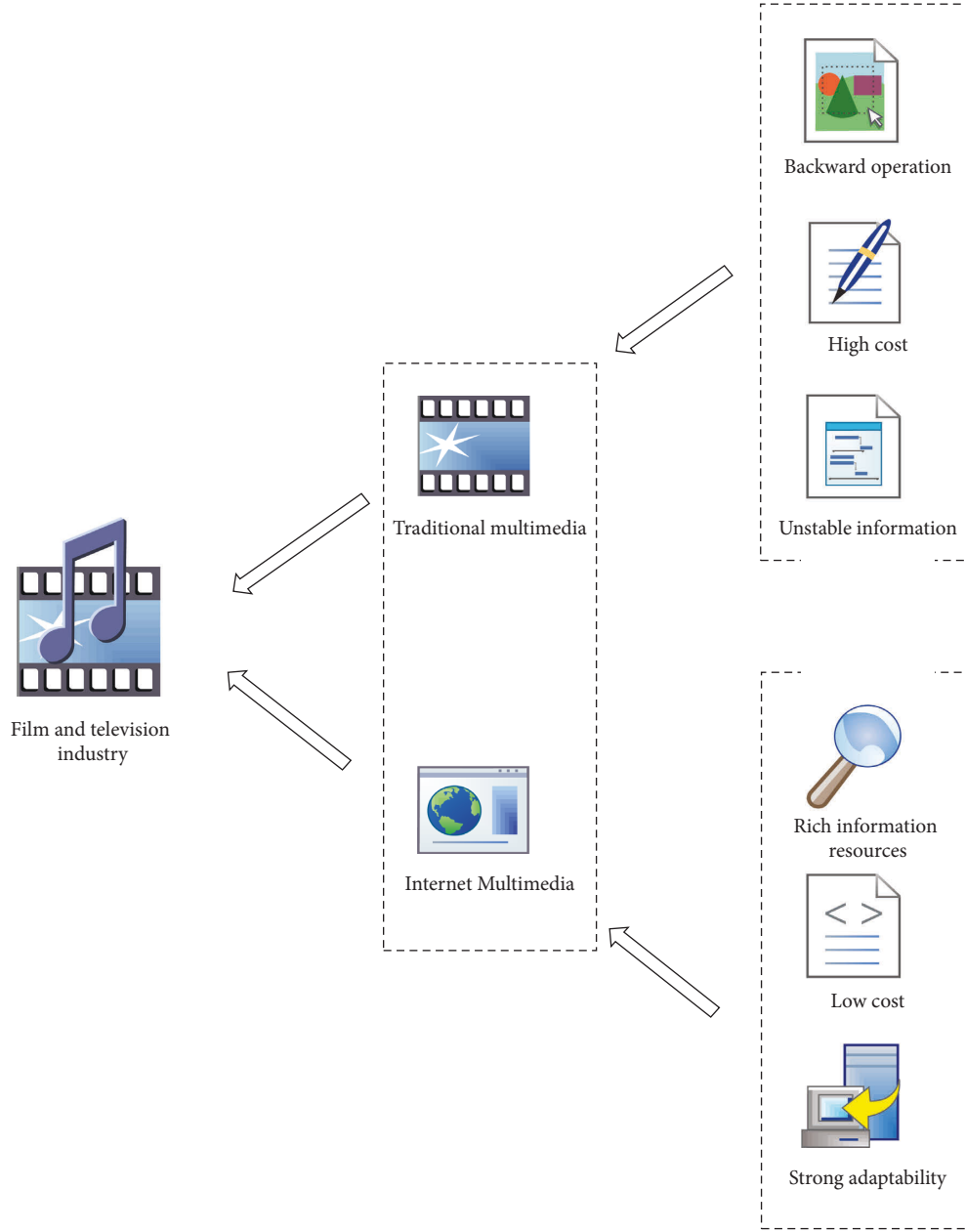


FIGURE 5: Comparison between traditional film industry operation mode and Internet film industry operation mode.

For formula,  $Y$  indicates the rating value of user  $T$  for movie  $r$ , and  $M$  indicates the time value, then the calculation of  $M$  is

$$M = \frac{T(\alpha, \beta)}{T_{sim}(r)} + U. \quad (5)$$

Among them,  $U$  represents the forgetting curve.

It is assumed that the total number of movie watching times of user  $v$  is  $L_{sim}(v)$ , the user's viewing frequency of a movie is calculated as

$$\text{Rate}(v, i) = p \frac{L(v, i)}{L_{sim}(v)}. \quad (6)$$

For formula,  $L$  represents the attribute dimension of the random variable.

User emotions are comprehensively considered. It is assumed that user  $p$ 's positive emotions are  $P$  and negative emotions are  $M$ , then

$$P(L, \alpha, \beta) \in P(T, M, \alpha^2)P(M\alpha_i). \quad (7)$$

The correlation coefficient between random variables  $T$  and  $P$  is

$$T_n = \frac{T_i}{\sum_{i=1}^n TP} |T_i|. \quad (8)$$

The degree of liking among users shows the change of personal character of users. To this end, the relationship

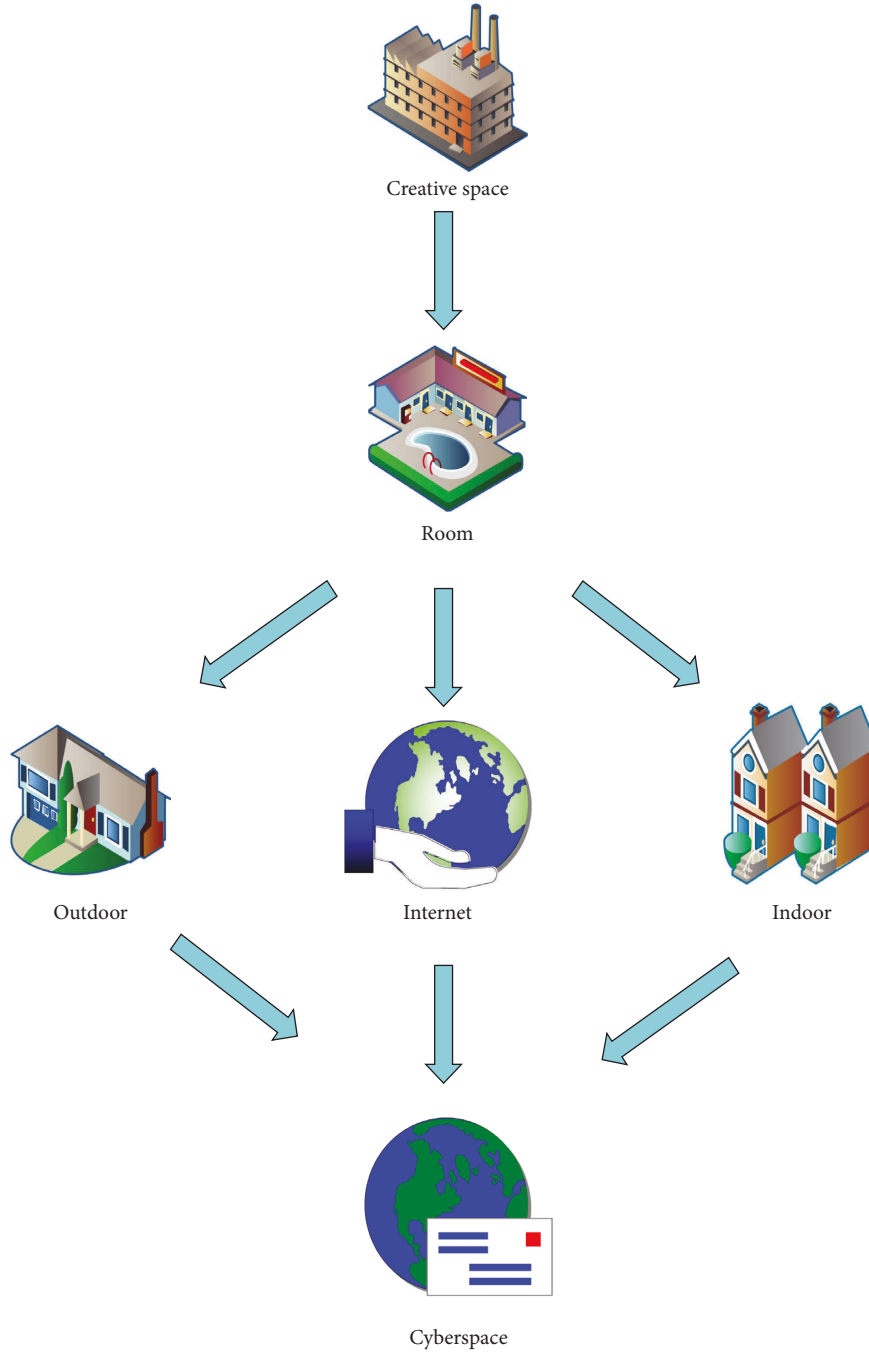


FIGURE 6: The impact of the Internet on creative space.

between the  $n$ -th feature can be calculated according to the degree of preference between users

$$\begin{aligned}
 L_n &= (1 - \alpha)\bar{t}_i + \beta_n, \\
 L_u &= \sum_{i=1}^n \text{sim}(\alpha, \beta)^2.
 \end{aligned}
 \tag{9}$$

If  $M, T$  is the similarity of favorites between users, then the related similarity between user's needs to be quantified according to the likes of users to the development of the film and television industry. Then the correlation approximation between user likes is calculated as

$$\begin{aligned}
 P(R, T) &= \sum_{i=1}^i \sum_{n=1}^n M(r_v p | (i_2 n)^2)^n, \\
 P(T | M^2) &= \sum_{i=1}^n M(v_1 | \alpha_i^2), \\
 P(P | T, \alpha_v^2) &= P(P | T \sum T \alpha_v \alpha_i^2), \\
 P(M, T | v, \alpha_i^2, \alpha_n^2) &= P(M | v) \sum_{i=1}^i \sum_{N=1}^N (T_v).
 \end{aligned}
 \tag{10}$$

The background information of users is extracted, the user's preference information for movies mainly includes

text and facial expressions. The similarity between users is calculated according to the characteristics of users. On this basis, the user's favorite degree is further calculated. At the same time, the accuracy of its calculation is verified by the mean absolute difference verification method. The calculation of the mean absolute difference verification method is as

$$\begin{aligned}\partial &= \frac{1}{2} \sum_{i=1}^n (r_v - p(T_i M_n)) + \sum_{n=1}^n T_2, \\ \partial &= \sum_{i=1}^n L_n^i P(TM_n) + \alpha\beta_i, \\ \partial &= \sum_{n=1}^n L_n^2 P(TM_n) + \alpha\beta.\end{aligned}\quad (11)$$

If  $sim$  represents the test set,  $T$  represents the user's preference for movies, and  $n$  represents the target user's emotion for a certain movie, then when the error between the recommended movie review emotion and the target user's emotion is small, the recommendation is considered valid. Then the calculation of selecting the best  $\alpha, \beta$  value through the change of  $sim$  is

$$\begin{aligned}sim &= \sqrt{\frac{1}{2}} \sum_{i \in 1} (T_{n1} - M_{i2})^2, \\ simT &= \frac{1}{2} \sum_{i \in 1} (T_{n1} - M_{n2})^2, \\ T &= sim \frac{1}{2} M^2 + v_i \sum_{i,n=1}^n (\alpha, \beta).\end{aligned}\quad (12)$$

## 6. Results of the Combination of Field Similarity Algorithm and Practical Application

In order to detect the influence of Internet logic on the operation mode of film and television media, six film and television media companies were investigated for evaluation and testing. The content of the survey was about the results of employees' approval and help for the operation model. The six media companies were A, B, C, D, E, and F, respectively. The evaluation results were embodied in the improvement of Internet logic in the execution and office efficiency of film and television companies, with a sample size of 600 people. The evaluation results were divided into four levels: satisfied, good, commonly, and uninterested. The specific effects are shown in Figure 7.

Figure 7 shows that the employees of the six film and television companies had a relatively high degree of recognition of the logic of the Internet, and most of them were satisfied. Among them, the employees of the two film and television companies D and F had the highest satisfaction with the Internet logic, while the employees with low recognition and disapproval were less. Internet logic is still well recognized and loved by employees, and it has played a great role in improving office capabilities and improving

operational levels. With the change of Internet logic to the operation mode of enterprises, the operation efficiency of the company has been gradually strengthened. The concept of work has undergone a great change, and it has begun to effectively control and operate the film and television operation process.

In order to compare and analyze the traditional film media operation mode and the Internet film media operation mode, the efficiency of a film and television company under the two operation modes was investigated. The specific data are shown in Table 1.

As can be seen from Table 1, the two operating modes showed different states. This was because the channels and dissemination methods of the two operating models are different, and the operating efficiency would not remain the same. A comprehensive comparison of the two operation modes showed that the traditional operation mode had low operational efficiency and fluctuates greatly. The new operating model had fluctuations, but the fluctuations were not large, and the operation efficiency was higher. Enterprises conducting film and television publicity through the Internet can increase more exposure and maximize the effect of film and television publicity. According to the research on the status of the two operation modes in Table 1, it can be concluded that the introduction of Internet technology into the operation mode of the film industry can improve the operation efficiency of the enterprise by 6.5%.

In order to examine the impact of Internet logic on creative research, two editorial offices, and two film and television companies were investigated. In order to make the data more intuitive and clearer, they were named respectively: 1, 2, 3, 4. Among them, 1 and 2 are editorial departments, and 3 and 4 are film and television companies. When conducting the survey, it was mainly based on the creative efficiency and evaluation results under the Internet mode. The evaluation results were embodied in the changes and influence of creators on the creation of the Internet model, with a sample size of 400 people. The price results were divided into four levels: satisfied, good, commonly, and uninterested. The specific effects are shown in Figure 8.

According to Figure 8, it can be seen that creators were highly interested in the Internet creation mode, and satisfaction accounted for the majority. There were very few creators with low interest and no interest, and the Internet creation model was very supported by creators. This was because the Internet creation mode had played a great role in improving the creative efficiency of creators. With the change of creative mode, the creative mode and creative mentality of creators have changed greatly. Creators not only no longer put themselves in a small space, but also see more pictures with the help of the Internet. Creators create more excellent film and television works, and begin to change and extend their creative process.

In order to compare the efficiency of traditional creative research and Internet creative research, the creative efficiency of creators under the two creative modes were investigated, and the changes are shown in Figure 9.



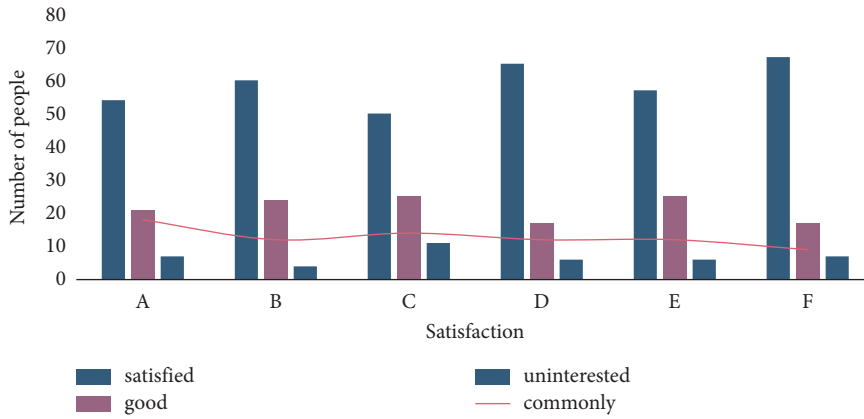


FIGURE 7: The impact of Internet logic on the operation mode of film media.

TABLE 1: Comparison between traditional film media operation mode and Internet film media operation mode.

	Traditional mode	New mode
Satisfied	73	47
Good	11	26
Commonly	9	18
Uninterested	7	9

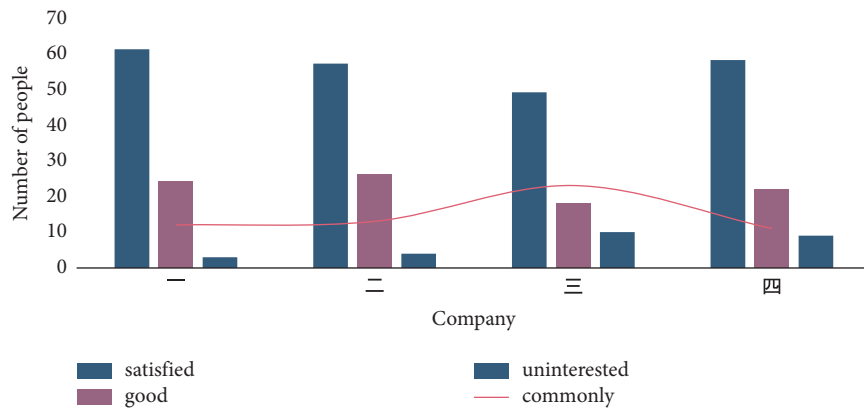


FIGURE 8: The influence of Internet logic on creative research.

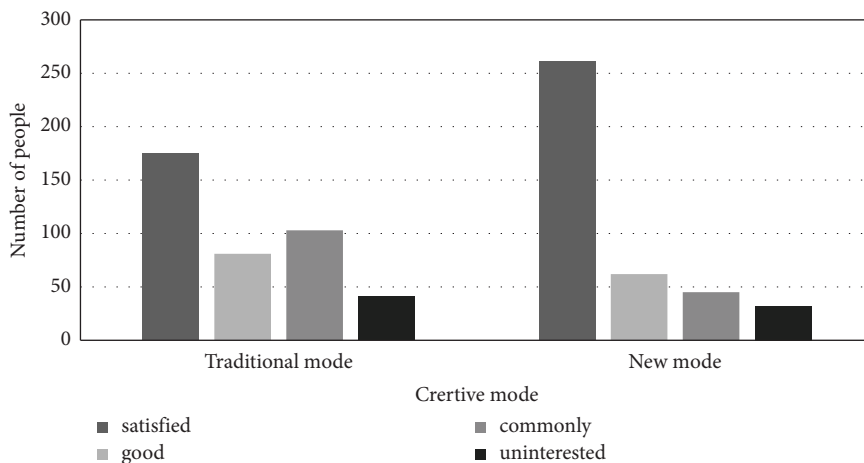


FIGURE 9: Efficiency comparison between traditional creative research and Internet creative research.

As can be seen from the bar chart in Figure 9, the two authoring modes showed different states. Because the creative methods and course methods of the two creative modes were different, the creative efficiency would not remain the same. A comprehensive comparison of the two creative modes showed that the creative efficiency of the traditional creative mode was relatively low and fluctuated greatly. The new creative mode fluctuated less, and the creative efficiency was higher.

## 7. Conclusion

The popularity of mobile terminals has broken the traditional barriers and achieved integration in various industries. The selection mechanism has gradually become an important way to guide people's consumption, which is a brand-new thing that has never appeared under the logic of film and television in the past. What determines the quality of film and television works is always the content quality, including the entire process from script, director, production, and operation. At present, policies are driving out bad money in the market, and the production of content has broken through a certain order of magnitude. However, there is still huge uncertainty about whether its quality can prolong the user's love. Whether film and television companies can take this opportunity to transform and rely on algorithms and data to make content production decisions, thereby forming a closed loop of high-quality content production mechanisms, would become the key point for film and television companies to stand firm. In this context, film and television companies can only win more market space by changing themselves and actively contacting the logic of the Internet from all aspects of creation, production, and distribution.

## Data Availability

The data of this paper can be obtained through the e-mail to the authors.

## Conflicts of Interest

The authors declare that there are no conflict of interest regarding the publication of this work.

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