

## **Sexual Desire, Inequality, and China's Illegal Online Sexual Fiction Market**

This article contributes to the study of gender inequality in China and the examination of cooperation under conditions of anonymity by focusing on China's illicit online sexual fiction market, where the majority of participants are female. Firstly, it explores the factors contributing to the rapid growth of the illegal online sexual fiction market, emphasizing the neglect of female sexual desires in China's adult entertainment market. It then discusses the ways in which participants in this market utilize third-party governance institutions (online platforms' core functions) and self-governance mechanisms, such as gossip, performance, and appearance, to ensure cooperation, protect transactions, and exclude dishonest exchange partners. This article is based on first-hand data, such as in-depth interviews, collected from China.