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Digital Publishing in the Internet Plus Era: Problems and Countermeasures (Postprint)

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Date: 2023-10-08T00:00:00+00:00

Abstract

In the “Internet+” era, the publishing industry faces new opportunities for development, and digital publishing represents the general trend. Digital publishing constitutes the digital inheritance of human culture, creatively advancing the traditional publishing industry. As a novel publishing paradigm, digital publishing must capitalize on the advantageous role of “Internet+” in both content and methodology to empower digital publishing. How to effectively undertake digital publishing work in the “Internet+” era has become a focal concern for the publishing industry. This paper takes digital publishing as its point of departure, integrates the characteristics and implications of the “Internet+” era, expounds upon the developmental trends of digital publishing in this context, and focuses on exploring the problems and countermeasures for digital publishing, with a view to guiding practice.

Full Text

Digital Publishing in the “Internet Plus” Era: Problems and Countermeasures

Journal: ChinaXiv Cooperative Journal

Publisher: Fujian Lujiang Publishing House Co., Ltd., Fuzhou, Fujian 350001

Abstract: In the “Internet Plus” era, the publishing industry faces new development opportunities, and digital publishing represents the inevitable trend. Digital publishing constitutes the digital inheritance of human culture and creatively expands traditional publishing. As a new publishing paradigm, digital publishing must leverage the advantages of “Internet Plus” in both content and methodology to facilitate its own development. How to effectively conduct digital publishing work in this era has become a focal concern for the industry. This paper takes digital publishing as its entry point, examines the characteristics and connotations of the “Internet Plus” era, elaborates on the development

trends of digital publishing, and focuses on analyzing existing problems and corresponding countermeasures to guide practical implementation.

Keywords: Internet Plus; digital publishing; development trends; content optimization; characteristic development

Classification: G210.7

Document Code: A

Article ID: 1671-0134(2021)11-124-03

DOI: 10.19483/j.cnki.11-4653/n.2021.11.038

Citation: Lin Zhen. Problems and Countermeasures of Digital Publishing in the “Internet Plus” Era [J]. China Media Technology, 2021(11): 124-126.

1. Overview of Digital Publishing in the “Internet Plus” Era

The domain of digital reading, which traditionally relied on simple electronic presentation in TXT format, no longer satisfies the developmental needs of the “Internet Plus” era. Driven by advances in information technology, new forms such as web animation, video, and audiobooks have emerged as powerful new forces, innovatively developing the e-book landscape and capturing significant market share in digital publishing.

1.1 Concept of Digital Publishing

Digital publishing represents a novel publishing methodology that applies digital technology to edit and process textual content, distributing digital text products through networks as the primary channel. In this process, content production, management procedures, and product manifestation have all undergone substantial transformation, appearing entirely in digital form and encompassing distribution, copyright, and service models. Content distribution constitutes the core element of digital publishing, and achieving high-quality digital publishing requires mastery of networked dissemination channels. Furthermore, content planning, digital resource management, distribution, collaborative compilation, and intelligent typesetting all demand enhanced digital technology application capabilities from practitioners to enable unified and synchronized management across networks and publications.

1.2 Current Development Status

Since the beginning of the 21st century, China’s digital publishing industry has achieved rapid progress. During the “Eleventh Five-Year Plan” period, the fundamental forms of digital publishing gradually took shape, with the emergence of e-books, web animation, and digital newspapers marking the birth of digital publishing. In recent years, digital technology has advanced swiftly, with

increasingly widespread application in the publishing field. The digital publishing industry has accelerated its development, and the integration of content editing, production, printing, distribution, dissemination, and consumption has deepened under digital technology's impetus. The "Twelfth Five-Year Plan" explicitly identified digital publishing as a strategic emerging industry in news publishing and the primary direction for publishing development, requiring practitioners to innovate publishing through Internet thinking and utilize digital tools for three-dimensional dissemination, thereby forming a complete digital publishing industrial chain encompassing copyright, distribution, and payment platforms to create broader development prospects.

1.3 Development Trends in the "Internet Plus" Era

As Internet penetration deepens in contemporary social development, the "Internet Plus" era has endowed digital publishing with three major characteristics. First is the development of e-books. As the nascent form of digital publishing, e-books have evolved beyond simple TXT formats to incorporate network animation, video, and audiobooks, occupying a significant share of the digital publishing market. Second is the advancement of digital education. The education sector has increasingly adopted digital applications, with digital education developing rapidly. In the "Internet Plus" era, digital education achieves three-dimensional dissemination of text through online teaching, live broadcasting, and situational instruction, demonstrating the diversity and convenience of modern education. Learning in virtual network environments has enhanced sharing, timeliness, and interactivity, gaining popular favor and promising broad development prospects. Third is the growth of knowledge payment. In the "Internet Plus" era, knowledge can be accessed and invoked anytime, and the transformation of payment methods through platforms like Alipay, WeChat Pay, and Bestpay has facilitated the development of knowledge payment, with more people willing to pay for learning facilitated by Internet technology.

2. Problems in Digital Publishing in the "Internet Plus" Era

2.1 Insufficient "Internet Plus Thinking" in Digital Publishing

The transformation of thinking represents the key challenge in the "Internet Plus" era. Digital publishing suffers from insufficient "Internet Plus thinking," lacking the cognitive framework of the Internet age. Traditional publishing concepts remain deeply influential, and understanding of emerging Internet technologies and mindsets is inadequate. In specific digital publishing work, the impact of Internet emergence and development on publishing has been neglected in development positioning and objectives, resulting in unclear digital operation strategies. The shift toward thinking about problems from an Internet perspective has not yet occurred. Currently, most publishing enterprises lack in-depth

exploration of the “Internet Plus” concept’ s connotations.

2.2 Imprecise “Internet Plus Content” in Digital Publishing

“Content is king” remains the core principle in the “Internet Plus” era. Digital publishing has not adequately grasped “Internet Plus content,” as rich content resources are not effectively reflected in digital publishing workflows. Information resource dissemination lacks sufficient segmentation, and the construction of fragmented, decentralized, and interactive content remains difficult to achieve. New publishing forms that meet customized reading demands are also insufficient, representing an area requiring attention in digital publishing development. Moreover, inadequate digital technology and network operation capabilities result in substandard digital publishing products and services.

2.3 Insufficient “Internet Plus Characteristics” in Digital Publishing

Currently, digital publishing has failed to leverage its advantages and characteristics within “Internet Plus.” Digital transformation of product forms has not been realized, and personalized publishing transformation cannot be manifested. The integration of text, images, sound, and other information remains insufficient during publishing processes. Publishing enterprises’ own capacity for market self-sustenance in digital publishing is inadequate, and the construction of networked dissemination channels lags, making it difficult to form distinctive characteristics and hindering leapfrog development of the digital publishing industry.

2.4 Ambiguous “Internet Plus Copyright” in Digital Publishing

Copyright constitutes the lifeline of publishing, yet digital publishing development has not sufficiently emphasized copyright protection. Digital media’ s susceptibility to copying, tampering, and illegal dissemination frequently occurs. On one hand, this stems from lagging legislation in digital publishing copyright, where relevant laws and regulations lack applicability. Without legislative basis, regulatory enforcement is obstructed and cannot effectively threaten or deter infringement. On the other hand, digital publishing protection technology in the “Internet Plus” era remains immature, lacking a secure network operating environment that enables opportunities for infringement and perpetuates digital piracy.

2.5 Shortage of “Internet Plus Talent” in Digital Publishing

Digital publishing represents an innovation of traditional publishing, yet in the “Internet Plus” era, the shortage of technically skilled talent is substantial. The deficit of “Internet Plus talent” cannot satisfy digital publishing development needs. Currently, traditional publishing practitioners’ singular knowledge structures diverge significantly from “Internet Plus” era requirements, hindering digital publishing development to a certain extent. The extreme scarcity of

interdisciplinary talent who understand both publishing business and “Internet Plus” technology remains a bottleneck for digital publishing.

3. Countermeasures for Digital Publishing in the “Internet Plus” Era

3.1 Establishing “Internet Plus Thinking” in Digital Publishing

Digital publishing must transform its conceptual and business philosophies by establishing “Internet Plus thinking” –fundamentally re-examining digital publishing work from an ideological perspective and integrating “Internet Plus thinking” throughout the entire digital publishing process. This approach unblocks all segments of publication production and circulation, gradually adopting Internet perspectives to shape new business models for integrated development. For digital publishing, the Internet’s emergence provides a new foundation for development. Leveraging the “Internet Plus” environment and establishing “Internet Plus thinking” means utilizing the networked, open, and interactive characteristics of Internet thinking to discover publishing enterprises’ own digital advantages and initiate new development patterns.

Digital publishing enterprises should attach great importance to Internet thinking, striving to adapt digital publishing to Internet-enabled transformation and harness the Internet to facilitate publishing development. Specifically, the industry should first establish product and user thinking. As readers’ environments, methods, and demands have clearly changed, only by keenly understanding user psychology and behavioral habits can market capacity be expanded. Accordingly, digital publishing enterprises should provide not only image and text content services but also offer interactive, sharing, and Q&A services both online and offline based on product content, enabling users to obtain comprehensive experiences.

Second, enterprises should effectively employ platform and data thinking. As the saying goes, those who skillfully utilize collective wisdom and strength remain invincible. Platform thinking represents an interconnected, interactive network mindset. Digital publishing platforms serve as convergence points for various resources, and through open, sharing, and win-win thinking, they can build platforms integrating internal and external resources. Publishing enterprises must prioritize “service” to construct automated and intelligent digital publishing service platforms, thereby providing personalized services to users while enriching platform functions to attract more users and achieve sustainable digital publishing industry development.

Furthermore, “Internet Plus thinking” constitutes a big data mindset based on Internet technology, using data to “speak.” Driven by (mobile) Internet Plus, big data, cloud computing, and other technologies, digital publishing enterprises can apply Internet data thinking to collect, accumulate, and analyze data, en-

abling precise analysis of user needs, more scientific decision-making, and better product development.

Finally, enterprises should embrace Internet-based “iterative and extreme” thinking. As the Internet continuously evolves, “Internet Plus thinking” should also update its content continuously, incorporating iterative and extreme thinking that emphasizes repeatedly refining products or services to perfection, thereby better grasping evolving user demands.

3.2 Optimizing “Internet Plus Content” in Digital Publishing

In the “Internet Plus” era, increasingly rich user-generated content is transmitted through Internet media, requiring digital publishing to segment content domains and establish content as the creative foundation to achieve core competitiveness in the digital publishing industry. By leveraging the Internet to generate rich publishing content, enterprises can win greater user favor. The transformation and upgrading of digital publishing content require “Internet Plus” technology support. From the actual conditions of digital publishing enterprises, through technical updates and optimization, enterprises should construct their own digital publishing platforms to reconstruct content, integrating information, materials, audio, and video content to activate high-quality content resources.

Digital publishing enterprises should provide one-stop intelligent integration development models and multi-platform series value-added content services, continuously innovating the value of digital publication content. Alternatively, they should create “Internet Plus” premium content that better aligns with users’ reading needs, using intelligent predictive analysis to guide and optimize market planning and development directions for digital publications.

3.3 Creating “Internet Plus Characteristics” in Digital Publishing

“Internet Plus characteristics” in digital publishing can break the current “homogenization” development pattern and help digital publishing stand out in the industry. From a profit model perspective, payment models are increasingly becoming mainstream in digital publishing. Digital publishing enterprises should leverage “Internet Plus” technical and resource advantages to establish their own brands and characteristics through convenient, simple, efficient, and high-quality content, considering network and mobile terminal publishing methods. By providing various value-added services to users for fees, publishers can increase profit points and achieve profitability in the “Internet Plus” era.

Key considerations include strengthening the integration of text, images, sound, and other information for digital transmission (download), developing emerging fields such as knowledge services and IP-based omnimedia, and innovating new reading models suitable for the “Internet Plus” environment.

3.4 Protecting “Internet Plus Copyright” in Digital Publishing

Copyright protection in the “Internet Plus” era brooks no delay. Copyright management in digital publishing should focus on two aspects: first, establishing and improving copyright-related laws and regulations in the digital publishing field, introducing corresponding rules and specific digital copyright protection systems from the legislative level, and formulating digital publishing industry standards to clearly define the scope of digital publication copyrights and clarify work distribution requirements, thereby securing the legal status of “Internet Plus copyright” in digital publishing. Legislative implementation must also be strictly supervised and enforced, with emphasis on publishing market regulation to crack down on piracy and create deterrence.

Second, digital publishing protection technology in the “Internet Plus” era should be continuously upgraded, supported by information technology to create a secure Internet development environment and build a comprehensive, operable digital publishing industry management system that prevents the easy copying, tampering, and illegal dissemination of digital publications.

3.5 Cultivating “Internet Plus Talent” in Digital Publishing

The power of “Internet Plus talent” cannot be underestimated, and digital publishing must strengthen talent cultivation. Digital publishing development requires professional intellectual support, necessitating environments for talent selection, utilization, cultivation, and retention. Enterprises must increase talent appreciation and keep pace with developmental needs, particularly by actively cultivating “Internet Plus talent” to embody “Internet Plus” characteristics in digital publishing.

Specifically, existing traditional publishing practitioners can be trained through targeted talent development programs that strengthen “Internet Plus thinking,” enhance “Internet Plus” application awareness, optimize knowledge structures, and cultivate digital publishing technology and management expertise. Alternatively, enterprises can collaborate with universities and relevant institutions to develop professional talent cultivation research, comprehensively advancing the “Internet Plus talent” system construction in digital publishing to attract more talent to digital publishing and facilitate its transformation and development in the “Internet Plus” era.

Conclusion

Rapid development of technology and information technology, particularly the 普及 of mobile Internet, has profoundly influenced people’s production and lives, making interconnected and interactive development patterns unstoppable. Digital publishing in the “Internet Plus” era constitutes a comprehensive systematic project with long-term and complex characteristics. Recognizing that digital

publishing work bears heavy responsibilities, we must meet the developmental needs of the “Internet Plus” era by coordinating top-level design across multiple dimensions: establishing “Internet Plus thinking,” optimizing “Internet Plus content,” creating “Internet Plus characteristics,” protecting “Internet Plus copyright,” and cultivating “Internet Plus talent.” Only through such comprehensive planning can we promote the organic integration of digital publishing with the “Internet Plus” era and facilitate sound and rapid development of digital publishing.

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(Responsible Editor: Hu Yang)

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

Source: ChinaXiv –Machine translation. Verify with original.