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## Analysis of New Trends in Digital Publishing Development under Internet Thinking (Postprint)

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### Abstract

This paper primarily outlines issues in digital publishing under internet thinking and, based on actual circumstances, proposes new development trends, aiming to provide some reference value for the digital publishing industry in formulating effective development strategies and achieving expected development goals for harmonious, stable, and long-term development.

### Full Text

#### Preamble

**Title:** An Analysis of New Development Trends in Digital Publishing Under the Internet Thinking Paradigm

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**Abstract:** This paper provides an overview of the challenges facing digital publishing under the internet thinking paradigm and proposes new development trends based on practical considerations. The aim is to provide valuable insights for formulating effective development strategies that will enable the digital publishing industry to achieve harmonious, stable, and sustainable growth.

**Keywords:** Internet thinking; digital publishing; user reading; new development trends

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## Main Text

However, the number of digital books lags far behind, with only about one hundred thousand titles, while figures for digital journals are even less satisfactory. This is primarily because some publishing houses and journal publishers remain entrenched in their old ways, continue to follow traditional models, and generally undervalue digital publishing. Consequently, the outdated mindsets and obsolete technologies of these institutions have constrained the development of the digital publishing industry.

## 2. New Development Trends of Digital Publishing Under Internet Thinking

To gain competitive advantages and better serve users, digital publishing must inherit the core strengths of traditional publishing while leveraging modern technologies to create distinctive competitive segments within the industry.

### 2.1 Highlighting Digital Publishing Characteristics

Under the internet thinking paradigm, the publishing industry must highlight the unique characteristics of digital publishing. This involves establishing competitive advantages, clarifying development objectives, and utilizing internet technology to integrate resources and achieve convergence between digital and traditional publishing. Only through this approach can digital publishing enhance its efficiency and quality while remaining true to the fundamental mission of publishing, thereby maximizing its comprehensive impact. Furthermore, leveraging internet technology to integrate resources represents a new trend for the industry's transformation and upgrading. For instance, in the digital publishing of medical books and journals, to fully satisfy readers' needs, publishers should combine existing content and publishing features to define their scope. By employing cloud computing, big data, and other internet-related technologies, they can focus on developing universal functions for medical publications, thereby improving user experience and expanding the reach and value of these resources. In essence, while rich resources and substantial content are hallmark strengths of traditional publishing, digital publishing represents a new breakthrough built upon this foundation. Therefore, to achieve its objectives, the digital publishing industry must remain rooted in these fundamentals, integrate resources, highlight distinctive features, and pursue excellence in development. In response to this trend, relevant government departments should formulate robust policies to establish unified standards and clear requirements, making the

digital publishing industry more compatible and universally applicable while enhancing the appeal and influence of digital books and journals.

### **1.2 Lack of Sales Platforms**

At present, the vast majority of print books and journals from Chinese publishing houses and magazine publishers can be rapidly digitized with advanced technical support. However, sales platforms for digital books and journals remain extremely scarce. Even when some libraries possess digital books, bundled sales strategies often result in idle resources and waste. This phenomenon has hampered the development of digital publications, preventing them from advancing boldly and fulfilling their potential. Additionally, the lack of dedicated sales platforms leads to volatile pricing, severely disrupting industry order.

### **1.3 Backward Publishing Formats**

Although the scale of digital books and journals has gradually expanded, numerous drawbacks persist due to backward publishing formats. According to statistical research, China publishes over one million print book titles annually, yet digital books number only about one hundred thousand, with digital journals faring even worse. This disparity stems from the fact that some publishers remain stuck in traditional modes and undervalue digital publishing. Consequently, their outdated concepts and technologies have constrained the industry's growth.

## **2.2 Establishing a Sound Publishing System**

China's publishing industry system is largely established, but facing new era opportunities and challenges, it must actively transform mindsets and adopt a pioneering spirit to further improve its publishing system. Only then can China's digital publishing industry achieve stable, long-term development. A publishing system should be grounded in societal and user needs, enabling more rational and scientific publication processes. This requires not only solid content foundations but also enriched content formats. For example, one publishing house's ideological and political journals cover history comprehensively from ancient to modern times, incorporating key ideological and political concepts from both Chinese and Western traditions with concise overviews and detailed explanations. Such a system allows users to easily identify needed content and satisfy their reading needs in an integrated, one-stop manner, whether through sequential reading or targeted emergency queries. Therefore, to improve service quality, digital publishing must use modern technology to systematically categorize vast amounts of content, presenting complete knowledge systems that are both concise and comprehensive, from framework to substance, form to content. Additionally, publishers must align with internet era characteristics to effectively develop mobile terminals. This requires market research and precise planning, enabling users to access content instantly via mobile devices and derive peripheral service functions based on their needs. Only in this way can

digital publishing enhance user stickiness and capture greater market share. For instance, one journal app provides not only articles from various years but also related academic papers and practical cases, allowing users to engage in case analysis and academic discussion during reading. This design facilitates multi-frequency interaction between users and the platform, improving service quality and promoting content dissemination.

### 2.3 Integrating Digital Publishing Platforms

Each era produces its own distinct creations and indelible marks. Digital publishing's emergence from traditional publishing represents both a new trend and an inevitability. Therefore, industry practitioners should integrate digital publishing platforms based on contemporary book market demands to provide superior digital books and journals. However, some digital publishers overly prioritize economic interests by bundling e-books with print books, causing digital resources to lie idle and wasted. This not only reduces library efficiency but also erodes user trust in digital books and journals, preventing the formation of regular usage habits. This phenomenon has severely constrained the orderly development of digital publishing. Consequently, publishers and libraries should seize opportunities, assess current realities, and develop more valuable digital books and journals according to industry standards and collection principles. They should also adjust publication forms and structures based on market demand—for example, supplementing bestsellers with professional titles or even rare classical works—to enhance the authority and professionalism of digital publishing. Although some industry organizations and personnel worry that print books and journals will see their original value severely impacted by the prevalence of digital publications, the core principle that “content is king” remains unchanged. Publishers should instead focus more on resource utilization and user needs. Rather than letting resources sit idle, they should purchase digital books and journals according to user demand.

Extensive data research demonstrates that users who enjoy reading digital books and journals still purchase corresponding print versions. In fact, digital publishing has even driven growth in print book sales in some cases. This illustrates that quality is the key factor regardless of format. Therefore, the digital publishing industry must emphasize long-term benefits, fulfill its industry responsibilities, and accelerate platform integration to achieve comprehensive benefits.

### 2.4 Building a Strong Publishing Team

Every industry striving for excellence requires a workforce with strong ideological commitment and superior professional skills. This is especially true for publishing, which serves as a window for ideological and cultural output—a weighty, glorious, and sacred responsibility. Therefore, under the internet thinking paradigm, the publishing industry urgently needs to build a robust team to provide continuous driving force for digital publishing. This requires strengthening ideological and moral education among publishing professionals to

enhance their professional competence, enabling them to address not only technical publishing issues but also to remember their mission and serve the people wholeheartedly amid rapid social development, thereby fostering pioneering and innovative capabilities. Specifically, as the pace of daily life and work accelerates, reading increasingly suffers from time constraints. Publishing professionals must therefore be adept at identifying, summarizing, and solving problems—capabilities that require profound professional literacy from within. While digital publishing requires technological support, building a strong team remains essential for genuinely upgrading industry skills, eliminating deep-seated problems, revitalizing the industry, and achieving its goals. Publishing houses must implement systematic and targeted digital publishing training to ensure relevant technologies and concepts are thoroughly internalized and fully implemented, enabling all staff to possess high-level digital publishing literacy. Furthermore, to foster unity, communication mechanisms should be established to create harmonious and efficient cooperative relationships where upstream and downstream processes mutually reinforce each other, facilitating timely information exchange and conscientious work completion to improve digital book quality and enhance both economic and social benefits.

## 2.5 Improving Publishing Operation Models

Once digital books and journals are published, practitioners must improve their operational models to enhance reading experiences. First, they should guide potential users by organizing targeted activities based on user interests and preferences to stimulate reading demand. This increases stickiness among existing users, who gain deeper satisfaction and fulfillment from digital reading, while sparking interest and enthusiasm among potential readers. For example, public libraries can partner with WeChat to develop mini-programs offering gift exchanges, book and journal access, and reading circulation services, making digital reading more engaging and boosting public enthusiasm. These services can also foster a nationwide reading culture through convenient sharing and participation, encouraging everyone to love reading and increasing digital book reading frequency. Additionally, daily operations should align with current events and seize timely opportunities. For instance, digital journal publishers can launch pre-event promotions on World Book Day, announce activities, and host online and offline reading salons—especially online salons with one-step QR code access to simplify processes and improve service quality. Moreover, cloud computing and big data technologies should be used to segment user groups and create specialized experience zones. Professional digital books and journals can also provide guided reading services to enhance user enjoyment. To further improve popularity, publishers should emphasize evaluation and feedback by opening comment channels to welcome public suggestions, thereby achieving excellence through collective effort.

Under the internet thinking paradigm, new development trends in digital publishing clearly require increased investment in modern technology. In traditional

publishing, professional content and massive information required enormous investments of manpower, material resources, and time, yet still resulted in omissions and biases due to various objective factors. With scientific and technological advances, the publishing industry has already shifted toward models of collection, editing, and organization rather than editing, printing, and distribution. However, to enhance industry influence, digital publishing must apply internet technology to more deeply explore its functions and values. Only then can it continuously develop, improve, and meet ever-changing user needs while maintaining a highly engaged user base, effectively fulfilling its role in disseminating cultural knowledge. In this process, publishers and magazines can build their own promotion platforms to ensure basic publishing infrastructure, increase modern technology investment, provide richer content and more convenient promotion formats, and enable digital publishing to achieve broader prospects in the industry.

Nevertheless, functional innovation must always adhere to one fundamental principle: content is paramount. The essential difference between digital and print books lies in distribution channels and methods, while content should be refined versions of print publications. Therefore, as the digital publishing industry advances, it must also exercise restraint, maintaining industry balance and sober judgment to better harness technology without being dazzled by fancy functions, thereby achieving harmonious, stable, and sustainable development. Additionally, the industry should emphasize collaboration with other sectors to save production costs and achieve multiple benefits within the broader context of social development. For example, beyond comparing itself with traditional publishing, digital publishing should promote and practice environmental concepts, eliminate shoddy production and paper waste, and work with print publishing to build a healthy publishing market.

## Conclusion

In summary, the main challenges facing digital publishing under the internet thinking paradigm include insufficient market standardization, lack of sales platforms, and backward publishing formats. Therefore, highlighting digital publishing characteristics, establishing a sound publishing system, integrating digital publishing platforms, building a strong publishing team, improving operation models, and increasing modern technology investment represent new development trends. Only by addressing these areas can digital publishing achieve comprehensive benefits.

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Liu Yi (1981-), male, from Qinhuangdao, Hebei, holds an intermediate professional title. Research direction: Editorial publishing.

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

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