

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.00948](https://chinaxiv.org/items/chinaxiv-202310.00948)

---

## Research on Model Innovation for the Integrated Development of Internet+ Journals Postprint

**Authors:** Hu Huihe

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

### Abstract

In the context of “Internet+”, the development of traditional journals presents both opportunities and challenges. Given the inevitability of the integrated development of “Internet+journals” and the difficulties encountered in this process, it is imperative to construct new integrated development models encompassing normalized development, platform-based development, technology-driven development, and flexible development. Only through such measures can traditional journals in China update their development philosophy, innovate their development models, and achieve healthy and sustainable development.

### Full Text

#### Research on Model Innovation for the Integrated Development of “Internet + Journals”

*(Guangdong University of Finance and Economics Journal Center, Guangzhou, Guangdong 510320)*

**Abstract:** In the context of “Internet Plus,” traditional journals face both opportunities and challenges. Addressing the inevitability of “Internet + Journals” integrated development and the dilemmas encountered in this process, it is necessary to construct new models for integrated development, including normalized development, platform-based development, technology-driven development, and flexible development. Only in this way can China’s traditional journals renew their development concepts, innovate their development models, and achieve healthy and sustainable development.

**Keywords:** Internet + Journals; platformization; integrated development; journal-network integration; digital transformation

## 1. The Inevitability and Current Status of “Internet + Journals” Integration

The integration of journals with the Internet represents an inevitable trend driven by three fundamental factors. First, it constitutes an essential choice for journal development in the new era. Academic journals, characterized by their rigorous peer review and professional content, traditionally suffer from limited distribution channels. While the Internet has restructured information dissemination and overcome spatiotemporal constraints, its fragmented content fails to meet audience demands for in-depth knowledge. Integrating these two platforms can enhance publication efficiency, expand reach, and maintain academic quality simultaneously. Second, changing audience reading habits and research methodologies necessitate this integration. Mobile terminals have become the primary channel for information access, with academic apps and WeChat public accounts enabling ubiquitous reading. Literature searches, paper submissions, revisions, and editor-reader interactions now occur entirely online, compelling journals to abandon outdated thinking and publishing models. Third, modern publishing communication models demand such integration. The evolution from traditional “lead and fire” to contemporary “light and network” publishing has addressed deficiencies in publication efficiency, dissemination effectiveness, and interactive feedback. Conventional journals typically follow monthly, bimonthly, or quarterly cycles, which no longer align with audience expectations for timely updates in the media convergence era. Internet-based publishing enables single-article release and flexible scheduling, while its openness dramatically expands dissemination scope and big data technologies allow precise audience targeting. Moreover, Internet and social media platforms facilitate effective communication among editors, authors, and readers.

Despite these imperatives, current “Internet + Journals” integration faces several challenges. First, integration methods remain monolithic. Most traditional journals have attempted integration by building proprietary websites, WeChat public accounts, or mobile apps. However, due to small scale, limited follower bases, and low international influence, these platforms generate minimal traffic. Insufficient investment in new communication channels and a lack of professional maintenance staff prevent journals from rapidly building influence, showcasing distinctive features, or generating revenue, leaving the depth and breadth of integration to be further explored. Second, integration outcomes have proven unsatisfactory. China’s journal digital transformation started relatively late, with many publications merely adding new media channels without achieving genuine integration. Official Weibo and WeChat accounts often feature homogeneous content that simply replicates print material rather than producing channel-specific products as required by media convergence. Although leading publishing groups have recently begun offering personalized services, the scale of knowledge payment users remains limited. Third, the integration process has been simplistic and one-sided. While journals recognize that new media platforms can rapidly enhance economic and social benefits, some have swung to

the opposite extreme by overemphasizing digital platforms while neglecting print media. This misconception—that print becomes optional if new media succeeds—leads to dumping print content onto digital platforms while print publishing is neglected. This approach puts the cart before the horse; both media serve as communication tools that enrich reading methods without completely overturning reading habits. Print media maintains a fixed audience and embodies journal characteristics, and true integration should make Internet and print media complement each other effectively.

## 2. Model Innovation for “Internet + Journals” Integrated Development

To break through the bottlenecks in “Internet + Journals” integrated development, journals must transform their development concepts and innovate their development models.

### 2.1 Normalized Development: Transforming Concepts and Deepening Content

In the era of media convergence, the traditional publishing philosophy that treats the Internet as merely an additional dissemination channel for journals can no longer meet development needs. To construct an innovative development model, journals must rapidly transform their concepts and deepen their content.

**2.1.1 Transforming Development Concepts** This transformation involves cultivating four key awarenesses. First, **integration awareness**: The emergence of new media does not signify the replacement of traditional media but rather their complementary coexistence. In the context of media convergence, journal practitioners must strengthen their awareness of “Internet + Journals” integrated development, establish a convergent Internet mindset, advance from simple addition to deep integration, and plan integrated development strategies. Second, **user awareness**: Journal editors must shift from a publisher-centered model to an audience-centered innovative approach. They should leverage new media platforms to enhance communication with audiences, increase attraction, invite audience participation in content production to boost engagement and loyalty, and guide audiences to widely share content through their social circles, creating fission-style social dissemination of journal introductions, previews, and summaries to attract more users and expand coverage, thereby enhancing dissemination power, influence, and visibility. Third, **data awareness**: Journals must utilize big data technology to create audience profiles based on their clicking, following, commenting, and liking behaviors, enabling precise judgment of preferences, optimization of publishing policies, attention to hot topics, and improvement of journal quality. Fourth, **brand awareness**: As journal publishing has entered an era where brand determines survival, editors must enhance brand recognition, establish a positive image, accurately judge market expectations, and develop promotion channels.

**2.1.2 Deepening Journal Content** In the media convergence era, whether for new media, traditional media, or integrated media development, the foundation for a journal to outperform its peers always lies in content quality. Without high-quality content, journal development is impossible. Therefore, journals must identify their positioning, orient themselves toward specialization and distinctive features, and plan forward-looking and targeted topics to enhance theoretical value and practical significance, thereby strengthening the depth and influence of overall content. They should closely integrate the Internet with journals according to audience needs, making synchronized efforts to deeply develop and utilize article content, maximize article value, and focus on content mining and reconstruction. For instance, *Applied Chemistry* has placed great emphasis on content quality and actively transformed, growing from a national-level journal to an international one within a few years.

## **2.2 Platform-based Development: Improving Omni-media Communication Platforms**

Platforms serve as the foundation for journal integrated development. Platformization refers to adopting organizational methods and technical means that conform to Internet communication laws, premised on adapting to the overall situation of the Internet as society's basic connector, to achieve diversified expansion of media products and services through "Internet Plus" [4]. In the media convergence context, journals must pursue platform-based development to expand influence and achieve successful transformation.

**2.2.1 Building Proprietary Platforms** In the "first half" of media convergence, most journals have already built their own standard platforms, including WeChat, Weibo, mobile apps, TikTok, and others. Now, media convergence marked by deep integration has entered the "second half." In this phase, traditional journals must fully utilize these proprietary platforms to expand dissemination channels, construct audience demand-value-oriented integrated platforms, and enhance influence. First, they should make full use of online submission systems to efficiently connect with authors and scientifically manage manuscripts, thereby improving work efficiency. Second, according to audiences' fragmented reading habits, they should push micro-content through social platforms, including journal tables of contents, abstracts, topic settings, and commentaries, transforming social platforms into knowledge-sharing platforms with audiences. For example, *Chinese Agricultural Economics* releases key articles with high predicted readership on its WeChat platform. Third, proprietary platforms should enable precise push notifications to enhance audience communication and stickiness while activating knowledge flow and expanding academic influence. Fourth, they should expand visualized content. On proprietary platforms, visualization methods can add value to published content, providing audiences with entirely new reading experiences [5].

**2.2.2 Deepening Platform Cooperation** The era of media convergence is not about fighting alone but about aggregated development. Individual journals have limited influence, making it necessary to explore various cooperation models and deepen platform collaboration. On one hand, journals can widely connect to build academic journal resource service platforms, achieving shared resources such as academic journal information, scholars, and authors, and pursuing cluster development, as exemplified by the Chinese Chemical Society journal series and the Chinese Mechanics Society journal series. Joint platforms can create scale advantages, achieving a  $1+1>2$  dissemination effect that facilitates deep integrated development. On the other hand, journals can cooperate with data providers to leverage complementary advantages. Today, third-party Internet data providers occupy powerful resources and platform advantages, while journals hold advantages in content production and regional collaboration. Through cooperation with data provider platforms, journals can optimize editorial processes and data management models, establish data management systems, and form knowledge dissemination and management sharing platforms [6]. Moreover, journals can build platforms that broadly link knowledge innovation participants—including authors, readers, editors, research institutions, educational institutions, and innovative enterprises—to form journal communities, creating media think tanks that provide spiritual motivation and intellectual support for government decision-making.

### **2.3 Technology-driven Development: Diversifying Communication Forms and Carriers**

**2.3.1 Developing New Digital Publishing Models** Enabled by technology, digital publishing has realized forms such as priority publishing, enhanced publishing, full-process publishing, and data publishing. These are no longer simple digital dissemination of print journal content but entirely new communication methods and approaches. New digital publishing models represent an important practical form of journal-network integration [7]. Through these models, the services provided by journal-network integration no longer limit themselves to knowledge product production but can simultaneously provide full-process collaborative research and learning platforms for institutional and individual development, including big data analysis systems.

**2.3.2 Innovating Communication Forms** The integrated development of “Internet + Journals” has transformed the traditional text-plus-image format of journals, achieving visualized content presentation. Visualized content including text, images, charts, audio, and video replaces originally dull narratives with vivid, layered presentations, delivering intuitive visual impact to audiences. Presenting journal content through advanced technological forms such as short videos, animation, H5, holographic projection, AR, and VR increases content appeal and captures audience attention. For example, by scanning QR codes and applying AR technology, videos can leap from the page, creating eye-catching effects. New communication forms help enhance audience loyalty and achieve

secondary dissemination.

## 2.4 Flexible Development: Creating a New Journal Service Ecosystem

In the stage of deep media integration, audience expectations and requirements for journals have changed significantly compared to the past. Journals are no longer merely carriers for audiences to access academic content but also platforms that can satisfy their personalized and diversified needs. In this regard, journals possess inherent advantages, as they have long maintained correct guidance of public opinion, deepened content cultivation, trained professional editors, and established strong authority and credibility, serving as opinion leaders. Providing services for audiences represents the development orientation of “Internet + Journals” integration. First, with the mobile transformation of journals, they must actively create a new service ecosystem that serves readers and cultivates authors. They should be audience-centered, providing related services including reading, using services to drive reading and sales, improving audience experience, increasing audience stickiness, and perfecting the journal’s communication chain. They should reorganize audiences’ fragmented time through services to make disseminated content truly useful. They should serve authors by providing convenience for contributions, building journal communities that bring readers, authors, and editors together for extensive exchange, forming a journal community economy [8]. Second, they should build comprehensive service platforms. Creating a new journal service ecosystem lies in connection and communication, providing maximum convenience for audiences. For example, proprietary platforms can offer integrated services such as video, social networking, education, and shopping, while developing new content products based on audience needs, exploring new business models and profit models to realize greater journal value.

On June 30, 2020, the 14th meeting of the Central Committee for Comprehensively Deepening Reform, chaired by General Secretary Xi Jinping, adopted the “Guiding Opinions on Accelerating the In-depth Development of Media Convergence.” As traditional media, journals must identify their developmental positioning in this sweeping transformation, elevating their understanding of “Internet + Journals” integration innovation from perceptual cognition to rational practice, and constructing new development models including normalized development, platform-based development, technology-driven development, and flexible development to expand broader development space.

## References

- [1] Ma Huateng. Proposal on Using “Internet Plus” as a Driver to Promote China’s Economic and Social Innovation and Development[J]. China Science and Technology Industry, 2016(3): 38-39.
- [2] Yao Lin. Research on the Integration of Academic Journals and Networks in the Context of “Internet Plus” [J]. Publishing and Printing, 2018(4): 29-34.

[3] Hu Minqi. Readers Whose Lives Are Shattered by WeChat[J]. Duzhe (Reader), 2015(9):

[4] Song Jianwu, Huang Miao, Chen Luying. Platform Thinking in Convergence—Platformization: The Cornerstone of Deep Integration for Mainstream Media[J]. News and Writing, 2018(1):

[5] You Bin. Development Trends and Response Strategies for Digitalization of Academic Journals[J]. Editor' s Friend, 2016(11): 36-41.

[6] Li Tingting, Jin Jianhua, Peng Fang, Dong Yanping. Transformation Models for Academic Journals Under “Internet Plus Big Data”[J]. China Editor, 2020(4): 88-92.

[7] Jiang Hong. Exploring the Development Path of Academic Journals in the Context of Media Convergence[J]. Science and Technology & Publishing, 2020(8): 68-72.

[8] Yu Lingling. Dilemmas and Countermeasures for Traditional Journal Publishing in the Context of New Media[J]. New Media Research, 2017(21): 86-87.

**Author Introduction:** Hu Huihe (1975-), female, from Yongzhou, Hunan, Associate Editor-in-Chief. Research interests: publishing and editing studies, philosophy.

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

*Source: ChinaXiv –Machine translation. Verify with original.*