

## Analysis of Transformation Strategies for All-Media Convergence Thinking of Science and Technology Book Publishing Editors (Postprint)

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### Abstract

All-media convergence is a new media operation concept and model that has developed based on internet technology, whose future development demonstrates a trend of forcefully sweeping across the media domain, bringing challenges and opportunities to traditional book publishing media. This paper first elaborates on the objects and methods of all-media convergence, analyzes its impact on the book publishing field, then specifically examines the mindset that science and technology book publishing editors should possess in the all-media convergence era, and proposes suggestions for further transforming the current mindset of science and technology book publishing editors, for reference.

### Full Text

#### Preamble

**Analysis on Transformation Strategies for All-Media Convergence Thinking Among Scientific Book Publishing Editors**

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**Abstract:** All-media convergence represents a novel operational concept and model for media developed upon internet technology, demonstrating a powerful trend poised to sweep across the media landscape and presenting both challenges and opportunities for traditional book publishing. This paper first elaborates on the objects and methods of all-media convergence, analyzing its impact on the book publishing field. It then examines the requisite mindset for scientific book publishing editors in the all-media convergence era and proposes recommendations for transforming current editorial thinking to provide reference for industry practitioners.

**Keywords:** scientific books; publishing editors; all-media convergence thinking; internet technology; new media operations

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As China has just entered the new media era, the concept of media convergence has emerged. The most prominent characteristics of media convergence in book publishing include the advancement of digital and networked publishing and the migration of readers toward multimedia reading modes [1]. With the continuous development of internet technology and the increasing maturity of big data technology, media convergence has become an irreversible trend in media communication development. In this era, traditional media face both challenges and opportunities. However, for some book publishing media, declining readership and user bases, difficulty in making timely adjustments to market demands and technological changes, and insufficient attention to the transformation of relevant publishing mindsets have become the primary obstacles hindering their media convergence development [2]. Therefore, research on transformation strategies for all-media convergence thinking among scientific book publishing editors holds significant practical importance.

### 1.1 Objects of Media Convergence

Media convergence primarily refers to presenting the same content through different media forms or expanding content dissemination modes through internet and big data technologies based on traditional print media. Its convergence objects mainly fall into three categories: (1) **Technology convergence.** As a form of media content, technology can create new knowledge. Through integration with technologies such as deep learning, it can meet the demands of book products in various forms. (2) **Product convergence.** Traditional publishing media typically publishes one content piece at a time. However, as user experience demands gradually increase, publishing in a single content format clearly lacks competitive advantage. Therefore, current media convergence must aggregate multiple product forms around published book content to maximize its value. (3) **Personnel convergence.** This does not refer to merging personnel from different functional positions but rather to the integration of editorial professional skills and internet thinking within editors themselves, enabling book publishing editors to better adapt to the era's development and create greater value for the book publishing field.

## 1.2 Methods of Media Convergence

Relying solely on professional knowledge is no longer sufficient to address current challenges; therefore, relevant personnel must strengthen the introduction and application of advanced technologies from the perspective of reader demand. Finally, as a knowledge-based product, published books should clarify a three-tier product strategy in their positioning: progressively completing the construction of e-books, e-book databases, and online knowledge service platforms, thereby enabling published books as a product to better align with market positioning and demands [3].

### 2.1 The Relationship Between Book Publishing and Media Convergence

Many editors in the book publishing field, after encountering certain media convergence concepts and methods, do not believe that traditional book publishing necessarily requires a transformation of its thinking mode or that new book publishing forms must be initiated. In their view, while the all-media convergence concept possesses certain advanced qualities, paper books as a medium of knowledge still differ significantly from media communication, and forced transformation may eliminate the inherent advantages of paper books.

What they fail to realize is that new digital communication technologies have broken down the barrier between news communication's emphasis on timeliness and public opinion orientation and traditional book media's focus on long-term effectiveness and stability, gradually blurring the distinctions between them [4].

### 2.2 Characteristics of Book Publishing Under Media Convergence

In the all-media convergence environment, the book publishing field is developing new characteristics and attributes. First, in terms of the broader social environment, digital communication technologies in new media are gradually pushing society toward informatization. Second, in this all-media convergence context, readers of published books are gradually transforming into audiences of book products, with internet media public opinion exerting increasingly significant influence on book publishing. Finally, driven by new media technology, published books themselves are transitioning from medium to media roles, simultaneously imposing higher demands on publishing speed and content accuracy.

### 3.1 Big Data Thinking

Methods for achieving media convergence in book publishing must be discussed from three aspects: editorial thinking, application technology, and product strategy. First, editorial thinking should follow new patterns in the book publishing industry's development, creating a sense of reading presence from the perspective of enhancing reader experience and enabling all online readers to participate in reading exchanges. Second, the all-media convergence transformation of book

publishing requires robust technical support; it is no longer sufficient for publishing editors to rely solely on their existing expertise. Confronted with the general trend of transformation toward all-media convergence in the book publishing industry, scientific book publishing editors must strengthen their thinking modes, particularly toward big data, holistic, open, and personalized thinking [5]. Big data thinking refers to a mindset that employs big data technologies to process data that cannot be captured, managed, or processed by conventional software. It can enhance the alignment between books and public reading demands by optimizing editing methods and content. To strengthen this thinking, book publishing editors must improve their grasp of the essence and patterns of big data technology and enhance the rational cognitive aspects of book editing by connecting and identifying certain types of data or multiple data sets, thereby promoting more precise and professional book publishing development.

### **3.2 Holistic Thinking**

From the perspective of all-media convergence, knowledge dissemination and media information transmission exhibit significant diversity. To ensure competitive advantages for published books under these circumstances, book publishing editors must possess holistic thinking. This is particularly crucial for scientific book publishing, where integrating information resources across all-media convergence plays a key role in enhancing content value. Therefore, relevant editors should build communication platforms between authors and audiences to explore audience needs and improve the precision of book topic selection through comprehensive utilization of existing resources. After all, scientific books possess stronger systematicity and structure than other books, requiring strengthened analysis and deployment of both content and publishing forms under holistic consideration.

### **3.3 Open Thinking**

The path for book publishing editors to break through traditional thinking must include escaping inherent mental constraints. Compared to the limitations of traditional publishing editorial mindsets, open thinking better enables editors to examine issues from multiple perspectives and dimensions. Open thinking for scientific book publishing editors requires inclusively embracing digital media technology and avoiding subconscious isolation of digital multimedia technology. Simultaneously, when selecting book content and developing products, editors should not rigidly adhere to original professional methods and techniques but should maintain an open attitude toward different concepts and technical means. This further enhances editors' sensitivity to scientific research information, enabling them to be more targeted in book content updates.

### **3.4 Personalized Thinking**

Book editing work involves the arrangement, processing, and refinement of book content and information by editorial subjects, inherently possessing certain aca-

ademic creativity and technicality. Therefore, editors must possess personalized and innovative thinking. So-called personalized thinking means avoiding conventional thinking in this current diversified era and processing authors' original personalized expressions into forms widely understood and accepted by the public, thereby increasing reader stickiness for such books. To achieve this, book publishing editors must enhance their innovative consciousness and utilize mining of massive internet data to timely discover and precisely position readers' potential needs, enabling scientific book publishing to satisfy diverse reader requirements.

#### **4.1 Strengthening Scientific Book Editors' Cognition of "Internet Plus" Publishing Thinking**

Due to the internet's inherent characteristics of openness, interactivity, and globality, it has significantly promoted the informatization, digitalization, and networking development across various fields in China. As the state continues to focus on internet technology, the "Internet Plus" thinking model has also begun to "cover" various domains. The book publishing industry, as an important component of China's cultural communication field, is naturally included. "Internet Plus" thinking has transformed the traditional editing and dissemination models of scientific book publishing, enabling scientific knowledge to be more widely and effectively disseminated across different media. Furthermore, utilizing relevant internet technologies to process, analyze, integrate, and leverage information fragments facilitates the combination of book text content with multimedia forms. In response, scientific book publishing editors should strengthen their cognition and develop clear awareness of integrating "Internet Plus" thinking into future scientific book editing and publishing tasks, laying the foundation for transforming their all-media convergence thinking.

#### **4.2 Enhancing Scientific Book Editors' Sense of Responsibility for Digital Publishing**

Currently, some scientific book publishing editors remain stuck in traditional thinking modes regarding work approaches and methods, exhibiting insufficient cognition of the relationship between book publishing and media communication. First, scientific books possess stable author groups whose understanding of new book publishing concepts varies, with most authors accustomed to conventional writing modes and lacking creative ideas for new media integration. Second, scientific book publishing is more specialized than other periodicals and books and exhibits certain monopolistic phenomena in the reader market, experiencing relatively smaller impacts from the broader environment, which further leads to insufficient creative motivation among relevant editors. With the issuance of "Opinions on Accelerating the Development of China's Digital Publishing Industry," publishing units have been compelled to engage in deeper reflection on all-media convergence development and have undertaken clearer planning and exploration regarding content, products, models, and branding in

the integrated development of book publishing. This has also placed certain demands on relevant editors' "Internet Plus" publishing thinking. In response, relevant publishing editors should recognize their responsibilities, step out of their comfort zones, and stay ahead of reader demands.

### **4.3 Exploring Cooperation Opportunities Between Scientific Book Editors and Network Operators**

The all-media convergence development of scientific book publishing requires adequate technical and platform support. However, due to its unique characteristics, scientific book publishing cannot directly copy technologies and service operations from other types of books and periodicals. Therefore, relevant editors must actively seek appropriate technical support and technical service providers and operators capable of providing long-term support, while maintaining corresponding talent reserves to avoid delays in digital publishing progress caused by mismatches between applied technology and talent reserves, which could become obstacles on the path toward specialized all-media convergence for scientific book publishing. For publishing units with sufficient capital reserves, relevant editors may also select mature, high-quality developers as fixed partners for digital book publishing and commission them to develop digital publishing platforms in collection apps to enhance digital book dissemination rates. In later-stage platform management, relevant editors must strengthen cooperation with network operators, strive for an active position in cooperation, strengthen control over book content copyrights, and achieve win-win development with operators.

### **4.4 Consolidating Long-term Cooperation Mechanisms Between Scientific Book Editors and Authors**

Even as scientific book publishing develops toward all-media convergence, relevant editors must remain clear that book content will forever be the core of book publishing and must not be neglected due to expanded publishing forms and broadened channels. Precisely because of this, high-quality contracted authors, as important content creation resources for book publishing units, can better promote further development of scientific book publishing through enhanced cooperation mechanisms. Currently, many publishing houses, in order to accelerate digital transformation, have focused their priorities on processing existing books into forms compatible with various devices (PDF/EPUB/MOBI/XML formats) and building databases. While establishing databases to satisfy readers' needs for anytime, anywhere access is important, securing content copyrights as a prerequisite for digital publishing activities cannot be overlooked [6]. Therefore, relevant editors should center their signing interactions with high-quality authors on obtaining book copyrights and consolidate long-term cooperation models with existing contracted authors to truly occupy as many resources as possible in terms of book content.

#### 4.5 Innovating Publishing Services for Scientific Book Editors

The advantage of scientific book publishing under all-media convergence lies in satisfying readers' diverse experiential requirements and enhancing the sense of reading presence (interactivity). This demonstrates the importance of service in current book publishing. Relevant book publishing units should implement a service model of multiple development and sales channels for a single book content, adapting to various reading methods such as paper reading and mobile reading, and conducting sales through both offline and online channels to meet different purchasing needs of reader groups. Regarding paper book quantity control, POD (Print on Demand) methods can be adopted for on-demand publishing and printing. For online services, multimedia technology applications can innovate e-book modes by fragmenting and flexibly processing lengthy content to provide readers with more intuitive experiences and thoughtful services. Since online book reading typically receives feedback more quickly, relevant editors must strengthen communication with readers and authors during digital book publishing processes to enhance readers' sense of reading presence and more keenly capture reader needs. Currently, relatively mature online communication channels include WeChat public accounts and Weibo forums.

#### 4.6 Enhancing Knowledge Skills and Professional Qualities of Scientific Book Editors

During the transformation of all-media convergence thinking among scientific book publishing editors, relevant editors should spontaneously strengthen their internet professional knowledge and consolidate their existing book publishing editorial qualities to ensure book editing quality while preparing for multi-channel book content release at all times. For readers experiencing problems with online reading applications, relevant editors need to provide online teaching services and interactive value-added services through social platforms, thus requiring targeted strengthening of their existing internet knowledge and skills. Simultaneously, relevant editors should reinforce their existing editorial professional qualities, regard disseminating scientific and technological cultural knowledge as their responsibility, maintain keen cognition of current conditions, trends, and characteristics in scientific and technological fields, enhance awareness of online publishing copyrights, and elevate service spirit. Particularly regarding copyright handling, they should proactively study relevant laws concerning internet publishing copyrights to avoid unnecessary copyright disputes.

Scientific book publishing media have encountered unprecedented impact while also welcoming development opportunities in the all-media convergence era. Regarding current issues such as declining readership, the primary reasons include book publishing editors' incomplete understanding of media convergence concepts, unclear recognition of all-media convergence development trends, and lack of methods and pathways for transforming all-media convergence thinking. In response, scientific book publishing editors must first strengthen their understanding of all-media convergence "Internet Plus" thinking, enhance dig-

ital publishing cognition, and promote further development of scientific book publishing in the all-media convergence perspective by improving cooperation with network operators, consolidating stickiness with authors and readers, and enhancing personal qualities, knowledge, and skills.

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

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