

Exploring New Development Trends in Digital Publishing under Internet Thinking: Postprint

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Abstract

The rapid development of information technology not only presents new opportunities for traditional media, but also facilitates the convergence between the internet and traditional media, accelerating the transition of traditional media toward more inclusive digital media. Enhancing digitalization levels has become a focal concern for publishing industry professionals. This paper primarily analyzes and systematizes digital publishing from the perspective of internet thinking, and examines the key issues currently impeding digital publishing development, including inadequate market regulations and institutional frameworks, relatively weak inter-channel connectivity, and inventory backlog problems in digital publications. In response to these challenges and the current state of digital publications, we propose establishing a user-centered modern information platform that promotes digital development, which would bolster the influence of domestic new media and expedite the construction of a mass media system, thereby offering positive implications for the development of the contemporary publishing industry.

Full Text

Preamble

Exploring New Development Trends of Digital Publishing Under Internet Thinking

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Abstract: The rapid development of current information technology not only provides new opportunities for traditional media but also promotes the integration of the internet with traditional media, accelerating the transformation of traditional media toward more inclusive digital media. Improving digitalization

levels has become the focus of attention for publishing industry professionals. This paper primarily analyzes and examines digital publishing under internet thinking, identifying major issues affecting its development, such as imperfect market rules and systems, relatively weak inter-channel connections, and inventory problems with digital publications. In response to these challenges and the current state of digital publications, the paper proposes establishing a modern information platform centered on users to promote digital development, thereby enhancing the influence of domestic new media and accelerating the construction of a mass media system, which holds positive significance for the development of the publishing industry.

Keywords: internet thinking; digital publishing; information technology; digital media transformation; digitalization level

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In recent years, new economies related to digital publishing have flourished. The internet has transformed the traditional environment of media communication and development, gradually forming an entirely new communication model based on the internet that has significantly advanced communication concepts, business development models, operational systems, and media terminals. This paper theoretically analyzes these changes and investigates future trends and directions for internet-based digital publishing.

1. Characteristics of Digital Publishing Under the Internet

The continuous development of digital publications has accelerated the transformation and innovation of traditional publications, primarily reflected in profound changes to information processing and dissemination. Although traditional publishing houses have accumulated rich experience and information resources, their advantages in marketing channels and form carriers are clearly inferior to those of digital publications. Overall, however, digital publications remain closely connected and interdependent with traditional publishing activities. Digital publications are mainly disseminated in digital form through internet media, including digital magazines, digital newspapers, e-books, and various other online publications with high timeliness and dissemination speed. These methods are increasingly enhancing the influence of digital media. With the development of information technology and the diversification of digital publication formats, content can be efficiently disseminated through audio, video, images, and text, providing readers with an excellent reading experience.[1]

2. Current Problems in Digital Publishing Development

2.1 Traditional Communication Methods and Lack of Quality Assurance

With the establishment of strong connections based on mass communication, information spreads more rapidly, and an increasing number of people obtain information through various online platforms, replacing traditional communication methods. In view of the development trends of digital publications, most publishing units have begun actively cooperating with various digital service departments. According to survey data, in terms of sales, the proportion of traditional print newspapers is gradually decreasing, while the proportion of online publishing and e-books is also declining, and the total revenue of digital newspapers and periodicals continues to fall. It should be noted that digital services in the publishing industry have not produced the expected results.

2.2 Incomplete Management Systems and Digital Copyright Concerns

Copyright is the foundation and core of publishers, and the protection of digital product copyrights is particularly difficult. This is manifested in several ways: (1) Existing legal systems are inadequate, and most professional terminology lacks standardization. (2) Laws are imperfect, with poor enforceability and operability, making implementation relatively difficult. (3) Relevant administrative supervision agencies lack enforcement power, and penalties are insufficient, constraining related supervision and management activities. (4) In the internet ecological environment, due to the development of network communication media and the diversification of information networks, digital publishing products are easily pirated, but copyright protection measures for such products remain inadequate, leading to serious piracy. (5) In the sharing environment of the network ecosystem, the public increasingly embraces free culture, resulting in weak digital copyright awareness and increasingly serious piracy.

2.3 Insufficient Transformation Connotation and Homogenized Development Models

In recent years, China's publishing industry has made considerable progress in digital publishing. However, due to the large organizational structure of traditional publishing enterprises, outdated publishing concepts, and low levels of digital technology application, most publishing units lack understanding and mastery of the internet development environment and related technical applications. They have vague concepts of electronic publishing services in the internet environment and unclear understanding of the basic nature and concepts of publications and digital technology, preventing them from fully grasping the benefits of internet environment development and utilization. Most publishing units have not innovated from editorial publications to organizational production activities, nor have they researched business model selection and other aspects affecting publishing enterprise development, leaving many publishing

units lacking industry competitiveness.

2.4 Single Profit Channels and Lack of Industry Standards

The foundation of innovation for digital publishing enterprises lies in product innovation, while theoretical innovation is the prerequisite and foundation for digital publishing product innovation. The profits created by their industrial development are often relatively simple, and profit models do not reflect industry advantages or the important value of core publishing products. As the network environment continues to progress and develop, competition for interests among online publishing enterprises is becoming increasingly fierce. Some publications need to better establish their own development paths and forms, focusing on digital publishing center production and developing new platforms to fully improve overall publication efficiency. Therefore, the initial work focus for publishing units should be reducing profit chains and expanding profit levels, requiring publishers to seek and develop new production and operation models to fully enhance their competitiveness in the digital publishing market.

2.5 Unclear Industrial Structure and Constrained Cluster Advantages

China's publishing industry still lacks a clear new structure for industrial development. Although upstream and downstream publishing departments possess numerous and relatively mature production resources, they lack resource integration and fail to fully utilize these resources to support their publishing activities. Digital publishing system services remain relatively weak. In the field of digital technology, this entirely new concept of industry development is relatively weak. Without effective and reasonable supervision, oversight of digital technology and production materials is insufficient and superficial, making publishing organizations more susceptible to unhealthy trends. Because publishing activities require large investments, have long recovery cycles, and face obvious industry competition threats. For example, due to industry redundancy, including technological and equipment duplication, overall industry costs continue to increase. The lack of industry standards and appropriate communication makes it difficult to achieve fully effective inter-departmental collaboration, so publishers must actively adapt to the new network development environment.[2]

2.6 Insufficient Professional Talent Reserve, Affecting Sustainable Development

Competition in the publishing industry ultimately comes down to talent competition. Currently, there is a shortage of senior digital publishing management personnel, particularly in content production, research and development, and sales of digital products, which will become a bottleneck restricting digital publishing development. Publishing enterprises must emphasize the cultivation and investment of professional talent, focusing on developing converged media digital publishing application talents. For example, training publishing house staff to

master big data analysis capabilities for application in digital publishing topic selection planning, learning IP operation to extend the digital publishing industry chain, and emphasizing the cultivation of internet innovation thinking among publishing talents to promote continuous digital publishing development.

2.7 Lack of Sales Platforms

Although China's digital publishing products are currently diverse in form and rich in content, no professional or authoritative digital sales platform has yet been formed. Meanwhile, sales channels for traditional magazines and digital products are often disconnected, causing the retail market to continue shrinking. Expanding full cooperation with relevant departments and institutions is currently a major way for digital publications to generate profits. Various publishing houses cannot form effective communication and exchange, and coupled with information asymmetry problems, they cannot guarantee timely access to the latest product content and catalogs from publishing houses. This factor further restricts the stable and sustainable development of publishing houses.

2.8 Lagging Digital Publishing

According to currently published statistics, China publishes approximately 1 million book titles annually, of which digital books account for about one-tenth. From this data, we can see that although China's digital publications have obvious timeliness attributes, the variety and quantity of publications are relatively small. Publishers have not changed traditional publishing concepts, and their grasp of and emphasis on digital publishing is insufficient, resulting in digital versions of the same book failing to keep pace with traditional print books. This is particularly true for highly specialized books and those attracting mass public attention, whose digital publishing timelines are very long—an issue requiring focused attention.

2.9 Insufficient Content Innovation

Insufficient content innovation makes it difficult to attract consumers and thereby effectively enhance product influence and competitiveness. Especially with the continuous progress and development of modern information technology, which makes it easier for people to obtain information, current publishers tend to focus more on digital technology while neglecting product and content creation and innovation. This further leads to homogenized digital publishing content, with digital publishing largely being merely the “digitization” of traditional paper books, lacking innovative attributes, and resulting in relatively low-quality digital products.[3]

3. Development Strategies for Digital Publishing

3.1 Integrating Resources to Highlight Digital Publishing Characteristics

By leveraging the unique advantages of content innovation and fully utilizing advanced technology, encouraging the combination of traditional and digital publications is key and fundamental to conducting digital publishing activities. For example, in the digitization of legal documents, development must incorporate the characteristics of legal document publishing, fully consider the integration of resources and technology platforms, first focus on developing the most basic functional requirements for existing users, then gradually expand and improve. This effectively enriches digital resources, meets readers' actual needs for digital books, and fully improves service quality, levels, and efficiency. To fully ensure platform development progress and compatibility between traditional and digital resources, management departments should establish standardized digital publishing release procedures. For instance, a Shanghai-based law press has published over 8,000 legal e-books in recent years, with a total word count of up to 2 billion, covering various forms of legal documents. Nearly 500 institutions nationwide have referenced this press' s electronic library resources, with database construction exceeding 700,000 entries and revenue word count surpassing 2.2 billion, widely used in state institutions, government departments, universities, and law firms. Therefore, to further develop digital publishing, we must continuously improve digital publishing standards and norms, effectively enhance the development of electronic publishing enterprises, actively transform traditional development concepts, effectively integrate digital resources, create unique digital publishing characteristics, increase reader attraction, and enhance the dissemination and influence of digital resources.

3.2 Building Platforms to Accelerate Media Convergence

Currently, most libraries have growing demand for high-quality digital books, and many have begun using e-book databases. For these digital databases, sellers typically collect a series of low-cost e-books and sell them in bundled packages to better reduce overall costs. However, large quantities of e-books that do not meet reader needs are packaged and sold, making it difficult to fully satisfy readers' actual reading requirements and causing waste and loss of e-book resources. In this situation, libraries and publishing houses should firmly seize development opportunities to establish more specialized, modern, and systematic library digital book resources. Following modern library principles and standards, they should improve and adjust the structure and format of digital publications, effectively enhance digital publication content and value, provide large quantities of valuable specialized digital books and bestseller digital versions to libraries, and effectively expand the digital publication market. Some sellers believe that simultaneous e-book sales will affect physical store print book sales and reduce publishers' operational profits, but libraries need to prioritize readers' actual needs and the value of digital book resources. Therefore,

compared to useless digital book resources, libraries should purchase e-book resources that readers urgently need at reasonable prices. Moreover, e-book and physical book sales are not in conflict. For example, Amazon's e-book platform sales results show that many readers still prefer to purchase physical print versions after reading e-books, with e-books on the shelf actually promoting sales of physical print books. Generally, both traditional and electronic publications can attract readers to read related book content, and book quality is the main factor in print book competition. Therefore, before digital publishing, relevant publishing house managers should effectively enrich book content, improve overall book quality, and ensure publication competitiveness.

3.3 Terminal Forms Moving Toward Multi-Carrier Coexistence

With the rapid deployment of the internet and Internet of Things, the integration of vehicles, smart home appliances, and wearable devices into the digital ranks has become well-known. A Japanese company has developed mirrors into terminals, allowing users to touch the mirror with their fingers to access information, temperature, and various messages while looking in the mirror. This news enlightens us: when the era of interconnected everything arrives, all products with "screens" have the potential to become digital terminals.[4] Moreover, these carriers can interconnect with each other. For example, audiobooks can seamlessly transition from in-car audiobook playback to smart home appliance audiobooks as scenes change, building a digitally interconnected application scenario for all things.

3.4 Improving Quality and Promoting Publishing Team Building

Currently, capturing readers through traditional physical books is often difficult, especially against the backdrop of rapid development in e-books, computers, and mobile devices, which has become even more challenging. This has significantly increased reader demand for digital publications. Therefore, better integration of traditional and new media is needed to achieve deep transformation of traditional media. To this end, publishing houses' production and operational activities should focus on advanced digital publishing technology and actual publishing capacity building. Traditional publishing enterprises should first rely on their unique resource advantages, develop through advanced technology, and achieve true digital publishing convergence by cooperating to develop specific digital products or establishing appropriate digital network platforms. Second, they should strengthen human resource construction by training relevant technical personnel to fully master information technology, improve the reputation of the publishing house's digital publishing, and enhance its overall digital capabilities and information management level. Ultimately, to better modernize traditional media, technology, content, platforms, and business must be organically integrated. Only by deeply combining these four elements can digital publications develop more effectively, at higher levels, and with higher quality. For example, in digital book content design, the classification and systematic

organization of digital resources have been significantly improved, while at the technical level, digital resources are used for a series of functions and maintenance, including network technology products, databases, network platforms, and mobile terminals. In summary, when transitioning from traditional print publications to digital publications, we should leverage the advantages of traditional publications, establish good cooperative and collaborative relationships between upstream and downstream publishers, complement and promote advanced technology and traditional publication advantages, and provide readers with more personalized and professional digital reading services. Additionally, relevant enterprises should establish effective, scientific, and reasonable management systems and standards so that staff can improve the overall quality of digital publications and increase the economic and social benefits of publishing enterprises according to relevant standards and rules.

3.5 Increasing Technical Investment to Enhance Digital Publishing Influence

Publishing houses should continuously increase digital resources to meet the decentralized and specialized needs of internet development personnel, increase investment in technology and capital, promote research and development of data banks, and establish specialized platforms. By leveraging the advantages of networks and new media, they should identify integration points to highlight the professional characteristics of publishing houses, improve service quality, and ensure the smooth development of digital publishing.

3.6 Operational Models Moving Toward Service Management

Digital publishing requires relevant departments to innovate from content publishing to knowledge services. In the operation and supervision mechanisms of modern publishing enterprises, content serves as the main form for developing digital business plans. During platform digitalization, utilizing existing content-dominant forms becomes an issue worth noting. The current definition of digital publishing refers not only to the digitalization of the publishing process but also emphasizes the digitalization of publishing information structure and the establishment of user thinking and user experience orientation. Therefore, the digital publishing industry must achieve a conceptual shift toward digital services.[5]

The development of digital information technology has brought profound and significant changes to information production and dissemination in modern society, while also transforming the scientific concepts and practical methods of information dissemination, posing major challenges to traditional media information dissemination. To better increase information dissemination influence, publishing enterprises should strengthen full integration with digital information technology, further improve digital service quality, enhance digital publishing innovation awareness, and ensure stable, healthy, and sustainable development of the digital publishing industry.

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

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