K12 "Composition + Reading" Converged Media Cloud Service Construction Project Feasibility Study Postprint

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Abstract

The development of K12 "composition + reading"converged media cloud services breaks through the traditional print media' s reader positioning, expanding the blue ocean market for reader-users of the converged media platform.

Full Text

Preamble

Title: Feasibility Study on the K12 "Composition + Reading"Converged Media Cloud Service Construction Project
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Abstract: The K12 "Composition + Reading" converged media cloud service construction breaks through the traditional positioning of print media readers and expands the blue ocean market of reader users on converged media platforms. Focusing on mobile terminals and leveraging platforms and technologies to centralize reading content, it provides 随心读 (read-as-you-wish) and 随行读 (read-on-the-go) experiential services, achieving a sustainable content monetization shift from "knowledge payment" to "knowledge service."

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The K12 "Composition + Reading" converged media cloud service construction represents a paradigm shift from reading to experience and from experience to evaluation. By breaking through the traditional positioning of print media readers, it expands the blue ocean market of reader users on converged media platforms. With a focus on mobile terminals and supported by platforms and technologies that centralize reading content, the project delivers 随心读 (read-as-you-wish) and 随行读 (read-on-the-go) experiential services, enabling a sustainable transformation from "knowledge payment" to "knowledge service" for content monetization.

1. Construction Content

The K12 "Composition + Reading" converged media cloud service platform construction project comprises several modules, including a converged media resource cloud platform, an online education platform, and a social networking platform. Centered on high-quality reading resources, supported by technology and data, and focusing on digital products, the project aims to build a complete digital reading and writing education ecosystem. Digital reading and writing will permeate the entire digital education process from content production to user services, establishing a four-in-one digital education ecosystem encompassing content, technology, products, and platforms.

1.1 Building a Converged Media Resource Cloud Platform to Optimize Youth Reading Structure

Through ISLI/MPR association code technology, the project integrates massive paper-based educational resources such as excellent traditional Chinese cultural resources and extracurricular Chinese reading materials, forming multimedia fusion products that combine text, images, audio, video, animation, and information interaction. Starting from the reading and writing needs of young people, appropriate parameters are selected and big data is applied with personalized recommendation algorithms to achieve precise user classification and implement a deep learning application system, thereby serving youth reading and writing more accurately.

1.2 Building a Premium Online Education Platform to Achieve Digital Transformation from Traditional Print Media

Leveraging the premium educational resources accumulated from books and periodicals, the project constructs a comprehensive mobile media platform for youth centered on teaching resource sharing, integrating learning applications, teaching applications, an online education marketplace, and a business support system. Students can watch audio and video of expert writing guidance online through live streaming and on-demand technology, while teachers can also upload their own teaching videos. Simultaneously, the platform evolves from audio and video compositions to situational compositions, opening new perspectives

for youth reading by transforming it from "flat" to "three-dimensional" and from "static reading" to "dynamic reading," thereby delivering richer reading experiences. This provides value-added reading for youth and initiates a new "Internet Plus" model for incremental publishing.

1.3 Building a Social Networking Platform to Explore "We-Media + Education" Crossover

The social networking platform uses campus culture construction as its bond and teaching resource co-construction and sharing as its core to build a comprehensive media platform for all-channel learning, communication, and sharing among young students, Chinese teachers, and parents. The project provides an interactive space for student-student, student-teacher, and student-expert exchanges, forming a learning, communication, and sharing platform centered on "learning" to promote comprehensive complementarity between teaching and learning, teaching and teaching, and learning and learning. This not only enhances teachers' research and teaching levels but also improves students' learning enthusiasm and innovation capabilities, fully leveraging media strengths to bring new transformations to the combination of media and education.

The K12 "Composition + Reading" converged media cloud service construction absorbs terminal users from all channels as its own platform readers, reconstructing user connections and 挖掘用户价值 (mining user value) to 开启盈利模式 (initiate profit models). Its essence is to leverage high-quality reading resources to layout the knowledge payment field, transforming knowledge into products and services to achieve commercial value and realize the value of the "media" platform. Based on the large-scale user data and writing data generated by the platform' s social network system and reading-writing system, the project enables fine-grained analysis of youth writing, recommending reading materials, writing exemplars, and guidance courses tailored to individual students' needs and problems, thereby achieving personalized push of reading and writing information.

2. Overall Objectives

The project aims to (1) provide one-stop reading and writing services for youth, achieving a sustainable content monetization transformation from "knowledge payment" to "knowledge service," and (2) explore an evaluation system for youth reading and writing abilities to fill a domestic gap. Through the aggregation of massive paper-based and digital educational resources supplemented by rich media manifestations, the construction seeks to implement an all-channel service model and multi-terminal dissemination channels to meet users' diverse and personalized needs. This holds profound social significance for enhancing youth reading literacy and writing abilities, promoting and inheriting excellent traditional Chinese culture, and boosting youth cultural confidence.

Technologically, intelligent technologies are accelerating their entry into the pub-

lishing industry, landing applications in digital reading, digital education, and other fields to reshape publishing processes and promote business model innovation. The shift from offline to online contact makes reading experiences more three-dimensional and practical, creating more possibilities for publishing transformation and convergence innovation. In terms of content, the project 顺应传统出版与新兴媒体融合发展趋势 (aligns with the development trend of traditional publishing and emerging media convergence), serving as a demonstration and leader for the digital transformation and upgrading of print media. The platform shifts from the mass orientation of print media to a segmented, professional, and differentiated direction, applying big data and artificial intelligence technologies to collect, manage, and optimize data applications alongside product innovation and services. Based on data, it provides users with precise personalized content and services. Regarding standards, the platform builds a complete digital reading and writing education ecosystem centered on high-quality reading resources, supported by technology and data, and focused on digital products. Digital reading and writing permeate the entire digital education process from content production to user services, applying text analysis and big data processing technologies to explore evaluation systems for youth reading and writing abilities.

3. Strategic Alignment

3.1 Alignment with National Big Data Development Strategy Requirements

The K12 "Composition + Reading" converged media cloud service construction project aligns with national advocacy for implementing the national big data strategy and accelerating the construction of Digital China. The service integrates youth reading and writing materials and resources accumulated by traditional print media over years of operation and development, aggregating massive content resources from scattered distribution. While ensuring full utilization of existing data, it achieves a centralized information resource management mechanism and enables interconnectivity and data sharing among various application software where original reading and writing resources were stored.

3.2 Alignment with Technological Innovation Development Trends

According to the relevant requirements of the State Council' s "New Generation Artificial Intelligence Development Plan," artificial intelligence development has entered a new stage. The overall goal of the K12 "Composition + Reading" converged media cloud service construction is to utilize network technology to integrate paper-based media resources for youth reading and writing and provide convenient information services for youth reading and writing through big data analysis.

3.3 Alignment with National Educational Resource Equalization Initiatives

The K12 "Composition + Reading" converged media cloud service construction aims to solve two major problems: first, addressing the uneven distribution of educational resources in China by diffusing premium educational resources from large cities to small and medium-sized cities and remote mountainous areas through mobile internet technology, enabling youth in these regions to also enjoy quality educational resources; second, solving the problems of unbalanced and unsystematic youth reading resources, as well as insufficient traditional Chinese culture content resources in conventional Chinese language teaching. Through multimedia technology aggregation of massive information, it provides youth with a richer, more diverse, convenient, and interesting Chinese language learning environment, enabling more effective dissemination of excellent traditional culture.

4. Implementation Strategies

4.1 Building an Open Platform for Personalized Content Targeted Dissemination

In the rich media era, mobile reading has become an unstoppable mainstream trend that can provide youth with more concentrated and professional reading knowledge content, meeting the needs of the times. The K12 "Composition + Reading" converged media cloud service platform construction project utilizes interactive mobile rich media technology to achieve "multi-screen" application of content resources, enabling youth to access massive digital content resources anytime and anywhere through mobile terminal devices and realize information interaction. Through an "N+1" terminal three-dimensional dissemination channel, it meets the reading needs of audiences at different cultural levels. The project also allows users to customize content according to their own wishes, providing them with high-quality reading content and experiences. Additionally, it can proactively publish personalized and targeted information based on users' reading habits and scope, actively pushing 精品内容 (premium content) of interest to readers through the network to their reading terminals.

4.2 Promoting Deep Integration of Content Resources and Developing a Digital Industry Chain

The K12 "Composition + Reading" converged media cloud service platform construction project can conduct deep clustering of the same content resources according to the dissemination characteristics of the platform, breaking the database resource accumulation model, optimizing resource utilization, and creating flagship mobile reading products.

Various forms of digital publishing products provide value-added services for print media, interact with readers, quickly and conveniently understand reader

feedback, accumulate stable reader resources, and form powerful customer and sales groups. The application of digital media technology in the publishing industry makes it possible for audiences to experience sound, images, and text simultaneously in reading. On the basis of providing value-added services for print media, the project can leverage the content resource advantages, brand advantages, and reader advantages accumulated in the print media publishing field, along with reader advantages and digital platform advantages accumulated in relevant digital publishing practices, to enter the digital publishing field.

4.3 Building a New Interactive Platform to Aggregate User Resources Through Multiple Channels

The communication method between editors and authors in traditional print media is mainly through email, while there is basically zero communication with readers. This method can no longer meet readers' actual needs for instant communication and exchange. The K12 "Composition + Reading" converged media cloud service platform construction project takes serving users, attracting users, and gathering users as its starting point and as the evaluation standard for content innovation. The interactive communication advantages of new media perfectly compensate for the limitations of one-way communication in traditional media and also satisfy the audience' s growing need to play the role of information disseminators or content providers. In the new media environment, audience interactivity has been strongly enhanced. Traditional print media can leverage new media technology to actively build new interactive platforms based on three major groups—users, authors, and editorial departments—to aggregate user resources, quickly understand user feedback on print media content, interact with users, and lay a good foundation for future new digital publishing businesses.

5. Benefits

5.1 Social Benefits

This project explores and establishes an evaluation system for youth reading and writing abilities, providing scientific analysis for youth reading ability evaluation and offering strong support for advocating nationwide reading and building a reading society and Digital China.

5.2 Economic Benefits

The K12 "Composition + Reading" converged media cloud service platform construction integrates massive print media resources, optimizes youth reading structure, takes excellent print media as the core, enhances brand awareness, implements 精品战略 (premium strategy) for three-dimensional development and marketing, and advances toward data-driven, mobile, and converged media development directions to enhance market competitiveness. After implementation, this project will bring entirely new and replicable profit and technology models

to the entire industry chain, becoming a highlight in the industry. By laying out the knowledge payment field and transforming knowledge into products and services, it serves as a demonstration and leader for the digital transformation and upgrading of print media, achieving both social and economic benefits.

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