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Transformation Strategies for Traditional Editorial Work in the Big Data Era: Postprint

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Abstract

With the continuous development of science and technology and the economy, the traditional publishing industry has embarked on the path of transformation, whether passively or actively. In the era of big data, publishing editors, as core members of the publishing industry, should clearly recognize the situation, face challenges head-on, adjust their role positioning, change their working methods, actively undergo transformation, enhance their professional competencies, and thereby promote the healthy development of the publishing industry.

Full Text

Transformation Strategies for Traditional Editorial Work in the Big Data Era

Abstract

With the continuous development of science, technology, and economy, the traditional publishing industry has embarked on a transformation path, whether passively or actively. In the big data era, publishing editors, as core members of the publishing industry, should recognize the situation, face challenges directly, adjust their role positioning, change their working methods, actively undergo transformation, and enhance their professional capabilities, thereby promoting the healthy development of the publishing industry.

Keywords: big data era; traditional editorial work; transformation

The impact of digital publishing has left some publishers hesitant to eliminate the limitations of traditional print media, detach from conventional paper-based versions, or actively engage in new technology development. In recent years, the publishing industry has increasingly focused on data, politics, economy, culture, technology, and reading psychology, yet often fails to comprehend data trends

and potential. While vast amounts of data enable more accurate market research and more precise target customer identification than simple labeling, raw data without proper search and analysis obviously lacks analytical functionality. Data has penetrated all sectors and become a more important factor in production, heralding a wave of productivity growth and the arrival of the consumer era. In the big data era, data forms the foundation of all actions; without scientific data analysis, it is difficult to excavate potential market value. Traditional editorial and publishing work is no exception—due to the influence of data technology development, conventional methods are rarely employed in the editorial process, making it imperative to actively adapt to this trend.

2. The Relationship Between Big Data and Editorial Work

The application of big data encompasses not only the accumulation and utilization of large datasets but also the conversion of data into actionable information through analysis. For example, analyzing the online sales data of the bestselling mystery novel *Fourteen* 分之一 requires more than just examining monthly sales volume and customer reviews. Big data application demands horizontal analysis of sales proportions and positive review rates for similar books during the same period, as well as vertical analysis of sales ratios across different time periods and reader demographic attributes to achieve complete big data analytical effects. Therefore, in the big data era, merely capturing vast amounts of data is insufficient; simple, massive datasets must be transformed into corresponding information. In today's society, only processed and analyzed data constitutes useful information.

As the world's second-largest book publishing country, China's educational book volume continues to grow. In the big data industry, the massive data collected from numerous books makes big data analysis an important topic for book publishing. Publishing editors can understand user needs based on access frequency, access types, and keywords, organizing and analyzing these large datasets to transform them into useful materials for book publication. By understanding and researching current academic hotspots, editors can provide targeted and personalized services, promptly adjusting book topics and content. With the arrival of the data era, educational book editors should continuously improve their ability to analyze, process, and utilize large datasets, adapting to a changing world. This helps provide useful information and apply big data to book publishing, thereby improving editorial work.

3. The Impact of the Big Data Era on Traditional Publishing Editorial Work

3.1 Breaking Traditional Publishing Editorial Workflows

Whether for books or magazines, editorial work scope primarily includes topic selection, group design, preliminary preparation, editing, and overall design. The publishing concept requires publishers to understand the publishing market, particularly its demands: publishers design publications according to market demand

characteristics, develop topics, and formulate topic selection plans. In other words, based on market research data analyzing market demand and positioning consumer purchasing intentions, publishers determine subsequent publishing actions and ultimately complete the release and collection of feedback information.

Due to the development of information technology, market information changes rapidly: the social environment, publishers' internal environment, and consumers' purchasing intentions are all variables that change over time. In traditional editorial work, individual, static, and stable data cannot predict market demand. Therefore, in the big data era, this process should be adjusted accordingly. In addition to processing content, editors should capture and analyze data, participating throughout the entire publishing process and enabling simultaneous publishing. All these aspects make the publishing process more three-dimensional and interconnected, collecting, analyzing, and refining market feedback information for the first time to ensure that every publishing decision is supported by relevant data.

3.2 Providing Basis for Analyzing Reader Attributes The most fundamental task of publishing editors is to analyze reader needs—whether readers are satisfied with the publication's subject and content, and whether the publication suits readers' needs—is directly related to how well publishing editors understand reader requirements. In the traditional model, based on limited market research, forward-looking topic development, manuscript selection, and publishing relied more on publishing editors' predictive experience. With the arrival of the big data era, reader data can be searched at any time and continuously classified and updated, thereby improving the timeliness and accuracy of basic data.

Second, publishing editors also need to serve readers more appropriately and provide publications to better understand their content and value. With the rapid development of network technology, people's reading habits are quietly changing, and information acquisition is gradually showing a “non-systematic” trend. More and more people choose to read easily digestible content on mobile devices that interest them. Therefore, publishers can use big data to convey the nature and value of publication content to readers. Particularly in book editing, they can provide readers with the most advanced academic concepts and related knowledge for the first time.

Finally, processing reader letters about publications is an important component of editorial work. By editing reader groups, editors can understand the latest academic and social topics and improve and optimize publications through reading techniques. With the arrival of the big data era, this processing has become more efficient and effective. Editors can analyze and retrieve letters to obtain effective information and provide better conditions for optimizing publications.

3.3 Facilitating Author Submission and Communication During the topic selection planning stage, editors should find new, mature, and promising authors who meet editorial requirements. On this basis, they must conduct in-depth analysis and research on authors' skills and creativity to understand and select them. In the big data era, publishers can filter authors in relevant fields according to their publication characteristics or requirements, no longer limited to certain known author groups. This topic scope is broad, including not only experts and academics in relevant Chinese fields but also foreign experts and academics who provide manuscript sources for publications.

Second, publishing editors can expand effective author resources. The publishing team must have a stable, high-level editorial team to ensure high-quality publication and maintain publishing style. With the development of science and culture and the continuous growth of new authors, the author team will also constantly change. Due to declining creativity, some authors have to leave the publishing team, allowing the author team to continue maintaining vitality. Therefore, establishing an author team is particularly important. In the big data era, based on advanced digital storage technology, publishers can establish a very extensive database to ensure further development of publishing.

Finally, the ultimate purpose of serving authors is to provide readers with high-quality spiritual and cultural nourishment, mainly involving the conception, revision, and publication of works. Since the workflow requires a certain period, it usually takes a long time from topic selection to final publication. Unlike in the past, information in today's society changes rapidly—cases where a topic represents a recent academic viewpoint but experiences months of publication delay are common. Therefore, through big data analysis, editors should convey current academic perspectives to authors and support them in all aspects and processes.

3.4 Big Data's Influence on Multimedia Product Development In the big data era, traditional editors have joined the emerging digital editing industry, and the editorial value chain continues to develop, providing valuable content resources through various media to maximize the value of information and communication technology. Through online downloads, mobile reading, and portable devices, publishers must not only “touch power,” “touch networks,” “touch lines,” and “touch mobile phones” but also establish a complete editorial department through data.

For example, the period drama *Nirvana in Fire* includes not only a TV series but also online paid novels. The New Year film *The Wandering Earth* synchronizes its original novel with traditional book sales through multi-channels, the internet, readers, and mobile phones, fully realizing and strengthening content value. Other successful cases also teach us that multimedia publishing through continuous integration will lead to profound changes in the publishing industry — “one body with multiple facets, various media carriers, and composite publishing” has become an inevitable trend. Another example is the digital development

and entire media production of traditional Chinese cultural themes like *Monkey King: Hero is Back* and *Ne Zha: Birth of the Demon Child*, as well as Hollywood animations like *Frozen*—all are huge commercial successes that have gained widespread audience recognition.

Traditional publishing is no longer limited to paper media; simultaneously developing the value of related products across several media is even more impressive. Editors, at the center of the publishing industry's business model, must adapt to these changes by improving their media skills, handling not only text but also arranging audio to video, enabling more user-friendly interface invocation. Undoubtedly, using these new technologies is a new issue that traditional publishing editors must directly address.

4. Transformation Strategies for Traditional Publishing Editorial Work in the Big Data Era

4.1 Innovating Topic Selection Planning Through Big Data Analysis

In the internet era, tremendous changes have occurred in all aspects of life, and magazine editing concepts have changed and gradually developed to suit the big data era. Particularly, the topic selection process is key to successful publishing. Therefore, data collection—such as reader demand status, target market capacity, and reader purchasing tendencies—should be more diversified. For example, purchase records and discussion analyses can be displayed and analyzed to obtain reading data. Based on this, systematically analyzing and using the collected data to identify potential commercial and academic trends behind the data, and conducting topic planning according to scientific analysis of market data, will greatly enhance publication competitiveness when editors use large-scale data analysis results as the basis for topic planning and accurate positioning, building upon personal work experience.

4.2 Creating Reader Tags and Implementing Personalized Services

Currently, complex marketing based on big data technology is receiving increasing attention. All editorial departments obtain relevant data from target groups to select topics and create tags. Competition among different publishers has gradually evolved into competition for readers, which is why conducting targeted editorial and publishing work according to readers' individual needs is particularly important. Editors can create digital platforms based on published content on social media like mobile devices and WeChat public platforms, release content to readers, collect and process feedback, improve products and services, and provide product information to readers.

4.3 Building Excellent Author Teams and Creating Quality Books

Without high-quality publication content and a strong, continuously innovative team, even with solid technical support and precise market positioning, it is impossible to provide readers with high-quality knowledge products. Regarding core educational books, manuscript quality is generally high, and editors already

have their own mature creative teams and dedicated authors. As the core of publishers, editors must also fully utilize these resources to become resource integrators, insisting that content is king.

4.4 Enhancing Personal Competencies and Breaking Traditional Media Barriers The most important characteristic of the big data era is the quantification of cloud data and the efficiency of information dissemination, which leads to the spread of various low-quality data. Publishers, who differ significantly from the film and television industry in using static images and text to disseminate information with limited communication forms, must find ways to add value to information, enrich information content, and enhance the attractiveness of information materials. In this regard, traditional editorial departments must innovate in the big data era. Big data technology can be used to convert paper publications into pure electronic online versions and retrieve all information directly from computers. In the big data era, transforming from traditional print editing formats to electronic versions not only improves public reading efficiency but also overcomes communication barriers between editors and readers. Editors and readers can access electronic information directly from online versions via mobile phones, express opinions, interpret viewpoints, and enhance information value.

Public search chart information and commentary links serve as communication bridges between individuals and publishers. They have the ability to reverse-adjust and advertise editorial work. Publishing units should fully utilize these communication methods, which mainly involve public opinion, to maximize the added value of processed content and enhance their credibility and influence in their sector and the public sphere.

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