

Modern Paper Book Publishing Case Analysis (III): The Post-print Edition of Unit Assessment Papers • Excellent Papers

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Abstract

When the publication embodies the social personality type attribute, its guide text reads: “Answers and solution steps—scan the QR code within the test to obtain.” This precise and clear wording stimulates readers’ desire to scan by explicitly describing the available services. This approach aligns with the publication’s core attribute: helping children achieve high scores to gain parental praise. Although both the reader services and guide text are relatively simple, they are described intuitiv...

Full Text

Preamble

ChinaXiv Partner Journal: Media Watchtower • Special Feature

Modern Paper Book Publishing Case Study (3): *Unit Assessment Paper • Excellent Paper* Author: Zheng Xuemei

1. Basic Information

This publication contains 19 QR codes strategically placed throughout the material: one on the cover and 18 positioned below the “cultivation and evaluation” section of each test paper. Titled *Unit Assessment Paper • Excellent Paper*, this case study uses the sixth-grade first-semester mathematics workbook as its example. As an educational supplementary publication, it has achieved total circulation exceeding 2 million copies, with some regions distributing directly to classrooms through schools and others through market retail channels.

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explicitly describing the available services. This approach aligns with the publication's core attribute: helping children achieve high scores to gain parental praise. Although both the reader services and guide text are relatively simple, they are described intuitively and clearly, effectively reducing readers' comprehension costs—consistent with the analysis of its feminine attribute and social personality type.

2. Publication Attributes and Reader Services

This publication exhibits a feminine attribute, enabling parents to quickly obtain solution ideas and effectively tutor their children to achieve high scores. Simultaneously, it possesses a social personality type attribute, helping parents assist their children in rapidly mastering knowledge points and understanding solution approaches, thereby facilitating children's acquisition of recognition from others during social interaction and deriving pleasure from such validation.

When the target readers' service needs align with the social personality type, the purchase decision-maker is the parent. In this context, reader services may include “reader community,” “answer analysis,” “master teacher online videos,” “test papers,” and “master teacher Q&A”—all of which save parents' time costs while generating pleasure through recognition from others during interaction. Within the publication's reader community service, editors provide answers to questions and supplementary exercises, fostering interaction among 110,000 parents who share effective learning methods and problem-solving techniques to help their children achieve high scores and receive praise.

Each unit's reference answers and solution steps are presented alongside corresponding questions, eliminating the inconvenience of page-flipping and enabling parents to quickly tutor their children in mastering solution procedures.

3. Pricing Argumentation

Among the publication's reader services, master teacher explanation videos are priced at 9.9 yuan. Due to the complexity of this service, high labor costs, and implementation difficulty, it commands the highest price point. Master teacher online Q&A is priced at 6.6 yuan, featuring a compilation committee composed of frontline master teachers from Beijing's Haidian District and Hubei's Huanggang City, providing one-on-one online problem-solving services for target users. This high-value service justifies its premium pricing relative to other offerings.

The reader community service is priced at 3 yuan, supported by 110,000 existing users and offering robust features including pinning, highlighting, and homepage placement, with strong interactive functionality. Unit test answers are priced at 2 yuan, helping parents easily guide their children through problem-solving. The situational analysis provides immersive engagement and represents standard pricing for publication reader services.

4. Improvement Recommendations

Given the publication's social personality type attribute—where readers derive pleasure from receiving praise during social interaction—and considering that parents are the primary purchase decision-makers, the cover's reader service guide text should clearly identify the service target. The book's primary function is to help parents efficiently tutor their children. Only through intuitive and clear descriptions that explain what the service is and what benefits it delivers can the publication increase reader conversion rates and enhance reader stickiness.

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

Source: ChinaXiv — Machine translation. Verify with original.