

The New Normal and Transformation Path for Editing and Publishing in the ‘Internet+’ Era (Post-Print)

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Abstract

Owing to the continuous progress and development of science and technology in China, “Internet+” has permeated numerous industries, transforming the modalities of editing and publishing and injecting new vitality into this domain. Against the backdrop of big data, the publishing industry must promptly adjust its developmental concepts and strategies, continuously explore reform pathways, and facilitate its advancement in the big data era. This paper investigates the new normal and transformation pathways for editing and publishing from the “Internet+” perspective, aiming to provide valuable references for relevant stakeholders.

Full Text

Preamble

Abstract: As China’s science and technology continue to advance, “Internet Plus” has penetrated numerous industries, transforming the forms of editing and publishing while injecting new vitality into the field. Against the backdrop of big data, the publishing industry must promptly adjust its development strategies and continuously explore reform pathways to foster growth in the digital age. This paper analyzes the new normal and transformation pathways for editing and publishing from the perspective of “Internet Plus,” aiming to provide valuable references for practitioners.

Keywords: Internet Plus perspective; editing and publishing; new normal; transformation pathways

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“Internet Plus” has evolved from traditional internet foundations such as mobile internet, holographic networks, and the Internet of Things. At present, it has entered numerous industries, bringing new transformations. By leveraging the internet to integrate visual text and images into reading products, “Internet Plus” delivers enhanced visual effects and improved reading experiences through smartphone applications [1].

1. Development of Editing and Publishing in the Big Data Era

With the advent of the big data era, the application scope of information technology has expanded significantly. Many intelligent development tools and software now employ information technology, profoundly influencing all elements of editing and publishing. Currently, information technology is widely utilized across publishing platforms, submission systems, and information dissemination, offering substantial convenience. For instance, some publishing enterprises have ventured into “all-media” publishing, interactively integrating text, images, and video to transform traditional presentation formats. This approach has gained popularity by providing richer auditory and visual experiences.

2. Manifestations of the New Normal in Editing and Publishing Under the “Internet Plus” Perspective

2.1 Greater Emphasis on Consumer Experience

A heightened focus on consumer experience represents a crucial manifestation of the new normal in editing and publishing. As science and technology advance rapidly and product iterations accelerate, performance and functionality are no longer the sole pathways to enhancing core competitiveness. Today, consumers prioritize experiential value. The editing and publishing industry must similarly shift its focus toward improving consumer experiences. While maintaining publishing quality, enterprises should deliver superior service quality to provide users with more authentic and enjoyable reading experiences. User demands have become increasingly diversified; traditional text and images alone no longer suffice. Readers now seek enhanced experiences, requiring publishing enterprises to adapt accordingly.

2.2 Diversified Information Integration

Under the “Internet Plus” perspective, editing and publishing demonstrate a new normal characterized by increasingly diversified information integration across content dissemination and editorial processes. Initially applied only to basic typesetting, editing, and proofreading, information technology has since transformed dissemination methods and other aspects, profoundly impacting the publishing industry. In this context, publishing enterprises must actively

explore transformation pathways. The influence of information technology now extends throughout all elements of editing and publishing, with intelligent tools and software becoming commonplace. The technology has achieved universal application in publishing platforms, submission systems, and information propagation, delivering considerable convenience. Many enterprises have entered the “all-media” publishing domain, merging text, images, and video to revolutionize traditional reading materials. This integration has proven popular, offering audiences enhanced sensory and experiential engagement.

2.3 Users’ Choice Becomes Dominant

In the internet era, user demands in the editing and publishing industry have shifted toward greater emphasis on discourse expression and 选择权. The internet has established a communication bridge between publishing enterprises and consumers, expanding netizens’ discourse power. Many users clearly understand their needs and no longer passively accept content; instead, they actively seek desired reading materials. Indeed, concentrated interest points among netizens can even catalyze the creation of new publications [2]. For example, Zhihu boasts 120 million registered users and 17 million Q&A entries, and has expanded into content production and sales through Zhihu Live, e-book distribution, and even traditional paper book publishing.

2.4 The Arrival of the Knowledge Payment Era

The year 2017 marked the inaugural year of China’s internet knowledge economy. Beginning in 2016, knowledge services and paid content emerged as focal points of attention. Transforming from a completely unfamiliar concept into a massive market worth tens of billions of dollars and dominated by industry giants within just two years, knowledge services represent both a tremendous commercial success and the most significant recent opportunity adjacent to the publishing industry. On June 5, 2016, Luogic Thinking’s knowledge payment product “Dedao” launched its first paid subscription column, *Li Xiang Business Insider*, which secured 10,000 subscriptions on its first day. The Ten O’clock Reading payment product “Ten O’clock Classroom” acquired 300,000 paying users within ten months. Currently, Dedao’s diverse offerings—including paid subscription columns, master classes, premium courses, and daily book summaries—demonstrate diversified product forms, with payment scale propelling Luogic Thinking toward an IPO. Fan Deng Reading Club, which covers only 52 books annually with a 365-yuan membership fee, has already amassed 4 million paying users. These developments collectively signal the arrival of the knowledge payment era, presenting both substantial opportunities and significant challenges for traditional knowledge providers centered on content production.

3. Transformation Pathways for Editing and Publishing Under the “Internet Plus” Perspective

3.1 Introducing Internet Thinking to Enhance Product Service Spirit

In the “Internet Plus” era, the internet is irresistibly transforming traditional information acquisition habits. Big data and artificial intelligence are reshaping how people access information. As readers increasingly adapt to guided information consumption and embrace demand algorithms embedded within a knowledge service ethos, traditional paper books—perceived as cold, static products—are gradually being abandoned by users. To achieve development, the editing and publishing industry must innovate its conceptual framework by introducing internet thinking into editorial and publishing processes. This involves not only leveraging internet big data but also establishing proprietary reader databases. By adopting user perspectives and analyzing their needs, enterprises can orient editorial and publishing operations toward satisfying user demands. Business adjustments based on this approach will optimize reading experiences and meet personalized user needs, thereby advancing the industry.

This internet service spirit must be applied not only to readers but also to author resources—the critical determinant of content quality. Platforms such as Zhihu, Douban, and Sina are employing this service spirit to compete for author resources that the publishing industry highly values. Indeed, author resources and content advantages constitute two crucial competitive assets for sustainable competition in the knowledge payment domain. The ongoing content war for readers and authors will be decided by the service spirit embodied in products.

3.2 Establishing Reader Databases to Achieve Precision Marketing

Chinese society is transitioning from the IT (information technology) era to the DT (data technology) era. For enterprises to thrive in this environment, they must master big data analytics to understand industry trends and formulate corresponding strategies by leveraging data relationships. For the editing and publishing industry, establishing proprietary reader databases is essential. A reader database stores and records readers’ basic personal information, reading interests, and needs. By employing scientific economic research methods and theories to build user models and strengthen data analysis, publishing enterprises can gain the most direct and authentic market insights, providing more precise guidance for future topic planning and editorial publishing.

Creating open communication platforms through proprietary reader databases also holds significant meaning for precision book marketing. Reader databases enable publishing enterprises to understand specific reader profiles and achieve targeted push notifications. Additionally, enterprises can utilize reader database resources to regularly organize activities that increase reader stickiness, fully tap into the value of target readers, and maximize profits under precision marketing.

3.3 Seizing the “Knowledge Payment” Opportunity to Create New Profit Models

With the arrival of the knowledge payment era, the publishing industry must reconsider where its opportunities lie. In 2017, numerous publishing institutions launched their own knowledge payment products to monetize content. On June 22, the Zhanlu Reading App launched; on July 6, Yuval Noah Harari, author of *Sapiens* and *Homo Deus*, became the first contracted lecturer for the CITIC Academy App; and on October 10, the New World Phase Reading Club launched. As book copyright holders, publishing enterprises possess advantages in audio development rights and can leverage industry developments to directly enter the knowledge payment domain [4].

To achieve development in the knowledge payment era, traditional publishing must seize this opportunity and innovate profit models. Publishing enterprises should fully utilize author resources and content advantages through multi-layered development and processing, achieving stratification and chain-based knowledge payment in publishing. Different products should be launched for users of varying cultural levels—for instance, offering “intensive reading classes” for highly educated audiences.

Several referencable models exist for publishing enterprises to implement knowledge payment: producing self-made audio and video content while cooperating with leading platforms for distribution; collaborating with content entrepreneurs and leveraging key opinion leaders for recommendations; and conditionally building proprietary App platforms to compete in the “big platform” arena.

Conclusion

Under the “Internet Plus” perspective, the editing and publishing industry exhibits new normals including greater emphasis on consumer experience, diversified information integration, and user dominance. To transform, the industry must introduce internet thinking to enhance product service spirit, establish reader databases for precision marketing, and seize the knowledge payment opportunity to create new profit models.

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