

New Competencies for Press and Publishing Editors in the Big Data Era: Postprint

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Abstract

The contemporary era is marked by the development of big data. Editors engaged in news publishing, who represent vital positions within the publishing process, will inevitably experience transformations in their future development under the influence of the all-media convergence environment. This paper primarily describes real-world application cases of news media, analyzes the shifts in core concepts resulting from the impact of the big data information environment, and summarizes the professional ethics requisite for the editing profession.

Full Text

On New Competencies for Press and Publication Editors in the Big Data Era

Abstract: The current era is characterized by the development of big data, particularly impacting editors engaged in press and publication work—a crucial role in the publishing process that will inevitably evolve under the influence of the all-media convergence environment. This paper describes real-world cases of news media applications, analyzes how core editorial concepts have transformed under the influence of big data information environments, and summarizes the professional ethics required for the editing profession.

Keywords: big data era; press and publication; news media

1.1 Big Data

Big data has brought massive amounts of information that constantly influence people's concepts, thoughts, and behaviors. First, individuals have discovered new ideas and cognitions within the information provided by big data. Second,

new technological methods and concepts have profoundly impacted the development of press and publication markets and institutions. Big data represents a new academic focus. Chinese information research institutions have summarized big data as requiring new processing models, methods, and capabilities for decision-making, judgment, and process optimization to effectively handle, analyze, and optimize vast information resources. The true significance of big data lies not only in its characteristics of large scale, high velocity, and comprehensive variety, but also in its comprehensive development from both spatial and temporal perspectives, enabling problem analysis and resolution through multi-dimensional and large-scale data.

1.2 Modern Editors

Traditional editors primarily refer to editorial staff at publishing houses, magazines, television stations, and online media, whose work mainly involves participating in topic selection, manuscript solicitation, review, and processing. As we face the big data era, editors now exhibit many new characteristics, such as digital editing technology. This technology uses new media technologies as a foundation to perform deletion, improvement, integration, and analysis of previously related data from multiple angles, levels, and scopes before finally researching and handling issues to further enhance customer service.

1.3 The Relationship Between Big Data and Modern Editors

The development of the big data era has propelled China's traditional press and publication units into a digital stage. Continuing to use traditional, independent editorial methods will hinder their development. During the editing process, it is necessary to strengthen collaboration with product, design, technology, and marketing departments to further promote development. Additionally, attention must be paid to the development of editorial departments and the cultivation of talent. Finally, new data teams and technologies should be appropriately introduced to improve data analysis capabilities and promote industry development. For contemporary editors, the widespread application of big data technology in the press and publication industry represents both an opportunity and a challenge. Big data brings new information processing methods and fast, diverse dissemination approaches that have significantly impacted various stages of the editorial process, including collection, planning, adaptation, and reorganization. Moreover, it has severely challenged traditional editorial methods and consciousness. Simultaneously, for China's press and publication media, the application of big data methods and consciousness serves as a "cardiotonic," necessitating strengthened requirements for editorial and layout work. To improve the quality and service of news editing, editors must master big data techniques such as personalized push, big data analysis, and network public opinion analysis, while also developing new big data information consciousness to enhance service quality.

2. Consciousness Transformation of Press and Publication Editors in the Big Data Era

2.1 From Simple Information Processing to Personalized Information Recommendation

Traditional news editing and publishing units primarily follow media editorial policies, using publishing house topic selection and distribution department promotional themes as backgrounds to modify, refine, explain key points, and integrate content structures. The arrival of the big data era will accelerate the rapid development of the internet and mobile terminals, making personalized information recommendation a new topic in the editing process. When editing news content, we must consider users' interests, hobbies, habits, and frequency patterns, integrate personalized information based on individual user interests, and finally perform recommendation work.

2.2 From Separation of Collection and Editing to Integration with Various Departments

The separation of collection and editing was one of the most frequently used methods in traditional press and publishing. Using newspapers as an example, specialized departments were established for art editing and responsible editing, while independent journalists and related personnel conducted interviews. This approach not only improved news production efficiency, content quality, and professionalism but also prevented and eliminated paid news phenomena, thereby promoting the development of newspaper collection and editing business. However, in the big data era, editors must strengthen collaboration with product, design, technology, and marketing departments to further promote their work. Additionally, they should focus on developing editorial departments and strengthening talent cultivation. Finally, they should appropriately introduce new data teams and technologies to enhance data analysis capabilities and promote industry development.

2.3 From “Sender-Centered” to “User-Centered”

To promote the development of the news industry, we have introduced editorial concepts centered on both “sender” and “user.” Influenced by China's traditional press and publication editing methods, communication could not effectively receive user feedback, leaving some problems unresolved. However, applying this editorial concept can better facilitate connections between both parties, improve reception of user feedback, and use the “I speak, you listen” model for widespread news dissemination. Then, by processing and integrating the received feedback, editors can improve their shortcomings and make news content more aligned with public preferences.

3. New Competencies for Modern Press and Publication Editors in the Big Data Era

3.1 Using Big Data to Achieve Personalized Push

The primary standard for China's press and publication editors is to use big data to achieve personalized information push. When using big data for push services, we emphasize not the causal relationship of "why," but rather the result of "what." When organizing and editing book or news content, we must make targeted recommendations to readers to help them understand key content and intended meaning. During content editing, we can use computers to create interest graphs, allowing the public to choose content according to their preferences. This places the initiative entirely in the hands of the public, enabling better service provision and earning public praise and trust. From this, we can conclude that promoting personalized services in the big data era is not only important for industry development but also better embodies the user-centric concept.

3.2 Enhancing Personal Knowledge Reserve and Professional Responsibility

Editors serve as a bridge between authors and the public and constitute an important procedure in manuscript review. Some news media or websites frequently create false or sensational news content to attract readers and public attention, with some content not matching their headlines. This not only deceives audience trust but also creates negative impacts on news media. When editing news content online, editors' limited professional knowledge and weak sense of professional responsibility lead to failure to follow news authenticity principles during publication, resulting in a "sensational suspense" phenomenon. Once this occurs, it is quickly reprinted and reported by other news media, leading to strong public opposition and high volumes of complaints. Soon after, it is overwhelmed by public rationality and complaints, resulting in an unfinished or "烂尾" phenomenon. To reduce such occurrences, we must maintain strong professional responsibility during manuscript and news content review to minimize the breeding and development of such behavior.

3.3 Insight into User Needs and Improvement of Content Planning Ability

In the user-centered big data development era, public experience and feedback play a decisive role in the development of news media and enterprises. At this stage, editors' insight analysis of customers and related data has become a new standard. For television media editors, we can use digital TV or smart TV set-top boxes to collect data on all content customers switch to and preferred types, thereby identifying customer preferences and interests. After understanding customer tastes and preferences, we can adjust, edit, and plan this content to show customers more of what they want to see, thereby achieving efficient

program content dissemination and improving program ratings. China has conducted such activities, as exemplified by the program broadcast during the 2014 Spring Festival, *During the Spring Festival*. Before broadcasting, this program conducted large-scale data collection, analysis, processing, and integration, with all broadcast content focusing on hot topics of public concern, thereby receiving extensive praise. From this, we can see that insight analysis of user preferences is particularly important, not only for improving news media development but also as one of the new competencies for editorial planning and topic selection.

3.4 Strong Ability in Network Public Opinion Analysis and Guidance

During the internalization process of the big data environment and the externalization process through multimedia dissemination, the characteristics of network public opinion interact and merge with the features of both big data and multimedia. To date, China's "self-media" information technology has developed rapidly, and public awareness of participating in social management and expressing their own needs has also continuously improved. Therefore, in the big data era, China's press and publication editors should possess more standardized network customer demand analysis and guidance capabilities.

4. Conclusion

From theory to practice, the development of big data provides excellent opportunities for the transformation of China's press and publication industry. The fundamental aspect of big data is the generation of various types of information, which requires layout editors to adapt to this big data era background. In production and dissemination methods such as editing, proofreading, layout, and printing, they must undertake data information processing and dissemination work with entirely new concepts, providing new reader groups and customers with green, environmentally friendly, accurate, fast, and considerate services.

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

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