

How to Plan and Publish Medical Book Post-prints in the Internet-Plus Era

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Abstract

The traditional publishing industry urgently requires transformation and upgrading in the “Internet+” era, and medical book publishing is no exception, currently demonstrating tremendous vitality. This article analyzes how editors should redefine their roles, shift their thinking patterns, fully utilize Internet resources for topic development, and provides summarized examples of the integration of medical professional book planning, publishing, and the Internet.

Full Text

How to Plan and Publish Medical Books in the “Internet Plus” Era

Abstract: The traditional publishing industry urgently needs transformation and upgrading in the “Internet Plus” era, and medical book publishing is no exception, radiating tremendous vitality. This article analyzes how editors should reposition themselves, shift their mindset, and fully utilize internet resources for topic development, with illustrative examples of integrating medical book planning and publishing with the internet.

Keywords: Internet Plus; topic planning; medical publishing

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The current era represents a new “Internet Plus” age where the internet connects the world. “Internet Plus” essentially means “internet plus various traditional industries,” but this is not a simple addition; rather, it involves using information and communication technologies and internet platforms to achieve deep

integration between the internet and traditional industries, creating a new development ecosystem. It represents a new social form that gives full play to the optimization and integration role of the internet in social resource allocation, deeply merging internet innovation achievements into all areas of the economy and society, enhancing the innovation and productivity of the whole society, and forming a new economic development pattern with the internet as infrastructure and implementation tool.

In this environment, to adapt to the transformation, the entire traditional publishing industry must transform to open up development space. Among all changes, the transformation and upgrading of topic planning is the primary issue in publishing—the source of publishing transformation—and cultivating new-type planning editors for the “Internet Plus” era is the top priority for publishing houses.

1. Content Presentation Characteristics of the Medical Publishing Industry

Medical books are characterized by disciplinary professionalism, cutting-edge technology, and content rigor. Their target readers are primarily medical school students, teachers, and frontline clinical doctors in hospitals. These individuals are both readers and potential authors. Therefore, medical publishing is a professional circle where both authors and readers are specialists, which places higher demands on medical editors. First, they must ensure “content is king”—whether for basic medicine, academic monographs, or clinical discipline books, the content must be scientific, rigorous, and able to withstand reader scrutiny.

The traditional publishing process works as follows: First, the planning editor writes a topic proposal, including author biography, content summary, basic information, market prospects, marketing plan, cost estimates, etc., and submits it to the publishing house’s editorial board for discussion. The basis for discussion at the proposal meeting is mainly that editorial board members evaluate the publishing value of the topic based on their own experience, including social and economic benefits; the market sales of similar previous medical books, and sales of similar books from other publishers. The data referenced in this topic evaluation method is only part of the entire medical publishing market data. However, by utilizing internet big data, we can not only grasp the publishing information of the entire medical book market, sales of similar books or topics, market feedback, and market share, but also conduct comparative analysis of relevant data.

Existing medical online communities and database resources are already abundant. By analyzing search records, browsing records, user comments from medical forums such as DXY.cn, CNKI, and PubMed, as well as purchase records of professional books on Amazon and Dangdang, we can filter out hot topics in various professional fields, analyze information such as users’ geographic location, age, and education level, accurately target reader groups, and predict

market capacity, providing references for book topic selection.

Community forums are platforms where groups of people with common interests, preferences, or experience, or professionals from various industries, form a community to communicate, exchange, and share information. Websites on the same theme often concentrate visitors with common interests and expertise. DXY.cn is a forum that most medical students and clinicians visit, concentrating high-quality resources from the medical community. Many medical editors are also DXY users, with their own homepages, posting platforms, and followed sections on the forum. For editors, DXY is not only a platform for marketing books but also a source of quality topics. Editors can make many friends on this platform, as they share professional concerns or common interests in certain disciplines, many of whom can be developed into their author teams. Ultimately, no matter how topics are planned, they must rely on authors to complete them, and editors must ensure the professional quality of authors. Moreover, many articles on forums are original works by doctors and medical students, including fresh clinical cases from the frontline, imaging pictures, laboratory results, patient condition evolution, follow-up records, as well as medical students' study notes, class summaries, and discipline knowledge summaries—all precious references for medical editors when planning topics.

2. Professional Qualities of Editors in the Internet Era

Possessing “Internet Plus” thinking is the basic quality of medical editors in the internet era. The planning of a new topic, from proposing the plan and designing ideas to market research and contacting authors, embodies the editor's effort and wisdom throughout the entire process. The topic idea is crucial, equivalent to an author's writing inspiration. Where does this inspiration come from? It is inseparable from the editor's accumulation of professional knowledge, but more importantly, the source of this inspiration is various information on the internet.

In the “Internet Plus” era, planning editors must not only ensure editing quality and maintain proper work attitudes but also reposition themselves. Editors are no longer just receivers and reviewers of manuscripts but must fully utilize the advantages of the network to find all usable information resources, including author resources and publishing content resources, to systematically and purposefully expand author teams and accumulate content resources. Additionally, they must continuously pay attention to the needs and reading experiences of relevant reader groups, design book models accordingly, and make full use of internet presentation forms such as QR codes to enrich book content through video and audio, compensating for the expression limitations of print books, thereby providing readers with better reading experiences.

For example, monographs in clinical medicine disciplines, such as ECG and ultrasound medical books. The publishing format of such books is mostly illustrated with both pictures and text, guiding clinical case diagnosis through systematic explanations of ECG or ultrasound mechanisms; conversely, it can

also explain the manifestations, causes, and significance of ECG or ultrasound through clinical case analysis. However, print book publication is limited by space and presentation forms and cannot display all the pictures and cases the author wants to illustrate, only selecting relatively classic and common ones. What about other picture materials that are equally important for disease diagnosis and condition progression judgment? In the internet publishing era, we can create online resources to share with readers, who can access massive amounts of information through QR codes or website visits for further in-depth study. This information can be pictures, audio, or video. Authors can also record explanatory videos to share with readers, which not only enhances the author's visibility but also increases the value of the book—a win-win cooperation.

Another example is monographs in basic medical disciplines, such as anatomy. Such books are mostly rich in pictures and beautifully printed, with content mainly supported by pictures that show readers the anatomical positions of various body parts and organs and adjacent tissues, blood vessels, nerves, etc. What readers obtain from books is two-dimensional information. “Knowledge comes from practice, not just books.” Anatomy serves clinical surgical operations, and readers' study of anatomy ultimately needs to be applied in actual operations. The online resources attached to books can solve this problem. Authors can segment anatomy class videos according to book content and place them on websites, or share clinical surgical videos with readers. This way, readers can gain more intuitive and profound impressions through book explanations combined with actual operations, greatly increasing the added value of books, better serving readers, and making them feel the book is worth the money.

3. Application of Internet Technology in Editing and Publishing

In the “Internet Plus” era, editors will transform from pure content planners and processors into all-media operators. This means that editors of traditional print publications have to face the challenges of new media and digital publishing and must transform into quasi-technical personnel who master certain new media, network, and digital publishing knowledge and applications; planners who are good at using big data analysis for audience mobilization with internet thinking; self-media persons who must regard themselves as content editors, content creators, audience readers, and technology application experiencers; and all-media planning operation maintainers.

4. Conclusion

To gain broad development space, medical publishing must undergo transformation and upgrading, dare to innovate, keep pace with the times, and grasp consumers' external and potential needs—that is, more convenient and faster reading modes. This requires publishing houses to change concepts, improve management, fully mobilize the enthusiasm of employees, give full play to staff

creativity, continuously strive and explore new growth models. It is believed that medical publishing in the internet era will have a brighter future.

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

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