

Reflections on the Service Consciousness of Chinese Scientific Journal Editors—The Post-Print Transformation under New Media Convergence

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Abstract

The rapid development of new media is impacting the field of scientific journals in China. In response to the current new situation, the transformation of scientific journal editors is imperative. This paper examines the transformation of scientific journal editors under the convergence of new media.

Full Text

Abstract

The rapid development of new media has profoundly impacted China's scientific journal sector. In response to this new landscape, the transformation of scientific journal editors has become imperative. This paper examines the transformation of scientific journal editors under new media integration.

Keywords: scientific journals; service awareness; editors

1.3 Service Awareness

During the transformation of scientific journal editors under new media integration, we must confront several objective challenges that require resolution to move forward. The stagnation of some journals primarily stems from a shortage of industry experts, which prevents timely identification of highlights in authors' manuscripts. When papers go unrecognized, authors may defect to other journals. Editors should actively acquire professional knowledge and track developments in their fields. By developing stronger academic backgrounds, editors can swiftly assess manuscript quality, select outstanding works, retain authors, and foster stable, long-term collaborations. For less promising submissions, providing constructive guidance encourages future cooperation. The demands of

academic promotion create a continuous influx of manuscripts, which may overwhelm editorial staff and create knowledge gaps. In such cases, editors must be willing to learn, humbly seek clarification from authors or consult experts, and build friendly relationships with authors. Since peer review is time-consuming and initial rejection rates are high, most publishers have now separated business operations from editorial publication. For many authors, review duration is a key consideration, making system optimization essential for shortening timelines and enhancing competitiveness. Currently, most journal publishers have lengthy review periods; optimizing these timelines would create greater development space and competitive advantage. Authors often publish for career advancement, making speed a primary factor in their journal selection.

1.1 Team Building

First, establish clear role definitions with refined division of labor and collaborative coordination. Basic positions such as publishing and distribution do not require extensive professional backgrounds, whereas editorial review roles demand enhanced academic credentials. While text editors need not be subject matter experts, they should possess fundamental understanding across disciplines, demonstrate language sensitivity, and have solid linguistic foundations. Technical editors must master relevant tools proficiently, art editors require design capabilities, and web editors optimize online dissemination. Each position needs specific qualification requirements to build a professional team, as specialized division of labor represents a necessary direction for journal scaling [1].

Second, implement streamlined workflow processes with adequate infrastructure to ensure smooth operations. Well-equipped facilities reduce subjective human intervention in publication decisions, whereas many current publishers suffer from incomplete equipment and excessive manual interference.

Third, employ artificial intelligence for decision-making. AI can create precise databases for matching reviewers and enable personalized manuscript solicitation. This approach emphasizes the potential value of works and designs quality content rather than making subjective judgments about authors. By identifying superior papers and focusing on quality over quantity [2], AI mitigates human bias in selection processes.

1.2 Editor Development Directions

Editor training should emphasize four key areas: First, professional knowledge mastery. Second, creativity—editorial work extends beyond simple typesetting and proofreading to information integration and reorganization, creating distinctive reader experiences. Third, professionalism—editors should provide meticulous care to authors, assist with manuscript revisions, accommodate reasonable reader requests, and attentively consider feedback from both readers and authors. Fourth, enhanced awareness—the openness of communication breaks

traditional temporal and geographical constraints.

1.4 Service Tools

Appropriate tools can accelerate the manuscript review and publication process while improving paper quality. Proper tool utilization reduces staff pressure, liberates personnel, and promotes efficiency. Remote online collaborative work systems, for instance, can significantly enhance overall journal capabilities, improving functions in similarity detection and innovation assessment, thereby increasing manuscript quality. Only through the coordinated efforts of professional editors and suitable service tools can a publisher's comprehensive capabilities be elevated.

1.5 Display Platforms

Publication enables peers to share authors' achievements, so platform display capabilities must satisfy author needs. Some publishers' practices in this area warrant study and emulation. Database citations of author data not only strengthen exchanges among journal publishers but also provide authors with greater exposure opportunities, which proves highly attractive. Some journals refrain from website promotion primarily due to lack of experience and scarce successful cases. Editors should maintain open minds, actively embrace new developments, and seize opportunities presented by effective new media promotion to advance with the times. Developing well-functioning websites, communicating with other platforms, leveraging new media for promotion, and increasing readership—along with real-time data updates—enhance autonomy and flexibility in editor-author exchanges.

1.6 Academic Attitude

As discoverers of scientific achievements, editors must maintain proper academic attitudes. High levels of professional knowledge enhance author trust in the journal. In November 2015, the state promulgated relevant laws defining academic misconduct and establishing strict penalties. Some editors have been lenient in handling such matters, considering the status of experts or editorial board members during manuscript review. Although these incidents are rare, they can destroy authors' goodwill toward a journal and drive them away. Once review bias occurs, its impact on both authors and publishers becomes extensive. Therefore, we must eliminate such occurrences.

2. Applying Humanistic Concepts in Editorial Practice

Editors should enhance their professional competence and take responsibility toward authors and readers. Journals exist to publish authors' works and provide quality papers to readers. Editors must dedicate themselves wholeheartedly to journals, serving authors and readers to the best of their abilities. Today, all

industries embrace humanistic service concepts, which we should implement as follows.

2.1 Transforming Concepts

Consciousness determines behavior. By internalizing service awareness, editors can demonstrate respect for authors through their actions. As editorial work involves human interaction, respecting authors constitutes a crucial step in building trust. Authors often feel anxious when submitting manuscripts; providing care and assistance at this moment enhances their impression and encourages future submissions. With numerous journal brands available today, only by serving authors well can we retain them and attract more submissions, thereby keeping established authors while drawing new ones.

2.2 Demonstrating Service Awareness in Practice

First, in topic selection: authors hope for prompt responses after submission. Editors should accelerate review processes to improve efficiency, allowing authors to revise or submit elsewhere if necessary, while rejecting low-quality, valueless manuscripts. Second, in rejection: this represents an undesirable outcome for authors that requires supportive handling. When manuscripts fail review, editors should send personal emails or make phone calls to explain reasons clearly and provide revision suggestions. This gives authors direction for improvement and fosters gratitude, making them more likely to consider your journal for future quality work. Third, in editing: during revisions, preserve authors' styles rather than imposing personal ideas. Any necessary changes should be discussed with authors through email or personal communication for satisfactory resolution. When editing, recognize that manuscripts represent authors' painstaking efforts; promptly consult authors or experts when encountering unfamiliar content. This demonstrates professionalism and enhances author satisfaction with your service.

3.1 New Characteristics of Relationship Building

First, virtualized interaction: editor-author communication has shifted from face-to-face meetings to new media platforms, making exchanges increasingly efficient and effective. Second, facilitated communication: interactions become more flexible, enabling anytime, anywhere conversations with internet access. Third, open engagement: breaking traditional temporal and geographical constraints. Fourth, real-time transmission of interaction outcomes.

3.2 New Methods for Relationship Building

First, WeChat; second, QQ; third, Weibo. Diverse methods now exist for establishing editor-author relationships, with editorial staff able to communicate with authors in real-time across various platforms. Additionally, editors can

post relevant activities on Weibo, WeChat, and QQ, such as calls for papers, reviews and sharing of outstanding works, and journal promotion, demonstrating professional and conscientious attitudes to authors. Traditional communication often created significant conflicts between authors and editors, but new media has multiplied interaction channels and will help resolve these issues.

3.3 Strategies for Relationship Development

First, be proactive and sincere: editors should first establish trust with authors. Second, maintain appropriate distance in online interactions: being either too distant or too close creates discomfort, so moderation is key. Third, attend to details. Fourth, ensure smooth communication channels. Fifth, maintain ongoing relationships. Sixth, utilize multiple communication methods by engaging authors across various platforms.

4. Conclusion

The primary function of journals should be innovation, playing an important role in cultural development. New-type editorial personnel represent the future direction of editor development.

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