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Current Status and Improvement Strategies for Integrated Publishing of Chongqing Scientific Journals: Post-Print

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Abstract

Objective: To investigate the current status of integrated publishing of scientific journals in Chongqing, reveal the challenges faced, and guide them toward high-quality development. Methods: The investigation employed a combined online-offline approach with integrated quantitative and qualitative evaluation to ensure scientific rigor. The questionnaire covered human resources, omnimedia communication systems, integrated publishing implementation, and platform construction. Results: Analysis of 71 valid questionnaires revealed that most journals recognize the importance of integrated publishing and have explored omnimedia construction and technology empowerment, but need improvement in developing new models, business forms, and fields. Conclusion: Through analysis of the survey data, local authorities should enact policies to stimulate journal vitality, professional societies should prioritize talent cultivation to optimize the journal ecosystem, and deep integrated publishing should be advanced through technology leadership, clustering, and platform building.

Full Text

Current Status and Enhancement Strategies for Integrated Publishing of Chongqing Scientific Journals

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Abstract

[Objective] This study investigates the current status of integrated publishing among Chongqing scientific journals, reveals the challenges they face, and guides them toward high-quality development. **[Methods]** The research employed a combined online-offline approach integrating quantitative and qualitative evaluation to ensure scientific rigor and precision. The survey questionnaire covered human resources, omnimedia communication systems, integrated publishing implementation, and platform construction. **[Results]** Analysis of 71 valid questionnaires revealed that most scientific journals recognize the importance of integrated publishing and have made beneficial explorations in omnimedia construction and technology empowerment, though further improvement is needed in promoting new models, formats, and fields. **[Conclusion]** Based on survey data analysis, local authorities should introduce policies to stimulate journal vitality, industry associations should prioritize talent cultivation to optimize the ecosystem, and deep integrated publishing should be advanced through technology leadership, clustering, and platform building.

Keywords: Chongqing scientific journals; integrated publishing; high-quality development; clustering; technology empowerment

1. Research Methods and Data Sources

This study employed a combined online-offline approach integrating quantitative and qualitative evaluation. First, qualitative data were collected through literature review and expert consultation, focusing on: understanding theoretical explorations of integrated publishing in academia, particularly how to achieve “pan-publishing +”; and organizing thematic seminars on integrated publishing for journal experts under the auspices of the Chongqing Society of Scientific and Technical Periodicals Editors to collect measures and practical cases. Second, quantitative data were gathered through a questionnaire survey. The research team scientifically designed the questionnaire based on preliminary online-offline research findings, covering four major categories: human resources, omnimedia communication systems, integrated publishing implementation, and platform construction, with 57 questions total. The questionnaire was distributed via Wenjuanxing to Chongqing-based scientific journals through the society’s WeChat editor groups and email addresses. Conducted at the end of 2023, the survey collected 78 questionnaires, with 71 valid responses (excluding 7 incomplete responses), yielding a 91.03% valid response rate.

2. Current Status Analysis

2.1 Human Resources for Integrated Publishing

The distribution of surveyed practitioners is shown in Table 1. The total number of practitioners across 71 journals was 591. It should be noted that the

number of integrated publishing personnel equals the sum of omnimedia operators and platform operators (think tanks, academic conferences, etc.), with each individual counted for only one position. Among the 71 journals, integrated publishing practitioners numbered 201, accounting for 34.01% of the total workforce, including 100 omnimedia operators and 101 platform operators.

The age distribution of Chongqing scientific journal practitioners is presented in Table 2. The survey covered 591 total practitioners and 201 integrated publishing personnel. Values in parentheses represent the proportion of each age group within its respective category. Further analysis reveals that Chongqing scientific journal practitioners are predominantly aged 30-50, comprising approximately 60% (56.18%) of the total workforce. Practitioners aged 50 and above account for over 25% (25.55%) of the total, while those under 30 represent about 20% (18.27%)—a relatively low proportion. Among integrated publishing personnel, those under 30 comprise 23.38%, slightly higher than their proportion in the overall workforce (18.27%).

2.2 Omnimedia Communication System

This section analyzes the types of communication media used by Chongqing scientific journals and the development of their omnimedia user base.

2.2.1 Media Type Statistics The most widely used communication medium is the official journal website, with a 100% adoption rate, primarily due to the普及 of PCs and internet access. With the advent of the mobile internet era, 95.77% of Chongqing scientific journals use WeChat official accounts, and 43.66% use WeChat video channels, as shown in Figure 1 [Figure 1: see original paper]. As user media consumption habits evolve toward lightweight and scenario-based experiences, knowledge dissemination has become increasingly fragmented. Chongqing scientific journals emphasize the role of video dissemination in academic communication. Notably, media channels continue to diversify and decentralize, expanding from websites and WeChat to emerging audio-video platforms and social media.

2.2.2 Omnimedia Operation Analysis As Figure 1 shows, official websites and WeChat official accounts remain mainstream communication channels, while other media are still in their infancy. The analysis proceeds from user volume and functionality perspectives for these two primary channels.

An investigation of website traffic reveals that 32.39% of journals have annual website clicks between 10,000-50,000, while 16.90% have fewer than 10,000 annual clicks. Approximately 4.23% achieve 1-2 million annual clicks, and 2.82% exceed 2 million clicks, as shown in Figure 2 [Figure 2: see original paper]. Overall, most journals concentrate in the under-50,000 clicks range, with significant disparities and uneven distribution. Analysis of high-traffic websites (500,000+ clicks) indicates two main factors: provision of rich value-added services creat-

ing stronger user stickiness; and larger audience bases, particularly for medical journals.

Journals differ in their approaches to sharing academic papers on websites: over 50% provide abstracts with full PDFs, 15.49% share only abstracts, 15.49% offer full-text HTML, 11.27% present only tables of contents, and approximately 3% have implemented semantic publishing. The top seven website functions are: online submission systems, author guidelines, news updates, special issue production, RSS subscriptions, social features (bookmarking, liking, commenting, sharing), and advertising.

WeChat official accounts are crucial for integrated publishing, content innovation, and academic communication. Figure 3 [Figure 3: see original paper] shows the 2022 subscription user distribution: approximately 20% (19.12%) have fewer than 500 subscribers, 50% have 500-2,000 subscribers, and three journals (4.41%) exceed 20,000 subscribers. The variation is substantial. Analysis of accounts with 10,000+ subscribers reveals three characteristics: focused content with topical relevance; rich interaction methods enhancing user experience; and active brand building through online academic livestreaming and courses.

The top seven WeChat official account functions are: publishing table of contents/abstracts, sharing full papers (PDF or flowable documents), journal news, issue highlights, disciplinary hot topics, online submission tracking, and journal introduction/contact information, as shown in Figure 4 [Figure 4: see original paper]. While basic functions are common, extended services and distinctive features require further development.

2.3 Integrated Publishing Implementation

2.3.1 New Technology Application New technologies applied in content acquisition, production, and dissemination include FeiXiao push notifications (81.69%), intelligent collaborative acquisition platforms (63.38%), XML typesetting (43.66%), Trend MD (19.72%), and Aminer (9.86%). Chinese journals predominantly use intelligent collaborative platforms and XML typesetting for editorial work and FeiXiao for dissemination. English journals emphasize refined dissemination through Trend MD and Aminer. With AIGC gaining widespread attention, some Chongqing journals have begun using AI tools like ChatGPT.

2.3.2 Content Innovation Production Content innovation primarily includes new media production, virtual special issues, academic livestreaming, and audio-video paper interpretations. As shown in Figure 5 [Figure 5: see original paper], over 90% of journals engage in paper introduction and new media content production, while more than 50% organize virtual special issues and online livestreaming events.

2.4 Platform Construction

Chongqing scientific journals primarily build integrated publishing platforms through academic conferences and think tank construction, exploring development beyond traditional publishing models.

2.4.1 Academic Conferences Leveraging the derivative value of conference services, journals are transitioning from traditional publishing to integrated knowledge services and conference-publishing fusion. In 2022, over 50% of journals held at least one academic conference, with approximately 7% holding ten or more events, averaging 2-3 conferences per journal, as shown in Figure 6 [Figure 6: see original paper].

2.4.2 Think Tank Construction Expanding think tank services is essential for scientific journals to play a leading role in technological innovation at higher levels and broader scopes. Chongqing's think tank platform construction is in its infancy, with nearly 40% of journals enhancing influence through think tanks, including: the "Chongqing Scientific Journals Think Tank" initiated by the Chongqing Society of Scientific and Technical Periodicals Editors; specialized think tanks led by publishing units, such as the "Chongqing University of Technology Press Think Tank"; and journals leveraging resource advantages to participate in university think tank construction.

2.5 Integrated Publishing Operations

This section analyzes operational revenue from advertising, copyright, project activities, and new media.

2.5.1 Advertising Revenue Most journals manage advertising independently, with few using agency models. Among journals reporting advertising income, nearly 15% earn under 50,000 yuan annually, 26.47% earn 50,000-100,000 yuan, 42.64% earn 100,000-500,000 yuan, and nearly 3% exceed 1 million yuan.

2.5.2 Copyright Revenue Nearly 20% of journals reporting copyright income earn under 10,000 yuan annually, 45.59% earn 10,000-100,000 yuan, 32.35% earn 100,000-500,000 yuan, and 7.35% exceed 300,000 yuan.

2.5.3 Project Activity Revenue Approximately 13% of journals reporting project income earn under 100,000 yuan annually, 47% earn 100,000-500,000 yuan, nearly 30% earn 500,000-1,000,000 yuan, and nearly 10% exceed 1 million yuan.

2.5.4 New Media Revenue About 30% of journals reporting new media income earn under 10,000 yuan annually, nearly 53% earn 10,000-50,000 yuan, 7% earn 50,000-100,000 yuan, and nearly 10% exceed 100,000 yuan.

3. Countermeasures and Recommendations

3.1 Enhanced Policy and Financial Support

In recent years, the China Association for Science and Technology launched the “China Sci-Tech Journal Excellence Action Plan,” with several provinces following suit. Chongqing has implemented special funding programs that have achieved good results, though gaps remain compared to developed provinces. Recommendations include: establishing sustainable funding mechanisms aligned with the national Excellence Action Plan to address weaknesses in funding, dissemination, evaluation, and 成果转化; and implementing “Integrated Publishing Demonstration Units” projects to foster deep integration among industry, academia, and journal sectors, creating new formats and models.

3.2 Talent Cultivation for Deep Integration

Survey data reveals structural imbalances in editorial talent, with insufficient personnel in new media, technology, and operations. Recommendations include: establishing systematic training mechanisms led by industry associations, such as the “Deep Integration Development Theory and Practice Workshop” pioneered by the Chongqing Society; and innovating training methods through platforms like the “Editor’s Tea Salon” to implement mentorship programs and career development planning.

3.3 Technology Empowerment

Technology serves as a core enabler for integrated publishing. Chongqing journals’ media integration remains limited, with most relying on third-party platforms for submissions and distribution. Recommendations include: adopting AI technologies for editorial assistance in proofreading and formatting; leveraging AI for content production through big data analysis to identify academic frontiers; and enhancing academic dissemination by shifting from passive to active output, using AI and big data to track reader behavior and provide personalized services.

3.4 Industrial Chain Extension

Recommendations include: extending publishing functions to integrate into discipline construction and industrial development, transforming from knowledge production to knowledge services; and building professional journal clusters to achieve scale advantages and collaborative strength, with pilot programs in medicine, materials, and English-language journals to integrate resources across regions, departments, and disciplines.

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