Research on the Development Path of Cross-Boundary Symbiosis between Library and Publishing in “Internet Plus” Era

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**Abstract:** “Internet Plus” as a national strategy, is penetrating into the various traditional industries in the history of the fastest speed. The technology leads to accelerate the integration of various media symbiosis and causes the publishing industry to have a huge change. This paper discusses the ways to integrate the publishing house with the publishing business as its core and the library with the people as its core relying on the Internet platform.

1. **Introduction**

On July 4, 2015, the State Council issued the guiding opinions of the State Council on Actively Promoting the “Internet Plus” Initiative[1]. On May 22, 2020, Premier Li Keqiang of the State Council announced in his report on the work of the government of the State Council in 2020 that the government will fully promote Internet plus and create new advantages in the digital economy[2]. It is obvious that “Internet plus” as a national strategy, is penetrating into the various traditional industries in the history of the fastest speed, presenting a new social form. The leading of technology accelerates the amalgamation and symbiosis of all kinds of media, causing great changes in the publishing industry. As the closest partner of the publishing industry, the constant innovation of the publishing industry also gives birth to the transformation of the library collection construction. In the five laws of library science, it is pointed out that “the library is a growing organism.” In order to adapt to the development of the information age, the library has gradually changed from a fixed place providing services to a virtual space in the network, and the paper-based information is the main document carrier in the direction of digital development, but the nature of the library has not changed. The Publishing House with the publishing business as the core must cooperate with the people-oriented library, at the same time adapt to the information transformation and upgrade, and rely on the cross-border integration of the Internet platform to co-exist.

2. **Necessity of Cross-Boundary Co-Development between Library and Publishing in the “Internet Plus” Era**

With the development of technology, the libraries which take the paper books as the main collection resources can not effectively meet the readers’ reading demand in such aspects as reading mobility, fragmentation, real-time dynamic information, etc. The service content is simple and the service mode is single, and the ability to penetrate the reading community is limited. Under the traditional model, the judgment of the library and the publishing house to the readers’ needs is mainly based on the empiricism and the perceptual judgment, and lacks the accurate identification to the readers’ needs, and there is a serious disconnection between the readers’ reading demand, the library's literature collection and the publishing house's books. In the decision-making of the quantity of books issued and the price orientation, the publishing house mainly relies on the sales of books of the same kind, the sales of historical works of the same author and the experience of the editors as the basic information of the market forecast. The publishing process can not make accurate identification of user needs, which aggravates the existence of large number, variety, large stock and low reprinting rate of books published by publishing houses. Under the pressure of the
market demand for digital reading products, digital publishing emerges as the Times require. Publishing houses realize the digital format transformation of some traditional book contents simultaneously, which has been expected to highlight the sharing economy through digital platform dissemination, and digital publishing will undoubtedly generate revenue through public sharing, but there is no mature digital model in terms of action platforms and corresponding mechanisms. As far as the publishing house is concerned, the traditional book publishing business process basically stops with the final sale of the publication. For the library, the core service of the traditional library focuses on the service of borrowing and returning books. With the coming of “Internet plus” era, traditional libraries and publishing institutions must deal with the trend of digitalization and information transformation, change the cooperation mode of traditional knowledge supply chain, and rely on the Internet platform for cross-border integration[3]. The change of development environment makes the “people-oriented” library service and the publishing business-centered publishing house in the upgrading stage from the traditional operation mode to the fine management. The cooperation of data opening, information sharing and breaking through the organization boundary between them is helpful to optimize the resource allocation, improve the service efficiency and reduce the running cost. As the two main elements of the library knowledge supply chain system, the publisher is connected with the producers of knowledge, which is the production organization of reading products, and the library is connected with the consumers of knowledge, which is a public organization serving the readers. Putting knowledge at the service of end-users and promoting universal access is a shared vision of both organizations, which has become a demand-driven change for the cross-border integration of libraries and publishers.

3. Cross-Border Integration is an Important Way to Achieve Deep Integration of Knowledge Services

While the institutions providing knowledge services and the ways in which they are delivered vary, the motivations for carrying out or integrating knowledge services are the same. In the information environment, the integration of knowledge services between libraries and publishing houses is an inevitable trend of cross-border integration in the digital age, which drives the knowledge service to the intelligent service and realizes the deep integration of the knowledge supply chain.

3.1 The Cross-Border Integration of Knowledge Services is an Effective Way to Enhance the Competitiveness of Libraries

In the course of the development of cultural industry, libraries and publishing houses have achieved cross-border integration through the advantages of information technology, content resources and platform conditions for publicity and promotion. The cooperation between libraries and publishing houses in the fields of document acquisition, cataloguing, open access, knowledge assistance and reading promotion has been effective. Cross-border integration has become an important path of cultural innovation, knowledge innovation and knowledge service. It has become a general trend of cross-border integration in the digital age that libraries and publishers reach a consensus and intention of knowledge service integration in the field of knowledge service[4]. In order to support the needs of discovery, understanding, communication, integration and sharing from the level of knowledge, the library plans to process, express and organize the resources in a more detailed way, in order to realize its structuralization, semantic and computability, which develops the structured description of the full text content, and advances the development from the basic bibliographic data to the standard document, from the basic vocabulary to the semantic knowledge map, and the application of open relational entity data has been strengthened. Because of the difference of reading experience and carrier, it is impossible for digital publishing to completely replace paper books. On the one hand, under the influence of traditional reading habits, readers are accustomed to enjoy the pleasure in the atmosphere surrounded by the fragrance of books and ink, on the other hand, paper books show cultural taste, which will not disappear with the prosperity of digital publishing, but will appreciate in value because of the decrease of paper books
in the digital publishing age. As an important place for the collection of paper books, the paper books, which are of great value, also enhance the competitive power of the library. The cross-border integration of library and publishing house in the field of knowledge service is an effective way to promote the development level and competitiveness of library and Publishing House.

3.2 Cross-Border Integration Can Drive Knowledge Service to Intelligent Service

Intelligent service based on knowledge service is a more intelligent and higher level knowledge service based on Knowledge Service. The stage of knowledge service tends to provide personalized knowledge solutions or products for specific users to solve their practical problems, while the stage of intelligent service focuses on meeting the general requirements of the general public, and guides users to transform knowledge into wisdom, that is, “knowledge into wisdom”. Compared with the knowledge service, the intelligent service is higher and more intelligent. It is the inevitable product of the higher development of the knowledge service. Under the digital environment, the library and the publishing house reach the common understanding and intention of knowledge service integration, which is a reliable means to innovate the knowledge service mode and perfect the knowledge service system. It is also the necessary premise to realize the transformation and upgrade of knowledge service in the digital environment. Through the symbiotic development of cross-border integration, the upgrading process from knowledge service to wisdom service in libraries and publishing houses can be promoted.

4. Case Study of Cross-Border Symbiosis between Library and Publishing Industry

With the extensive exchange of information in the digital environment, the traditional information service mode of the library is more and more difficult to meet the needs of the vast number of users, which leads to the change of readers’ information demand model from library-oriented information demand to society-oriented information demand. In the past, the information service system dominated by the literature information of the library is being replaced by the dynamic information service mechanism centered on the users. “The loss of large numbers of library readers has made the library community feel an unprecedented crisis, so that the theory of 'library extinction' has started to revive.” The library can only actively respond to environmental changes and readers’ needs to break the limitation of traditional paper media, provide the digital reading of information content for readers, enrich the resource structure, and make the reading media more diversified. In order to change this situation, many libraries make great use of digital resources. In order to reduce the overall cost, selling enterprises collect a series of low-cost e-books and sell them by bundle, a large number of electronic resources which are not required by readers are packaged and sold, in which case libraries and publishing houses should seize the development opportunities and build more professional, modern and systematic library digital books, in accordance with the principles and standards of a modern library[5]. The structure and format of digital publications are improved and adjusted accordingly to effectively enhance the content and value of digital publications, and many valuable specialized digital books and best-selling digital editions are available to libraries. Libraries can also use their own funds to participate in open publishing to enhance the initiative of services with the help of publishing services, which is conducive to the development of personalized services. This can not only play a publishing-oriented role, but also achieve the value of library services to a greater extent. Part of the cost of the library for document procurement could also be converted to open publishing services, and SCOAP3 creates the idea of turning traditional subscription journals into open publications, which aims to turn core papers in the field of high energy physics into an open access form in which authors do not have to pay. SCOAP3 provides a new way for libraries to become involved in the open publishing management of their institutions by centralizing the payment of open access related fees to participating publishers.

5. Conclusion
The development of digital information technology has brought about profound and significant changes in the production and dissemination of information in modern society, as well as corresponding changes in the scientific concepts and practical methods of information dissemination, which poses a major challenge to the traditional publishing industry and libraries. In order to survive better, the publishing industry and the library should strengthen the integration, break through the bottleneck, and jointly create new kinetic energy of user knowledge service.

References


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