Editorial Innovation of Teaching Research Publications in the Digital Era

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Abstract: With the continuous development of information technology in China, the era of digital publishing has arrived, overthrowing the traditional publishing paradigm. Compared with mass publications and professional publications, teaching research publications are unique. In the field of education, they play a guiding role in the teaching work and in promoting the development of education in China. The editorial work of teaching research publications should be innovated in the digital era. In order to ensure the dissemination value and depth of content of teaching research publications, as well as to provide high-quality publications with leading value for money, editorial transformation and work innovation should be carried out in time, taking into account the characteristics of the digital era. This paper makes a detailed analysis of the existing problems in the editorial work of teaching research publications to propose innovative strategies for the editorial work of teaching research publications in the digital era.

Keywords: Digital age; Teaching research publications; Editorial work

1. Introduction

Teaching research publications make up a significant portion of China's publishing market and are essential components of educational publications. These books are high-end educational books with strong theory, innovation, and policy across the whole educational publishing system [1]. The main readers of teaching research publications are education administrators, researchers, and teachers. Teaching research publications include but are not limited to educational classics, educational theories, educational philosophies, moral principles, educational management, educational policies, educational methods, educational technology, psychology, curriculum and teaching theories, educational history, international comparative education, educational measurement and evaluation, as well as many other aspects. Compared with general educational publications, the editorial work of teaching research publications is more difficult and professional, and the quality of teaching research publications directly affects the practice of educators. In the era of digital publishing, the research on teaching has brought certain influence to the editorial work. The editorial work of teaching research publications must be innovated and developed, with the help of the editors' own professional level that conforms to the era of digital publishing, so as to produce more high-level and high-quality teaching research publications for the education field. This paper makes a detailed analysis of the editorial innovations of teaching and research publications in the digital era [2].

2. Existing problems in the editorial work of teaching research publications in the digital era

2.1. Insufficient awareness of crisis

From the objective standpoint, as teaching research publications have strong professional and functional value, and they have fixed audiences and distribution channels (schools, education scientific research units, education institutions), the pressure from competition is relatively small [3]. This easily leads to "conservative thoughts" in the editorial work of teaching research publications. In the era of digital publishing, many publishing houses are involved in the field of digital publishing, but still many teaching research publishing units overlook the impact of the digital era, lack understanding of the transformation of digital publishing, and disregard the research and development efforts of digital publishing. In the digital era [4], China's educational publishing units are actively involved in the field of digital publishing and desire to gain a name in the field of digital publishing. If teaching research publications disregard the influence of the digital era and fail to realize editorial innovation, they will eventually fall behind.

2.2. Lack of information editing talents

In the context of the digital era, in order to promote the digital development of teaching research publications, editors should not only continuously explore advanced education modes and methods, but also expand their knowledge on information technology and digital publishing. However, given the current state [5], multidisciplinary talents who are not only skilled in information technology but also in editing, education, and research are incredibly rare. Although the editorial staff can gauge the needs of the audience and put forward digital publishing schemes, many of them lack information processing skills and the processing skills of each link in digital publishing [6]. When it comes to recruiting editors, many talents with information technology skills can handle digital publishing processes, but they tend to lack solid editing skills and a professional education background. Compared with traditional publications, digital publications editors have to be equipped with certain skills in image processing, digital publishing, animation, and video; in addition, they also should have certain skills in art planning and management. In view of a scarcity of multidisciplinary talent, the development of teaching research publications may be jeopardized [7].

2.3. Disregarding the control of educational policies

Teaching research publications play a dominant role in the field of educational publications, so the editors of teaching research publications must have control over educational policies and information in the field of education [8]. In order to retain the advanced nature of the editorial work and determine the scale, it is necessary to clarify the former inheritance and development trend in the field of education. Especially with the current integration of information technology and education, innovative teaching methods and education models are more widespread [9]. The value of teaching research publications will be lowered if the topic selection is too old and does keep up with the trend of digital publications during the editing process. For example, China is now fervently advocating information-based education; if the research on educational policies is overlooked, the traditional teaching mode is still emphasized, and the control of educational policies is neglected, there will be a drop in the quality of teaching research publications, and they will be unable to lead and follow the footsteps of development in the education field [10].

2.4. Lack of opportunities for cross-border cooperation

There is a lack of cross-border cooperation in the digital publishing of teaching research publications. Cross-border integration has become an inevitable development tendency in several social domains at the current level of market economy [11]. With the continuous development of big data, cloud computing, and digital technology, the traditional marketing model has transformed, and the traditional publishing industry has also presented a fuzzy state. Many mass media, network operators, information

technology software and manufacturing suppliers, as well as e-commerce companies have begun to enter the field of digital publishing, realizing sufficient resources and promoting the wave of cross-border integration [12]. In the editorial work of teaching research publications, it is important to realize cross-border cooperation, but many editors are not familiar with the development trend of digital publishing at this point; in addition, the national awareness of digital publishing technology is weak, and China's digital publishing development trend is shallow, putting the country at risk of losing out on development prospects [13].

3. Innovative strategies for the editorial work of teaching research publications in the digital era

3.1. Innovating the thinking form of editorial work

In the digital era, the editorial work of teaching research publications has transformed the traditional business model. In the digital era, editorial work should constantly adhere to the concept of "providing educational services" and actively progress toward the field of digital publishing [14]. In line with the development trend of the digital era, it is imperative to formulate digital publishing strategies as well as carry out scientific and reasonable coordination of digital publishing resources. With the help of information resources from the internet, in addition to open network literature resources, this application will be closely integrated with digital teaching research books and multimedia technology to ensure that education workers can independently read teaching research books online and continue to expand the influence of digital teaching research publications. In order to truly build an internet platform for digital teaching research publications, it is crucial to fully publicize the value and characteristics of digital teaching research publications, realize the digital transformation of teaching research publications, and comprehensively innovate the thinking form of editorial work [15].

3.2. Innovating the network information technology for editorial staff

Under the digital age, the editorial work of teaching research publications must realize digital transformation. The key to ensuring the transformation is the editorial staff. Therefore, it is necessary to ensure that the editorial staff have solid foundation, good editorial work quality, and also basic information technology skills. The core of digital publishing is to control the content of teaching research publications and process them from the topic selection and form. In the digital transformation of teaching research publications, it is necessary to use digital technology to edit and reconstruct teaching research publications, which requires editors to be equipped with the internet. Hence, editors should be trained in using the internet, mastering the learning of data publishing concepts, data search, topic selection, manuscript review, editing, publishing, and other links [16]. The editors of teaching research publications should be guided to search for information resources with the help of the internet and build good information interactions with the readers with the help of social platforms, so as to understand the current needs of readers in the field of education, thereby carrying out targeted arrangement and coordination of topic selection, manuscript review, editing, and publishing. In addition, it is important to constantly emphasize on professional information technology and internet knowledge to ensure that the editorial staff make full use of information technology for the smooth development of digital publishing links [17].

3.3. Grasping educational policies and strengthening skills in topic selection

Teaching research publications have their own particularity. In order to achieve the goal of serving the majority of education staff, it is important to control the policy development in the field of education. With the help of the internet and other channels, the editorial staff should be dynamic, pay close attention to the national policy, laws, and regulations, have in-depth knowledge of various disciplines in the field of education and relevant theoretical aspects, further consolidate information about domestic and foreign education, meet the demands of educational policies, realize the editing innovations of teaching research

publications, as well as enhance the control and planning of topic selection [18]. In topic selection, it is important to supervise the planning process and carry out meticulous screening. At present, many topics are derived from the internet; hence, editors must examine the quality of the content, screen based on the requirements of educational policies, stop following the trend blindly, and keep pace with the times. It is necessary to put an end to backward, low quality topic selection, and stop focusing on short-term gains. Make full use of the internet to screen information, obtain high quality contents, introduce policy orientation into book editing, and establish the groundwork for topic selection.

3.4. Strengthening cross-border cooperation in digital education and publishing

Considering the digital publishing environment, cross-border cooperation has become a trend of social development; hence, it should be emphasized in the digital transformation and development process of teaching research publications. At present, with the continuous development and innovation of information technology and digital technology, digital education has become a new marketing model [19]. Therefore, in the digital transformation of teaching research publications, it is crucial to cooperate with the digital education industry. The cooperation with manufacturers and suppliers of digital education equipment and e-commerce will allow resource sharing and result in a win-win situation. In addition, it is also important to cooperate with network operators and information technology software to establish a data information sharing platform of teaching research publications. By collaborating with network operating platforms and information technology software to publish teaching research resources, it will not only improve the operating platform and internet browsing, but also heighten the popularity of teaching research publications as well as truly realize its digital development transformation [20].

4. Conclusion

Overall, given the context of the digital era, many publishing units are still unable to closely integrate with the digital era due to their own conceptual and thinking limits, making it difficult for them to correctly grasp their own development. Therefore, these publishers must keep pace with the times, commit themselves to digital transformation, continuous innovate to optimize the editorial work of teaching research publications, strengthen the visibility and reputation of teaching research publications, as well as realize the value of development services in the education field. It is necessary to constantly optimize and innovate the editorial work of teaching research publications, carry out topic selection based on the development trend of educational policies, enhance the professional information literacy of the editorial staff, and effectively promote the innovation as well as development of teaching research publishing units.

Disclosure statement

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