

Building an Effective AI Strategy to Advance Scientific Publishing

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□ AI is a hot topic in the global publishing industry. What's your attitude towards the impact of AI? How will you adjust your business in 2024 to cope with the challenges posed by AI?

■ I personally maintain a cautiously optimistic attitude towards the impact of AI on the publishing. AI can spark innovation in various aspects of publishing through its fusion with technology. It can assist publishing enterprises in achieving intelligentization and automation, enhancing publishing quality and efficiency, improving user experience, etc. However, we will thoroughly examine and prudently address the potential risks and challenges brought about by the application of AI in publishing, such as issues related to the reliability of academic content, academic misconduct, and privacy security.

In the present stage, China Science Publishing & Media Co., Ltd.(CSPM) will integrate technology with traditional publishing, exploring AI application scenarios from multiple perspectives to improve end-to-end quality and enhance efficiency. In areas such as topic planning, content creation, editing & proofreading, and marketing, we aim to enhance production efficiency and business precision, as well as effectively reduce costs.

□ How do you think publishers should ensure the security of their core content and platforms, avoiding biases, "illusions", and other adverse effects brought about by AI?

■ Safeguarding the security of core content and platforms is of the utmost importance. We primarily address issues such as copyright infringement, content misuse, data leakage, and the dissemination of forged information in the following ways.

First, we establish a self-controlled and secure platform. Placing major content on a platform constructed and controlled by ourselves allows better control of crucial assets. This platform must have advanced data encryption, security audits, and emergency response mechanisms to resist cyber-attacks and data leakage. Second, we focus on website registration and security level protection. In accordance with relevant national laws and regulations, we conduct website registration and implement security level protection measures. Third, we establish an external data authorization system. Creating a clear data authorization management system ensures that data provided externally is done under a controlled condition, with explicit usage restrictions and contract constraints. Fourth, we ensure that core data resources are not leaked. Strict access control and monitoring are implemented for all core data. Encryption technology is used to protect data transmission and storage. Besides, publishers need to strengthen the copyright management systems. In the future, we aim to enhance the identification speed and processing efficiency of copyright infringement through automated tools.

CSPM has accumulated a vast amount of high-quality academic content resources over the years. These resources serve as valuable "corpus". We will continue to produce high-quality content, and continuously expand the aggregation capacity of premium content data resources. Moreover, depending on existing content data resources and industry application scenarios, we will explore and develop several "small models" in vertically segmented fields, providing readers with more convenient and efficient knowledge services.



Hu Huaqiang

□ In terms of digitization, how do you develop channels and product mediums to address the changing demands of new readers and their evolving preferences?

■ From one angle, we aim to closely align with "the new demands" through various means, including conducting author interviews, new book releases, and discussions on hot topics via livestreaming and online seminars to enhance reader engagement. We will also actively seek collaborations with more short video media channels to attract more audiences, publish high-quality content on platforms like WeChat and Weibo to meet the needs of fragmented reading, implement multi-platform and multimedia publishing, optimize website and content mobile accessibility and ensure content usability across various devices and platforms. In addition, through leveraging social media platforms, we will establish connections with readers by building reader communities and hosting online events to attract more attention and participation.

From another angle, we should seize "new opportunities", including utilizing emerging technologies to create independent platforms for knowledge dissemination and user services. In the field of scientific journals, we have established the "SciEngine End-to-end Digital Publishing and Knowledge Platform". This platform covers the entire chain of journal digital publishing and knowledge services, including paper submission and review, structured production of papers, data warehousing, resource publishing, academic enhancement, international promotion, and scientific evaluation.

□ In 2024, how will CSPM address various pressures and achieve better performance?

■ In recent years, the influence of the pandemic and changes in consumer habits have led to a rise in the proportion of book sales through e-commerce platforms and new media channels. From physical stores to platform-based e-commerce, and then to new media channels, the sales discounts of books have continuously reached new lows. However, production costs such as copyright fees, editing and printing costs have not decreased, thus squeezing the profit margins of publishers constantly. Under such circumstances, we aim to implement meticulous cost control by improving production processes, optimizing resource allocation and utilization, and introducing new technologies and production tools to reduce production and operational costs. Simultaneously, we will enhance product quality and service levels, increase the profits of individual publications, and achieve better operational performance.

In 2024, we will further strengthen our sense of mission, focus on national strategic needs and global tech-

nological frontiers, and integrate the requirement of seizing high grounds in technology into all aspects and the entire process of reforming, innovating, and developing scientific publishing. We aim to make greater contributions to building a technologically and culturally strong nation.

□ What are the business plans for CSPM in 2024?

■ In early 2023, we achieved significant success in both social and economic benefits by proactively addressing external challenges and seizing development opportunities. Notably, our efforts in major project construction, scientific journal development, and digital product construction were remarkable. We continued to focus on digital product development, particularly in the areas of professional databases, digital education cloud services, medical and health big data, and the journal integration platform. We accelerated the promotion of deep integration and development in these four major business areas. CSPM's development and construction of various digital products, such as "Science Library" "Science Think Tank" "China Biological Database" "China Zoography Knowledge Base", and "SciEngine End-to-end Digital Publishing and Knowledge Platform" have continuously gathered high-quality resources and rapidly improved the service, expanding the influence of each platform.

Currently, the world is undergoing a new round of technological revolution and industrial transformation, with new technologies, concepts, and products emerging endlessly. New industries, formats, and professions are constantly emerging. As a key player in China's scientific publishing, CSPM will further identify the entry points and focuses for integrating scientific publishing into the new development pattern of the era. We will continue to strive to promote the high-quality development of China's scientific publishing, playing a supportive and service-oriented role in achieving high-level technological self-reliance.

□ What are the global growth strategies for CSPM in 2024?

■ In 2024, CSPM aims to engage in various forms of business cooperation and academic exchanges with international counterparts, further implementing its international development strategy. First, we will continue to explore the strategy of "going global", utilizing capital to gather high-quality publishing resources overseas and enhancing international influence. Second, we will strengthen internal and external collaboration, taking advantage of the overseas branches of CSPM such as EDP Sciences in France. We will further promote scientific and technological academic exchanges and cooperation between China and other countries through various means such as books, journals, and academic conference proceedings. Third, we will intensify efforts in international talent development, enhancing the learning and exchange of editorial talents both domestically and internationally. This will broaden the team's international perspective and capabilities, cultivating talents with experience in international journal and book editing and publishing. Fourth, we will continue to create a series of science and technology cultural products that reflect China's scientific level and showcase Chinese civilization and traditional culture internationally. This initiative aims to enhance China's global discourse power in science and technology and increase the international influence of Chinese culture.