

# Education Publisher Strives to Be Active, Adaptive and Innovative

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□ The year 2024 marks the 70th anniversary of the establishment of Higher Education Press (HEP). Reflecting on these 70 years, what key experience do you think HEP has learned from its successful adaptation to market changes at different historical stages?

■ Summarizing the 70-year development of HEP, we recognize several key experience.

We must be firmly rooted in education, advance academic development, enrich cultural heritage, and serve the society. We acknowledge “the top priorities of the country”, focus on the fundamental task of “fostering virtue through education”, and provide robust support for education.

We must always look at the big picture, value talent, emphasize quality, and prioritize research. We uphold the red gene and fine tradition, and continuously enhance the radiation and influence of HEP as a brand.

We must firmly stand at the forefront of the tide, uphold fundamental principles and break new ground, advance steadily while ensuring stability, and be open and inclusive. We proactively embrace new technologies, develop new quality productive forces, actively pursue international cooperation, promote cultural exchanges and knowledge sharing between China and foreign countries, coordinate development and security, strengthen ideological and cyber-security positions, and drive the high-quality development of our mission.

□ Educational publishing, particularly in higher education, is facing significant challenges of transformation to digital textbooks. What are the main strategies for developing digital textbooks?

■ The main strategies of the HEP for developing digital textbooks are as follows: Firstly, prioritizing scientific research to strengthen the top-level research on digital textbooks. We focus on the creation, compilation, utilization, and administration of digital textbooks, reinforcing both theoretical and practical research to deepen our understanding of the principles governing digital textbook development. Secondly, embracing a technology-driven approach to enhance the efficacy of digital textbook publishing. Leveraging cutting-edge technologies such as artificial intelligence (AI), big data, and blockchain, we accelerate the research and development of vertical large models in the field of education to create intelligent assistants for various roles. Thirdly, focusing on practical applications to accelerate the development of a digital textbook ecosystem. We integrate and optimize the effectiveness of various national education digital platforms developed and operated by HEP to build an intelligent, efficient, diversified, and integrated digital textbook ecosystem. Fourthly, broadening global horizons to boost exports and exchanges of digital textbooks. We strive to enhance the international dissemination and influence of digital textbooks, offering Chinese wisdom and solutions to support the inclusive development of global education.

□ Have you created some popular textbooks that have been well received by the market and effectively meet the instructional needs of teachers and students? What key efforts have been undertaken in the process of textbook compilation and development? Additionally, what positive and effective learning and assessment tools have been developed to support instruction?

■ HEP has gained momentum and laid a foundation for the leapfrog development of digital textbooks from



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the dimensions of development concept, organizational system, and technical support. Efforts have been focused on three aspects. Firstly, establishing a robust strategic foundation. We have prioritized digital textbook development as a cornerstone of our business transformation and growth, scaled up the creation of digital and intelligent textbooks, accelerating the establishment of a comprehensive publishing ecosystem that includes textbook publishing, knowledge services, and a data service complex. This ecosystem is characterized by leading content, advanced technologies, diversified services, and strong support, contributing significantly to the national education digitalization strategic action. Secondly, restructuring the organizational system. Focusing on advancing changes in the paradigm of educational publishing, we have restructured the digital business segment, established an organizational system, business process, and talent team adapted to digital textbook title selection and R&D, editing and publishing, dissemination and promotion, and operation services, and continuously carried out training on AI, digital publishing and other topics at various levels. These efforts have enhanced the digital literacy and capabilities of the staff of the whole press, providing solid support for the rapid advancement of digital textbooks. Thirdly, activating the technological engine. Leveraging cutting-edge technologies such as AI, big data, and blockchain, we have accelerated our efforts in the emerging field of digital textbook development, promoted the research and development of vertical large models in the field of education, and created intelligent agents such as intelligent creation and compilation assistants for authors, intelligent review and proofreading assistants for editors, intelligent instruction assistants for teachers, and intelligent learning companion assistants for learners. This has led to the formation of an intelligent, efficient, diversified, and integrated digital textbooks ecosystem.

Currently, we are well established in terms of the scale and quality of digital textbook development in the field of higher education and vocational training. Throughout the process of digital textbook development, digital textbook compilation and development is a significant innovation in educational publishing. It requires publishers to actively embrace new technologies, adapt to new changes in educational and instructional reforms as well as talent cultivation modes, create a brand-new publishing paradigm for textbooks, and foster a new ecosystem for the development of digital textbooks.

Therefore, the digital textbook development at HEP is not the creation of just one product or one unit. We place a strong emphasis on collaborative innovation. Under the guidance of the superior unit, we have led the establishment of the Higher Education Digital Textbook Inno-

vation and Development Alliance, gathering hundreds of publishers, research institutes, and technology enterprises to carry out theoretical research, standards formulation, platform development, and other fundamental work on digital textbooks. Our efforts have fostered a consensus on digital textbook development and led to the creation of an intelligent, efficient, diverse, and integrated ecosystem for digital textbooks.

□ New technology is a double-edged sword. What are the strategies of HEP to respond to AI? What AI-related policies and rules are in place?

■ HEP is actively leveraging generative AI technology to develop large models and intelligent agents for disciplines. Our response strategies include:

**Strengthening the coordination of design and planning.** In order to develop digital textbooks, we have strengthened and reinforced Higher Education Electronic Audio-Visual Press. With a primary focus on delivering more high-quality online education services, we have established a digital company by integrating the core strengths of higher education, vocational education, and teacher development.

**Strengthening the development of a digital base.** By leveraging the data management platform and utilizing the varied data of HEP, we have pre-trained the H0 education-specific multimodal large model, fine-tuned the H1 discipline large model and the publishing large model, and developed the H2 scenario large model applications.

**Actively exploring educational applications.** We have launched several innovative platforms, including the intelligent proofreading platform *Zhijiao Yunzhou*, the digital textbook creation and compilation platform *Yunchuang*, etc.

**Promoting integrated innovation in publishing.** By integrating AI technology with the Smart Education of China Vocational Education and Higher Education platforms operated by HEP, we have redefined our products and services. We have incorporated AI capabilities in textbook apps to support students in effectively utilizing both traditional and digital products published by HEP.

We are formulating AI-related policies and rules based on the following three perspectives:

**Content quality and security.** We will establish educational content generation standards to ensure the compliance and security of AI-generated texts, images, videos, and other content in terms of content quality, discipline quality, values, and moral principles. We will develop AI assessment sets based on disciplines to assess and identify the emotion, tendency, credibility, and compliance of the content produced by the large models that are used in the education field.

**Intellectual property protection.** We will clarify intellectual property agreements, enhance communication with authors and other parties, and ensure the secure use of the content owned by HEP for training and fine-tuning of large models. We will comply with relevant laws, regulations, and industry practices to clearly define the ownership of intellectual properties, and clarify the ownership of intellectual property rights of AI-generated content as well as the scope of authorization.

**Data security and privacy protection.** For data collection, storage, and use involved in AI applications, we will implement strict policies on data security and privacy protection to safeguard the information security of users and related parties.