

Analysis on the Construction Path of Publishing House App Channel from the Perspective of Big Data

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Abstract

With the integration of the professional advantage and large data technology, more and more publishing houses are committed to the development and construction of the App channel. Driven by the big data, publishing house App practises "user thinking", tries to build App into a platform for communication between publishers and users, with the innovation and development in the content construction, service, marketing activities and other aspects. Big data provides data support for the publisher to grasp, find and meet the user needs, so as to carry out book's subject plan, content editing, design, publishing and distribution as well as to provide personalized service, optimize the user experience, improve the emotional recognition of the channel and App stickiness.

Keywords

Big Data; Publishing House APP; Channel Construction.

1. Introduction

According to the data, "the scale of China's mobile reading market will increase steadily in 2019, reaching 20.49 billion, with a year-on-year growth of 22.4%." [1] China's digital reading industry market size, mobile reading status and development prospects in 2019 With more and more people search, buy and read books through mobile terminals such as mobile phones, the development space of digital reading market on mobile terminal is still very large. The changes of readers' reception and use also promote the innovation of book production, production and marketing. Nowadays, more and more publishing houses integrate their professional advantages such as book resources and content arrangement with big data technology, and are committed to the development and construction of client channels. This not only conforms to the changes of the times of reading habits, but also can expand the influence of Publishing House's book resources, enhance the enthusiasm of doing content, and help to strengthen its digital transformation in mobile Internet space.

2. Big Data Technology Strengthens "User Thinking" of Publishing House Client

"How to change the audience 'of traditional media into' users'? This requires data mining and analysis technology to achieve intelligent information matching of big data. "[2] use big data technology to accurately capture and analyze the data of readers' purchasing power, hobbies, needs, geographical location, reading habits, etc., grasp their interest map and information demand characteristics, and realize the personalized and intelligent book service. Providing information, products and services that truly meet the needs of users can optimize their use experience, closely contact with clients, and gradually cultivate users' habits and preferences through clients.

Big data should run through all aspects of book publishing, so that the client is not only a channel for traditional book distribution, promotion and sales, but also provide data support for book selection planning, content editing, format design, publishing, logistics, etc. Driven by

big data technology, the client of publishing house has become a platform for communication and communication between publishers and users. It is convenient for them to grasp user needs, discover user needs, meet user needs, seek to attract traffic by relying on books, and realize the realization of commercial value with the help of services. It is really completing the transformation from "reader thinking" to "user thinking" in mobile Internet space.

3. Big Data Reshapes Content Platform: Optimizing and Integrating Book Resources

(1) Selecting content sources and integrating high quality books

In the art and science of book publishing, Herbert S. Bailey Jr., a famous American publisher, said: "a publishing house is famous not for its management, but for the books it publishes." It emphasizes the importance of high-quality content resources. The client of publishing house must control the quality of book products to ensure the rational use of big data technology in the follow-up channel construction. In view of the fact that the necessity of using the publishing client is not as necessary as microblog, Wechat and other platforms, the utilization rate is not so high, and the number of users of a single Publishing House client is usually not large, and the quantity of high-quality content is difficult to form the content resource support for long-term development. Therefore, it is necessary to integrate the content resources of many publishing houses, especially the high-quality content, to ensure the richness of book types, to provide better content for users, and to strengthen the user's favor for the client. On August 18, 2016, the client of "Chinese version excellent reading" was launched. Its content was the best-selling books and excellent publications from the people's Literature Publishing House, the Commercial Press, Zhonghua publishing house, Sanlian bookstore and other publishing houses, providing "quality reading" service. This can greatly promote the formation of resource advantages of a reading platform, effectively enhance user stickiness, expand the market share of clients, and gradually form brand effect, which is difficult for physical publishing houses to achieve.

(2) Developing new forms of books and enriching the types of books

With the continuous development of digital reading habits, users' reading forms are also constantly diversified. The client side of the publishing house should not only present its original paper book resources, but also pay attention to the production, publishing and promotion of reformed books, such as adapting to the needs of more and more users who want to read e-books online and develop e-books. Big data technology through the analysis of complex user reading information, innovative e-book layout, enhance the sense of design. For example, combined with the characteristics of the mobile phone screen, it is not easy to appear long and short sentences, and the format is generally "loose". Each paragraph is about 4 lines, so as to optimize the user's experience. At the same time, we should also pay attention to integrating brand image into the rearrangement, such as skillfully inserting brand logo, so as to promote brand publicity. Another example is the market potential of audio books. Nearly 20% of the people have developed a preference for "listening to books" (Audio Books). According to audit (Amazon audio book platform), in 2016, the total listening time of global consumers reached 2 billion hours. In 2016, the company added more than 20000 audio books, and the number of subscribers increased by more than 60%. Abstract: six key words lead the new development of digital publishing [3]Based on the users' demand of listening to books, it is urgent to improve the content of such books. The new form of books starting from users is also an important step in the construction of such client content.

4. Big Data Creates Personalized Platform: Improving the Breadth and Depth of Service

Rich, high-quality and diverse content is the basis for docking the personalized needs of users through big data technology. At the same time, it is necessary to build a database to recreate its content resources, so as to better meet its needs in breadth and depth. It is also the proper meaning for the publishing house's client channel to actively adapt to the communication trend of focus and differentiation.

(1) Insighting into the characteristics of users and responding to their in-depth needs

In the era of mobile communication, using big data technology to combine the acquisition, writing, production and dissemination of books with users' psychology and reading needs has become a key indicator for the construction of publishing houses' client channels. The essence of using big data for client construction lies in that big data can record the user's search, browse, reading, click and other behavior tracks, create "traffic data" and data generated by UGC resources and other multi-level data. Through integration and analysis, we can effectively know the characteristics and needs of users, and then design or develop products that can meet their needs. For example, push the book list which is valuable and useful for users, which is convenient for users to obtain the required information in time, accurately and conveniently, reduce the time cost for users to find books, and then enhance the strength of the channel. In order to further improve the depth of service, the clients developed by publishing houses with many businesses and wide range of business will be located in a single topic or clear function. For example, Zhonghua Book Company has specially developed an app called "Li Xiaobai", which is based on the map of China and rolls dice to walk. Learn the most classic and popular poems and allusions in the game atmosphere. The app has been well received since its release in July 2011. This kind of client with clear positioning is the embodiment of Publishing House's mining and highlighting its own characteristics and advantages with the help of new communication technology, so that the publishing house can "understand" users.

(2) Building content database and mining content value

As twitter CEO Dick Costello once said, "we want to provide better services for our users in organizing content. We not only need to provide the fastest and latest content in chronological order, but also organize content according to topic, topic and topic." [4] In addition to digitizing the existing book resources and presenting them on the client side, publishing houses also need to re create their own content resources and build databases. The publishing house encodes a certain aspect of the content and converts it into information that can be recognized and analyzed by the computer, that is to say, to carry out digital and structured storage, and to create a database about a specific content. This kind of storage classification should be specific and detailed to facilitate the intelligent analysis of content by big data technology. For example, people's Health Publishing House has developed three kinds of databases based on its own accumulated medical book resources, which are professional database clinical knowledge base of human health, digital resource database of medical teaching material library, and online database Medical Encyclopedia database. In particular, the professional database can not only explore the advantages of Publishing House's paper books and other content resources, but also sell them to individual and unit users, which can be used as a query tool or reference value of certain knowledge, and expand its profit-making mode. Of course, the content of the database should be updated in time, and the relevant new content should be included in time, which is more conducive to the promotion of the browsing volume and utilization rate, and the user activity will also be enhanced.

5. Big Data Develops Marketing Ideas: Deepening Book Marketing and Data Relevance

From the perspective of big data, marketing ideas can be greatly developed. The marketing content starts from users and marketing activities focus on interaction. Good content and good service must rely on innovative marketing activities to effectively communicate with users and realize the realization of commercial value.

(1) Innovating the content of promotion and reforming the way of book promotion

The traditional book promotion or recommendation information mostly relies on the editor's subjective grasp of readers and potential readers, which has great limitations. Sometimes, it lacks the accurate understanding and grasp of stimulating users' demand points, especially for the current users' reading habits and purchasing mentality. Big data technology can accurately control the purchase mentality of users from a broader perspective. For example, users are no longer satisfied with simple information such as book publishing house, ISBN number, publishing time, author, content introduction, etc. Therefore, when we recommend, we should pay attention to the originality of information release. For example, when Tsinghua University Publishing House promoted its official account of Da Finch and my life in its WeChat public number, it pushed an original article of editors: "actually, the most authentic Da Finch in history is this...", in the form of pictures and texts, I introduced to you the identity scientist outside the Da Finch painters: he designed it. The world's first aircraft, he invented the world's first password lock, he dissected stolen corpses... At the end of the article, he recommended books. At the same time, the client should regularly update and release news, which can be new book or good book promotion, or books related. The content should be innovative and original as much as possible. It can play the role of editors and authors. We should avoid the simple "taking principle". Not only the title should be attractive, but also the content should be easy to stimulate the user's reading desire, and can bring about secondary communication.

(2) Online and offline fans gathering

The increase of the number of online users depends on the launch of online and offline activities to stimulate the participation of users, enhance the interaction with users, cultivate active and loyal users, and then play the fan aggregation effect. The client of the publishing house can hold free training, lectures or short-term exchange classes on a certain content regularly. For example, the client side of Zhonghua Book Company holds the Bohong lecture hall once a month and the book fragrance award activity once a year. In the form of public welfare activities, with the help of its own author resources and cultural resources, it can spread Chinese excellent traditional culture in a wider range. Or set up online communication platform for users to learn and exchange, gradually form relevant learning or interest community, improve user activity, play the fan effect of the community, and gradually accumulate fans. Of course, some direct online promotion activities can also be held, such as forwarding prizes, giving full ** yuan to * * yuan, etc. through certain incentive measures, users can be attracted to participate in the marketing activities of their clients, which is more helpful to stimulate their purchasing desire and conduct purchasing activities. In a word, holding online and offline activities can deepen the understanding of the audience through continuous contact with the audience, truly connect to users, and publicize books in the activities and promote the client.

With the help of big data technology, the construction of Publishing House's client-side channel can truly realize the user-centered, and carry out content integration, personalized service and marketing activities from the aspects of users' reading needs and preferences. It can not only revitalize the traditional content resources and human resources of publishing houses, but also create new products and expand the market with the help of new technologies. Nowadays, the client of publishing house is the self built window for publishers to deal with users directly. The channel construction must take this opportunity to obtain more accurate user data and conduct

comprehensive analysis, strive to provide more suitable book products, carry out multi-form book product and service development, and combine with innovative marketing activities to optimize the user's experience and improve the user's experience Channel emotional identity and use of stickiness. Of course, this not only needs big data to capture the user information of the platform, but also needs to be able to obtain the user's data in Wechat, microblog and other client platforms, and conduct comprehensive analysis on it, so as to truly find the user's preferences, needs, habits and other information.

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