The Impact of Digital Publishing Transformation and Upgrading of Chinese Academic Journals on Domestic and Overseas Users

中国学术期刊数字出版转型升级对海内外用户的影响

Shanxi
August 16, 2018
1. Online first publishing 网络首发出版
2. Single journal (digital & printed) 数纸单刊发行
marketing
网络首发
基于小波变换的CMONOC的ZTD与PM2.5浓度的相关性研究

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摘要：基于水汽与GNSS ZTD之间的高相关性，本文利用2015年12月至2016年5月中国大陆环境监测网络(CMONOC)的GNSS数据，借助小波变换方法开展GNSS ZTD与GNSS站点所在的城市的PM2.5浓度观测的相关性研究。采用小波变换方法对ZTD与PM2.5进行相同的分解与重构，并对分解重构后的ZTD与PM2.5进行相关性分析。实验表明：基于小波变换方法分解重构的GNSS ZTD与PM2.5浓度的相关性明显高于GNSS ZTD与PM2.5浓度实测值的相关性，在中国华北、华中、西北及东北地区GNSS ZTD与PM2.5浓度的相关性呈显著正相关特性。在西南以及沿海地区，由于降水及其他因素的干扰，GNSS ZTD与PM2.5浓度的相关性不显著。

关键词：小波变换; PM2.5; 中国大陆环境监测网络; 对流层延迟

分类号：P228.4:X513
Online first publishing

Brand guarantee: Strict selection + Strict review.

Strict selection of journal: Based on *the Guide to Core Journals of China* and the Q1 section of *the Annual Report for Chinese Academic Journals Impact Factors* (based on the impact index CI value), and also refers to the selection criteria of SCI, Ei, Medline and Scopus and other publication standards.

Strict selection of paper: We have strict selection and review for papers.
Online first publishing

Current situation: On October 16, 2017, CNKI officially launched the online first publication of accepted papers. So far, there are 800 kinds of journals and 45,000 papers published online first, being available to users 1.5 months before the printed version on average. The total downloads of papers online first are more than 1.5 million, with an increase of daily average download of about 7,000 times, and maximally 30,710 downloads of a single paper.
论习近平新时代中国特色社会主义思想
The impact of online first publishing on domestic and overseas users

- Provides readers with faster and newer information;
- Enables readers to obtain the cutting-edge information as soon as possible.

网络首发出版为读者提供更快、更新以及最前沿的信息情报服务。
1. Online first publishing 网络首发出版
2. Single journal (digital & printed) 数纸单刊发行 marketing
Printed version:
- High cost with low use rate
- Limited storage space

Digital version:
- Mainly meet the needs of readers
- Lower cost with high use rate

Decrease printed journals

Publication income decreases
Advertising revenue decreases

Affects the survival and development of journal presses

发行收入下滑影响期刊的生存与发展
Journals' demand 期刊诉求

Academic journals

Digital version: Restore price for single journal marketing

Printed version: On-demand marketing
Pricing of single journal 单刊定价

Pricing principle

- The journal presses, as the main market player, should determine the price of digital and printed journal.
- The expenditure of users to purchase two versions of journals should not be increased. That is, integrated price (digital + printed) = publication price of printed journal + average price of single journal in database.
Pricing of single journal

01. Pricing of digital version
Pricing by journal: pricing based on the price of printed version;
Pricing by paper: pricing according to the paper flow on the basis of single printed paper price (one paper is charged once)

02. Pricing of printed version
Separate order: the price of printed version;
Discount for the first journal: at the same time of ordering digital version, the printed version of the first journal is priced as the cost.

03. Pricing of database
Adjusted accordingly

The publication channel is unified.
Marketing mode 发行方式

- Single journal marketing;
- Digital version + printed version;
- On-demand subscription of journal and version.

- The digital single journal is combined with the academic journals database of CNKI for cross search;
- The storage is the same as database.
- According to the subscriber's needs, CNKI takes charge of the delivery.
The ordering of single journal marketing of 2019 has been officially launched 单刊发行签单工作正式启动

Pilot journals: 200+ journals

Subject distribution of pilot single journal marketing

- Fundamental science, 15%
- Engineering science and technology I, 15%
- Agricultural science and technology, 6%
- Social science II, 8%
- Medical and healthcare, 6%
- Philosophy and humanities, 6%
- Social science of economics and management, 13%

Proportion of core journals in pilot single journal marketing

- Other excellent journals, 13%
- Core journals of major evaluation institutions, 87%
The impact of single journal (digital & printed) marketing on domestic and overseas users

- Optimize the collection configuration, and purchase journals as needed;
- Optimize the allocation of budgets, and re-evaluate the value of digital journals and printed journals.
Your comment is highly appreciated!

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