

Sticking Innovation and Features: A New Exploration of the Transformation of University Journals Editor in the Age of Big Data

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Abstract—In the age of Big data, journal editors must strengthen the sense of data thinking, establish the concept of big data analysis, improve the ability of data analysis, not only adhere to the academic standard, adhere to the function of journal Education, adhere to humanistic care, adhere to the spirit of craftsmen, but also innovative work content and form, take stock of the times, seize opportunities Expand the theoretical research and application exploration of big data in academic publishing, carefully build the characteristics of journals, and do a good job in the benign transformation and development of university journals in the age of big data.

Keywords—*Big Data, University Journals, Transformation, Sticking, Features, Innovation*

I. INTRODUCTION

With the rapid development of new technologies such as the Internet, IoT, cloud computing and media convergence, the total amount of global data has grown geometrically, and the information society has entered the era of big data. The rapid growth of big data in scale and complexity not only changes people's life, study, work and other ways, but also affects the operation mode of enterprises, and even causes the fundamental change of scientific research mode. [1] Big data has also brought great challenges and opportunities to academia. 2008 Nature published a special issue, "Big Data", from the Internet Technology, Network economics, supercomputing, environmental science and other aspects to introduce the challenges posed by massive data. The 2011 science published a special issue, "dealing with Data", which discusses the opportunities presented by data deluge, focusing on big data in scientific research. As an important carrier of educational research and academic research achievements in higher education colleges and universities, university journals are the platform for academic exchange and achievement display of scientific research personnel, and play an irreplaceable and important role in the development of higher education and academic innovation, academic prosperity and the cultivation of academic talents in colleges and universities. In the age of big data, the editors of university journals should take stock of the times, grasp the opportunities, actively carry out the application research of big data in editing work and publishing industry, realize their own transformation at the same time, do a good job of the benign transformation and development of university journals.

II. THE CONCEPT AND BASIC FEATURES OF BIG DATA

Big data is another hotspot in the field of information technology after cloud computing and the Internet of things. At present, there is still no uniform and accepted definition of big data. In general, big Data refers to a collection of data that cannot be perceived, acquired, managed, processed, and serviced by conventional machines and hardware and software tools for a certain period of time. [2] The academic community generally believes that big data has 3V characteristics, that is, scale (volume), High-speed (velocity), diversity (variety). [3] In addition, with the further study of big data, there are scholars on the basis of 3V to add a new feature, that is, 4V definition. The reference to the 4th V is still not uniform, and some argue for value (value), which some consider to be authentic (veracity).

III. THE STICKING OF UNIVERSITY JOURNALS EDITORS IN THE AGE OF BIG DATA

A. Sticking to Academic Standard

In the age of big data, users need academic information, or article, or even a part of the article, the publication of academic achievements is no longer the exclusive academic journals, the advantages of previous academic journals will be diluted, the current editorial office as the unit of the silos of the model will eventually be replaced by a better model, the boundary between the journal and the journal is becoming blurred [4]. Journal editors should use network data, scientific and technological means and professional literacy, effectively screen the quality of manuscripts, select high academic value, strong vitality in line with their own journal characteristics of high-quality manuscripts. Academic journals should return to academic standard, and journal editors should always adhere to academic quality as the lifeline of journals.

B. Sticking to the Function of Journal Education

University journals foster the Forces nouvelles in various subject fields, and it is their duty and obligation to discover talents and train talents. [5] Since the founding of Chinese university journals in the past hundred years, it has played its due role. Although academic journals generally have the function of educating people, because of the subordinate relationship between university journals and colleges and universities, the relationship between editors and authors, the educational function of

university journals can not be completely replaced by other academic journals. University journals have achieved remarkable results in training graduate students ' rigorous scientific style and academic expression ability. [6]

In the age of Big data, journal editors should fully collect and excavate the potential valuable information of young authors ' subject majors, research directions and research interests, and select potential academic talents with rigorous academic attitude, high academic integrity and certain academic ability to focus on cultivation. First, journals can offer columns for such authors. Secondly, in response to the contributions of young authors, journal editors should put forward pertinent opinions. For manuscripts with merit, try to give the author the opportunity to modify, through repeated discussions, multiple changes, until the requirements of the publication are met. The relationship between journal editors and authors will tend to be equal, interactive and mutually influential. Journal editors should adhere to the educational function of journals and train a group of young authors with academic potential to become excellent academic backbone in various fields.

C. Sticking to Humanistic Care

The core of humanistic care lies in affirming human nature and human value. At present, with the rapid development of Internet technology, information technology, communication technology, editors and authors, readers of communication is basically through the telephone, mobile phone and e-mail, QQ, WeChat and other network communication tools, editors, authors, readers do not have to meet to complete the corresponding work. Admittedly, the network does bring a lot of convenience to the editorial work, but it is undeniable that the virtual nature of the network has also led to the strange between people, editors and authors mostly communicate on work issues, journal editors of the Humanistic care spirit is not reflected.

In the age of Big data, journal editors should adhere to the spirit of humanistic care, fully respect authors, readers, reviewers, through data mining, take the initiative to care about their work and life, enthusiastically and sincerely give them the help they could, earnestly strengthen humanistic care, and strive to provide accurate services to meet their reasonable individual needs.

D. Sticking to Craftsman Spirit

Craftsman spirit refers to the spiritual concept of craftsmen carving their products carefully and striving for excellence. The connotation of craftsman spirit in editing activities mainly includes responsibility consciousness of cultural inheritance, innovation spirit of pursuing excellence, quality pursuit of excellence and meticulous and rigorous attitude. [7]

In the age of Big data, journal editors should renew their ideas, take the production of high-quality cultural products as their mission, actively learn new technologies, establish a three-dimensional thinking mode in the age of big data, and use a variety of emerging technologies to carry out various forms of topic selection planning, manuscript, review and other work. As far as the content is concerned, the editor of the journal should carefully select and read the manuscript with a strict attitude, judge whether its academic views are novel, whether the thought reflects the life of the times, embody the spirit of the times, whether it is scientific and academic value, and in terms of form, the editor should make reasonable tailoring and selection, meticulously crafted, Discuss the strict and clear, at the same time pay attention to grammatical norms, punctuation and other details, and strive for the internal thinking of the article deep, beautiful external vision, to achieve the unity of form, content and form of the perfect combination. [7]

IV. THE TRANSFORMATION OF UNIVERSITY JOURNAL EDITORS IN THE AGE OF BIG DATA

A. Establish a Big Data Analysis Concept and Enhance Data Analysis Capabilities

In the age of big data, data has penetrated into various industries and business functional areas, making it an important factor of production. Academic publishing is no exception. In the age of Big data, the interactive integration of traditional publishing and digital publishing has put forward new requirements for editorial business ability.

Journal editors must enhance data thinking consciousness, improve data analysis ability and comprehensive accomplishment, and do a good job in the transformation and development of big data era. In the work should pay attention to collect data resource information, such as all kinds of search engines, universities and scientific research institutions portal, the National Library of various database resources, free Chinese and foreign language database, all kinds of digital resources in the university's own library, as well as journal portal and contribution system, etc., proficient in the above resource information retrieval methods, You can even use Weibo, WeChat, forums, etc., to excavate a certain number of target authors, in the selection of topics planning, writing, should first collect the author's academic background, research direction and other relevant data, mining, analysis of the author's academic ability, academic integrity, academic ethics and other information, there is a targeted manuscript.

B. Understand User Needs, Provide Precision, Personalized Service

In the age of Big data, journal editors should make use of the rich resource advantages of colleges and universities to collect the big data of academic periodicals in depth, excavate the new needs of various users of journals, and meet the individual needs of different users. One is to understand the author's needs. Editors should collect the author data of the relevant subject areas of the journal, excavate its academic background, research direction and other information, through analysis, screening, to push the relevant research fields of the Hot frontier Information, introduce the journal column situation, recommend the relevant scientific research results published in the journal for the author's reference, follow up the national, provincial and ministerial issues, Push journals to send catalogues and other information to various types of project teams, do a good job of the author's requirements of other reasonable academic services. The second is to understand the needs of readers. Editors should actively excavate readers ' demand information for journals, accurately push related content in real time, and even publish on

demand. Third, understand the needs of reviewers. Editors should fully collect all kinds of information from experts and scholars in various disciplines, provide resources and usage methods of various Chinese and foreign databases, and other services to facilitate reviewers to read manuscripts.

C. Innovating Journal Content and Expanding Multivariate Publishing Mode

Academic Innovation mode, academic research paradigm, knowledge form, knowledge acquisition, knowledge exchange and the change of processing mechanism all have a direct impact on the survival and development environment of academic journals. Academic journals must be transformed and developed into large academics with big data. Journal editors should innovate the content of journals, in addition to the traditional journal content of print media information expressed in words, pictures, forms and so on in the past, but also can increase the original data of the experimental process of the paper, the pictures of the experimental process, audio, video and the author's field visits, audio recordings recorded by the Wind, video and so on. In addition, journal editors should also apply the new technology of big data, actively explore the development path of big data whole industry chain and new business style with academic periodicals as the link, learn to master the new technologies such as acquiring, storing, analyzing, transmitting, reading, collaborating and sharing big data information, and build a platform for production, research, cooperation and talent docking. Accelerate the realization of academic journals based on the whole media publishing, expand the multi-publishing model, in order to adapt to the big data era of academic journals new requirements. [4]

D. Creating Features and Enhancing the Core Competitiveness of Journals

At present, there are some problems in the column setting of university journals, such as lack of systematicness, homogenization, lack of vitality and unreasonable setting basis, especially the homogenization of "thousands of periodicals" in the journals of local colleges and universities is more serious. Although the journals of colleges and universities have adopted the way of creating characteristic columns, they have focused on enhancing the brand image of journals and expanding the social influence of journals, although the investment of human and material resources is very big, but most of them have little effect. Big Data brings unprecedented opportunities for the construction of the characteristic columns of university journals. In the age of big data, users need academic information, is an article, or even a part of the article, whether the periodical core boundaries more blurred. Journal editors should take the initiative to play their own information collation ability and innovation ability, collect the author data related to the characteristic column, analyze its academic background, point with excavate a research team and actively contact, push the characteristic column information, academic dynamics, research hotspots, academic conferences, research experts and other information, Unite and influence the academic research group in a certain professional field, build a strong academic ability, academic attitude rigorous, high academic ethics of the characteristics of the author strong team, and really create a journal "No one I have" to the boutique column.

V. CONCLUSION

In short, the future belongs to those companies and people who can convert data into products, journal editors should grasp the opportunities of big Data era, establish the sense of data thinking, enhance the ability of information integration and innovation ability, in the journal's editorial and publishing work, not only to adhere to, but also to innovate, to achieve the transformation of editors and journals at the same time, Ensure the right direction for publishing transformation.

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