The Seamless Integration of Reading Spaces: Traditional and Mobile Platforms Shaping the Innovative Future of Publishing Industry

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Abstract

This article explores how traditional brick-and-mortar bookstores and mobile reading platforms can achieve seamless integration in the digital publishing era to jointly shape the innovative future of the publishing industry. By analyzing the roles of physical bookstores in cultural introduction, social interaction, and knowledge management, as well as the empowering role of artificial intelligence technology in mobile reading platforms, this article proposes strategies such as multimedia, convergence media, new terminals, and new scenarios to enrich digital reading content and open up new market territories. At the same time, the article discusses the fusion modes of traditional reading spaces and mobile reading platforms in terms of subject, content, and channels, emphasizing the importance of cross-media cooperation.

1. Introduction

Promoting universal reading has become an important requirement of our national development strategy. Since 2014, "universal reading" has been included in the government work report for 11 consecutive years. Currently, the diversification of media channels and instant information dissemination has made media ubiquitous, "media equals information". The multiple functions of media have promoted changes in people's reading habits and ways of reading, and digital reading has become an important part of universal reading, shaping a new and rich reading landscape together with traditional paper-based reading. With the development of mobile internet and artificial intelligence technology, reading methods are also undergoing profound changes. Traditional brick-and-mortar bookstores are gradually transforming into public spaces integrating culture, social interaction, and knowledge dissemination, while mobile reading platforms are providing personalized content recommendations and immersive reading experiences through smart devices and big data analysis. This article aims to explore how traditional reading spaces can be seamlessly integrated with mobile reading platforms in a digital context, thereby jointly driving the development and innovation of the publishing industry.

2.Physical bookstores construct traditional reading space

Urban cultural space is not only a physical existence, but also carries the dimensions of behavior and meaning. Physical bookstores play an important role in the construction of urban cultural space. They are not only a place to provide reading materials, but also a catalyst for the radiation and value growth of urban culture.

2.1 Cultural reconstruction: cultural reconstruction of physical space

Postmodern architectural concept emphasizes the "spirit of place", and believes that the significance of materialized architecture is not only the reasonable planning of spatial structure and functional cutting, but also the connotation of a cultural atmosphere to make people feel a sense of identity and direction. [1] Through the integration of well-designed spatial layout and cultural elements, physical bookstores not only shape the connection between people and things, but also profoundly influence the cultural values of readers. Fangsuo Bookstore is a typical case, which leads the transformation from traditional bookstore to comprehensive cultural space by virtue of its experiential compound function mode. Fangsuo Bookstore skillfully uses various cultural

symbols to create unique cultural images, thus enhancing the cultural experience of readers. In addition, through poetic copywriting, Fangsuo Bookstore strengthens the image of the bookstore as an urban spiritual home, making it an important part of urban culture. This design not only improves the reading experience of readers, but also promotes the dissemination and exchange of culture, and further enriches the cultural ecology of the city. As a part of urban public space, physical bookstores provide a platform for people to communicate and build the collective memory and sense of place of urban residents. This kind of physical media embedded in daily life scenes has irreplaceable significance for urban life. [2]

2.2 Social hub: deepening practice of social interaction

Urban space is a result of modernity, and the city itself, as a medium, builds a new relationship between man and society. [3] As a gathering place of cultural activities with different characteristics, physical bookstores are not only a cultural living space for urban people to participate in, but also a promoter of humanistic ideas and life aesthetics. Although different bookstores vary in style and positioning, they all create rich cultural experiences for different groups by providing platforms for exchange and interaction. Bookstores not only provide a physical environment, but also promote the development of social relationships and profoundly affect people's perception of space. Qian Xiaohua, founder of Avant-Garde, stressed that bookstores should become public platforms for readers to discuss and share openly. The value of cultural space lies not only in its physical form, but also in the social and cultural exchanges that people carry out in it. For example, Gogol Bookstore, by carrying out the "Reader" activity and leveraging the influence of the CCTV cultural program "Reader", has promoted the popularity of reading activities across the country and become a part of national reading. This diversified form of activity not only enriches the functions of the bookstore, but also enhances its position in the urban cultural ecology.

2.3 Knowledge innovation: the rediscovery of bookstore value

Culture is the highest value of urban function, but also the ultimate value of urban function. [4] In the past decade, domestic physical bookstores have undergone the transformation of a composite business model, forming a model of "bookstore + coffee + cultural and creative". However, in order to further explore the new value of physical bookstores, innovation is needed at the level of knowledge production and dissemination, transforming book sales into "knowledge management" and upgrading them into new centers of urban public culture. For example, Jinan Cold Lake Book Garden is a case featuring science and technology. In cooperation with Shanghai STEM Cloud Center, it has developed more than 400 science courses, providing a platform for young people to realize their scientific dreams, and providing free places and tools to hold social practice activities, public lectures and research activities. All these are new attempts in knowledge management of physical bookstores. Through these activities, bookstores not only provide the dissemination of knowledge and culture, but also become an important force for cultural innovation in the city.

3. Artificial intelligence enables mobile reading platforms

Mobile reading, that is, reading through portable devices such as smart phones, tablets and e-readers, is gradually becoming the main way for people to obtain information and knowledge. Thanks to the support of national policies and the rapid development of mobile communication technology, China's mobile reading industry has already had a solid foundation for development. The continuous progress of artificial intelligence technology has brought new application scenarios and depth to the field of mobile reading, and smart devices, as a medium, provide users with a more intelligent service experience. According to the results of the 21st National Reading Survey released on April 23, 2024, [5] the comprehensive reading rate of Chinese adults in 2023 has reached 81.9%, which is significantly higher than 69.7% in 2009. In order to further use artificial intelligence technology to promote the high-quality development of mobile reading, we need to conduct in-depth discussions from three aspects: content innovation, communication channel expansion and computing power improvement.

3.1 Multi-media integration: Expand the diversity of mobile reading content

Artificial intelligence technology plays a key role in the innovation of digital reading content form. With the increasingly diverse presentation of digital content, the digital reading industry is gradually transforming into an emerging publishing field. In this process, the application of artificial intelligence technology provides a new impetus for the innovation of mobile reading content. For example, the Associated Press's use of AI technology for news writing and the Los Angeles Times' QuakeBot's rapid response in earthquake coverage demonstrate the

potential of AI in news production. In addition, through big data analysis and keyword focus, the characteristics of cultural content and user needs can be mined to create a personalized reading experience. The "national original" column of the book banner novel and the "film and television hot" column of QQ reading attract users through the diversified forms of IP derivatives and create new traffic growth points. This innovation not only improves the reading experience of users, but also promotes the development of the digital reading industry.

3.2 New devices and new scenarios: Explore new opportunities in the mobile reading market

In the era of artificial intelligence, the vigorous development of mobile Internet of things has injected new vitality and opportunities into the mobile reading market. With the widespread popularity of Internet of Things devices, the continuous improvement of intelligent terminal performance and the continuous innovation of display screen technology, the transmission channels of mobile reading content have been expanded unprecedentedly. The audio platforms represented by Himalayan FM and Dragonfly FM greatly expand the application scenarios and service scope of mobile reading through seamless docking with vehicle systems and various intelligent hardware, so that users can enjoy high-quality listening feast at any time and any place. In addition, the "Immersive Listening Book" function launched by Migu Reading makes full use of advanced intelligent speech synthesis technology to create a unique listening experience with multi-role interpretation and multi-scene switching, which not only enricues the traditional "reading" way, but also significantly enhances the user's immersion and participation. This personalized service model based on AI technology is gradually becoming one of the important forces to promote the innovation and development of the digital publishing industry. Further, the application of cutting-edge technologies such as augmented reality (AR) and virtual reality (VR) has brought revolutionary changes to the field of mobile reading. These technologies, combined with high-performance smartphones or other wearable devices, can create highly realistic and interactive three-dimensional environments or storylines that allow readers to explore the world in the book as if they were there. For example, introducing VR elements into educational books can help students understand complex concepts more intuitively; The use of AR effects in literary works can stimulate the creator's unlimited imagination space and provide users with an unprecedented immersive reading experience. In short, with the continuous improvement of relevant hardware and software facilities and the increasingly accurate algorithm model, mobile reading will move towards a more diversified and intelligent direction in the future, and become an indispensable bridge between people and information.

3.3 Data-driven, computing support: Tap the business potential of data resources

Driven by artificial intelligence technology, the interconnection and open sharing of data have ushered in unprecedented opportunities. With the powerful analysis ability of big data technology, we can gain in-depth insight into users' reading interests and behavior patterns, and then realize the fine construction of user portraits. Take wechat Reading, Sogou Reading and other applications as an example, they can accurately capture individual preferences through deep mining of massive user data, and provide customized content push services accordingly, thus significantly improving users' reading satisfaction and participation. Barnes & Noble, when its Nook e-reader captured nearly 30% of the market share, carefully analyzed "more data than they could use," [6] and introduced books that were more in line with market needs, demonstrating the application value of big data in book market analysis. In addition, with the development of cloud computing platforms and advances in machine learning algorithms, enterprises in the mobile reading space now have the ability to process complex data sets, which not only helps optimize existing service processes, but also facilitates the development and innovation of new products. For example, using natural language processing (NLP) technology can automatically extract key information points from text to help build a richer and more comprehensive knowledge graph; Image recognition can be used to enhance the quality of illustrations in ebooks or to create interactive learning materials. In this way, all links in the entire industrial chain can benefit from it and jointly promote the digital cultural industry to a higher level. Through big data and powerful computing power, the mobile reading industry can better meet the needs of users and seize the opportunities of the data economy.

4.The cooperation mode between traditional reading space and mobile reading platform in the era of digital publishing

When discussing the integration of traditional reading and digital reading, we can conduct in-depth analysis from three dimensions: content, subject and channel. Convergent publishing changes the connection path between authors and users, and reshapes new publishing application scenarios, content dissemination methods and user

interaction methods around content and form. [7] This integration not only promotes the diversification of reading methods, but also promotes the innovation of the reading experience.

4.1 Content integration: content sharing and copyright protection

Traditional reading Spaces (such as libraries and bookstores) have rich physical book resources, while mobile reading platforms provide e-books and online reading services. The two can cooperate to share content resources, for example, Anhui University Library will digitize part of the collection for mobile reading platform users to access, while the mobile reading platform can also provide popular e-books to the library as a collection. This kind of sharing not only enriches the choice of users, but also improves the utilization of resources. Collaboration can promote diversity and innovation in content. For example, mobile reading platforms can recommend books based on users' reading habits, and libraries can adjust their collection strategies based on this data to add books with high user demand. In addition, the two sides can jointly develop exclusive content, such as jointly publishing e-books or holding online book clubs, to attract more readers.

In the age of digital publishing, copyright issues are particularly important. Traditional reading Spaces and mobile reading platforms can jointly negotiate copyright use with publishers to ensure the legal dissemination of content. By establishing a copyright sharing mechanism, the two sides can avoid copyright disputes, protect the rights and interests of authors, and at the same time provide more quality content to users.

4.2 Subject integration: resource sharing and user interaction

At the main level, the integration of traditional reading and digital reading shows that readers can freely choose reading methods according to their personal preferences and reading environment. This choice includes not only the physical form of reading, such as a paper book or an e-book, but also the social nature of reading, such as individual silent reading or social interaction. People can read fast at any time and anywhere, and the diversity of reading environments makes the boundary between traditional and digital increasingly blurred and inseparable, and combines the traditional private space and public space into one. [8] For example, The Math Gang: Through the cooperation with the Digital Transmission Group, the book not only provides the content of the paper book, but also links to the digital world through the two-dimensional code, and provides rich online resources such as audio courses and video animations, so that children can further consolidate their math knowledge online, but also enjoy the fun of learning with their parents through interactive projects. Traditional reading Spaces and mobile reading platforms can establish partnerships to jointly develop markets and enhance user experience. Libraries can cooperate with mobile reading platforms to provide readers with more convenient borrowing services; Bookstores can cooperate with the platform to carry out online and offline promotion activities to attract more customers. The two can share technical and management experience to improve operational efficiency. For example, the technical support of the mobile reading platform can help the digital transformation of the traditional reading space, while the management experience of the traditional reading space can help the mobile reading platform better understand the needs of users. Through resource sharing, the two sides can complement each other's advantages and achieve common development.

4.3 Channel integration: data analysis and marketing collaboration

At the channel level, the traditional publishing industry and the digital publishing industry are accelerating their cross-media industry integration under the background of media convergence. In the era of the "Internet of everything", the boundary between traditional paper text and digital media has become blurred, and the two have realized complementarity and integration in interactive communication and integration. However, only the behavior of transferring sales channels to online can not reverse the situation of continuous decline in the profitability of publishing houses, and gradually mature and increasingly rich online paid content is dividing users' attention and spending power. [9] Traditional reading space and mobile reading platform can achieve multi-channel integration in terms of channels. For example, libraries can promote offers from mobile reading platforms at their events, and mobile Reading platforms can promote library book launches or special events on their platforms. Through multi-channel integration, both sides can expand their influence and attract more potential users. Mobile reading platform has a large number of user behavior data, which can help traditional reading space better understand the needs of readers and optimize services. At the same time, feedback from traditional reading Spaces can also provide valuable user insights for mobile reading platforms. Through data analysis and feedback, both parties can continuously adjust cooperation strategies and improve service quality. In terms of marketing, traditional reading Spaces and mobile reading platforms can work together. Both parties can

jointly develop marketing plans and use their respective advantages for publicity and promotion; Attract users' attention by jointly holding activities and issuing coupons. Through marketing synergy, both parties can achieve mutual benefit and win-win results and jointly promote the development of the digital publishing industry.

5.Conclusion

To sum up, the cooperation between traditional reading space and mobile reading platform in the era of digital publishing is of great practical significance. Through cultural introduction, social communication and knowledge management, physical bookstores can enhance readers' cultural identity and social interaction; The enabling of artificial intelligence technology provides rich content forms and accurate user services for mobile reading platforms. The deep integration of the two in content, subject and channel will further promote the development of the publishing industry and meet the diversified reading needs of users. In the future, the publishing industry should continue to explore new cooperation models and technology applications to achieve high-quality intelligent development.

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