An Initial Exploration of Building Convergence Media Resources for Proceedings Aimed at Academic Exchange

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Abstract. With the introduction of the "Implementation Opinions on Promoting the Deep Integration and Development of Publishing", the construction of high-quality journals and high-level academic exchange platforms in the era of convergence media has become urgent. Based on the research object and purpose, two research methods were selected for this study. Firstly, through the method of literature review, the development strategies that can be used for reference in the construction of integrated media in journal were systematically organized and summarized. Simultaneously, utilizing the method of case study, the current situation of integrated media resource construction in domestic and foreign academic conference exchange platforms is outlined, and the shortcomings in categorization collection, integrated retrieval, personal copyright, timeliness, and quality of conference literature integrated media resource construction are analyzed. Finally, a new model of integrated media exchange platform, namely the open publishing platform for conference literature, was proposed, and positive suggestions were given to the platform's resource acquisition and organization methods, copyright, timeliness, and quality of integrated media resources.

Keywords: Academic Exchange, Proceeding, Conference Papers, Conference Literature, Convergence Media, Omnimedia, Multimedia, Integrated media, open access, open publishing, Video.

1 Research Background

On April 24, 2022, Publicity Department of the CPC Central Committee issued a notice titled "Implementation Opinions on Promoting the Deep Integration and Development of Publishing" [1]. In terms of innovative content presentation and dissemination methods, it clearly requires adhering to effect orientation, adapting to the profound changes in public opinion ecology, cultural formats, and communication forms in the digital era, paying more attention to the use of new communication methods, strengthening the operation and promotion of all media, and improving the arrival rate, reading rate, and influence of high-quality digital publishing content, encouraging the construction of professional databases in important fields, and creating high-quality academic literature integrated publishing. Domestic experts in the field of scientific and technological information have interpreted this in a practical way. Director Zhao Zhiyun of The In

stitute of Scientific and Technical Information of China proposed that,Only by establishing our own high-quality scientific journals, cohesive academic forums, and high-level resource discovery systems, we could create valuable assets for exchange, break the information monopoly imposed by foreign entities, and overcome the challenges of stranglehold on literature [2]. Zhang Zhixiong, Deputy Director of National Science Library, Chinese Academy of Sciences, pointed out that building a high-level exchange platform for scientific and technological information needs to include international high-level scientific and technological journals and conference paper resources, international open access to scientific and technological resources, etc. [3].Industry scholars' research on the convergence media era development of academic journals in the fields of technology and social sciences focuses on: 1. Exploring the knowledge service function of academic journals in the innovation of academic exchange models; Academic publishing in the digital age utilizes new technologies to provide knowledge services [4-5]; 2. Analysis of the operation mode of short video platforms for domestic and foreign scientific and technological journals, aiming to enhance the academic dissemination capacity of scientific and technological journals [6-14]; 3. Hosting academic conferences and utilizing multimedia platforms to enhance the influence of scientific and technological journals [15-16]; 4. Philosophical and social academic journals serve as platforms for showcasing high-level academic research achievements in promoting academic exchanges between China and foreign countries; Establish a platform to hold online academic conferences, transforming research outcomes into audio and video formats [17-18]; 5. Utilizing the integrated dissemination model of multimedia to enhance the publishing capacity of journals, exploring the use of online academic seminars as a new mode of academic exchange for scientific and technological journal knowledge services [19-22]; 6. Research on the current situation and communication strategies of integrated media construction in science and technology journals; The practice of integrating academic papers, enhancement materials, conference videos, and other achievements into an academic exchange platform [23-24]. In summary, academic journals provide a platform construction paradigm for academic exchange and knowledge dissemination through various enhanced publishing modes. However, academic conferences are another important mode of academic communication that cannot be replaced, as they involve face-to-face direct interaction [25]. This article uses the methods of literature review and case study to sort out the current situation of the construction of integrated media resources for domestic and foreign conference platforms, analyzes the problems, and proposes solutions.

2 The Current Situation of The Construction of Integrated Media Resources for Domestic and Foreign Conference Platforms

Usually, the latest and most important research results of researchers are first published in academic conferences (formal academic exchange systems), and then written into articles for publication in academic journals (another formal academic exchange system) or other carriers (informal academic exchange systems) [25].

2.1 Introduction to The Construction of Integrated Media Resources on Dome stic Academic Exchange Conference Platforms

The organizers of domestic academic exchange conference platforms come from resea rch institutions, governments, and enterprises. According to the scope of services prov ided, they are divided into five types: pre conference information platforms, pre confe rence+in conference information platforms, open conference paper platforms, confere nce video database platforms, and conference paper AI interpretation platforms. Amo ng them, pre conference information platforms and open conference paper platforms a re relatively weak in the construction of integrated media resources, The other three ty pes are stronger.

Pre Conference Information Platform. Common platforms include CAS Conferenc e Service Platform [26], ScienceNet [27], China Academic Conference Online [28], a nd China Academic Conference Reports [29]. Conference organizers can use these pla tforms to create conference websites that cover the entire conference cycle. Participant s can search, browse, or register online based on the conference time, subject coverag e, host city, and organization. The homepage of the platform includes the latest list of conferences and recommended conferences, on-site graphic introductions, conference news, and other content, but does not directly provide the full text and videos of confe rence papers.

Pre Conference+in Conference Information Platforms. Common platforms include China Academic Conference Network [30], ALLCONFS [31], CKCEST [32], MeetC onf [33], and KouShare [34]. The advantage of these platforms is that they can live str eam or replay conference records, including speaker images and PPTs, with different clarity options; The unique feature of MeetConf is the provision of video introduction s and video outlines; KouShare provides references, reporter information, video tags, and video comments. The disadvantage of this type of platform is that the video does not have post editing, is not divided into chapters, and does not provide the full text of conference papers, making it impossible to achieve association retrieval between conf erence papers and videos.

Open Conference Paper Platform [35]. In 2009, the second phase project of the Chi nese Academy of Sciences Scientific Digital Library "Open Resources Collection and Service System for Important Conferences" was launched. The construction goal of th is project is to set the selection criteria, collection scheme and extraction process, inde xing rules, integration form and organization preservation plan of open resources for a cademic conference documents in response to the problems that open resources for co nferences on the Internet are difficult to collect and can not be fully utilized. At presen t, the system has achieved the collection of academic conference open resources from different sources using different methods, and automatic identification and indexing o f unstructured conference literature open resources. It has achieved registration, organi zation, preservation, and integration services for various conference literature open res ources, and also achieved association with other resource services and registration sys tems [36].

Conference Video Database Platform. In 2011, Wanfang Data launched the "Domes tic High end Academic Conference" channel [37], which independently filmed interna

tional conferences held in China and national conferences held by first-class academic associations. The channel truthfully recorded various forms of academic exchange act ivities such as keynote speeches, conference special invitations, and academic salons t hrough on-site recording and post editing. The platform includes 6591 conference vid eos, providing options such as video type, clarity, subtitles, and handout downloads. O n the search page of Wanfang Data Knowledge Service Platform, intelligent associatio n between video resources and traditional literature has been achieved. When watchin g each video, relevant literature will also be provided, and users can flexibly add book marks to annotate video clips of special interest. Academic video resources are interco nnected with traditional journal, dissertation, and conference literature resources, mak ing the sharing and dissemination of academic achievements more efficient and makin g it easier for readers to access academic resources.

Conference Paper AI Interpretation Platform. Aminer [38] is an intelligence minin g platform established by Tsinghua University in 2007. In 2020, the AI video tool "Se cond Reading Paper" was launched, which can automatically extract the title and sour ce, research purpose, research route, research methods, innovation points, and researc h results of a paper. After selecting the conference paper, click on "interpretation vide o" to present a paper interpretation video that takes less than 2 minutes. It synthesizes online video commentary through AI's intelligent dubbing and automatically generate s subtitles. Each commentary content is accompanied by a relevant illustration from th e paper, achieving visual interpretation of the paper data.

2.2   Introduction to the Construction of Integrated Media Resources on Foreig n Academic Exchange Conference Platforms

Foreign academic exchange conference platforms have developed to some extent in te rms of integrated media resource services. According to the focus of different types of organizers on integrated media services, they can be divided into three types: integrat ed media enhancement platforms provided by publishers, integrated media service pla tforms provided by associations, and professional conference video databases.

Integrated Media Enhancement Platform Provided by Publishers. Taking Elsevie r Procedia [39] as an example, Procedia® is an online collection of high quality confer ence proceedings in varied subject categories, offering authors and conference organiz ers a fast and cost effective way to provide maximum exposure for their papers.The pr oceedings will be published in a dedicated issue on ScienceDirect, the world's leading full-text scientific database and will be published online within 8 weeks of acceptance of the final manuscripts [40].

The AudioSlides of Elsevier Procedia Series provide users with a 5-minute PowerPoin t presentation [41]. Authors can explain their research in their own words through PD F or PPT and voiceover. The resulting presentation appears together with their article published on ScienceDirect, which, like the abstract, can be viewed by both subscriber s and non subscribers. An audio slide presentation will appear in the right pane of the article on ScienceDirect [42]. Elsevier clarified in the media overview the instructions for submitting video content included in the main body of the article [43]:Authors wh

o have video and/or audio clips that they wish to submit with their article are strongly encouraged to include these within the body of the article. This can be done in the same way as a figure or table by referring to the multi-media content and noting in the body text where it should be placed with its associated caption.Since video and audio cannot be embedded in the print version of the journal, the author should provide text for both the electronic and the print version for the portions of the article that refer to the multimedia content.

Integrated Media Service Platform Provided by Association. (see Table 1)

Table 1. Examples of integrated media service platforms provided by association.

Platform Name	Record Range	Integrated Media Service Features
USENIX Proceedings [44]	The Advanced Computing Systems Association of the United States is a nonprofit organization that provides free access to conference and seminar records from 1993 to the present. It can be searched by conference name or browsed by conference year.	Further access to multimedia pages for conference related videos and MP3s [45].In the U SENIX Conference Photography Policy, it is clear that [46]: Attendance at USENIX events and related activities constitutes an agreement by the attendee to USENIX's unlimited and permanent use and distribution of the attendee's image in various media to promote the organization, its activities, and events.
ACM Digital Library [47]	Association for Computing Machinery is an international technology education organization that holds over 170 conferences and seminars annually. The ACM Digital Library has collected 799 academic conferences from 2017 to the present.	ACM supports open access, and users can obtain PDF full text for free. In addition to the full text, the website also provides supplementary materials, including pre recorded PPT video demonstrations and supplementary videos by the author, all in a 100M MP4 format of approximately 1-10 minutes.
ACS [48]	American Chemical Society is one of the largest scientific organizations in the world, holding two annual conferences every year. The conferences from 2011 to the present can be viewed on the website. Users can watch free opening speeches since 2016, including keynote speeches, and it is a typical academic conference video platform.	There are two series of distinctive integrated media services, one is the ACS Science Live series [49], which is an online seminar held in China, inviting top experts and scholars to give exciting presentations, the majority of which are in Chinese, but the recording is only open to members. The second is the ACS Scimeetings service [50], which includes 28 1923 abstracts from all ACS conferences since 2010. SciMeetings supports open access publishing and can accept text, slide, and multimedia file types.

IEEE [51]	Institute of Electrical and Electronics Engineers is the world's largest non-profit professional technical association, with over 3000 conference videos indexed on the IEEEtv channel.	You can watch videos for free and browse according to different associations. Some are recorded in PPT, while others are recorded on-site. IEEE members can browse more content and enable subtitles and download functions.

Professional Conference Video Database. Taking the ASME Conference Video Database [52] as an example, the American Society of Mechanical Engineers is one of the world's largest technical publishing institutions. In 2023, ASME launched the Conference Video Database, which includes over 1800 volumes of conference record videos from over 60 conferences from 2000 to present, with nearly 100 volumes updated annually. Morressier provides technical support.

3   Problems in the Construction of Integrated Media Resources for Academic Exchange Conference Platforms

In terms of academic exchange, the most effective method is to establish an academic exchange resource sharing network as soon as possible, classify and store academic reports and lectures on servers, forming a massive academic multimedia database. Scientific researchers from various province and even the whole country can log in to the website at any time, view various expert lectures on academic exchange activities through video on demand [53]. At present, there are shortcomings in the construction of integrated media resources for conference literature in terms of classification collection, integrated retrieval, personal copyright, timeliness, and quality.

3.1   Difficulties in Collecting Integrated Media Resources for Conference Literature

Through analysis, it can be seen that the resource organization methods of conference platforms are diverse and complex, and the search for integrated media resources that run through conference literature is cumbersome, slow, and inefficient. Taking the open conference paper platform as an example, single session and conference record information is selected and provided in the form of an important open conference resource list, which is uploaded to the system to form a metadata set of single session and conference record information. The metadata items include the conference name, conference name abbreviation, conference date, conference location, conference organizer, conference discipline classification, conference geographical range, publishing institutions of conference proceedings and other content [54], including the title, author, author organization, keywords, abstracts, and other content of a single conference paper, need to be included in the resource organization system of the entire conference communication platform for the identification and indexing of corresponding audio and video files, that is, custom labels, in order to achieve the integration and retrieval of speaker information, video information, and conference information.

3.2   Copyright Risk of Integrated Media Resources in Conference Literature

Meeting On-site Recording+Post Editing Method. The main reason why the confere nce platform is currently unable to provide conference papers and videos is that the h ost organization has not signed a personal copyright agreement with the speaker, whic h greatly restricts the rapid dissemination of academic achievements. The copyright ag reement shall include the host organization's right to use the speaker's lecture notes, P PT, portrait, name, and speech for academic and cultural promotion, including but not limited to publication, distribution, and online dissemination in electronic, online, mirr or site, or other forms, during this conference and its post production, adaptation, and other activities.

Interpretation of Conference Papers Generated by AI. The limitations of AI's sema ntic understanding and basic knowledge may make it difficult to accurately understan d complex paper content, and AI's judgments and inferences are mostly based on mod els and algorithms, which are different from the way humans understand paper conten t, resulting in insufficient information content mining efforts. At the same time, there may be misunderstandings and noise in the interpretation of papers. When citing and u sing the original author's paper data, whether the author's authorization should be obta ined first, or whether it has passed the approval of conference platforms, these are pot ential risks.

3.3   Timeliness of Integrating Media Resources in Conference Literature

AI production makes mass production of videos possible, and the latest articles can be quickly produced and disseminated to meet the needs of most authors for rapid displa y of scientific research results. The manual post production cycle is long, usually takin g at least 30 days from the end of filming on the day of the meeting to the final video l aunch. The current conference platforms, whether they are live streaming without edit ing, live recording with post editing, or using AI seconds to read papers, all generate d ifferent media lag, requiring further analysis of users' information needs.

3.4   Quality Issues of Integrated Media Resources in Conference Literature

The Short Video Genes in Conference Literature are Clearly Lacking. Integrated media has the characteristics of refinement, diversity, and speed in terms of communic ation forms, methods, and speed [55-56]. According to the 51st Statistical Report on t he Development of China's Internet released by the China Internet Network Informati on Center [57], as of the end of 2022, the number of short video users has exceeded 1. 012 billion, accounting for 94.8% of the overall netizens. The construction of integrate d media resources for conference literature should vigorously leverage the effectivene ss of short videos in online communication. For long academic reports, it is particularl y important to edit the main content of the report and add appropriate textual explanati ons or music to the video that attracts readers' attention [23]. If we simply upload the c onference speaker's PPT and speech process to the conference platform, it will inevita bly greatly reduce the dissemination effect.

Insufficient Supply of Expert Lecture Video Abstracts.Research has shown that ap plying video abstracts can improve the citation rate of papers [58]. Artificially produc ed or AI generated audio slides and animated videos, such as Audio Slides and Amine r, can make the abstract research process in conference papers simple and intuitive, an d easy for the audience to understand through slides and narration. But currently, the most lacking of conference platforms are still expert lecture videos. This type of video abstract is presented by researchers facing the camera, delving into the core issues of the paper, and accompanied by corresponding graphics and text on the screen to assist readers in understanding, creating a sense of face-to-face listening to the author's stor y. In today's vigorous promotion of scientific research integrity, we invite the author h imself to interpret the papers he has published at the conference, especially the unique aspects of experimental design, important innovations, and potential in-depth researc h, so that academic fraud can no longer escape. At the same time, at the conference sit e, the speaker can also provide more timely and accurate answers to the audience's que stions, which helps to improve the quality of communication.

4 Countermeasures and Prospects

The practical cases of integrating media resources in domestic and foreign academic e xchange conference platforms have shown that both additional video materials and vid eo abstracts provide support for academic conference papers. In April 2021, the article in China Science Daily titled "Paper+Video: Will It Become a New Standard for Aca demic Publishing" [59] confirmed that scientific videos have become one of the new c ommunication carriers and models. In response to the current development status of in tegrated media resource construction, this article proposes a new model for the constru ction of integrated media resources for academic exchange, which is to establish an op en publishing platform for conference literature. This article provides solutions in four aspects: resource collection, copyright, timeliness, and quality of integrated media res ources.

4.1 Suggestions on Resource Acquisition and Organization Methods for Colle cting Difficulties

Retrospective Data.In terms of metadata research and standardization, conference lite rature resources can focus on extracting and integrating PDF, WORD, TXT, HTML, MP3, MP4 and other formats for users [60]. In the future, BMP, JPG, GIF, TIFF, SV G, WebP, AVI, MOV, MPG, MKV and other formats can be added. Use web crawlers to access and crawl retrospective data that supports open access protocols on domesti c and international academic exchange conference platforms, including but not limited to conference official websites, academic search engines, digital libraries of universiti es or research institutions, academic social networks such as ResearchGate, Academia. edu, and conference paper special issues or special issues of professional academic jou rnals such as BMC Proceedings [61] and Web of Conferences [62], Covering conferen ce proceedings in the fields of astronomy, engineering and technology, health science

s, biology, chemistry, mathematics, and computer science, including peer-reviewed lo ng articles, oral reports, abstracts, and conference reports.

New Data Added.The open publishing platform will guide conference paper authors t o submit information. In addition to the traditional article title, author, abstract, and ke yword information required for paper publishing, the platform also prompts authors to submit the content of the paper in a structured manner, such as the background of the research topic, research methods, research process, experimental data, research results, etc. The publishing platform displays structured knowledge in a minimum fine-graine d manner, quickly organizing the context, and improving the utilization efficiency and dissemination range of academic research results. In addition to elementalizing the co ntent of the paper, the platform can also provide more comprehensive information sup port for the paper through audio based paper interpretation, submission of paper datas ets, etc. [63].

4.2   Countermeasures and Suggestions for Copyright Issues

It is feasible to use technological means to capture conference information in multiple types of file formats from open access resources, but it needs to be ensured under the premise of legality, compliance, and ethics. It should be emphasized that data capture needs to comply with relevant laws and regulations, and respect intellectual property a nd privacy rights. The captured data should be used for legitimate and reasonable purp oses, following relevant ethical and ethical guidelines. Laws, regulations, and agreeme nts vary depending on country, region, and domain. It is recommended to conduct in-d epth research on the laws, regulations, and ethical standards of relevant countries or re gions, such as copyright law, data protection law, OA related policies and regulations, ethical standards, etc., in order to respect the intellectual property rights of others and not infringe on their copyrights. Especially for data related to personal information su ch as conference registration information, privacy protection principles need to be foll owed to ensure the security and legitimate use of data.

4.3   Countermeasures and Suggestions for Timeliness Issues

The open publishing platform for conference literature adopts structured information s ubmission, which in itself greatly simplifies the review process. In addition to forming a dedicated team to handle the editing of papers through automation technology and workflow management tools, the platform can also utilize AI artificial intelligence tec hnology to further enhance the functionality and efficiency of open publishing platfor ms. For example, natural language processing and machine learning technologies can be used to analyze and mine a large amount of academic literature, providing automat ed literature abstracts and keyword extraction, and utilizing algorithm intelligence to match and evaluate experts. This greatly increases the possibility of papers and achiev ements being adopted. At the same time, the platform also supports functions such as r ecommendation of similar literature, sorting of academic circles, and analysis of resea rch field development trends. It can also use speech recognition and image processing technology for real-time automated processing and content analysis of conference rec ordings and videos. These measures will improve the timeliness of conference inform ation.

4.4   Countermeasures and Suggestions for the Quality of Integrated Media Re sources

The open publishing platform for conference literature is a platform that integrates onl ine literature publishing and retrieval, virtual conferences, multimedia content display, data analysis and visualization, and AI auxiliary functions for open science knowledg e organization and discovery. Researchers can not only submit, participate in, publish conference papers, full-text search, classification, citation analysis, but also share conf erence speech recordings, videos, multimedia materials such as slides can help others more intuitively understand the research content. In terms of utilizing data analysis an d visualization technology to mine conference literature, in addition to establishing da ta models and algorithms, providing data results such as literature keyword extraction, topic analysis, co citation relationship analysis, research hotspots and cooperation rela tionship disclosure, and constructing scholar and institutional portraits, the platform ca n also draw on the "intelligent media library construction" in the media system, which provides storage, intelligent analysis, and other related information for all audio and v ideo materials. The functions of intelligent indexing, intelligent strip splitting, intellig ent management, intelligent video production, intelligent retrieval, and multi condition retrieval are equivalent to creating an "intelligent media resource management platfor m" with AI functions such as facial recognition, subtitle recognition, and speech recog nition [64], to help researchers better understand and apply conference literature and multimedia resources, and build a diversified and high-quality multimedia academic e xchange platform.

Resource Construction Plan for Academic Short Videos.In terms of academic shor t video construction, a professional production team can be introduced to carefully pla n and arrange the content, ensuring that the structure and logic of the short video are c lear and the theme is distinct. Through careful script writing and development of shoot ing plans, the quality and viewing ability of short videos can be improved. In terms of production, it can draw on the successful experience of JoVE [65], a leading scientific video producer and provider in the world. It is the first and only peer-reviewed scienti fic video journal that publishes over 100 new videos every month.

Resource Construction Plan for Expert Lecture Video Abstracts.The platform can use AI technology to recognize the face, voice, and label of each speech expert during the post editing process. By matching and associating with the platform's data pool, th e audio and video clips of the speech expert are automatically integrated with the text, PPT, paper illustrations, additional materials, icon data, and other content in the confe rence literature along the timeline, extracting key information and core viewpoints, He lp the audience quickly understand the most valuable innovation points of the paper co ntent. At the same time, the platform can also choose domain experts with senior expe rience and professional knowledge to give various forms of lectures or comments on a certain conference hotspot, such as live demonstrations, laboratory operations, case st udies, interactive Q&A, etc., to attract audience interest and improve communication e ffectiveness.

5   Conclusion

The construction of integrated media resources for academic exchange runs through the entire cycle of the conference. A good academic exchange platform can use various media forms to enrich the content of conference papers, enhance visualization effects, and enhance the readability of academic research and the influence of academic achievements.

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