

Academic Publishing in the Digital Era: The Role of Cross-Media Publishing in Expanding the Scope and Accessibility of Research

Dr. Evgenia Pagani¹, Dr. Marios Tsigonias¹

¹ University of West Attika, Department of Graphic Design and Visual Communication,
Hellenic Graphic-Media Research Lab - GRAPHMEDLAB

E-mails: epagani@uniwa.gr, mtsigonias@uniwa.gr

Abstract

Academic publishing is experiencing a period of transformation due to the rapid evolution of digital technologies. At the same time, cross-media publishing plays a crucial role in the distribution and access of scientific knowledge.

Current research explores the distribution of content in various channels (print-digital-web) and the potential of cross-media publications to integrate multimedia content such as video, audio, interactive graphics, and other digital media. This form of content allows researchers to present their results in a more interactive and understandable way, allowing a wider audience to better understand and absorb knowledge. Additionally, cross-media publishing can enhance interaction with readers through interactive elements that promote participation and feedback.

The paper also analyzes the challenges that arise from the adoption of cross-media publishing in the academic community. These include questions related to copyright management, quality assurance, and the integrity of scientific research. Copyright management in environments that include multimedia and interactive elements requires new approaches and partnerships between publishers, authors, and technology providers.

The research methodology includes case studies by academic publishers that have already incorporated cross-media publishing into their practice. Research also includes statistical analysis of data from digital publishing platforms to evaluate the effectiveness and impact of cross-media publishing. The results of the survey show that cross-media publications offer significant opportunities to expand research and improve knowledge access. Academic publishers adopting these practices can provide rich and diverse content, promote dissemination, and understand research results. Additionally, strategies for the adoption of cross-media publishing must take into account challenges and develop solutions that ensure quality and copyright protection.

Finally, the paper concludes that cross-media publishing is an effective tool to improve academic publishing in the digital age, offering new opportunities for knowledge dissemination and reaching broader and diverse audiences. The results aim to provide useful guidance and best practices for the adoption of cross-media publishing in academic publishing, contributing to expanding research impact and enhancing access to knowledge.

Keywords: cross-media publishing; academic publishing; multimedia; accessibility; scientific research