The Analysis on Research Status of "Internet Plus" at the Present in China Based on Literature Quantitative*

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Abstract—**This paper introduced a research status of "Internet plus" at the present stage in China and revealed a regularity from the existing literates. In addition, the paper analyzed the hot spots and the characteristics of "internet plus" literates. Then got some thought about the future of "internet plus" development.**

Keywords—*literature quantitative analysis; trend analysis; Internet plus*

I.   INTRODUCTION

"Internet+" was originally proposed at The 5th Mobile Internet Expo in 2012[1] and [2].And in the year to February 2014,"Internet+" was proposed by Central network security and information leadership group as an explicit national strategy [3].The Premier Li Keqiang proposed that "Internet+" is the important methods of mass entrepreneurship and innovation, at the 2014 1st World Internet Conference. Then "Internet+" was formally put forward as an action plan in Government Work Report in 2015.Accordingly,"Internet+" is number two in the Top 10 China's New Hot Words of 2015[4]. At present, the research of "Internet +" is still on the initial stage. The analyzing result of current research status and features will help the scholars. They can acquaint the research hot-spots from this paper.

The current situation of the researches on "Internet+" has revealed from this paper by using the literature analysis. According to the literature quantity, the subject of research, the copyright of literature and the citation rate of papers, this paper discovered the orderliness and characteristic about the Progresses in "Internet+". During the researcher, the features of literature are turned into the quantitative data.

This paper's conclusions were based on the openly published of the "Internet+" literature in the articles of domestic journals. It can reveal the situation of "Internet+" by the methods of quantitative and induction.

II.   METHODS AND DATA SOURCES

This article takes Brad-ford's law as the frame of reference, chooses keywords or-thesaurus as measure unit and obtains data from large scientific databases (China National Knowledge Infrastructure), then chooses academic journals from the more important database, such as EI, SCI, CSSCI and Core Journals of Chinese Periodicals. The sample quantity of empirical research was based on the several rules, that the literature has the keyword of "Internet plus" from 2015 to 2016. Then it collected 1370 literature at January 21, 2018.

III.   THE ANALYSIS OF "INTERNET PLUS" RESEARCH RESULT FROM 2015 TO 2017

A.   The Analysis according to the Literature Quantity

This article has researched on the quantity of "Internet+" literature from Jan. 2015 to Dec. 2017(as shown in Fig.1).The quantity has obviously improved after Jun.2015.It indicates that "Internet+" is the concepts of new thing. As the analysis of all the literature in 2015, it reveals that the major focus was the information and knowledge transportation. The main studying contents of this domain is the influence journalism, publishing, Education and Library and Information Business.

The top of published literature quantity is belong to 2016.In original study (from 2015 to 2016), the quantity of "Internet+" literature is 621, and the subjects have been covered National Health Service, Agricultural Management, E-government. Most of them have meaningful discussions with some pattern, marketing strategy, and security system, all that researches were based on the Internet+ environment. At this stage, the majority of scholars have analyzed the "Internet+" features, effect and policies. But some achievements that are practical and empirical were appeared in 2017. At the same time, some literature's subjects were referred to manifold fields of science, such as manufacturing industry, tourism, mining industry, power industry and so on.
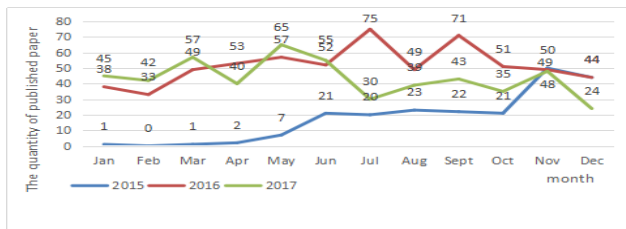
Fig. 1. The trend of the quantity about "Internet+" literature from Jan.2015 to Dec.2017.

B. The Analysis Based on the Feature of Literatures

The different research's focus was different. According to the analysis of literature's feature (based on the standard of Chinese Library Classification), the feature of "Internet+" research was discovered. From subject's point of view, the most of "Internet+" researches were concerned about economy and management, what was the befitting policies and regulations if favor of "Internet+". There were many literature belong to Science and Technology. Because of new technologies, such as big data, information technology and the Internet of things can make the "Internet+" pattern come true.

As the analysis of the thematic, different professions have different purpose using "Internet+". In Agricultural Internet+, the purpose is open up the agricultural product trade marketing. In Educational Internet+, the hot spot is web-based learning modes using by MOOC or micro-lectures. In Media Internet+, the keyword is amalgamation. It discussed the transition from traditional ways to new ways. In Industrial Internet+, the important things will be keen to enhance production level by the Internet of things. In the E-government constructs, the innovation refers to service for masses.

C. The Ranking List of Published "Internet+" Literature

As a quantitative literature statistics method, the Bibliometric analysis has been increasingly used in strategic intelligence research. By dint of sorted according to the total of published "Internet+" literatures in descending order, it got the ranking list(as shown in Table I) .This involves not merely gathering information, but also extracting the value from it. Firstly, the early the business make good use of internet, the mature it implements Internet+. Secondly, there is a pressing need to newest high-tech for traditional industry, which is technical improvements but also marketing mode. Finally, "Internet+" has become the background of the times and social development. Under such circumstances, the researchers will work on the constructing feasible ecological industry including cross-disciplinary and making innovations.

TABLE I.   THE RANKING LIST OF THE TOTAL OF "INTERNET+" LITERATURES (TOP 15)

Ranking	Academic Journals	Grades	Quantity
1	E-Government	CSSI	56
2	Enterprise Eanagement	Core Journals	35
3	Journal of Commercial Economics	Core Journals	32
4	Adult Education	Core Journals	31
5	Science-Technology & Publication	Core Journals & CSSCI	23
6	Agricultural Economy	Core Journals	21
7	Coal Science and Technology	Core Journals	19
8	View on Publishing	Core Journals & CSSCI	18
9	Education and Vocation	Core Journals	18
10	Journal of Vocational Education	Core Journals	18
11	China Adult Education	Core Journals	18
12	Frontiers	CSSCI	16
13	Journal of Distance Education	CSSCI	16
14	China Publishing Update	Core Journals & CSSCI	16
15	China Educational Technology	Core Journals & CSSCI	16

IV. THE CURRENT STATUS OF CHINESE INTERNET PLUS

In order to get clear of current status of Internet+, it was made further investigations as "research background" and "research categories". Application-oriented is the prominent features for the research of Internet+. Internet+ will be used in all professions and a trade, for example industry, agriculture, energy, health-service as shown in "Fig. 2".The electrical medium has many advantages of traditional media. It also transcends all the other media because of its multimedia expressions and real time interactive communication features. Online education will better influence people. Consequently, Internet+ will become the keyword in education, media and library and information science. The more indications hide in Internet+ are the development of multimedia technology and internet technology. "Internet+" technology makes a breakthrough at the restriction of time and space. The IT technology is the major approach of the transition from pattern to reality. Meanwhile, Internet certainly will promote the benefits on Electronic Commerce and finance.
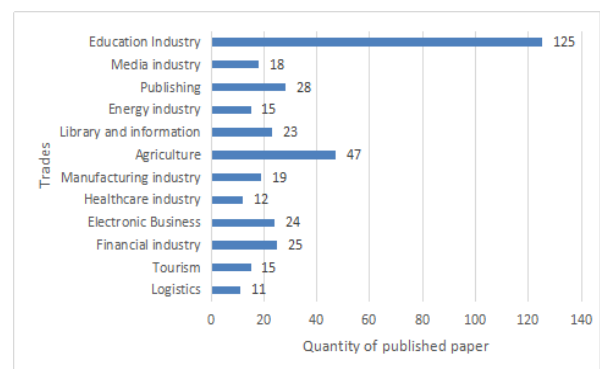

Fig. 2.   The statistics of "Internet+" application order by published literatures.

There are two research types, one is Basic study, another is Application study, on the basis of contents of internet +'s papers. Basic study aims at getting new knowledge, new principle and new ways. Application study aims at revealing the technical details of what the researcher had implemented. This is the result of statistics on the published paper from Jan. 2015 to Oct. 2015 as shown in "Fig. 3".In general, the quantity of published paper is increasing. At the beginning, the research results are belong the elaboration of Internet +'s conception and the policy analysis. With then development of research, many mature applications were emerged, and the quantity of Application study is increasing. This appearance conforms to the cognitive law of knowledge for Internet +, that is a new term. Meanwhile, the research of Internet+ was still in its infancy, and the leading edge of technological development was a major trends. In addition, Internet+ is the result of the development of IT technology, because of that Internet+ is feasible and universal. By introducing advanced IT technique and theories into traditional industry, it then can be continuously creative.

In the Basic study's paper, the researchers probed into the Internet+ subject from different angles [5], [6], [7], [8] and [9] .One part of these researchers focused on the application for sake of technical routes. These papers were expounded the proposition and planning of that the new technology coalescent of the traditional industry and IT industry, considering by the disadvantage of its current status [10], [11], [12], [13], and [14].Another part of these researchers focused on the policies and regulations about information security, online risk, net ventures and so on. This phenomenon indicated that application of Internet+ must have multiple environments (network platform, law, rules and regulations), that is the necessarily a guarantee of implement [15], [16], and [17].

In the application study, both the media industry and Education industry are the pioneers, that is first to enter "Internet +". Either Media industry or Education industry had been experienced implement. There are many advanced effective multiple environments (network platform, law, rules and regulations) had been founded. That the most advantage than other industry, which is at the beginning of Internet +'s research. In Agriculture industry, there are some issues concerning the agricultural products marketing which need exploration and perfection. In the industry, there are some issues are inclined to the application and spread of Internet of things.
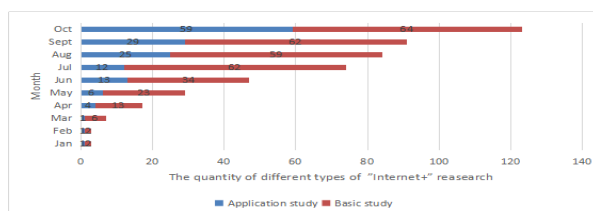

Fig. 3. The comparative analysis of the types of "Internet+" research (from Jan.2015 to Oct.2015).

V. LIMITATION OF THIS STUDY

This research is the analysis of the current status of Chinese Internet+ from the published paper from 2015 to 2017.The main research method is statistical analysis method, Literature quantitative analysis is the major specific research methods. Although, Literature quantitative analysis is based on the statistical model, the sample of data is representative. But unavoidably, the research result exits one-sidedness, by the deviation of data processing. And the result is efficacious based the present collection. The research result was built on the important parts of the collection about Internet+ literatures on the CNKI website.

VI. CONCLUSION

In conclusion, "Internet+" is not only the academic concept, but also is the national strategy. Application of "Internet+" has in-depth sectors of society and every industry or trade. And this is the beginning of the research "Internet+", most of the researcher's focus on the theoretical research. In the future, the growing of the empirical study will become more and more. The eager achievements in scientific research is both the advantage IT technology (big data, internet of things, web platform, safety of net, electronic trading) and having the consummate series of rules and regulations for all professions and trades, which implement the "Internet+".

In reflections, the current research of Internet + is lack of practice. The future research will focus on application, law and the management. The essence of Internet+ is the amalgamation from muti-domain. It is needs the more research of technology, laws and regulations.

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