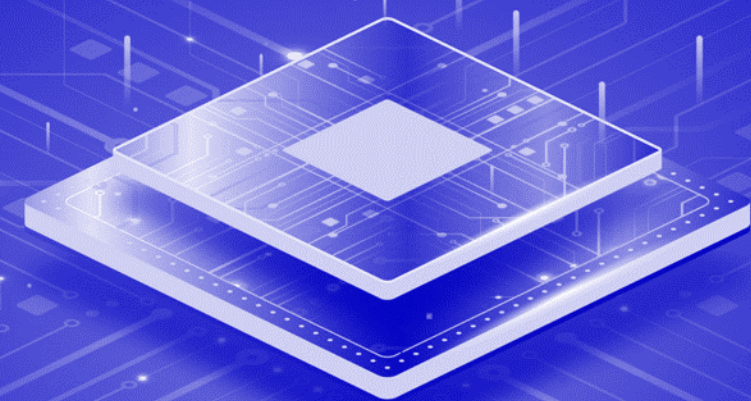


CNKI Developments & Updates

Joyce Zhang

March 12, 2025

CCM 2025 Special Evening Session



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CNKI Advertising Services

1. CNKI AI: Optimize Research Efficiency

Intelligent Q&A

Article Research

AIGC Detection


Intelligent Writing

CNKI AI

Make Every Researcher's Time More Valuable

 Ask a Question

 Article Research

 Collection Research

 AI+

Please Enter a Research Question



Literature Review



2. CNKI eBooks: Updated & Comprehensive Collection



Expanded Subject Coverage

- ◆ Covers STEM, humanities, and social sciences.
- ◆ Most titles are published after 2010.
- ◆ Partnered with top publishers in China.



User-Friendly Interface

- Simplified/Traditional Chinese, English.
- Browse by subjects, industry, series, publisher, usage.
- PDF download and online reading.



Interactive Features

- ◆ No limit on copies.
- ◆ Extensive readings via citations.
- ◆ Flexible purchase options: titles, series, subjects, PDA.

The screenshot shows the CNKI eBooks website interface. At the top left is the logo "CNKI eBooks" and the text "简体中文". To the right, it says "Welcome Belhaven University", "Personal account", "Login", and a blue "Subscribed" button. Further right are links for "Old Version", "Help", and "What's new". The main content area features three lines of italicized text: "Collecting Chinese Multiple Academic Works", "Focusing on Research and Progress of China in S&T and Social Sciences", and "Presenting Authoritative Academic Achievements". At the bottom, there is a search bar with "All" and a dropdown arrow, followed by "Search Title.." and a magnifying glass icon.

4. CNKI Advertising Services: Customized Promotion Solutions

01

Targeted Campaigns

CNKI Advertising provides targeted campaigns for student recruitment, publication promotion, and event promotion. These campaigns help institutions and publishers reach the right audience, increasing visibility and engagement.

Performance Analysis

02

CNKI Advertising offers an analysis for tracking audience engagement. This allows customers to view and evaluate campaign performance and make data-driven decisions.

03

Customizable Templates

CNKI Advertising offers customizable templates for institutions and publishers. These templates can be tailored to meet specific needs, ensuring effective communication and outreach.

Future Directions & Call to Action

Year-end Promotion

CNKI is now releasing the year-end promotion of products including but not limited to eBooks, population census, Great Chinese Dictionary & Kangxi Dictionary, The Eastern Miscellany.

Explore CNKI AI

Welcome to experience CNKI AI and any interested products.
Free trial will be offered per your request.

Contact CNKI Representatives

Reach out to CNKI representatives for tailored solutions and support.
We are ready to assist with any inquiries and help maximize the value of CNKI's offerings.

THANK YOU!

