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Research about College Students' Reading Pattern in Mobile Internet Era

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Abstract: **In the investigation and study about the mobile reading, data is nearly obtained from questionnaire, and combined with statistical analysis tools such as SPSS to obtain data for further sorting, analysis and induction, we can get meaningful conclusions. The new reading mode based on the mobile Internet and mobile terminal has become an important part of college students' future reading behavior. Studying the status quo of college students' mobile reading, effectively using the advantages and avoiding disadvantages are our current work which needs to solve to develop reading service and guide. In this paper it will analyze the driving factors produced by the college students' mobile reading behavior. And then it briefly introduces two methods of mobile reading, which aimed at providing the reference for the college students' reading mode on the mobile Internet for further research.**

Keywords: Mobile reading; Mobile reading behavior; Reading mode

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1. Introduction

Mobile Internet refers to what uses the mobile communication equipment wirelessly to access the Internet, which is the product of mobile data communications combined with the Internet. On the basis of network access, wireless Internet can be divided into two categories at present. One kind is wireless Modem where the mobile Internet is mainly used in a portable computer. Another kind is intelligent terminal, it mainly includes mobile phones, pagers, two-way pagers, handheld computers, PDA and e-readers for the surfer tools on the Internet [1].

The new reading mode based on the mobile Internet and mobile terminal has become an important part of college students' future reading behavior. Studying the status quo of college students' mobile reading, effectively using the advantages and avoiding disadvantages are our current work which needs to solve to develop reading service and guide. In this paper it will analyze the driving factors produced by the college students' mobile reading behavior. And then it briefly introduces two methods of mobile reading, which aimed at providing the reference for the college students' reading mode on the mobile Internet for further research.

2. The University Students Mobile Reading Status

2.1. Intelligent Mobile Terminals Become Close Reading Tools

On campus, the bus, subway, or libraries, coffee shops, and even on the way, we can see various screen sizes of mobile phone, smart phone or tablet for students to touch the screen to access to information everywhere. Now, mobile terminals especially intelligent mobile terminal have become the important reading devices for college students. The viscosity of college students for the intelligent mobile terminal is also very high. Once there are more than twenty thousand college students borrowed money to buy a smart phone scene in Wuhan, 8c8and more than eighty percent college student said that smart phone has deep into their learning and life, and it is indispensable [2].

2.2. Mobile Reading Enrich the Content

In terms of mobile reading, with smart phones, tablets and other mobile terminal function constantly improving, the content of the college students' mobile reading are also increasingly rich. Micro letter, microblog and mobile news on topics such as new media have become a new element of college students' mobile phone reading content. A lot of college students said that mobile terminal has become the indispensable equipment in their daily management, notes and various kinds of activities etc.

The ninth national reading survey also showed that mobile reading rate reaches for 27.6 percent in 2011, which grows twenty percent than 2010. Moreover, reading length of mobile reading and electronic readers also increased significantly, they are 31 percent and 77.7 percent, respectively. The people between 18 and 40 are the main part of the digital reading, in which the people under the age of 18 to 29 more occupies the proportion of 54 percent [3].

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3. The Factors Influencing College Students' Reading Tendency

3.1. College Students' Reading Psychology Affects Reading Tendency

In the information age, as the way of reading and reading media have taken place great changes, the reading psychology of college students will undoubtedly change along with the change of social reading environment. College students are in the middle of being active, curious, but interest are unstable, their reading behavior is basically healthy and positive. However, due to the influence of the personal interests, hobbies, and various social trends and social activities, they also may produce bad reading psychology to affect their own learning and progress. The pursuit of personality psychology and personalized is the most prominent feature of information era. Similarly, in the information age, the mass reading personalized feature is very prominent. People pursue personalized reading to reveal themselves. The college students are the most active reading group in society. Their knowledge needs are the strongest and have the greatest reading potential. College students' thought is active and agile, and there are full of hope about the future for them. And they are easy to accept new things. They pursue personality, be willing to express yourself and hope to establish self-worth to form perfect personality image [4]. In the pursuit of personalized psychology, college students' reading behavior shows the characteristics of the pursuit of individual character style. Therefore, college students' reading tendency was deeply affected by college students' pursuing personalized reading psychology.

3.2. The Developed Network Information Media and Multiple Selecting

Reading is the basic means and the important way to acquire knowledge for human. In the information age, the carrier of information more and more tends to be diversified, in addition to the traditional paper books, periodicals. All kinds of digital media have sprung up. Therefore, the way people choose to read is no longer single, but has become increasingly diverse and rich. At present, the development of the network makes digital media emerge in endlessly. Online news, electronic magazine, blog posts, online novels, mobile phone newspaper and books, and so on all strongly attracted college students' eyes and become college students' reading options. Now most of college students are 90s, and they are the new generation group who grow up associated with computers and the Internet, and their reading habits, reading preferences and choice compared have obvious characteristics of the digital reading compared with traditional fathers or brothers. At the fourth national reading survey, it found that 45.9 percent students are not used to reading a book. The 90s college students use information of dense and sensual stimulation. In their view, Flash, audio and video are all as natural just like paper books in their fathers past life. Multimedia, streaming media, e-books, blogs and mobile phone short message become daily consumption, books are still one of the reading object. But it is clear that whatever the reading tastes or attitudes towards reading have been far from their parents [5]. Because the network information media is developed and easy to get, contemporary college students on the choice of the ways of reading tendency are no longer limited to traditional paper books, newspaper reading, and it becomes the main factors affecting college students' reading tendency.

3.3. Big Study and Employment Pressure

Now, under the increasingly utilitarian of society, 90s college students in both the academic and employment are facing great pressure. In learning, as a result of the progress of science and technology, contemporary college students to master knowledge tend to be more than their predecessors. However, due to they are superior than their parents in economic life, while on the psychological compressive ability are weaker than their parents. As a result, they fail to the test, and when they can't complete their studies and graduate, they will have greater psychological burden and pressure. Also, due to the fierce competition in the job market, at the beginning of the contemporary college students in the school will have already felt the pressure of employment. Then all the school activities including read, are closely around the purpose of employment. Therefore, pressure under the academic and employment has become the important factors that affect college students' reading habits and reading behavior. Although deep reading and classic reading can solidify the knowledge base for college students and let students' theoretical knowledge understand be more comprehensive and thick, desperate for what they have learned into practice and made to see the effect of college students, they are obviously inflated expectations. With the aid of shallow reading, extensive reading such as fast reading, students can master more what do not require a deep understanding of knowledge and information, these can help them tend to win a relatively advantageous position in the competition for jobs, and getting into the position of ticket is more realistic and necessary than understanding one knowledge. Under the background, it is not surprising for that the contemporary college students are more tend to be shallow reading and extensive reading.

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4. Two Methods of Mobile Reading

4.1. The Experimental Method

It can be seen from table 1, because of experimental method's rationality and objectivity, it has been widely used in research that how mobile reading promote learning and performance indicators of mobile reading by our country Taiwan area and foreign scholars. And there have getting a lot of valuable conclusions, however in mainland China the application studies of experimental methods are rare.

In the study of mobile reading experiment method, there have the following problems, that's, firstly, the basic subjects are college students, it need to expand. Secondly, the research scope is narrow, and it should consider expanding the method of experiment to other related studies of mobile reading.

Table 1 Mobile reading research situation

Author	The subjects	Experiment task	Experiment method	Laboratory equipment	Experimental process	Experimental results
Ding Long Huang etc.(2009) [6]	15 undergraduate and graduate students, tsinghua university (9 male and 6 female)	Font size, resolution, and task type on the readability of the Chinese characters on mobile devices	Combination of quantitative and qualitative methods, collecting reading speed, the relevant data such as query speed	Nokia N91, Nokia N73, Nokia E50, Nokia E70	The subjects perform a task alone. First each of the participants fill out a simple questionnaire about personal information, then on every phone there are 6 text reading tasks and 18 visual query tasks	The font size and resolution of reading speed impact on the query speed very much, the requirement of font readability is similar for different tasks
Yu Ju Lan etc. (2008)[7]	52 students, Taipei (28 male and 24 female)	the effect of Mobile reading system on English learning	Respectively before and after the experiment, testing each student's reading ability, covariance analysis on the collected data	Computer assisted reciprocal English reading system supported by mobile devices	First stage, to collect the participants in the past, after the teacher's guidance, low-level linguistic knowledge will be randomly assigned to each student, it requires each student to read the language set, and finally select a representative for speed reading competition; The second phase is still divided to six stages	The recommended mobile reading system is helpful for the vast majority of English learners, this system improves the traditional students' collaborative learning environment
Yu Ju Lan etc. (2007)[8]	Grade three pupils	The influence on the effect of mobile	The whole experiment recorded by	Video recorder, tape recorders,	Experiment one: to observe effect of the	Mobile technology support can

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		technology in collaborative learning English	video recorder and record by two observers and process the data	monitors, tablet, MPAL system	student who did not use a technology the cooperative learning in English reading activities; Experiment 2: to observe the effect of students who using mobile technology to support the English reading activities. For students to learn the text	significantly reduce students' anxiety, increase learning motivation, improving reading confidence
Bjorn Hedin & Erik Lindgren etc.(2007) [9]	10 junior students, 73 college students (formal) in Media perception course	Comparing traditional rolling and rapid sequence of visual presentation (RSVP) for mobile reading	using SPSS to make a statistical analysis about the collected data	Sony Ericsson, Nokia 6600 smart phone	Divided into two phases, leading research and formal research will be a few text according to the different display mode, and then the relevant data were collected for analysis	There is no difference between the effects of understand, RSVP is more efficient than rolling, RSVP is more suitable for this piece of essay
Chin Kai Chang, Chun G-han Tsai(2005) [10]	869 behavior records	Understand the use of mobile media devices where learners learning English reading comprehension	using SPSS to make a statistical analysis about the collected data	PDA etc.	First it required that learners use mobile learning devices to read a prepared text, in the process of reading, it need to turn to the concept map, at the same time monitoring software are installed on each device to record the learner's behavior	Learners usually establish a concept map with one minute at the end of the experiment, the learners' reading concentration appeared two peaks

4.2. The Survey Method

In the investigation and study about the mobile reading, data is nearly obtained from questionnaire, and combined with statistical analysis tools such as SPSS to obtain data for further sorting, analysis and induction, we can get meaningful conclusions. It can be seen from table 1, the domestic survey method used for mobile reading research papers began to rise from 2010, it

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shows that mobile reading, as a new research focus has gradually caused the attention of scholars in our country, and there are more and more the related research results.

But in the study about investigation method of mobile reading, there are the following problems: firstly, in which more than half of the paper, the time of investigate is not illustrated, it shows lack of rigour; secondly, most of the respondents are college students, the research object remains to be extended; finally, on the aspect of analytical methods, the obtained data is usually make a simple statistical analysis, and the digging depth is not enough.

5. Conclusion

Mobile Internet and its application have a rapid development, mobile reading just rise, college students' existing mobile reading behavior based on mobile devices and mobile application form randomly, and it lacks effective guidance. To form a perfect mobile reading model it needs a long process. Research about mobile reading at home and abroad, the research object is a single, then it should include user groups and strengthen the system analysis and research about other social groups; At the same time, combine theoretical research with experimental research, it should be a comprehensive and in-depth investigation and study for mobile reading. On the basis of theoretical research, to construct a scientific model, apply sophisticated analysis tools such as structural equation model, SPSS to dig deeper into the data gained from research and experimental research, we can get more valuable information and provide more valuable suggestions for the future development for the mobile reading

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