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Research about College Students' Mobile Reading Behavior in New Media Era

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Abstract: **Reading is an important means to know the world, the development and continuing civilization for human. Reading object changes with the change of language carrier. New media is a new media form under the technical support system. With the advent of the new media era, network media, e-book, mobile phones and other new media based on the Internet appeared and profoundly changed the way of reading, and they triggered reading a fundamental change. The way of reading all the way is changing from the stupid media era, paper media era, and electronic media era to new media age. Where we provide 100 questionnaires, and 99 questionnaires have been taken back. Through reading questionnaire survey of students, we analyze the way to acquire knowledge by reading for college students in the era of new media and study how to improve the thinking and countermeasures of college students' reading ability. It can be seen that it will have a very important significance.**

Keywords: New media; Questionnaire survey; College students

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1. Introduction

New media is a new media form under the technical support system, such as digital magazine, digital newspapers, digital broadcasting, mobile phone short message, mobile TV, web, blog, desktop Windows, etc. Xiong Chengyu in New media research center of Tsinghua university thinks that new media is a relative, time, developed concept. The so-called concept of time is that the new media form has its relatively stable connotation within a certain period of time. Someone is new, like network, some form by updating based on the existent form, like digital TV, newspapers, electronic versions [1]. From the perspective of the reading, these media has a total point, which is that information carrier is used by the display screen. Today, with the increasingly development of science and technology, multimedia, hypertext, interactivity, mobility characteristics is popular with students. Compared with traditional media, new media information dissemination show the propagation speed of real-time, richness, diversity in form, content and mode of the interactive openness, communication and dissemination of comprehensive coverage.

In order to deeply understand and grasp the specific situation of the current college students' reading habits, in the paper a questionnaire survey about reading habits of the big school students in Wuhan is conducted. In order to investigate the change of the mode of reading and selecting of college students under the new media age, all these subjects regardless of professional, grade Percentage, both male and female, and it is a random distribution. Application is analyzed by the method of anonymous written questionnaire. Where we provide 100 questionnaires, and 99 questionnaires have been taken back. In the questionnaire, there are a total of 26 problems involving the media contact, reading habits (including the time of reading, the purpose of reading and the way of reading change) and the attitude of media holdings. It mainly investigated the situation of the subjects in reading life and the attitude towards both subjects.

2. The Results of the Survey and Analysis

2.1. Model Media contact

The survey shows that on some media such as the internet, mobile phones, television, newspapers, magazines, books and radio media, where 37% of subjects most use the Internet to read their interested content, where mobile phones account for 31%, books account for 22%, magazines accounted for 7%, newspapers account for 2%, television accounted for 1%, and almost no one preferred radio for reading tool (figure1).

From figure 1 shows, book still has its place in the reading life of college students, followed by the magazines and newspapers, so the library literature resources play an indispensable role in college students' reading life.

2.2. Reading Time

From the time that the participants spend on reading all kinds of information every day, it takes to vies that most of them have a certain reading habits. Where reading time is less than 10 minutes accounts for only 4% on every day, reading time is between 30 minutes and 60 minutes accounts for 40%, and 10 minutes to 30 minutes is 18%, one hour to two hours accounts for 24%, finally the rest of others whose reading time is two hours above accounts is for 14%.

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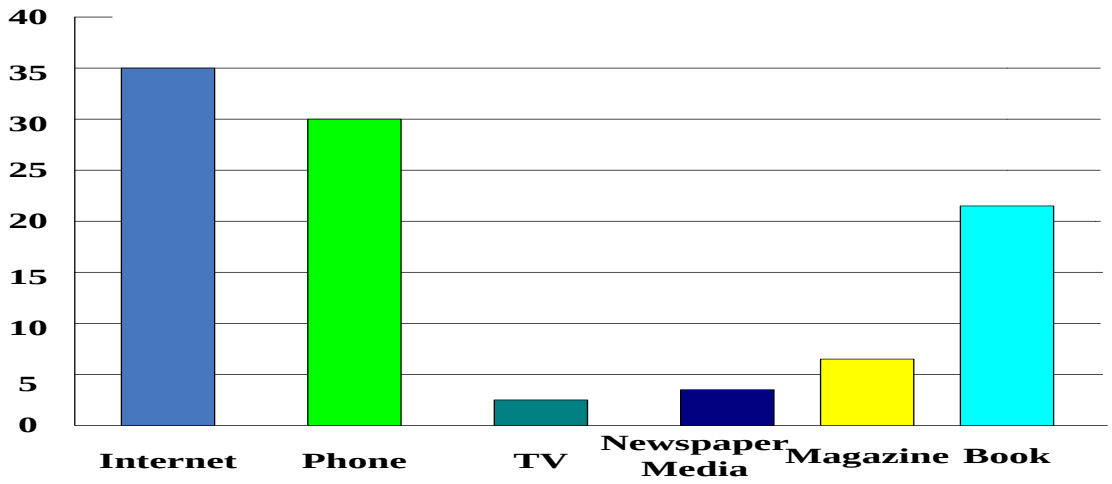

Fig. 1 Most frequent reading media survey

2.3. Reading Purpose

For the purpose of learning to read accounted for 25% and 46 percent subjects' main purpose of reading is to know the news and information, another 20% is for entertainment. As to the content of the reading, 45% of participants if given priority to with news. Subjects reading literary works and giving priority to with the entertainment leisure information accounted for 15%, 16%, respectively. While the participants giving priority to with professional information and life service information accounted for 13%, 11%, respectively. From the above data, to understand the news and information are still the main purpose of the college students' reading. However, the demand for entertainment and leisure is also quite significant.

Table 1 Reading way and how change the ever

Reading situation	The proportion (%)
Paper reading decrease	80
Give priority to in order to read online	64
Cell phone become one of the reading tools	41
Reading time decrease	34
Reading time increase	13
Reading tastes change	20
Reading environment change	11
No previous concentration when reading	16
When reading more concentration than ever	6
Reading fun increase	12
Reading fun decrease	5

2.4. The Way of Reading

Where 70% participants think that, compared with a few years ago, their present way of reading has changed, 10% of participants said not clear ever change, and only 20% certainly think that the way of reading compared with the previous did not change. All these show that, in the new environment, college students have realized their reading life begin to change. Among the participants who certainly make sure the change has existed, more participants think that the change including that paper reading is less, while to give priority to with reading online, and reading environment has changed (table1).

In the present life, whether the way of reading is mainly on the screen reading or paper reading, 54% of the participants think both, 19% of the participants is given priority to with the paper, 22% of the participants is given priority to with the screen reading, and 5% of participants think that two reading accounts for very little.

The above data shows that online reading has been tried in reading occupies the main position in life. In addition, when for a certain purpose to find information, 89% of the participants will first choose online search, while only 9% of the students preferred to the library search, 1% of the students ask help for relatives and friends, expert advice or find other ways to search. Thus, network as the preferred path people purpose fully query information on.

2.5. The Subjects' Attitude towards Media

If we don't consider the factor of technology, single judging from the contents, 50% participants agreed that the information on the net is more rich than newspaper, 12% of the participants thought the former is less than the latter, and the number of the participants thought both is about 16%. However, judging from the reading comfort, 46% of participants thought the screen reading

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are more arduous than mass reading, only 29% thought the screen reading is easier, while 25% of the participants feel about both.

For the problem whether screen reading or paper reading will be relative, 76% of participants thought the screen reading information is rich, 84% of participants thought the screen reading is easy to quickly lookup, 65% of participants thought the screen reading device is convenient to carry. However, starting at the screen for a long time, subjects whose eyes will be tired accounted for 75%, and 18% of participant thought source of information is not to be trusted. For the emergence of new media such as the Internet, mobile phone, 70% of participants said they affect the reading habits of people around themselves, only 16% of the subjects denied the claim. The remaining 14% of the participants said that they don't know whether it is influent or not.

3. The Thinking and Countermeasures of the College Students' Reading Guide [3-8]

In view of the above investigation and analysis, we believed that reading is an important way of promoting the growth of knowledge and improve our own quality, and reading guidance is the education process of university students to teach them how to fish. As the second classroom of college students, university library should shoulder the responsibility of the reading guidance and give full play to the functions of education, make full use of the library collection, to carry out various forms of reading activities. It should become the organizers of the college students' reading activities and guide.

3.1. Optimize the Structure of Library

According to the data from figure 1, it shows that the book still has its place in the reading life of college student; secondly, they are magazines and newspapers. It mainly depends on by lending library literature resources. It suggests the inner link of student library literature resources and reading. College students is always the first readers of the library in colleges and universities, the university library should meet the demand of their reading first and purchase books needed for the college students. Then it should add some nonfiction books in order to satisfy the demands of college students' multi-level and multi-dimensional reading [2]. For further guaranteeing the need of the teachers' teaching and students' learning, we should make as far as possible to ensure the scientific and standardization of library collection construction and fully realize that the collection resources construction should guarantee a variety of media resources development, especially in the current guarantee on the basis of traditional paper-based resources to strengthen the construction and utilization of digital resources.

3.2. Students' Reading Guide of New Media

Data shows that the network reading has become an important part of college students' study and life. Due to its advantages, college students used to the network reading, such as the abundance of the network reading content, timeliness, interactivity etc... The content of the network reading can meet the diverse needs of students. Students can not only find knowledge and information related to learning, but also they can find the information which can make their body and mind get entertainment. Actively in college students groups to carry out the new media reading guide, it refers to the college students in the process of new media reading can find the problems existing in the college student's new media reading. Then we can guide college students how to read health and timely and feedback information. We can also cultivate college students' ability of identifying new media reading and creative ability and promote students to form the self-efficacy of new media reading.

3.3. Strengthen College Students' New Media Reading Meta-cognition

Effective new media reading requires college students actively can control their cognitive activities in the process of reading and can deeply test their understanding ability. College students new media reading meta-cognition refers to the college students in the new media reading activities can give their own cognitive style and cognitive process to timely monitor and adjust, they not only can effectively use existing knowledge to absorb and assimilate digital information, but also can timely reflect on their own cognitive process and cognitive way in order to master and control the process of obtaining information. To raise our new media reading effect, we should constantly adjust the reading strategies and construct knowledge actively. Encourage university students to explore new individuation reading media way in the reading activities, cultivate their good reading habits, strengthen the digital reading skills and promote digital reading literacy.

3.4. Create Electronic Reading Platform

Along with the development of information technology such as the network, communication, multimedia, etc., the university library has become an online place to provide users with a variety of digital resources, which is based on the information technology such as computer networks, communications equipment, the digital resources, and makes the retrieval, access, service of electronic literature resources collect as one. To maximize meet the electronic reading resources requirements of college students in the depth and breadth, in universities and colleges, we should actively construct a scientific, standardized and practical platform for the library electronic reading and give full use of the function electronic reading resources. Firstly, expand service

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contents of university library. Electronic reading platform not only can provide all kinds of information on the network, but also can retrieve literature information on CD and use a large number of multimedia teaching software in multimedia teaching.

Secondly, establish a unified retrieval platform. We can pull together the paper books, databases and other library resources on the same platform for unified retrieval to avoid the disadvantages of login multiple sites one by one. It can not only widen our sight, but also make it easier for readers to choose and play a positive role of promoting electronic reading resources.

4. Conclusion

Reading is an important means to know the world, the development and continuing civilization for human. It is the essential way to preserve and spread culture. Reading object changes with the change of language carrier. With the advent of the new media era, network media, e-book, mobile phones and other new media based on the Internet appeared and profoundly changed the way of reading, and they triggered reading a fundamental change. The way of reading all the way is changing from the stupid media era, paper media era, and electronic media era to new media age. Through reading questionnaire survey of students, we analyze the way to acquire knowledge by reading for college students in the era of new media and study how to improve the thinking and countermeasures of college students' reading ability. It can be seen that it will have a very important significance.

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