Influence of New Media Technology on the Reading Habits of Contemporary College Students

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Abstract. As the continuous development of society, the level of science and technology in our country is constantly improving, the development speed of new media technology is constantly accelerating, and the influence on people’s production and life is becoming more and more tremendous. New media technology has influenced people’s reading. Different from paper reading, new ways of reading emerge in an endless stream. New media reading and traditional reading forms blend with each other, creating a new reading pattern, which has both advantages and disadvantages. In order to ensure the quality of college students’ reading, relevant parties should deeply analyze the influence of new media technology on college students’ reading habits, and actively exert the advantages of new media technology to ensure the quality and effect of college students’ reading.

Keywords: New media technology, Contemporary college students, Influence, Reading habits

1 Introduction

As a relative concept, new media is a new form of media developed after traditional media such as newspapers and periodicals, broadcast and television. It involves a lot of contents, mainly including network media, mobile media and digital television. New media has not only changed people’s production and life, but also had an impact on people’s traditional reading habits [1]. A variety of reading apps based on new media technology keep emerging, people’s reading methods are constantly diversified, and their reading habits have changed greatly. College students are the representatives of knowledge productivity, walking in the forefront of the times.[2] College students have a strong ability to accept new things on the whole, and new media technology has a greater impact on college students’ reading habits. Understanding the impact of new media technology on college students’ reading habits and making good use of new media technology to optimize college students’ reading can have a very positive impact on improving the quality of college students’ reading and promoting the overall development of college students’ quality. The relevant social parties should pay attention to this.[3]
2 Analysis of College Students’ Reading Situation from the Perspective of New Media

New media technology has had a great impact on college students’ reading habits.[4] Some scholars surveyed 500 students in five majors of X University in a city (See Table 1 for details). The results show that only about 20% of students think that the new media technology has no effect on their reading habits, while more than 60% think that the new media technology has a great impact on their reading habits. Undoubtedly, with the continuous development of the times, the impact of new media technology on college students’ reading habits will become more and more tremendous. Therefore, it is important and necessary to understand the current situation of college students’ reading from the perspective of new media, take active measures to intervene in their reading habits and ensure their reading quality.

Table 1 The influence of new media technology on reading habits of students of different majors in a university

| Majors       | Tremendous impact (rate) | No effect at all (rate) |
|--------------|--------------------------|-------------------------|
| Law          | 62.0%                    | 20.0%                   |
| Literature   | 60.0%                    | 19.0%                   |
| Science      | 61.0%                    | 23.0%                   |
| Engineering  | 73.0%                    | 16.0%                   |
| Management   | 59.0%                    | 22.0%                   |

2.1 Coexistence of E-reading and Traditional Reading

According to the survey results, in the survey of student’s reading habits, more than 20% of the students think that paper reading is still the main form of reading. Nearly 50% of the students think that e-reading is the mainstream of current reading, while about 30% think that paper reading is the same as traditional reading. From the overall situation, e-reading is undoubtedly the mainstream of college students’ reading. Although paper reading has not been eliminated, many college students are looking for a balance between the two. Some students say that the impact of e-reading on memory is relatively small, and the content that can be memorized after reading is relatively small. Because of this, many students think that e-reading benefits less than paper reading. Based on this, e-reading has a huge impact on traditional reading, however, e-reading can not replace the traditional reading mode. In the process of reading, e-reading has advantages, but traditional reading will not leave the stage of the times, nor will it be abandoned by college students.[5]

2.2 Shortened Reading Time and Recreational Reading Purpose

According to the survey results, nearly 70% of the students read less than one hour a day, nearly 20% of the students read 1-3 hours a day, and only less than 10% of the students can guarantee reading more than three hours a day. Many students do not have a clear reading plan, and most of the reading is focused on eating, queuing, taking a bus and so on. Reading is considered as a time killing behavior. Meanwhile, more than 15% of college students focus on reading novel and comic books. The reading focus of nearly 30% of students is on entertainment hotspots. The students are not concerned about professional knowledge, current political news and so on. Fragmented reading develops rapidly, and the fast-food reading has a huge audience of students. The fragmentation and transient problems of college students’ reading are becoming more and more serious. Due to the characteristics of seriousness, it is difficult to effectively attract students’ attention to the content related to the major and the academic. [6-10]

2.3 Diversified Reading Channels and Advantages and Disadvantages of E-Reading

The rapid development of e-reading makes students like to read short articles and have no patience to read long articles. At the same time, e-reading provides college students with unrealistic fantasies, increases college students’ online love, and tends to have a bad orientation on college students’ thoughts. E-reading is not authoritative, but it is undeniable that e-reading is rich in resources, easy to
find, and fast to update, and can effectively reduce students’ reading time and reading costs. Because of this, many college students are very fond of e-reading. Modern people’s life rhythm is very fast, and the public is generally willing to accept convenient and fast things. E-reading can well meet the above needs of people, so it occupies a very important position in the reading market. E-reading can be carried out by means of various social software, and the forms of reading are diversified. Although some of the information conveyed may be incomplete or inaccurate, it can have an impact on broadening students’ horizons and enriching their knowledge. However, it should be noted that ensuring the authenticity and reliability of information acquisition is the key to ensure the quality of reading. Because of this, college students should consciously obtain reading content from reliable channels to ensure that they constantly improve their reading level and promote their reading ability development.

3 Reasons for the Popularity of New Media Reading

There are great differences between new media reading and traditional reading. For college students, new media reading has a strong attraction. The reasons for the popularity of new media reading are quite diverse, but from the overall point of view, the following points have played a huge role, which are discussed in detail:

3.1 Internet and Recreational Activities Occupy the Reading Time of College Students

As the continuous development of network technology, people’s forms of life and entertainment are increasing. Reading is no longer the only way for college students to adjust their lives. Watching movies and traveling are more interesting and easier to attract students’ attention than reading. At the same time, the number of college associations keeps growing, students’ extracurricular life keeps being enriched, and diversified recreational activities occupy the spare time of college students. In addition, due to heavy schoolwork, students have no extra time and energy to read, so the reading time is greatly reduced.

3.2 The Pressure of Class and Employment Affects Students’ Reading

On the one hand, college students have great pressure on their schoolwork. They need to take many examinations at the university stage. The task of the course is arduous. In addition, some students want to apply for various certificates, so the time available for reading is relatively small. On the other hand, university is a transitional stage from school to society. Because of confusion about future work, many students will have strong anxiety problems. Because of anxiety, many students are difficult to read independently and do not know how to arrange reading time reasonably. Although there are still some students spend more time reading, due to the poor choice of readings, it is difficult to achieve the expected results of reading. Therefore, students will have the sense of unevenness. In the long run, they will not be willing to engage in the reading process independently, which will undoubtedly reduce the amount of students’ reading and affect the formation of students’ good reading habits.

3.3 E-reading Has a Strong Attraction for Students

E-reading is a new kind of thing, with strong novelty and attractiveness, easy to attract students’ attention. At the same time, e-reading contains more vivid and interesting content, the text description is relatively easy to understand, and it will not bring too much pressure to students when they are reading. In addition, e-reading materials have a more beautiful appearance than traditional reading materials, which undoubtedly increases the attraction of e-reading and weakens the competitiveness of traditional reading.

4 Strategies for Optimizing College Students’ Reading in the New Media Era

New media technology has changed students’ reading habits, and e-reading has advantages and disadvantages. But there is no doubt that e-reading supported by new media technology will be the main form of college student’ reading, which will inevitably lead to the development trend of college
students’ reading in the future. For this reason, all walks of life should correctly understand the college students’ reading in the new media era, and treat e-reading with a scientific perspective, so as to promote the new media technology to play its own advantages as far as possible, and help students learn something.

4.1 Government’s Social Strategies
The government can fully play a macro-directive role in social development and social situation regulation. Therefore, when optimizing college students’ reading in the media era, the government should also play its own macro-guiding role. The government should actively carry out various kinds of reading publicity, help all sectors of society, universities and students correctly understand the new media technology reading, and ensure that all sectors of society can actively carry out reading activities in accordance with the current situation, so as to ensure that the new media technology reading gives full play to its own advantages, and better help students learn knowledge in the process of reading. At the same time, government departments should strengthen the research of reading technology in the context of the new media era, and ensure that electronic reading materials can transmit real, scientific and accurate data information, so as to avoid students’ exposure to bad information, thereby affecting the quality and effect of reading.

4.2 School Strategies
Schools are places where students stay for the longest time. A good reading atmosphere on campus can help students form good reading habits in a subtle way. Therefore, colleges and universities should actively respond to the relevant call of the country on new media reading, encourage college students to actively engage in reading, so as to broaden their horizons and enrich their knowledge. Good reading atmosphere can create conditions for students to read, but reading requires high self-awareness of students. In addition, reading is a thing that requires long-term persistence to gain, so many students are prone to give up reading when they encounter reading problems. For this reason, schools should also actively formulate a reading-related assessment system to encourage students to read. Meanwhile, schools should optimize the current education system, increase elective courses, and create reading conditions for students, so that students can have more time and energy to read books, and enrich their knowledge system. It is worth mentioning that the rich and colorful campus activities can have a very positive impact on helping students form correct reading habits and increasing students’ interest in reading. Because of the diversity of association activities on campus, the school can actively contact the association and integrate reading habits training with community activities. On the one hand, it can enrich the forms of reading publicity, and on the other hand, it can reduce the resistance of students to accept. The association activities integrated with reading can be reading report, reading speech, etc. In the process of participating in community activities, students can access masterpieces in various fields, which is conducive to broadening students’ reading horizons, improving students’ reading quality and ensuring students’ reading gains.

4.3 Strategies for Students
Learning is endless. Reading, like learning, is a process that requires time accumulation to cause qualitative change. Therefore, in order to get something from reading, students need to set up the idea of long-term reading, actively cultivate their reading habits, correctly understand the advantages and disadvantages of recreational activities and reading activities, and actively enrich themselves by reading, so that they can enjoy the spiritual level, and constantly cultivate their reading habits in a subtle way. Secondly, extensive reading can help students better improve their reading knowledge system. At present, some students attach too much importance to interest while ignoring current political news and professional knowledge, and even some students prefer entertainment content, therefore, reading activities based on this point are difficult to effectively promote the development of students’ comprehensive ability. Therefore, students should actively improve their reading structure, take into account their interests and hobbies, and actively understand the reading content related to
professional knowledge and current political news. They should develop their own interests as far as possible and absorb reading content more comprehensively so that they can become omnipotent talents. Finally, students should correctly understand the reading work, should actively set up lofty ideals, in the process of reading should strive to overcome the entertainment of reading, should look to the future to broaden the scope of reading, so as to constantly improve their competitiveness and lay the foundation for their future development.

5 Conclusions

In conclusion, new media technology has affected college students’ reading habits. Reading based on new media technology will become the mainstream of college students’ reading, however, the traditional reading ways will not be completely abandoned. New and old ways of reading blend constantly, thus giving birth to a new pattern of reading. Compared with traditional reading, the reading mode based on new media technology is more flexible, and the reading content is ricer and more interesting. However, it should be noted that there are also some problems in reading based on new media technology, such as the acceleration of college students’ reading speed, the gradual reduction of reading time, the relatively vague purpose of reading, the numerous reading contents, and the difficulty of ensuring reading depth. Because of this, reading under the new media technology is easy to lose the meaning of reading, and it is difficult for students to gain from reading. Although the advantages and disadvantages of college students’ reading based on new media technology blend, reading based on new media technology will be the “general trend” of reading development. Relevant social parties should conform to the trend of the times, actively create a “double reading” model, and give full play to the advantages of traditional reading and new media technology, so as to ensure that it can have a positive impact on college students’ reading and help them benefit from reading.

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