Research on the Role of Reader Behavior Development in Reading Promotion Promoted by New Media Communication

Jianfei Hu¹, Luyang Meng², Bin Zhang³

¹,²,³Library, University of Jinan, Jinan, 250022, China

Correspondence author: Jianfei Hu

Abstract: Reading promotion is an important means to create a strong reading atmosphere and cultivate good reading habits. With the continuous popularity of new media, the form of reading promotion also needs to keep pace with the times and adjust strategies according to the reader's behavior. Based on this phenomenon, this paper analyses the positive and negative effects of new media on reading behavior, summarizes the law of the development of reading behavior, and then puts forward some reading promotion strategies.

1. Introduction:
With the continuous development of the Internet, new media presents different forms of expression. It almost subverts people's living and working habits. It can even be said that science and technology kidnap people's lives in the form of new media. Paperless reading is the companion of the development of new media, such as mobile phones, computers, kindles and other new reading tools, as well as the emergence of reading software such as Wechat Reading, which greatly enriches and facilitates everyone's learning, but shallow reading, fragmented reading and other adverse phenomena also arise. The changes of reading behavior of these readers have a positive impact on how to use new media to promote reading. Therefore, it is of great significance to grasp the development of Internet technology and to analyze the readers' reading behavior by new media, and then to promote the formation of the reading atmosphere for the whole people.

2. The Positive Impact of New Media Communication on Readers' Reading Behavior
Reader behavior refers to the attitude and behavior of readers in reading. Reading behavior has a great influence on the research of reading promotion, reading habits, library service arrangement and so on. Reading behavior is most direct and obvious in the library. Taking library's reading behavior as the object of analysis, reading behavior mainly includes library behavior, reading behavior and reading interaction behavior. As an important cultural exchange institution, the library stores a large number of paper documents and classical texts, which attract readers to borrow from the library. In addition, libraries often organize new book recommendation, reader exchange and other activities, and a variety of promotion and marketing activities attract readers. Modern libraries, while constantly innovating readers' reading activities and promoting marketing means, also rely on digital technology and Internet environment to build digital resource banks and provide virtual and ubiquitous network services. By collating and analyzing the data of users' digital reading behavior, we can reveal the rules of readers' interest classification and reading habits. In the large data of reader behavior, interactive behavior is an important component. The development of information technology has changed the relationship between the library and the reader. Readers are no longer satisfied with the one-way knowledge circulation mode provided by the library, but become the two-way knowledge interaction behavior...
which increases reader feedback and reader communication.

Table 1 Comparison of Reading Promotion Forms in Major National Libraries

| Library           | Micro-blog         | WeChat            | APP   | City Services |
|-------------------|--------------------|-------------------|-------|---------------|
| National library  | Sina and Tencent   | Subscription number | Yes   | Yes           |
| Shoudu Library    | Sina and Tencent   | Service number     | Yes   | Yes           |
| Shanghai Library  | Sina and Tencent   | Subscription number | Yes   | Yes           |
| Guangzhou Library | Sina and Tencent   | Subscription number, service number | Yes | Yes |
| Shenzhen Library  | Sina and Tencent   | Subscription number, service number | Yes | Yes |

New media has different meanings in different historical contexts. It is generally believed that new media is based on digital information technology, characterized by interactive communication and has innovative forms of media. The current new media include the Internet, electronic magazines, digital movies, mobile TV and so on. The so-called "new" of new media is only the application form of new technology media compared with traditional media. There are three main presentation modes of new media, namely cable transmission, mobile media and digital and analog signal new media. Among them, mobile new media is mainly based on smart phones, tablets and other wireless communication devices, through wireless network connection, to achieve multimedia information dissemination.

Table 2 Comparison of Reading Characteristics and Forms of Major Mobile New Media

| New Media Form             | Proportion | Main carrier          | Characteristic                        |
|----------------------------|------------|-----------------------|---------------------------------------|
| New Media for Cable Transmission | 20%        | News Client           | Wide audience, rich and diverse forms |
| Mobile New Media           | 75%        | Mobile phones, iPads  | Light weight, small size, portable    |
| New Media of Digital Analog Signal | 5%         | Website               | Fast and technical                    |

For example, as a master of mobile new media terminal equipment, smart phones have a wide range of applications. With its advantages of light weight, small size, portable and abundant internal functions, smart phones have brought great changes to people's daily life and become an indispensable and important tool for people.

The positive influence of new media on reading behavior is mainly reflected by comparing with traditional media. Although it has a certain impact on traditional media, traditional reading behavior still has incomparable advantages. The whole media has the distinct characteristics of aggregation, interaction, three-dimensional, synchronization, openness and individualization. It has realized the integrated information release mode, three-dimensional information dissemination effect, interactive information exchange mode and subdivided professional service means. Readers' reading habits have been changed in the full media environment. Readers' reading carriers are becoming more and more diverse. Micro-reading and shallow-reading are common. Search-based reading, headline-based reading, customized reading and jump-type reading have become the main forms of readers' reading. With the rapid development of science and technology, people's access to information tends to diversify. New media reading mode has become the first choice for many readers. When computers and other electronic devices are widely used in people's lives, the new generation of young people are more accustomed to reading in the environment of sound, light and animation. The era of digital new media has penetrated into people's lives.

Because of the arrival of new media, the traditional way of reading through newspapers, newspapers
and books is gradually replaced by digital reading. The traditional reading mode with printed matter as the carrier of text has gradually changed into a solid, vivid and vivid image reading mode. According to the fifteenth National Reading Survey released in April 2018, the number and length of reading in traditional paper media have increased compared with that in 2017. In the emerging media, the time spent in reading by our nation using electronic devices such as computers and mobile phones is getting longer and longer. People's reading methods, reading time and reading space change with the change of the way of reading media. The emergence of new media has a certain impact on the traditional reading mode.

The emergence of the whole media has a profound impact on the promotion of reading. First, the diversification of reading promotion channels. All-media, which integrates newspaper media, radio media, television media, Internet media and mobile network media, provides a variety of channels for library reading promotion. Second, there are abundant kinds of reading promotion resources. In the all-media era, information resources are growing rapidly and have various forms. Paper documents, picture resources, audio resources, video resources, digital resources and other types of resources have become library collections. Third, the scope of reading promotion has been expanded. All-media communication is ubiquitous and has a wide coverage. The emergence of mobile media with mobile phones as audio-visual terminals enables people to use mobile media to promote reading, which can break through geographical constraints and spread reading resources in a wider range.

3. The Present Situation of New Media Reading in China

3.1. Reading Status

According to the 41st Statistical Report on the Development of China's Internet published in China's Internet Information, as of December 2017, the number of Internet users in China had reached 772 million, with an additional 40.74 million. The Internet penetration rate increased by 2.6% at the end of 2016. The proportion of Internet users using mobile phones is 97%, which is 2.4 percentage points higher than that in 2016. At present, the proportion of Internet users using mobile phones is continuously rising. Due to the rapid development of digital media, the population characteristics of digital reading show that 92.6% of adult digital readers in China are 18-49 years old. From this, we can see that new media reading is mainly concentrated in young and middle-aged people. In addition, some surveys indicate that the digital reading contact rate is directly proportional to the education level. The digitized reading contact rates of College students, undergraduate students, master students and doctoral students were 44.7%, 65.3%, 70.6% and 92.4%, respectively. The above data show that new media reading develops rapidly and is deeply loved by young people, especially college students. Therefore, in the fast-paced modern life, the development trend of new media reading is irresistible and irreversible.

![Figure 1 Comparisons of Reading Behaviors of Personnel with Different Educational Levels](image)

With the increasing number of users and more abundant scenarios of various mobile phone
applications, the development of mobile social ecology with "three micro and one end" as the main media has been gradually promoted. Three micro-one end refers to the new media communication platform represented by micro-blog, micro-message, micro-video and client. Under the new media environment, the characteristics of high information sharing, deep interdisciplinary and deep integration of technology have accelerated the innovation and development of all walks of life. It has changed people's life style, enriched and convenient life content, and also has an important impact on users' needs and the change of reading style.

3.2. Characteristics and Trends
First, screen reading has become the mainstream. College students have become accustomed to new media reading. They no longer visit libraries as frequently as before. The rate of visiting libraries and borrowing books is gradually declining. Even when writing graduation theses, they often use databases such as China HowNet and Wanfang to search for references. Screen reading replaces paper reading, which has changed the situation of relying solely on libraries to obtain literature.

Second, shallow generalization of reading habits is more obvious. New media information brings readers a full range of pleasure and pleasure reading experience through its massive, fast and audio-visual reading style. Such reading is not conducive to the improvement of College Students' knowledge and logical thinking ability, and it is easy for college students to gradually develop the habit of reading which is only satisfied with superficial visual observation and neglect deep thinking.

Third, it is easier to be disturbed by bad emotions and information. In new media reading, the emergence of hypertext links makes skipping reading possible. The audience's attention jumps from one
key word to another quickly. Even more time is spent retrieving information than reading. Most of the audience can't concentrate on thinking and feeling.

4. Suggestions and Measures of Reading Promotion by New Media

Reading promotion is to spread the cognitive process of reading to a wider range, so that more people participate in reading activities. With the emergence of all-media, traditional reading promotion activities are difficult to stimulate readers' interest in reading. In the era of all-media, how to guide people to pay more attention to reading and meet the diversified needs of college students by providing various modes and various levels of communication forms is an important topic for the current study of reading promotion.

4.1. Combination of online and offline. Make full use of both online and offline channels, excavate new forms of promotion, constantly enrich the theme of promotion activities, combine physical space promotion with virtual space promotion, and enhance the breadth and depth of activities. Through social media such as Renren, Douban, Weibo and Weixin, we can vigorously carry out novel and interesting interactive promotional activities.

4.2. Interesting promotion of game style. Through interesting and individualized interactive design, game promotion can not only arouse the interest of readers, but also push the library's reading promotion information to readers, which has achieved excellent results. Such as "touch reading" activities for dyslexic groups, health lectures for elderly groups, hand-in-hand reading activities for parent-child families, etc.

4.3. Accurate generalization based on large data analysis. Precision reading is also called directional reading. The promotion and marketing of library's precise reading is a directional resource push service to meet readers' short-term and efficient demand for resources. Firstly, through data mining, personalized push of resources and services can be realized more accurately. Secondly, through location recognition, intelligent push of nearby libraries and all kinds of available library service points. Thirdly, the library service data and the reader's personal data are issued in the form of bills to encourage readers to read the bills.

4.4. Interactive promotion. Interaction is a kind of communication between subjects and objects, a kind of two-way communication and promotion. Interactive reading promotion can motivate readers to participate in the discussion of reading topics and stimulate their reading enthusiasm. One is to provide social network services and promote interactive reading.

4.5. Establish a special reading promotion organization. We should go deep into the readers, study the purpose, content, psychology and ability of college students' reading, formulate corresponding scientific measures for college students' reading needs, establish a reading behavior system, and treat reading promotion service as a basic and routine work. Innovation of publicity effect, activity content, cooperation mode, follow-up service and so on, in order to promote the systematic and long-term development of reading promotion service.

5. Conclusion

Reading behavior refers to the behavior in order to meet their reading needs. It is a purposeful behavior. In the era of all-media, the diversification of information dissemination paths and ways has a profound impact on the whole social life. We should analyze and summarize the readers' reading rules according to different readers' behavior needs, and then formulate targeted reading promotion methods. It is especially important to note that the reading habits and interests of young readers often change very quickly. If large data analysis is not carried out in time, it is difficult to really understand the law of reader's behavior through some superficial reading phenomena. Therefore, more reading promotion
strategies can be adopted, such as the integration of digital economy with Alipay, WeChat, AI and so on, so as to achieve better reading promotion effect.

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