

Research on the Reading Tendency of Young People in Zhuhai in the New Era

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ABSTRACT

Through a questionnaire survey on the reading tendency of young people in Zhuhai in the new era, this paper conducts in-depth research on the reading needs, reading habits, reading content preferences, reading methods, and the impact of reading environment of young people in Zhuhai in the new era. Combined with in-depth interviews, it is found that the reading range of young people in Zhuhai in the new era is generally wider, but with some emphasis; young people in Zhuhai are generally interested in reading, and more than half of them have deep reading needs; there is a greater demand for electronic network resources and a high degree of satisfaction with the existing reading environment.

Keywords: *New era, Young people in Zhuhai, Reading tendency.*

1. INTRODUCTION

In 1979, the British Advertising Association and other organizations co-founded a British national reading survey. In 2014, the US "Library Journal" conducted a survey on the purchase of books in public libraries. The study of reading tendency in China started in 1982. Mo Shaoqiang of Zhongshan Library in Guangdong Province compiled "a reader's reading tendency statistical analysis program" in BASIC language to serve the library's book procurement work and build a high-quality and characteristic book collection system. Subsequently, various fields also began to explore the reading tendency.

In Zhuhai, only the Zhuhai Library, Zhuhai No. 3 Middle School and various university libraries have some preliminary research results on reading tendency, but the research on the reading tendency of young people in Zhuhai in the new era is almost blank. The study of reading tendency of young people in Zhuhai in the new era has practical significance and positive effects.

2. THE SIGNIFICANCE OF READING FOR YOUNG PEOPLE IN THE NEW ERA

In the new era, there are new opportunities and new challenges, and young people are the future and hope of the nation and an important force for promoting social progress. Young people are the mainstay of the construction of the new era. The new era provides a good opportunity and social environment for young people to grow up and become a useful person, and also puts forward new expectations for young people. As the main body of the construction of the times, young people must bravely shoulder the historical mission. At the same time, young people are puzzled by the inconsistency between the desire to become a useful person and actual actions, the inconsistent sense of responsibility and self-centeredness, and the inconsistency between the degree of knowledge mastery and the practical ability to use them.

Books are an important carrier for the accumulation of human knowledge and the inheritance of civilization, and the spiritual food for human survival. Reading is related to a person's ideological level and cultivation, to the quality of a nation, and to the prosperity and development of a country. A person who doesn't read has no future,

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and a nation that doesn't read has no future. It's needed to guide young people in Zhuhai to read good books and read more books. Reading has an important influence on the youth's establishment of outlook on life, cultivating morality, accumulating culture, expanding knowledge, and increasing intelligence.

3. THE VALUE OF READING TENDENCY RESEARCH

The so-called reading tendency is a tendency for readers to put reading needs into reading behaviors and express reading characteristics in order to realize their reading desires. Young people are the future and hope of the nation, and an important force for promoting social progress. Reading, as the most efficient way to acquire knowledge, plays an important role in the personal growth and progress of young people. The research on the reading tendency of young people in Zhuhai is helpful to grasp the overall knowledge structure and reading interest of the research object, and contribute to the effective development and implementation of book procurement plans, reader services and reading promotion activities of all libraries and related units in Zhuhai. It is helpful for the state and educational publishing units to formulate guiding reading plans, which in turn helps realize the reform of reading supply side.

Reading tendency can truly reflect the overall inner world of the research object. The research on the reading tendency of young people in Zhuhai is helpful to grasp the overall thought dynamics and reading interest of the research object, and analyze the overall knowledge structure, ideals and beliefs and spiritual level of the research object.

4. QUESTIONNAIRE DESIGN

Affected by the COVID-19 epidemic, Zhuhai City was in a state of epidemic prevention and control during the investigation, and on-site questionnaire surveys and face-to-face in-depth interviews could not be carried out. Therefore, this survey was realized in the form of online questionnaires through the Sojump software, and the in-depth interviews were completed by telephone and Internet.

Reading tendency is a tendency for readers to put reading needs into reading behaviors and express reading characteristics in order to realize their reading desires. The questionnaire design of this survey is based on multi-disciplinary theories

such as reading, reader psychology, and publishing. It is designed for the characteristics of reading of young people in Zhuhai in the new era, focuses on three aspects of reading subject, reading content and reading environment, revises with reference to the opinions of experts, re-adjusts the question order settings, and improves the logic of the questionnaire. Before the formal investigation, the question setting is simplified through the feedback design of the pre-survey, and it was finally decided to conduct the survey in the form of 14 questions of 12 one-choice questions, and 2 multiple-choice questions.

5. SELECTION AND ANALYSIS OF TESTED SAMPLES

The research objects of this survey include students from colleges and universities in Zhuhai, civil servants, personnel in public institutions, managers and employees of enterprises in Zhuhai, factory workers in Jinwan District, and villagers of large residential communities in Doumen natural village, residents of Xiangzhou, Jinwan, and Doumen. In this survey, a total of 950 valid questionnaires are successfully recovered through the Sojump software. During the survey, 22 testees were interviewed in depth about the relevant questions on the questionnaire.

5.1 The Range of Age

According to the age group determined by the World Health Organization, the age of young people is defined as 16-44 years old. The target group of this survey is young people aged between 16 and 44 living in Zhuhai. In this survey, the tested samples aged 16-24 accounted for 58.84%, those aged 25-34 accounted for 17.68%, and those aged 35-44 accounted for 23.47%.

5.2 Gender Ratio

This survey basically achieves the average gender, with the male and female ratios of 49.05% and 50.95% respectively.

5.3 Occupation Distribution

The occupational coverage of the survey respondents is relatively wide, including public officials, professional and technical personnel, corporate personnel, workers, farmers, soldiers, students, and unemployed persons. Since Zhuhai has rich resources in colleges and universities, and

the testees at this age are in the golden stage of reading and learning, the proportion of students

tested in this survey is relatively high, as shown in "Table 1".

Table 1. Occupation distribution of tested samples

Options	Subtotal	Proportion
A. Public officials (including civil servants and public institution personnel)	85	8.95%
B. Professional and technical personnel	71	47.47%
C. Corporate managers and employees	121	12.74%
D. Workers	55	5.79%
E. Workers engaged in agriculture, forestry, animal husbandry and fishery	42	4.42%
F. Soldiers	17	1.79%
G. Students	506	53.26%
H. Others	53	5.58%
Man-time of valid filling in in this question	950	

5.4 Educational Background

The proportion of the tested samples is 75.79% of college and undergraduate degrees, 15.68% of graduate students or above, 6.11% of high school and technical secondary schools, and 2.42% of junior high school or below.

6. SORTING OUT AND ANALYZING THE QUESTIONNAIRE

6.1 Reading Habits and Needs

6.1.1 Reading Habits: Young People in Zhuhai Generally Have the Habit of Reading, Mainly Electronic and Online Reading

According to the daily reading time survey of the tested samples, 66.63% of the tested samples have a cumulative reading time of more than 30 minutes per day, among which, 41.26% of them read 30-60 minutes, 18.11% of them read 60-120 minutes, 7.62% of them read more than 120 minutes, and 33.37% of them read less than 30 minutes a day.

Most of the tested samples will choose computers, mobile phones and other devices as reading carriers, accounting for 77.47% of the total. The proportion of tested samples who choose paper books is only 22.53%. More than half of the tested samples choose free online resources as the main way to obtain reading materials, accounting for 52.95%, and 13.47% of the tested samples buy electronic books, 19.68% of the tested samples buy paper books, and 13.89% borrow them from libraries.

6.1.2 Reading Needs: Six Kinds of needs Exist at the Same Time, and the Proportion of Deep Reading Needs Is More Than Half

In question 8 of this questionnaire, the reason for reading is actually to investigate the reading needs of the tested samples: Option A, relax, enjoy the body and mind; Option B, appreciate, taste, understand; Option C, meet the needs of work and study; Option D, broaden horizons; Option E, arouse deeper thinking of yourself; Option F, seek stimulation and make up for reality. These 6 options are corresponding to six levels of reading needs, see "Table 2" for details.

According to the "six levels" of reading proposed by Liang Heng, reading needs can be divided into six levels: stimulation needs, recreation needs, information needs, knowledge needs, ideology needs and aesthetic needs. These six levels, from low to high, reflect people's different educational levels, cultivation status and value orientation. Although the first three requirements are spiritual, it can be seen that they are not free from material fetters and are mostly practical

requirements. The last three needs are truly spiritual. Therefore, reading can be roughly divided into two types: one is consumption type — for immediate practicality; the other is accumulation type — for long-term and fundamental improvement. The first three levels mentioned above belong to the consumption type, and the last three levels belong to the accumulation type. Only by working hard on the accumulation-type reading can people change their life and create brilliance.

Table 2. Comparison table of reading reason options and reading needs

Options	Corresponding reading needs
A. relax, enjoy the body and mind	recreation needs
B. appreciate, taste, understand	aesthetic needs
C. meet the needs of work and study	knowledge needs
D. broaden horizons	information needs
E. arouse deeper thinking of yourself	ideology needs
F. seek stimulation and make up for reality	stimulation needs

According to the survey data, recreation needs rank first in the reading needs of the tested samples, and 60.74% of the testees choose this option, accounting for 22.74% of the overall needs. The second and third places are aesthetic needs and knowledge needs. 53.79% and 52.32% of the tested groups choose this option, accounting for 20.14% and 19.58% of the total needs respectively. Information needs rank fourth. More than half of the tested samples choose this demand, accounting for 19.02% of the overall needs. 33.37% and 16.11% of the tested groups choose the ideology needs at the upper level of the needs and the stimulation needs at the bottom, accounting for 12.49% and 6.03% of the overall needs, respectively.

It can be seen from the data that the reading needs of the tested sample groups are diversified, and six needs exist at the same time. The cumulative reading demand led by aesthetic needs, ideology needs and knowledge needs for long-term and fundamental improvement accounts for more than half of 52.21%; information needs, recreation needs and stimulation needs dominated by reading demand of consumption type for immediate

practical use account for 47.79%, which shows that the situation of shallow reading also exists.

6.2 Reading Preferences


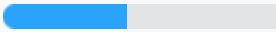
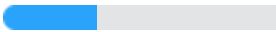
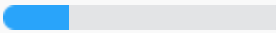
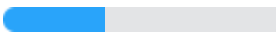
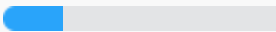
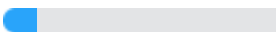
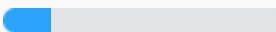
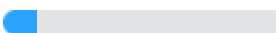
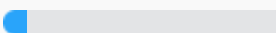
6.2.1 Preference of reading Type: the Overall Reading Area Is Wider, But with Some Emphasis

The survey is divided into 10 categories based on the current ranking of major books: A, novels, biographies; B, common sense of life, popular science knowledge; C, career development, professional books; D, emotion, gender; E, psychology, education, social contact, inspiration; F, industry information (finance, IT, automobiles, real estate, tourism, catering, home appliances); G, poem and prose; H, fashion magazines; I, politics, military, law; J, others. Nearly 60% of the tested samples choose the option of novels and biographies, accounting for 22.11% of the total; in addition, more than 40% of people choose the option of common sense of life and popular science knowledge. In the contemporary society with rapid development of science and technology, people's demand for knowledge has increased

unprecedentedly, and the understanding of advanced technology will help readers make more accurate predictions for future study, life, and work; mastering a wealth of common sense of life helps improve people's quality of life and enhance their sense of happiness in life; options of psychology, education, social contact, inspiration and career development, and professional books account for a

large proportion. In today's fierce competition, young people are in the golden stage of career development. How to improve their own strength and relieve pressure is the common inner appeal of contemporary young people. On the whole, the reading area of the tested sample is relatively broad but with emphasis, and the "Table 3" provides details.

Table 3. Comparison table of reading types

Options	Subtotal	Proportion	Total proportion
A. novels and biographies	563	 59.26%	22.11%
B. common sense of life, popular science knowledge	415	 43.68%	16.3%
C. career development, professional books	320	 33.68%	12.57%
D. emotion, gender	222	 23.37%	8.72%
E. psychology, education, social contact, inspiration	343	 36.11%	13.47%
F. industry information (finance, IT, automobiles, real estate, tourism, catering, home appliances)	202	 21.26%	7.93%
G. poem and prose	120	 12.63%	4.71%
H. fashion magazines	162	 17.05%	6.36%
I. politics, military, law	117	 12.32%	4.61%
J. others	82	 8.63%	3.22%
Man-time of valid filling in in this question	950		

6.2.2 Reading Method: It Can Be Both, Interchanging One with the Other

This survey mainly uses the two options of intensive reading and skimming to understand the intensive and extensive reading of the tested samples. More than half of the tested samples will mainly adopt the reading method of rough skimming. Through interviews, many tested samples believe that most books don't need to be read carefully, and only those who need to be read carefully can be read intensively. It can be seen from the data that 47.47% of the testees use careful reading as the main mode of intensive reading, while 52.53% use rough skimming as the main mode.

6.3 Analysis of Reading Environmental Factors

The analysis of reading environment factors in this survey is done through internal and external parts. The internal environment is mainly understood through the reasons that affect individual reading; the influence of the external environment is carried out through three aspects: the influencing factors of bibliographic selection, the preference of reading place and the satisfaction with the existing reading environment.

6.3.1 *Internal Environmental Factors: They Have Expectations for Reading and Are Constrained by the Real Environment*

In the survey of influencing factors of reading quantity, only 15.79% of the tested samples choose the option of not interested, and 13.79% choose the option of not to know how to read. The reading promotion work has achieved initial results and needs to be further strengthened; 33.05% of the tested samples choose the option of being busy with work and study, and 37.37% choose the option of being often distracted by other things. It can be seen that there are expectations for reading in the overall subjective world of the tested sample group.

6.3.2 *External Environmental Factors*

6.3.2.1 *Factors Affecting Reading Content: They Are Affected By Rankings and Media Greatly*

Through this survey, it is found that with the advent of the era of big data, readers are more convinced of the rankings supported by objective data built by cold numbers, and gradually abandon all kinds of subjective recommendations that occasionally hide some commercial purposes. Among the options that affect reading content, 26.95% of the tested samples select the best-selling book rankings, taking the first place; 11.05% of the tested samples choose the option of being recommended by relatives and friends, and only 8.63% of the tested samples choose the option of being recommended by libraries and bookstores; 21.26% of the tested samples choose the option of being affected by film, television and media, and 15.37% choose other options.

6.3.2.2 *Preference for Reading Places: Diversity of Preference, and 40% of the Tested Samples Choose to Stay at Home*

In the survey item of preference for reading places, 44.42% of the tested samples choose to read at home. Most contemporary young people are in a period of rising in their studies and careers, and their spare time is relatively tight. Except for students, most people's exclusive reading time is short. Through in-depth interviews, it is learned that people who choose to read at home are partly motivated by the optimal choice of time and efficiency, and partly because they like the reading environment set up at home. The richness and

convenience of network resources are the main demands of this part of the tested group. 27.58% of the tested samples choose libraries and 11.16% choose bookstores; through interviews, among 16.84% of the other options tested, some of the tested samples believe that coffee shops, boutique tea rooms and western restaurants with better atmosphere are also ideal places for reading.

6.3.2.3 *Satisfaction with the Existing Reading Environment: the Overall Satisfaction Is High*

With the rapid development of Zhuhai in recent years, the investment in urban cultural construction has been greatly strengthened. In this satisfaction survey of Zhuhai's existing reading environment, 64.53% of the tested samples choose the option of being satisfied, and 24.53% choose the option of being very satisfied, accounting for 89% of the total; 8.32% choose the option of being unsatisfied, and 2.63% choose the option of being very dissatisfied. The overall satisfaction of the tested samples in this survey is still very optimistic. It can be seen that the government's overall thinking and layout can meet the needs of young people in Zhuhai for the reading environment. Only about 10% of the tested samples are not satisfied with the existing reading environment, indicating that the specific details need to be strengthened.

7. CONCLUSION

Reading is related to a person's ideological level and self-cultivation, to the quality of a nation, and to the prosperity of a country. "Reading can keep people alive in thought, make them inspired by wisdom, and nourish them with awe-inspiring righteousness". Through this survey, it is found that the young people in Zhuhai in the new era have a wider range of reading but with emphasis; young people in Zhuhai in the new era are generally interested in reading, and more than half of them have deep reading needs; young people in Zhuhai in the new era have a greater demand for electronic network resources and are highly satisfied with the existing reading environment. How to guide young people in Zhuhai to read good books and read more is an effective way to further enhance the energy level, magnitude and core competitiveness of Zhuhai city and improve the quality of Zhuhai city.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Yuan Gao.

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