

Research on Reader's Reading Promotion in the Digital Age

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ABSTRACT

With the rapid development of science and technology, the increasing prosperity of spiritual and cultural life, people's thirst for knowledge and the unprecedented surge of access to information, digitization will become the development direction of the library. Readers are the soil and condition for the survival of the library and the direct driving force for the development of the library. Only through the utilization of readers can the library reflect its social value. Based on the digital age, this paper studies and discusses the readers' reading promotion.

Keywords: Digital age; readers; Reading Promotion

1. INTRODUCTION

As an important means of knowledge inheritance and information dissemination, reading plays an important role in the process of human civilization. When we historically perspective the development and changes of media, we will find that the essence of reading is constantly changing with the changes of media environment. For example, the emergence of words gives reading a broader communication connotation, while the emergence of paper and the invention of printing promote the reform of reading audience and reading mode. Looking at the process of human civilization, we can find that almost every progress of media technology has brought a certain degree of innovation to human reading behavior and habits. Among many media technology changes, the birth and development of digital media have a more revolutionary impact on human reading behavior, habits and psychology.

In the digital media era, with the increasing popularity of information network and the wide application of digital media reading terminals, audience reading characteristics are constantly given digital color, and gradually have a universal trend. This demand for digital reading also promotes the progress of digital reading terminal technology. In recent years, new and convenient reading methods

such as mobile phone reading and e-reader reading have emerged one after another, which makes the reading behavior get rid of the restrictions of time, space and environment. Readers can read anytime and anywhere. This series of changes also makes digital reading gradually become the primary choice of the audience. The results of the ninth national reading survey show that in 2011, the contact rate of China's national digital reading methods (including online reading and digital reader reading) was 38.6%, an increase of 5.8% compared with 2010 (32.8%). Relevant surveys show that from 2008 to 2011, the national digital reading contact rate increased year by year, especially in the two years after 2009, with an average annual growth rate of about 6%, as shown in Figure 1. It can be seen that with the development of information technology, digital information terminals have penetrated into our life and will inevitably affect our reading style. Compared with the traditional reading era, readers in the digital era have very different reading characteristics. This paper consists of the following parts. The first part introduces the relevant background and significance of this paper, the second part is the related work of this paper, and the third part is research on Library Reading Promotion Model in the digital age. The fourth part is conclusion.

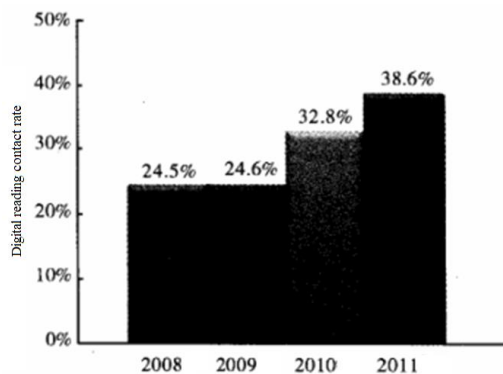


Figure 1 Comparison of contact rate of digital reading from 2008 to 2011

2. RELATED WORK

In this paper, we aim to research on readers' reading promotion in the digital age.

Duan q et al. proposed research on dual-channel supply chain promotion strategy[1]. Ang y . Current situation research on integrated development and application of china's "publishing + vr/ar"[2]. Mxa b et al. proposed research on the sustainability promotion mechanisms of industries in china's resource-based cities from an ecological perspective[3]. Pan et al. proposed research on the correlation between metacognition and efl reading of college students[4]. Massol et al. proposed the sentence superiority effect in young readers[5]. D'agostino j v et al. proposed the effects of heroes on the achievement levels of beginning readers with individualized education programs[6]. Fan t proposed research on automatic user identification system of leaked electricity based on data mining technology[7]. Donegan r e et al. proposed effects of reading interventions implemented for upper elementary struggling readers: a look at recent research[8]. Fontelle l f et al. proposed atitudes perante a reviso por pares aberta entre as partes interessadas em uma revista acadmica no brasil[9]. Mcclellan s et al. proposed modeling ephraim chambers' knowledge structure from a native standpoint[10]. Ellingson b m et al. proposed volumetric measurements are preferred in the evaluation of mutant idh inhibition in non-enhancing diffuse gliomas: evidence from a phase i trial of ivosidenib[11]. Hendricks-sturup r m et al. proposed african american nurses' perspectives on genomic medicine research[12].

Dahlke g et al. proposed ergonomic criterion in the design of roadside information: letters size methodology verification[13].

2.1 The popularization of the text leads to the trend of shallow reading.

Readers' reading needs have the following levels: recreation needs, practical needs, knowledge needs, aesthetic needs, the needs of exploring society and life, and the needs of research and creation. Generally speaking, they can be divided into two types: learning reading and leisure reading. Among them, the need for leisure reading has become the dominant motivation in modern urban life, and has increasingly brought the color of recreation and leisure. In the past decade, there has been an obvious trend in the book market, that is, the popularization of the text. Many publishers adapt books to meet the practical needs of readers. The existence of a large number of popular books, graphic books and leisure books makes people's reading habits tend to be superficial and their thinking tends to be simple.

Popular reading has gradually replaced classic reading. People's interest in reading is mainly reflected in their preference for life and fashion popular books such as health preservation, make-up, cooking, gardening, motivation and financial management, while they are more and more far away from classics, especially teenagers' time to read classics has been greatly reduced. According to statistics, most of the bookstores in various places are popular books, such as romantic novels, youth books and animation books. A sample survey found that 80% of college students have not completely read the four famous Chinese works - the water margin, the romance of the Three Kingdoms, journey to the West and a dream of Red Mansions. In addition, speed reading books are popular today, turning rich literary meals into fast food, which obviously deviates from the purpose of reading classics to obtain spiritual nourishment. The purpose of reading is not only to seek practical knowledge, but also to promote people's profound soul torture and self-examination, and guide people to spiritual maturity. As shown in Figure 2 below, popular reading has gradually replaced classic reading products.

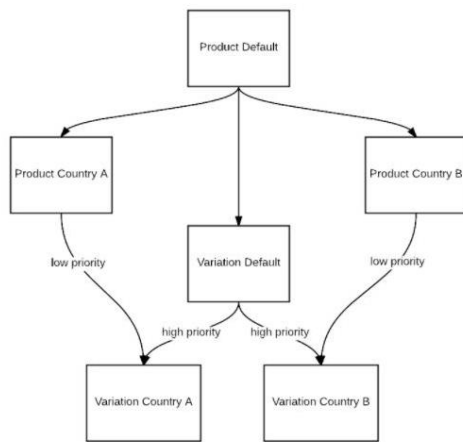


Figure 2 Popular reading has gradually replaced classic reading products

2.2 The electronization and networking of text bring the trend of online reading

After the network and electronic text partially replace the paper text, the meaning of reading is not only the reading of words, but also the acceptance of images and sounds. Some people believe that the expansion of reading meaning in the digital age is the result of the three-dimensional communication mode and interactive characteristics brought by digital technology. It is predicted that mankind is entering a new era of reading, that is the "era of reading the Internet". There are two ways of network reading: real-time online reading and download offline reading. The latter can be divided into two kinds according to different carriers, taking PC or terminal as the carrier and handheld reader as the carrier. It can be seen that network reading is closely related to computer network and handheld reader. First of all, it is a change of reading text. The emergence of network and e-book not only modifies the way of physical communication of knowledge and information, but also changes the structure of text, and then changes readers' reading habits. Compared with traditional reading, online reading has the following advantages: reading is convenient and interactive; Wider reading content; Multimedia and hypertext can be used to fully mobilize readers' reading senses, which is conducive to improving reading effect to a certain extent. However, online reading also has its disadvantages, such as visual fatigue, network loss, non-compliance with traditional reading habits, difficult reading

choices, etc; In addition, it is also restricted by the popularity of the network, readers' cultural level and economic conditions.

2.3 The product of the new era - Mobile Reading Culture

Mobile phone is a revolution beyond computer and network. It sends us back to nature and restores our nature of speaking and walking at the same time; We can not only talk on mobile phones, send text messages to each other and find information, but also enter the Internet world of massive information through wireless internet access. According to incomplete statistics, the number of thumb families in China has reached more than 300 million, and the number of short messages is nearly billions a year. Sending and receiving mobile phone short messages has become the daily life of hundreds of millions of mobile phone families, and mobile phone reading has also become an important reading fashion. Mobile phone is becoming a new media after paper media, radio and television and network. It is understood that a mobile phone novel called "outside the city" has only 4200 words, and the copyright has sold a sky high price of 180000 yuan, with an average of more than 42 yuan per word! After the literary connection between the mass style of short message literature and the mass tool of mobile phone, a healthy, fashionable and young new culture - mobile phone reading culture has emerged. Paper media reading, as a long-standing traditional way of reading, has existed for thousands of years; With the development of computer and Internet technology, online reading has a history of more than ten years; Today, the progress of science and technology has brought literature into the field of mobile phone wireless. In addition to making phone calls and sending text messages, mobile phones can also carry out literary creation, literary reading and literary communication.

3. RESEARCH ON LIBRARY READING PROMOTION MODEL IN THE DIGITAL AGE

3.1 Library and reading

Reading is the most important and important way to transform social knowledge into personal knowledge before human science and technology evolved to directly obtain other people's knowledge through "human injection" or genetic way. As the main preservation and distribution center of social knowledge in traditional society, the great role and significance of library for reading is difficult to estimate. To some extent, the library exists for reading, and reading can be sustained and enriched because of the library.

In the digital age, people's reading behavior is undergoing great changes with the changes of knowledge carrier and communication mode. The four aspects of reading mode, reading object, reading structure and reading scale have long changed with each passing day (see Table 1). Instead, mobile reading, all media reading, fragmented reading and social reading are becoming a trend.

With the flow and trend, people pay more and more attention to the reading experience. On the one hand, the library has to continue to maintain the precious literary heritage in human history and become a reserve for traditional reading; On the other hand, we should strive to become a pioneer in digital reading. At present, the rising reading modes related to online reading, mobile reading and social reading let us see that the library is still rich, thick, indispensable and promising in the digital age. The library is making reading more exciting.

Table 1 Four changes of readers' reading behavior in the digital age

Reading style	Change from fixed place reading to mobile reading anytime and anywhere
Reading object	From paper-based reading to massive digital resources and multimedia reading
Reading structure	From reading whole books and periodicals to fragmented and streaming media reading

Reading scale	Change from personal reading to social reading, share information and exchange feelings in virtual online community
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3.2 Reading promotion model

Reading promotion can be reduced to a kind of communication activity in essence, which is in line with the general principles of communication. Many communication theories can be used for reference for library reading promotion, such as Lewin's gatekeeper theory, Schramm's communication model theory and Hoffman's personal difference theory. In particular, the famous Laswell five W model theory divides the communication process into five elements: who, say what, in which channel, to whom and with what effect. This theory is not only the basis of many communication models, It can also be used to summarize and explain the whole process of library reading promotion.

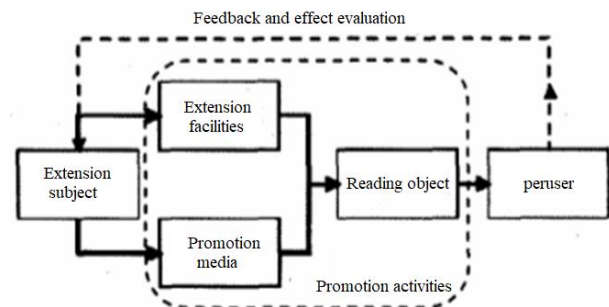


Figure 3 Library reading promotion model

As shown in Figure 3, various elements and their relationships involved in library reading promotion are illustrated, which constitute the basic model of reading promotion. It can be seen from the figure that the library reading promotion activity is that the library, as the promotion subject, selects appropriate reading content and designs the activity form through certain promotion media and specific facilities and equipment, so as to exert influence on the object object of reading promotion (specific reader group), All the work of receiving feedback and constantly adjusting in order to achieve the best effect is "the general name of all the work undertaken by the library to cultivate readers' reading habits, stimulate

readers' reading interest, improve readers' reading level, and then promote national reading".

The reading promotion activities of traditional libraries have rich forms, such as reading Festival, reading club, essay competition, knowledge competition, reading forum, promotion exhibition, famous experts' interpretation, three-dimensional reading, book drifting, selection of reading experts, holding book drying party, etc. this model can be used for analysis and comparison, so as to optimize and improve. In the digital age, many new reading promotion models begin to emerge, and the factors involved are more complex, but they can still be analyzed by using the above model.

Only after applying and summarizing certain theories can the reading promotion activities of the library get substantive progress and essential improvement. The same truth has been well confirmed in the development of mass communication. This paper will refine and summarize several models emerging in the digital age in the later part, hoping to have a certain reference and reference for the future library reading promotion.

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4. CONCLUSION

Compared with traditional reading, reading in the digital age presents great differences in ways, ways, scale and characteristics, and its promotion methods should also be changed accordingly. The biggest difference lies in the separation of content and carrier, resulting in a complex competitive relationship between various reading media (and communication channels). The same content can be transmitted to users in many different forms, through different media and through different channels. Libraries have to deal with these carriers and media first to select and integrate for readers. From the above examples of reading promotion, we can see the complex relationship between information content and carriers (including channels). With the popularization of digital reading re-

lated technologies and the universal development of various applications, more and better reading promotion models will continue to appear. Whether the library can continue to play the role of knowledge intermediary and gatekeeper, as in the traditional society, largely depends on the reading promotion of the library, and whether it can obtain enough experience to continuously improve and improve the service of the library.

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