

Survey on College Students' Reading in the Era of Internet Plus and Improvement Measures—One Beijing College as an Example

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Abstract. In the era of Internet Plus when Internet and new media industry develops rapidly, people's ways of reading are more and more diversified, developing from traditional reading to digital reading. Medium of reading is transforming from paper to paperless media. Correspondingly, reading is showing the trend of movable, fragmented and social. This is now taking a toll on college students' reading habit, content, effect and capability. In order to study college students' reading in this era of Internet Plus, questionnaires were distributed to students in a Beijing college from different grades, majors and groups and related data was analyzed. Problems are identified and measures are proposed to improve the effectiveness of college ideological and political education, motivate college students to grow up and become talented, and educate and instruct students in a customized way.

College Students' Reading in the Era of Internet Plus

Basics of Survey and Research

First, adopting the method of questionnaire survey. Questionnaires were distributed to 1500 students of one Beijing college which take into account factors of age, gender, ethnicity and major, etc. 1010 questionnaires were received, among which 56.44% were filled out by males, and 43.56% by females; 75% by Han and 25% by ethnic minorities. Second, holding interviews and workshops to study how the departments of this college coach the students to read and hold themed educational activities, and the resulting effect, introspection and suggestion. Based on this, college students' reading in the era of Internet Plus was analyzed.

Overview of College Students' Reading

First, poorly scheduled. College students make plans for their reading. 16.83% of the students carefully make reading plan and follow it; 70.29% have a book list, but have no timeline; 12.79% have neither reading list nor timeline who randomly pick books to read. Second, monotonic medium of reading. The questionnaire survey shows that in this era of Internet Plus, paper books remain as the major medium of reading among the surveyed college students. 72.6% students purchase or borrow paper books. Third, inadequate reading time. The below figure *Daily Reading Time of Surveyed College Students* shows that only 12.6% read over 2 hours per day, 51.73% around 1-2 hours, and 36.68% below 1 hour. It is concluded that the reading time of those surveyed college students is relatively low. Fourth, choice of books. The survey shows that the top 3 favorite types of books among the surveyed college students are classics (68.56%), life and leisure (46.35%) and inspirational & psychological (40.48%) which influence students' characters.

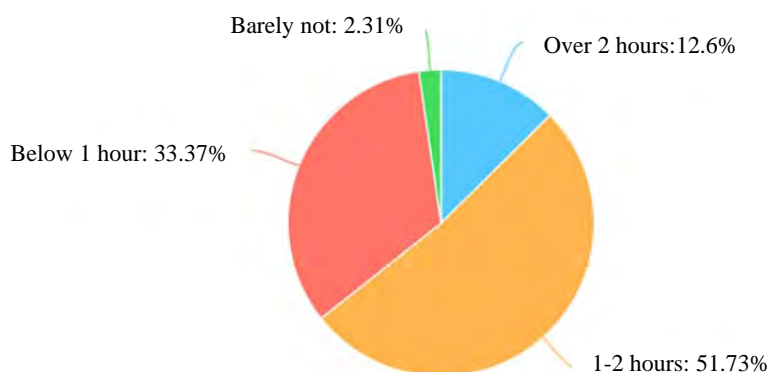


Fig. 1, Daily reading time of surveyed college students

Reasons behind the Problematic Reading of College Students

Fragmented Reading Time

Based on the result of the questionnaire, 68.4% students' answer to the question *Hindrance Against Reading* is fragmented time. The surveyed college has refined education atmosphere, advocates for academic and scientific research, holds various extracurricular academic and sports activities which fosters students' development in ethics, intelligence, sports and arts. However, students' reading time is fragmented and they only read their favorite books when they are not studying or working which leads to short reading time every day.

Traditional Medium of Reading

Even though Internet technology is developing rapidly nowadays, the major medium of reading of those surveyed college students is a still paper book which is a conventional way. The questionnaire figures show that only 26.25% surveyed college students read e-books or read online. Compared with new media reading, paper books have its inconvenience of not being able to be read at any time in any place. Whereas new media reading has the features of diversified patterns, numerous types, extensive information and being easily copied. Hence, students can get access to information and documentation online, download and print out them. In the meantime, students who read digitally also say that although e-reading has the strength of fast updating, vastly informative and easy for reading, still this fast food style of reading- glancing through and reading to while away the time- also weakens the effect of reading.

Not Favorable Reading Environment

The survey of channels to get access to books finds that most college students still buy paper books, while only 21% students borrow books from libraries. This is because of the objective restraint that there are not many available seats in the library of the surveyed college. Besides, classrooms for different courses change. As a result, most students have no choice but read in dormitory the effect of which is not very great.

Low Initiative in Reading

The survey results state that 54% college students do not take the initiative to read. Most of the reading is the assignment from teachers and the students are devoid of passion for reading. In this era of Internet Plus, more and more new media are trending up which leads students to watch videos and weibo and this has become their main recreational activity after class. More than that, college students are not self-disciplined and active in reading. As a result, they need effective instruction on reading on new media.

Utilitarian Reading

Some college students are used to well-targeted studying and they learn for accomplishing the

assignment from teachers. For them, reading is merely the way to get degree and diploma. A look into the college students' reading nowadays tells us that many college students have read a lot of books, but most of the books are for practical use, and only few are non-fiction classics for refining morals and improving manners.

Measures to Improve College Students' Reading Quality

The survey results proves that although there are gratifying aspects about college students' reading, still there exist problems that need to be resolved which need the coordination among multiple parties.

Strengthen Instructions to Students' Reading, Improve Their Reading Capability

Colleges shall strengthen instructions to students' reading, hold reading clubs and instruct students to foster right ways of reading so as to develop good reading habits. First, instructing students to exchange good methods and skills to read in both a detailed and fast way during reading clubs. Second, recommending good books and coaching students to dig into books, understand the inner meaning and essence, focus on key paragraphs and have the general overview of the whole article so as to continuously increase reading speed and capability. Third, holding reading promotions to encourage students to read one hour per day and write down notes and comments at any time. New media platforms such as website and Wechat can be fully utilized to form the combined online and offline reading media.

Hold Reading Themed Educational Activities, Enhance Students' Reading Practice

First, organizing *Readers Activities* by holding auditions among students unions, classes, party committees and youth unions. Readers shall read the excerpts that they have deep feelings for, find empathy in or regard helpful for their growing up, briefly introduce the background and reasons of the selection and share their feelings for life so as to absorb positive factors from reading and mutually achieve progress. Second, holding *Chinese Classics Reading Competition* to guide students to read the good traditional culture books including poetry, odes, ditties, songs and old verse in order to learn from predecessors' wisdom and experience, become magnanimous, and foster high morals. In this way, Chinese culture can be passed on.

Improve Motivational Mechanism to Evaluate Reading, Cultivate Good Reading Habits

With the coming of Internet, many students think deep reading has become a luxury. Fragmented information has chopped one day into pieces. College students find that when trying to focus on reading, they are easily distracted by mobile phones and tabloids, which leads to low reading efficiency and difficulty in understanding complicated information and loss of patience and interest in reading. In order to encourage students to read more, think more, express more, broaden their horizon and improve their writing, college departments can collect, select and recommend good book reviews and award the good writers with honors. Colleges can showcase and display the honored book reviews through the media of Internet, display windows and radio broadcasting. Improved reading motivational mechanism can increase students' participation into the activities.

Expand and Innovate Ways of Reading, Create Good Reading Atmosphere

In this era of Internet Plus, paper reading and Internet reading can be combined which is also the combination of online and offline reading. Electronic book readers and good e-books shall be recommended to improve the popularity of e-reading. Rich resources can be obtained by searching and reviewing database documentation stored in Digital Books of the library of the surveyed college, so that students can read excellent literature books. Of course, for those famous classic academic books, students shall read them in paper so as to read repeatedly and think deeply. Meanwhile, college students shall have a right knowledge about the new features of new media and choose the way of reading that fits themselves so as to accumulate knowledge, inspire their way of thinking and improve talent through reading.

Increase Reading, Foster Multiple Parties' Connection, and Improve Students' Passion for Reading

Colleges need to pay attention to students' reading education which requires supportive school environment, rich resources and the study and exploration of teachers, students and libraries together. First, students are the main parties in education, while teachers are the supporting parties. College teachers should play an instructive role in students' reading. Second, colleges need to strengthen hardware and software installations, and combine online and offline reading in order to cultivate college students' interest in reading.

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