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THE INVESTIGATION AND COUNTERMEASURES OF COLLEGE STUDENTS' READING STATUS IN THE MICRO-ERA

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ABSTRACT

Reading is the necessary way for college students to acquire knowledge, which plays an important role in the development of college students' outlook on life, world outlook and values. With the advent of the micro-era, it brings a lot of impact on the current college students' reading. With the questionnaire survey analysis method, this paper explores current situation of college students' reading by analyzing college students' reading behavior, reading motivation, reading content and reading effect in print and online reading. Based on deep understanding of college students' reading status and reading effect, this paper points out several strategies of guiding students to read scientifically.

Key words: micro era; college students' reading situation; reading strategies

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1. The Connotation and Significance of Reading

The inner essence of reading is a physiological and psychological process, the process of "interpretation of the code" between language transformation and information symbol and information exchange process[1]. It is the realization process of literature information dissemination and the process of social and cultural recreation.

Initially, reading is a kind of simple ability, that is, obtaining visual information from any coding system and understanding its meaning. Later, it refers to the understanding of continuous text symbols written on the object surface. Up to now, reading also includes the ability of obtaining coded message from electronic screen. The emergence of new media makes the definition of reading expanded and with the development of the time, the definition of reading will continue to evolve. Like other human abilities, reading is a measure of human progress.

With the advent of micro-era, such sorts of shallow reading forms as "fast food reading", "graphic reading" and "anime reading" appear constantly, while deep reading like holding a book to read with the flood of ideas rising and falling becomes less and less. Reading is a kind of intellectual skills, which is of vital importance for academic achievement. It is significant to know college students' reading situation and different characteristics and acquisition degree of college students' network reading and paper reading for guiding college students to read and enhance knowledge accomplishment.

2. College Students' Reading Situation in Micro-era

By stratified sampling method, the author investigated 200 college students through questionnaire and 198 effective questionnaires were taken back with effective rate 94%.

2.1 Reading Behavior

Traditional paper reading is the main reading method for college students to complete

their studies and raise their professional and cultural vision, but the increasing popularity of the network reading occupies college students' reading space and time. According to the survey, the number of college students who take on two kinds of reading account for 43%. 35% college students mainly read online and those who mainly read paper books are less than half of those who mainly read online.

In addition, network reading time occupied more than paper reading time. Nearly 55% respondents spend more than 20 hours in reading online while 8% respondents spend more than 20 hours in reading paper books. Those who spend 10-20 hours reading online a week account for 30%. It can be said that college students spend most of their time reading online. Figures show that reading media for college students has changed from paper books to the internet and network reading has become the main reading mode for college students. College students should integrate network reading and paper book reading reasonably, which is a more reasonable way of reading in information era[2].

2.2 Reading Motivation

Nearly 55% college students' network reading motivation is mainly leisure and entertainment. The motivations for paper book reading are the following three points:

Nearly 55% of college students' network reading motivation mainly leisure and entertainment. Written and reading motivation mainly embodied in three points: improving self-cultivation and cultivating temperament which is 32%; expanding horizon and enriching knowledge which is 29%; professional need and coping with examination which is 22%. College students pay more attention to news, essays and anecdotes and they usually decide on readability by title. When they read online through blog and BBS, they seldom choose long passage to read. Motivation drives individual behavior and restrict the effect produced by individual behavior. Different motivations for college students' network reading and paper book reading show that the effect of network reading is shallow, which cannot compete traditional reading in terms of knowledge acquisition and thinking

intrigued by reading. That is, paper book reading can reach deep reading.

2.3 Reading Content

2.3.1 Network Reading Content

According to questionnaire, network reading content is divided into six categories: information, pictures, blogs, microblogs, community, video and wikis (wikipedia). Paper book reading is divided into five categories: social sciences, textbooks, novels, newspapers and magazines. Data shows that such information content as news and current affairs from major web portals will attract college students and are the main contents for them. Network news are instant, fast and covering a wide range, which covers news by traditional media and has the characteristic of citizen journalism. Those attract college students' reading interest and printed newspapers is almost neglected. The sharp contrast between paper news and network news reflects the integrated spreading trend which breaks the barrier of dissemination under media convergence.

Weibo is a kind of micro-content publishing tool which limits the number of words, normally only 140-163 words while it is instant and spreading fast. Besides, the binding with mobile phones makes the releasing and accepting of content less restricted by time and space. Therefore, weibo has become the main network reading tool for college students. Network reading includes blog reading, community discussion content and video browsing, which are main reading contents apart from information. A blog is the earliest content publishing tool on the web platform Web 2.0. Because of the nature of grass roots, decentralization and brief content, blog has become one of the main form of publishing content for netizens. Traditional BBS group discussion and public opinion guide on community website have become the main tool for college students to know the social events and involve in social discussion. Such form of multimedia as podcasts and pro camera who release real life on the internet through video has become the main form for college students to read pictures and browse dynamic content.

2.3.2 Paper Book Reading Content

College students mainly obtain information through internet or cell phone. Nowadays the popularity of electronic journals on the internet makes college students' time of reading paper magazines less and less. In addition, the maximum ratio of college students' paper book reading is teaching material(87%) and next are novel and social sciences. College students read widely but focus more on leisure reading.

Based on investigation, the main reasons for college students to read are enhancing self-cultivation (51.08%), actively learning new knowledge and new skills (18.92%), killing time (18.65%), etc. It can be seen that college students' reading motivation is more clear compared with the primary and middle school students. They decide on their own reading behavior instead of being forced reading by their parents or teachers. When they choose books, college students' main considerations are favorite subjects(71.35%), favorite authors(17.19%) or teacher or friend's recommendation (7.45%). Therefore, college students' reading is too casual, with comparatively bigger change for reading content. On the other hand, teachers and schools can be of vital importance for guiding college students' reading content. They can consider more on enhancing self-cultivation and college students' favorite subjects and authors. The combination of the two factors can be more likely to promote students' reading effect.

In terms of basic common sense, when asked about such figures as Sima Qian, Franz Liszt, Kafka, Kant, Marx, Newton, Aristotle, Hegel, Nietzsche, Leonardo Da Vinci, etc., about half students can answer their research area clearly. About 20% of students whose choice is not clear should be paid special attention to. Through these questions, college students have been familiar with the domestic historical events while they are unclear about foreign historical events relatively. College students have been familiar with writers, historians but they are unfamiliar with musicians and philosophers. When asked "how many Tang poems can you recite", 56.81% students can recite more than 20 and 17.68% students can recite 11-20. When asked the century of America's founding, although they have learned the fact in historical

class of primary and secondary schools, only 36.34% students can answer this question. Therefore, the purpose of learning history for most students is only for the exam. The sense of mastering historical knowledge is not strong.

2.4 Reading Effect

Because of the different reading motivations, people have different depth of reading. The richness and vividness of reading texts on the internet makes network reading convenient and interesting. The nature of network reading develops towards enjoyment and practicality[3]. Eye-catching headline reading, illustrated content and rich links makes reading behavior become fast reading which touches on something without going into it deeply, namely, rough shallow reading. According to survey, nearly 72% respondents admitted that the effect of network reading is shallow. On the contrary, the achieved effects of paper book reading are as the following: different effects by reading different books(40%), deep slow reading (34%) and shallow fast reading (26%). By comparing, the effect of paper book reading can reach deep reading as well as shallow reading, which depends on the chosen books. Most people think the effect of network reading is shallow, which is consistent.

3. The Negative Effect of Shallow Reading on College Students

3.1 Shallow Reading Makes Students Negative Mentally

According to British cultural critical theory: such mass media as newspapers and television reduce people's cultural level. Network reading is not only the inevitable trend of the digital age but also the inevitable result of "fast food" culture [4]. Because of the love of entertainment and leisure in network shallow reading, college students' understanding and pursuit of culture stays on the surface level. Long-term shallow reading is hard to cultivate college students' cultural accomplishment and cultural deposits, which inevitably leads to the lack of cultural knowledge, affecting college students' comprehensive qualities. Reading is very important for the improvement of college students' language ability. By reading "figure caption" books and shrink classics, with easy use of language and words for both colloquialism and classics, students

will become beef-witted in their ability of using language if they carry on shallow reading for a long time. College students' network shallow reading will have negative effect on mental health. Frequent network trek and some negative effects shallow reading brings will depress college students' self-efficacy, with such psychological negative factors as anxiety, restlessness.

3.2 Shallow Reading Reduces the Quality of College Students' Reading

There are four levels for human's cognitive world: information, knowledge, ideas and aesthetics. Digital reading has more advantages in the first two levels. In the traditional reading, information is primarily orderly fixed on paper. Reading area is relatively limited so that readers are more likely to give their attention to reading itself, helping to grasp the reading content on the whole, thus deeply thinking questions. But under multimedia environment, online reading is often accompanied by advertisements, animation and games, so the reader's mind is split into scattered and jumping fragments. At the same time, the hypertext and multilink on a web page more easily offset or disperse attention of readers in the reading process, making readers unable to make deep analysis and judgment, thus reading become the channel of relaxing and entertainment. The entertaining of reading purpose reduces the quality of college students' reading, making them forming blundering reading habit and difficult to read attentively.

4. Guiding Strategies for College Students' Reading

Through the above analysis, we can see that under micro-era background, multiple changes have taken place in reading environment, reading content and reading carrier. College students' reading is in the stage of differentiation and change. Although traditional reading has received the unprecedented impact and challenges, it still has a long life. At the same time, new media is experiencing a great test, constantly seeking greater breakthroughs and new development space. Each mode of reading has its advantages and disadvantages. Different ways of reading are coexisting and complementary[5]. Under such background, educators should adopt the

combination of traditional reading and new-media reading method, not only paying attention to the guidance of traditional reading but also strengthening the guidance of new-media reading. Whatever reading forms, in order to guide college students' reading, educators should solve the puzzle of "why to read", "what to read" and "how to read". The author thinks that in order to make reading have long-term influence, reading promotion activities should become one of the necessary education patterns in colleges and universities across the country and national university reading-promotion management organizes and promotes different kinds of activities. Under the leadership and support of national university reading-promotion management, by organizing national college students' reading activities, college students' reading efficiency will be highly improved.

4.1 Setting up Reading-promotion Office in Universities

University library should work with students' affairs office, teaching affairs office and Youth League Committee in order to set up college students' reading-promotion office[6]. Under the overall coordination and management of the department, many reading activities should be held each semester, trumpeting the importance of reading, creating sweet, comfortable reading environment for college students and improving reading atmosphere of the classroom, library, study room. What's more, it is helpful helping students to make long-term reading plan, advocating students' holiday reading and conducting continuous reading-promotion activities in order to make college students' reading become one of the essential contents of university education.

4.2 Opening Optional Courses of Reading Guidance

Experienced teachers guide students to read. Teachers make reading plans for college students by case, assigned reading lists and regard college students' reading effect as an important indicator of final result and professional recommendation. New reading forms like "Living Library" are revealed through class. By this way, college students' reading interest can be cultivated, making them realize and experience the importance of reading and forming the conscious reading habit

gradually. Educators try to make reading optional courses apply for one of the required courses in universities from national higher education course management with the help of reading-promotion committee of China Society for Library Science, which can make reading have long-term influence.

4.3 Exerting Corporate Influence

Reading-promotion activities in university should not only depend on library to organize and broadcast. In some associations in university, members come from different majors, grades who have a strong ability of organizing, planning and publicity. Library should vigorously join related clubs, associations like students' union and Youth League Committee to exert corporate influence and promote reading activities actively.

4.4 Guiding Students' Healthy Reading

Teachers should guide students to form good reading habits, learn scientific reading methods and choose appropriate reading content. Combined with the above measures, teachers can selectively introduce students all kinds of recommended books, required readings and special bibliography which are verified by practice and time. They can make preparation for reading and interpretation for reading like inviting relevant experts and scholars to give lectures in order to guide students' reading method and carry on the deep analysis of the related books. By the combination of traditional reading and new-media reading, students are guided to acquire scientific reading methods, learn hierarchical reading. Shallow reading is allowed while complete reading is advocated.

The above reading-promotion forms are interrelated and interpenetrated. Universities should fully realize the importance of reading promotion, combine different forms of reading and carry on comprehensive, multi-channel propaganda of reading. Diversified reading-promotion strategies are adopted to keep the sustainability of reading, thus forming reading brand and enhancing its influence.

5. Conclusion

College students should realize the deficiencies and disadvantages of network reading. Network reading itself is not shallow reading, but it

easily leads to shallow reading. In micro-era, educators in universities should make positive guidance and let students distinguish readings with different purposes, functions and levels: browsing, project, research, development, creation. In the end, students can go forward into the depth of the network reading and print reading in the full life step by step.

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