Digital Reading Culture from the Perspective of Media Technology

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Abstract: *Nowadays, digital reading is developing rapidly. From the traditional paper book to the first e-book, various forms of e-reading coexist. Thanks to the continuous upgrading of media technology, the reading culture also changes and develops constantly. It can be said that media technology determines the reading culture and even affects the general social culture. The arrival of the "big read era", the audience's reading habits from the "print" paper reading turned to the digital reading, The reading culture of the online reading community in the digital media era is constantly changing with the changes of the times, A digital culture that is gradually transforming into digital reading, and new media technology has bred a new reading culture.*

Keywords: *Media technology; Digital reading; Reading culture*

Reading is a social activity unique to human beings. At the end of the 1940s, the first electronic computer was born, marking the entry of human beings into the electronic age. Soon thereafter, Busa, a humanist from Italy, reached a cooperation with International Business Machines Corporation (IBM) to recompile the academic masterpiece "The Index of Thomas Books" by using computing technology, which was only the first digital presentation of literary works. The historical significance of this event is that Busa used electronic technology to create the earliest e-book in the history of books, marking a new book form and heralding a new reading culture that is different from paper books over the millennia. The production. More than half a century later, the rapid development of network information technology and digital media gave birth to a digital culture of information and knowledge, which enabled mankind to take a new step in the history of media development and enter a new era of digital media and digital reading. In the digital age, thanks to multimedia and digital technology, an e-book has made a qualitative leap compared with the "Index of Thomas Books". Such a serious astrophysics popular science book not only achieves the standard typesetting equivalent to that of paper books, but also provides online dictionary translation functions, and integrates more vivid multimedia forms into the digital books. You can view related information through links. Audio, video and other content, which means that "the book in the future will no longer be just a book, but a huge knowledge base", "integrate seemingly irrelevant information into an effective knowledge base", It can be seen that traditional paper reading uses books as the medium, while the medium of digital reading uses various mobile electronic terminals to provide rich multimedia reading content.

1. Important Features of Digital Reading in New Media

Diversity of reading text. The text content of digital reading is encoded in a Computer-recognizable binary language. Therefore, as the reading material itself, it not only has the basic elements of traditional books, but also has digital technology elements such as multimedia and hyperlinks, which can realize pictures and texts. , Sound and image in one form of communication. Communication scientists in the United States once conducted an experiment on the acceptance of information. The content of the study is how people receive information when facing various information such as words, sounds, and images in the outside world. The results of the research show that in the process of receiving information, people's acceptance of text, sound, and images are: 20%, 30%, and 40%, respectively. This research conclusion shows that the acceptance of words is the lowest compared to the acceptance of sounds and images. Among the three, the traditional reading method of reading text is less attractive, appealing and influential to readers. Therefore, the digital presentation of the image, text, sound and image of the reading text can increase the reader's interest in reading.

The richness of reading content. Digitally read text is stored in a computer with bits as the basic unit, and its storage capacity is unmatched by paper prints. Many different computers are connected to each other through the Internet to provide readers with diversified reading content, thus forming a database with huge resources. Readers can enter this database through a computer as a node, and enjoy various information resources in it, such as ancient and modern Chinese and foreign, astronomy, geography, literary history encyclopedia and other information and knowledge related to human beings.

Convenience of reading method. Traditional paper-based reading materials have physical limitations, and readers can use various links to obtain any information they need more quickly and accurately when reading digitally. Thanks to the network's super-linked, interactive, omni-directional, and three-dimensional search function, readers' personalized needs are more easily met. You only need to move your fingertips to enter a few relevant keywords in the search engine. Relevant search results can be listed within 3 seconds. For the displayed results, readers can also perform multiple screening, analysis, processing, and reading absorption, so as to build their own knowledge system to maximize the reader's reading effect.

The openness of the reading environment. The Internet is open, and digital reading based on the Internet is also open. Readers can read as much as they want, breaking the time and space limitations of traditional reading. The reading needs of readers can be personally satisfied, and reading information can be shared twice according to personal wishes, so as to realize the global sharing of information. Readers can choose to read any resource anywhere in the world according to their personal preferences, and can read synchronously or asynchronously.

Interactivity of the reading process. The Internet is interactive. Readers can communicate more conveniently and freely with the author of the text and other readers who also read the text by entering the digitally read text. This has changed the traditional one-way "one person alone" style of reading. Reading enables readers to participate more actively in the interpretation of the text during the reading process, thereby making reading more active and inspiring reading interest.

From the perspective of the effect of information dissemination, the reader's participation in the interaction of the reading process is conducive to deepening the understanding of the text, achieving the effect of secondary processing of information and enhancing the learning ability.

2. Digital reading culture determined by media technology

2.1 "Private customization" of digital reading

Among the unique forms of digital reading, the one that best reflects the reader's subjectivity and identity is undoubtedly the realization of the "private customization" of reading. Individuals' individual choice of reading content highlights and continuously strengthens the subjectivity. Values, identity and even hobbies. The huge resource library formed by the Internet can meet the individual needs of readers. Reading behavior has become more autonomous than ever before. Readers have the right to choose to read from sharing. They are based on personal experience, thoughts, and emotions. Individual factors such as, artistic conception and imagination make specific choices for reading content. This "private customization" is mainly achieved by individuals through personalized reading applications according to their own interests and preferences. The so-called personalized reading is to generate the reading content that the reader is interested in based on the content that the reader is interested in. Through the user's past reading records and the record data on the Internet, the user's interest points are obtained and accurate content recommendations are made to them. It is the product of "big data + machine intelligence learning". To meet users' personalized reading needs and achieve a good level of user experience, it is necessary to design powerful reading content products through high-end and complex technical capabilities. For example, "Zhongsou Souyue" first uses "interest circle" and "keyword subscription" to delineate readers' favorite content, and then analyzes the reader's personal portrait to extract key tags, and then promotes readers' possible feelings in the broad category. Content of interest. Traditional media generally rely on intuition and experience to judge what kind of events people will be interested in and what they will be interested in, and then use it as its headline. For example, "Toutiao", the "recommendation technology" of the application content, based on fully digging and analyzing the reader's reading interest points, analyzing and categorizing his reading information, and then recommending and pushing to him may be of interest And the content needed. It may be said that the recommended reading mode of "Today's Toutiao" is not the so-called "Toutiao" in the traditional concept.

2.2 The interactivity of the network

Readers can establish or join a reading group of interest through the broader platform of the digital reading community. In the usual activities of the group, members can actively post to express their opinions, or share their feelings and related information after reading. It embodies the unique individual's ideological concepts, reading interest, stand tendency, etc., and thus establishes and manifests his identity in this group. In other words, people have formed new social group forms in the communication time-space context reconstructed by digital technology. These new groups find information concerning all aspects of human beings in this cyberspace, and express their demands and demands on this information. Subject dimension and value display. "Groups are places and means for individuals to express and realize themselves." The new digital multiple connection points have caused tremendous changes in the way of communication in human society.

Take the community website Douban.com as an example. Based on common interests and hobbies, it connects unrelated users. Douban.com is equivalent to a platform for experience exchange, emotional communication, and spiritual communication. This kind of value display and satisfaction of self-belonging. Specifically, readers and users are divided into interest groups around related hobbies, books, music, film and television works of the same type, or the same content topic. Of course, users can also actively apply to join one or more of them. Interest groups, through interaction with other users in the group, such as discussing topics of common interest; readers can also write comment logs or read impressions, upload photos in personal online photo albums, and exchange opinions and express emotions with other members in the group , To share the little things in life to meet the psychological needs of communicating with others and expressing themselves. In addition, with the continuous upgrading and updating of digital reading content, readers are constantly layered and refined, and interest groups created based on works and authors are getting more and more detailed. As a result, the construction of the main identity of readers and users tends to be more and more detailed and layered. It can be seen that the subject effect of digital reading and its network communication has spread to the real life space of the general public, thus forming a new subject presentation method. The storage method of information in the network space is a symbolic storage method. In a sense, the nature of people interacting through cyberspace is actually a symbolic interaction.

The reader's subject identity is also established through the personalized interactive process of the online reading community. American sociologist Charles Horton Cooley put forward the concept of "Me in the Mirror" in his famous book "Social Organization". He believes that people form self-concepts in the process of interacting with others. In the interaction with others, the evaluation and attitude of others towards themselves are like a mirror reflecting the self. Only in social interactions can the individual be able to Knowing and grasping oneself through the mirror of others, "The sense of self that a person has is determined by the thinking of others and the attitude of others towards oneself. I can call this type of society the'reflective self' Or "me in the mirror". In short, a person's self-identity and subjectivity are formed through interaction with others.

2.3 The social culture of digital reading

After the advent of the Internet, people's communication objects and communication space have been expanded infinitely, not only to further enrich people's daily communication methods, but more importantly, to meet people's needs at any time, any place. In this invisible online world, users search for and participate in the interpersonal circles they are interested in according to their own needs. "Internet people" of different identities, time and space, and ages form an online communication community around "interests." When these Internet people are keen to express their opinions and express their opinions in the virtual space, online social networking, user identities, and interactive relationships are formed inadvertently. Just as Howard Rheingold said, "I can prove that I and tens of millions of other webworms know that what we are looking for is not just information, but immediate access to the relationships that a large number of people are forming. This discovery makes us ourselves Also surprised."

Every reader in the community is showing "who I am" to other readers with his own personalized speech and actions, and discovering himself in the interaction with the author or other readers. The reader's specific use of the media reflects his imagination and positioning of himself and others, as well as the entire society. These conscious or unconscious projections and imaginations mean that media reading is not only a purely personal act, but also at a deeper level. Above is the process of pursuing identity and the construction of subjectivity. While receiving information, readers are also expressing

themselves, hoping to be recognized by others. In his representative work "The Presentation of Self in Everyday Life" (The Presentation of Self in Everyday Life), the sociologist Erving Goffman, the sociologist Erving Goffman, borrowed from the theory of drama performance and explored how people shape themselves through social interaction with others. The self forms an image of one's own hope in the minds of others, that is, allowing others to positively evaluate oneself, thereby realizing self-identity. The reading community provides a stage for each reader to participate in and an opportunity to spread their own thoughts. Through personalized interactive reading, readers can help construct the identity and subjective meaning they want to express. From another theoretical perspective, Fisker believes that the production and circulation of meaning in different societies is not only based on the meaning framework provided by the text, but also depends on the participation and creation of readers. The difference between the reader's knowledge reserve and cultural background will inevitably produce a variety of "productive texts", and the reader's subjectivity is reflected in this process of social interaction.

3. Conclusion

On the whole, in the context of digital reading, the former role of passive reading has been completely overturned, and readers have more and more initiative to read information. In the Internet-based digital reading space, readers are satisfied with information reading in a digital context. The opportunities for them to independently choose content for reading and consumption have never been increased. They use message boards, forums, chat communities, WeChat, Weibo or The blog takes the initiative to express opinions, and the resulting interpersonal communication in the virtual space, On the surface, this is because people are interested in the search and utilization of information content, but in fact it is that its subjectivity as a socially independent individual presents itself in a multi-dimensional manner, not only because it plays different identities in the virtual world of the Internet. Virtual characters bring different physical and mental experiences through interactions with different people, and enable them to form interactive influences with others and society through their own communication ideas and behavioral logic, so as to realize various forms of self-identity. In this process, a "self"-centered subject world is formed, which continuously enriches and constructs one's own subject consciousness and values, and promotes the identification of one's own identity. In fact, in the process of digital reading, the pleasant feelings of readers come from the full release and exertion of their subjective initiative, which is the pleasure they generate when they realize their desire for expression and engage in interactive dialogue with other subjects. In the virtual network environment, virtual subjects actively interact with others or themselves in communication, and thus actively construct themselves, which is a true portrayal of their living conditions. This change, in the final analysis, is the result of the openness of the digital reading environment and the freedom of reading methods. This result is that the paper book era is subject to various conditions and is marginalized, neglected and suppressed. The subject, after breaking free from the shackles of the traditional reader's passive identity, in the process of continuous construction and deconstruction in the web page, it not only exposes its rebellious and challenging nature to the public, including more freely obtaining and selecting information through multiple channels, and reading The content is reprocessed and created in a self-style, so that reading becomes an active experience process that can release one's senses and emotions, free, open, and pleasant to the body and mind, thereby breaking through the traditional imprisonment, breaking the cultural hierarchy system, and creating a tolerant mind. , The spirit of prospering and developing network culture runs through the entire network world.

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