

Digital reading habits of college students and countermeasures of university libraries

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ABSTRACT. *With the development of digital technology and the advent of 4G era, digital reading has gradually become the mainstream reading mode for young people, and the reading content and carriers have presented digital characteristics. Through the investigation and analysis, it is found that 63.2% of college students rely on mobile phones in digital reading. A relatively large number of students prefer reading on computers and other college students rely on e-books in digital reading. Digital reading has begun to replace the traditional reading which uses paper as the carrier. And college students have become the main force in the digital reading group because of their avant-garde and high intelligence, which has brought huge impact to traditional university libraries. Based on the analysis of college students' digital reading habits, this paper explores the effective ways for college libraries to overcome their own development obstacles, innovate their service concepts, change service modes and highlight service characteristics.*

KEYWORDS: *college students; digital reading; university libraries; coping strategies*

1. The concept and present situation of digital reading

The digital reading is to realize the digitization of reading content and communication forms through the electronic intelligent device carrier, such as network novel, electronic photo album, electronic map, WeChat and so on. Its advantages are that it has a wide resource space, can be carried around, wirelessly downloaded, and has interactive functions such as instant copying, editing and sending. At present, with the rise of the Internet and various handheld intelligent devices, digital reading has been increasingly popular[1]. At the end of April 2014, the 11th national reading survey report released by the Chinese academy of press and publication showed that the reading time of paper books was less than the digital books. According to the population distribution characteristics of digital reading methods, among adults exposed to digital reading methods in China, 45.1% are aged 18 to 29, 29.1% are aged 30 to 39, 18.4% are aged 40 to 49, and 7.4% are aged 50 and above. It can be seen that 92.6% of the digital readers in China are aged between 18 and 49, and digital reading has become the main way of reading for young and middle-aged people.

2. Digital reading habits of college students

The network resources are easily accessible for the college student, laptops are widely available, and this group is keen on ipads and mobile phones, so few students use handheld e-readers with only reading functions. With the advancement of mobile technologies such as 4G and 5G, it is foreseeable that this data will have a large room for growth. Because digital reading is not limited by time and space, college students can read in the study room, canteen, bus and other places, which objectively shows the convenience of digital reading. In addition to electronic newspapers, the digital reading content of college students has another important feature which is the retrieval of literature[2]. Compared with the traditional paper reading, if you encounter difficulties, you can only resort to dictionaries and professional books and periodicals. Although it can solve the problems, it takes much more time than the Internet search. Besides, traditional materials have many problems such as data timeliness and version problem.

Although digital reading has a great impact on college students' reading habits, there are many problems in the process of digital reading such as lack of deep thinking, weak critical consciousness and sense of innovation, which objectively shows that it is essentially a kind of "shallow reading". Previous studies have shown that there is a significant negative correlation between people's cognitive ability and the time of digital reading. The longer the time of digital "shallow" reading is, the worse the cognitive ability of college students will be, and the worse their cognitive ability of the real society will be, which will result in more superficial, impetuous and mediocre. The Internet has a strong openness, the transmission of information has a high degree of freedom and sharing. Bad information, such as anti-social, anti-government and pornography, lurks in some websites and spreads easily. Some college students lack self-control and information screening ability and they are easily influenced by these bad information[3]. These information could distort their unstable values, let them deviate from the mainstream moral standards and even go on the road of breaking the law and committing crimes.

3. The countermeasures for university libraries to cope with the impact of digital reading

3.1 Accelerate the digitization process of traditional libraries' collections

The biggest advantage of digital reading is that it is not limited by time and space and can provide more flexible and convenient services for readers. Therefore, traditional university libraries should accelerate the digitization of library collections, promote the effective integration of traditional libraries and digital reading and improve the utilization rate of library collections. Traditional university libraries can deeply explore digital service concepts, technologies and methods and accelerate the digitization of library literature resources relying on their own long-term accumulated advantages in literature resources. And then they will achieve the sharing of digital reading resources and complementary advantages which will

maximize the attraction of young college students. It can transform the documents into digital information which can be processed and recognized by computers and provides services such as online downloading and retrieval.

3.2 Developing multi-level reading promotion activities

The application of new media in reading provides the possibility for university libraries to carry out reading promotion[4]. The first is to carry out multi-level reading promotion activities in the school. For teachers and students who have scientific research needs, the promotion and promotion of digital resources in the collection through new media can provide them with targeted digital resource push services. The promotion of library digital resources through new media can provide them with targeted digital resources push services. For general undergraduates, the purpose of reading promotion is to cultivate their reading interest and good reading habits. Through the combination of new media and traditional reading promotion activities, they can return to classical reading and improve their humanistic literacy. The second is to jointly carry out reading promotion activities with various university libraries in local region to give full play to its information technology and network technology advantages. By building a platform for reading promotion activities, jointly planning activities and sharing activities results, we can expand the scale of reading promotion activities and enhance the effectiveness of promotion activities. Third, through the reading promotion platform, the university libraries can jointly carry out reading promotion activities with various booksellers, resource developers and publishing houses to expand the influence of university library reading promotion activities.

3.3 Creating a comfortable network reading space

University libraries should provide abundant books resources and comfortable reading space for teachers and students, so that students will have a good atmosphere and place. Library should give full play to its role as the core in the reading in college students' group, win the support from the departments and colleges at all levels, increase the construction of library resources and cultural venues, providing personalized service and the comfortable sharing space for students. University libraries should maximize the need for students to easily read and communicate with each other at any time and anywhere, so that reading can be absorbed in college students' life. For the use of electronic reading room, we can adopt strict rules and regulations, and adopt advanced network security technology and firewall technology to intercept the entry of garbage information and bad network. And we need to purify the network environment and reading space, providing a civilized and safe network environment for college students' reading.

3.4 Innovate the contents of university library service

Under the pressure of study and employment and the temptation of digital media,

traditional book and literature services in university libraries cannot meet the needs of digital reading. College students are more willing to search some simple network resources from Google or Baidu, which leads to the loss of value of rich literature and digital resources in the university library. University libraries should adapt to the reading tendency of college students and attract them back to libraries. We can cooperate with the school's publicity and culture department and student associations to organize various reading activities and lectures. On the one hand, it is beneficial to expand the influence and popularity of university libraries among college students. On the other hand, college students will naturally know the abundant resources and utilization methods of the library in the process of activities, so that they are more willing to go back to the library to obtain information and carry out reading activities. College libraries can make use of the homepage to promote reading and encourage students to read more by setting up reading columns, reading list recommendation and other activities on the homepage. WeChat is a social platform frequently used by college students. College libraries can use the WeChat public platform to set up services, such as promotion reading, WeChat book review, WeChat book club, push information, online consultation, business handling and so on. It will make the activities more targeted and effective.

5. Conclusion

In summary, digital reading expands the channels for college students to obtain information and resources, but it also causes confusion for college students to face information explosion. In the development of university libraries, college students should fully consider their digital reading habits and give full play to their practical role, provide effective guarantee for the improvement of college students' reading level and meet the requirements of the changes of current situation. In the future, colleges and universities should give sufficient attention to the digital resources of the library through the in-depth analysis of the digital reading habits of college students. From the aspects of library management, capital investment and resource allocation, we can strengthen the library construction in the digital age and promote its ability to meet the actual needs of college students' digital reading. At the same time, the digital reading habits of college students should be closely linked with the university library. We need to give play to the guiding role of the library to improve the reading level and reading literacy of college students.

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