**New media technology promotes changes in reading patterns**

Social reading is evolving into a lifestyle

Source: China Social Sciences Today

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2017-02-15

<https://www.rmlt.com.cn/2017/0215/459736.shtml>

The popularity of the Internet, especially the rapid development of mobile Internet and social media, has brought about changes in the way people read. Reading is no longer limited to paper books, but can also be done on mobile devices, shared with more people, and interacted with others. These are all manifestations of the rapid development of social reading.

**Focus on interaction and sharing**

Social reading can be understood as a new reading mode that is reader-centric and emphasizes sharing, interaction and mobility. Cheng Manli, a professor at the School of Journalism and Communication of Peking University, believes that social reading is a new way of reading that has emerged with the changes in the media. This change means that users have more opportunities to participate and share.

"The technological connection, cultural identity, and scene society based on new media have jointly given birth to socialized reading and continue to have a profound impact on socialized reading." Cai Qi, a professor at the School of Journalism and Communication of Hunan Normal University, said that first, new media technology has broken down the separated space and integrated fragmented time, greatly improving the timeliness of information transmission, promoting the cross-domain dissemination of information, and incubating a collection of reading communities; secondly, subculture communication centered on interests and emotions has allowed online communities to upgrade from simple technical connections to emotional resonance and value identification at the cultural level, prompting reading to evolve from a traditional private behavior to a socialized behavior centered on interaction and sharing; finally, in the era of mobile Internet, traditional life scenes have been continuously transferred online, and online community culture has also begun to be embedded in real life, which has upgraded fragmented information interactions to more systematic knowledge exchanges, making the social significance of reading more prominent.

**Reading has evolved into a lifestyle**

Socialized reading has many characteristics that deserve attention.

Huang Xiaoxin, Party Secretary and Vice President of the China Institute of Press and Publication, said that socialized reading is fast, timely, interactive, and portable, and it makes full use of people's reading time, which has promoted the popularization of reading. Socialized reading has affected the carrier of reading, changed the medium of reading, expanded the resources of reading, reconstructed the mode of reading, subverted the logic of reading, and made reading behavior more socialized and socialized.

Cheng Manli believes that in order to meet the needs of reading in a mobile state, the content of social reading mostly appears in a condensed form, such as micro-comments, micro-videos, etc., which can be described as short, flat and fast; the reading materials recommended in the circle of friends or groups are easy to attract attention and be read first because they are based on acquaintances and friends, and they are also easy to produce a preconceived effect. Generally speaking, the group owner or the more active people in the group have their own pre-existing positions, and their recommendations inevitably have a guiding or "agenda setting" color. Some content has even been "recreated" when it is released. In her opinion, because social media is highly interactive, when sharing reading materials in the group, there will be instant comments and opinions, which forms a prominent feature of social reading that is different from traditional reading: reading sharing and the brewing and formation of public opinion appear almost at the same time.

In Cai Qi's view, social reading has four characteristics. First, social reading relies on the production revolution under cognitive surplus. A large number of "amateur producers" are using their cognitive surplus to create and distribute content, building a huge information map of cyberspace. Second, the text of social reading is a hybrid text of aggregation and differentiation. There are not only the integration of multiple themes and multiple information forms, but also the differentiation of themes, content, and forms in vertical fields. Third, social reading is a shared reading driven by content and relationships. The circulation of information follows the recyclable model of "interest-attention-recommendation-interaction-sharing". Fourth, the scene of social reading is a multi-terminal, cross-platform fusion scene. Computers, mobile phones, e-readers and other terminals, Weibo, WeChat, news clients and other applications are all entrances to social reading, and reading is gradually evolving into a lifestyle in the information age.

**Promote reading upgrade**

While social reading brings convenience to people, there are also problems that need to be paid attention to. Take WeChat Moments as an example. Because of its powerful forwarding and sharing function, if you are not careful, it is easy to turn the "Moments" into a "rumor circle".

Huang Xiaoxin said that in the current Internet era, problems such as information excess, information pollution, and information interference can easily lead to wasteful reading. The infinite expansion of information knowledge is also challenging readers' limited reading and comprehension abilities. Cai Qi also believes that socialized reading has hidden dangers, such as the fragmentation of time and space leading to the prevalence of "shallow reading" and excessive indulgence in virtual space making cultural interactions in real society scarce.

"Socialized reading is a trending way of reading. The impact and influence of this way on traditional culture, traditional education and traditional values ​​is self-evident." Cheng Manli believes that this will also lead to a "generation gap" and a misalignment of public opinion. In addition, in traditional society, publications are reviewed and purified, but it is difficult for socialized reading to control the content. Because on social media, micro news, micro videos, micro comments, micro novels, etc. can be online at any time, which is also a challenge for content management.

How should we give full play to the advantages of socialized reading? Cai Qi believes that, first, we can use terminal extension and personalized customization to activate the "personal cloud". Use smart terminals to expand the action space and enrich personal knowledge reserves; at the same time, through big data mining, continuously optimize information recommendations and realize customized personal reading modes. Second, develop participatory culture and sharing economy and integrate "community flow". We can open up all links of reading-query-sharing-discussion, use the logic of sharing economy, activate personal idle resources, conduct demand docking and resource integration within the community, and promote reading upgrades. Third, through scene incubation and cross-domain integration, let reading be embedded in the "social network". On the one hand, open up online communities and offline scenes, and embed reading into social networks. On the other hand, promote the linkage and collaboration between social forces such as individuals, online communities, traditional media/publishing institutions, and commercial organizations, and strive to build a reading ecology with universal participation and diverse values.

Cheng Manli said that as the gatekeeper or manager of social reading content, one should understand the characteristics, rules and demands of social reading, and use new management concepts and methods to maximize the positive effects and positive energy of society. "With the help of social reading, which is a channel that quickly reaches the audience, we should provide as much high-quality, nutritious content as possible that meets the needs of readers and create a good reading environment."