

Research on College Students' Social Reading Behavior based on WeChat Platforms

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Abstract. The popularity of social media such as WeChat, Weibo, Zhihu, and Douban has led to the further integration of reading and social interaction, making social reading a very popular reading method. This paper studies the characteristics of social reading behaviors based on WeChat platform, and proposes improvement suggestions through research on college students.

Keywords: WeChat, College students, Social reading, Reading behavior.

1. Introduction

WeChat has become the largest giant in China's social media, and WeChat reading has become a very high-reading method of reading. WeChat public number, circle of friends, and chat recommendation reading are generally articles with a certain length, which satisfy the true meaning of "reading behavior" in the content; WeChat has certain privacy, WeChat readers read articles through friend's circle, chat recommendation, etc. At the time, there will also be "social behavior." Finally, it is precisely because of the privacy of WeChat that readers are more willing to share, recommend and then generate interactive behavior.

The target group of this paper is the group of college students who are engaged in WeChat reading. The purpose is to understand the content, frequency, intensity and motivation of reading of college students' WeChat. Through the questionnaire star software, the online questionnaire was distributed, and 415 questionnaires were collected. The effective rate of the questionnaire was 92%.

2. Behavior Analysis of College Students' use of WeChat Social Reading

2.1 Analysis of the Main Ways of WeChat Socialized Reading Articles.

The public number, the circle of friends, and the WeChat group chat are the main sources of college students' WeChat reading articles. These three sources account for 96.63%. The number of people who read WeChat through the public account accounted for 35.9%, and the share of WeChat reading through the circle of friends accounted for 39.28%, which accounted for the highest proportion of samples, indicating that the vast majority of college students read articles through friends in the circle of friends. To a certain extent, it shows the sociality of college students' WeChat reading.

Table 1. The main ways of College Students' WeChat socialized reading articles

Source Route	Number of people	The proportion
Official Accounts	149	35.9
Share in Moments	163	39.28
WeChat Group	89	21.45
WeChat Friends Private Talk Recommendation	14	3.37
total	415	100

2.2 Analysis of Social Reading Content of WeChat.

Through the survey, it was found that the top three types of article content that college students pay most attention to are 17.2 % of entertainment gossip, 16.0 % of youth inspiration, and 15.8 % of life health. Most of the articles on life health, youth inspiration, and entertainment gossip are based on entertainment and leisure. It can be seen that college students have a certain quality of life pursuit, but also reflects the college students attach more importance to entertainment and leisure mentality. The proportion of articles related to cultural education or work industry knowledge is only 12.5 % and 8.8 %, indicating that college students pay less attention to the content of articles related to culture, education and work.

2.3 Analysis of Social Reading Intensity of WeChat.

According to the Table 2 below, college students 'reading frequency of WeChat is not high, and the percentage of always reading through WeChat is only 1.2 % of the sample. Among the answers, the number of low-frequency reading articles (not reading, rarely reading, and sometimes reading) accounted for 74.21 % of the total number of samples, indicating that most college students read low-frequency articles every day.

Table 2. Daily reading frequency statistics

Frequency of Reading through WeChat everyday	Number of People	The Proportion
No	19	4.58
Rarely	108	26.02
Sometimes	181	43.61
often	102	24.58
Always	5	1.2
Total	415	100

3. Analysis of WeChat Socialized Reading Behavior.

WeChat social reading is naturally composed of "reading + social", then the behavior analysis of WeChat social reading behavior is divided into two parts, one is reading behavior and the other is social behavior. In this article, reading class behavior mainly refers to the number of articles read by WeChat every day, the average reading time, the number of articles, and the social behavior refers to the respondents after the article is read by WeChat, praise, comment, and forward Frequency of.

3.1 Daily WeChat Reading Analysis

According to Table 3, more than half of college students read 4-7 articles a day. 26.75 % of college students read 0-3 articles per day through WeChat, 8-12 articles, and 13 or more college students were 20 % and 3.13 %, respectively, indicating that a very small proportion of college students can cultivate relatively high WeChat reading habits.

Table 3. Number of articles read through WeChat every day

Number of Articles Read Daily through WeChat	Number of People	The Proportion
0-3 articles	111	26.75
4-7 articles	208	50.12
8-12 articles	83	20
13 articles or more	13	3.13
Total	415	100

3.2 Average Reading Duration Analysis

13.01% of college students have an average reading time of less than 5 minutes, 72.78% of college students have an average reading time of 6-30 minutes, and 11.33% of college students have an average reading time of 11.33%, while only 2.89% of college students each the reading time is more than 1 hour. This shows that the general situation of college students' WeChat reading is shallow and short-time reading. Few people can make long-term exploration and reading.

Table 4. Average reading duration statistics

Average Reading Time Per Reading	Number of People	The Proportion
Less than 5 minutes	54	13.01
6-15 minutes	151	36.39
16-30 minutes	151	36.39
30-60 minutes	47	11.33
More than 1 hour	12	2.89
Total	415	100

3.3 Analysis of College Students' Motivation in Social Reading

After investigation and analysis, it is found that the motivation of college students' social reading involves information acquisition, emotional bursting, hobbies, social interaction, identification of others, and personal development. For the convenience of analysis, the above are classified into three categories, intrinsic motivation: information acquisition, emotional burst, and hobbies are classified into this; social motivation: social interaction, identification of others, and personal developmental motivation.

3.3.1 Intrinsic Motivation

At the level of intrinsic motivation research, college students conduct WeChat social reading mainly to obtain all kinds of information, understand current events, read topics and articles of interest through WeChat, and meet personal needs.

3.3.2 Social Motivation

At the level of social motivation research, college students use Social WeChat to read socialize mainly to have more topics when they get along with their classmates, to get more conversations with others, to interact and interact with their friends, and to make friends with friends. Keep in touch and connect, and let their friends think they play a role in information dissemination.

3.3.3 Personal Developmental Motivation

At the level of personal developmental motivation research, college students' reading through WeChat is mainly to improve academic performance and enrich extracurricular knowledge, and to improve reading ability and personal accomplishment.

4. Problems and Suggestions on College Students' Social Reading Behavior.

4.1 Problems in College Students' Social Reading based on WeChat Platform

According to the survey, the author finds that there are many problems in the socialized reading of college students' WeChat. These questions can be summarized as “three lows and one fast”, namely: low reading frequency, low number of reading articles, low number of reading articles in a single reading, and quick and rough reading. At the same time, the survey also found that the types of articles that college students are interested in reading through WeChat are mainly entertainment and leisure. When reading articles, they mainly focus on the top ten lines, only browse the topic, understand the general meaning of the article, and it is difficult to meticulously read carefully. Moreover, when college students are doing social reading on WeChat, their social reading behavior is not very frequent, and the frequency of sharing, like, and forwarding is not very high.

4.2 College Students' Social Reading Suggestions based on WeChat Platform

4.2.1 Government Guidance

The government should play a role in urging, supervising, regulating and leading online social reading, improving relevant laws and regulations, protecting cyber security, and regulating the behavior of Internet users. For violations of relevant regulations, users who use online media platforms (such as WeChat, QQ, Weibo, Zhihu, etc.) to disseminate unhealthy and non-real behavior are punished accordingly. Only by establishing an honest, safe and healthy environment can we promote the development of social reading for the whole people and even for college students based on WeChat platform.

4.2.2 Enhanced Content Regulation

The main body of reading itself is content, and it is the core of college students' social reading problem based on WeChat platform. The first is the need to ensure a high-quality source of information, that is, the content must be high quality. In the construction and maintenance of WeChat platform, the quality and source of articles should be selected. Second, it is necessary to combine readers' interests and social hot spots to create article content. Only following the hot spots of current events can ensure that the content is hot and hot, keeping up with the pace of the times. Third, it is necessary to create a more friendly and efficient reading process for users. In the design process of reading product content, add options such as read, unread, and Mark notes to enhance the purpose of the user's reading and enhance the sense of achievement.

4.2.3 Strengthen Reading Subject Autonomy

When using WeChat for social reading, college students are encouraged to carry out in-depth reading. When reading the content, carefully read, continually ponder, and combine facts to enhance self-learning and speculative ability. At the same time, strengthen interaction and discussion with others, and also enable college students to conduct better social reading.

5. Summary

There are many problems with social reading for college students: reading is not in-depth enough, reading energy is not enough, reading interaction is not strong enough, etc. In order to address the above problems, the government, the media, content, individuals and other aspects should play their respective roles, especially the college student group. We should strengthen in-depth reading, make

good use of fragmented time, and learn to read and interact, and promote the sound development of social reading.

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