Analysis of Characteristics of Social Reading APP Use Behavior of High School Students

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Abstract. Social reading activities are mainly completed through apps, so social reading apps have important research value. This paper analyzed the behavior characteristics of APP socialized reading through questionnaire survey, which was represented by high school students in Changchun district. The analysis results can not only find the current status of social reading of high school students, enable parents and schools to guide their reading behavior correctly, but also provide some reference and inspiration for the design of reading APP.

Keywords: High school students, Socialized reading, Reading behavior.

1. Introduction

With the development of mobile Internet, people's reading mode has gradually changed from the traditional paper media reading mode to digital reading mode, presenting the characteristics of electronic and digital. With readers as the core, social and content reading comes into being. In the process of social reading, readers can not only express their views in the form of comments, but also share the content they are interested in in words or pictures on the social network.

Social reading activities are mainly implemented through social reading apps, including specialized social reading apps like Flip board and ZAKER, as well as clients like Netease cloud reading and Sohu news.

Through continuous optimization of technology, these apps gradually meet the reading requirements and experience of different users and present three core functions to users, namely content aggregation function, personality recommendation function and social function.

2. Socialized Reading

2.1 The Definition of Social Reading.

Social reading is a new reading mode with readers as the core, which emphasizes sharing, interaction, communication and social contact. Compared with the traditional reading mode, social reading pays more attention to the readers themselves, pays more attention to the reading-based social contact, advocates the user-generated content, common communication and common profit, and realizes the infinite enlargement of reading value on the basis of multi-level interaction. In terms of content, most social reading apps do not produce content. Instead, they aggregate online information and then process it to create a "One-Stop" reading mode for users. In addition, by combining the reading behavior of users and using scientific algorithms for content screening, information mining, accurate push, etc., personalized intelligent recommendation is provided for users. In short, social reading is a kind of reader-centered, mass information coexistence, personalized Shared reading.

2.2 Characteristics of Social Reading.

Social reading is an emerging way of reading based on the Internet environment in which users participate in interaction, sharing and communication. Compared with traditional reading, social reading has four characteristics.

The first is the digitization of reading content. Compared with the traditional way of reading, social reading first is changed on reading media, develops gradually by the previous paper books to electronic equipment for reading media, information resources are more abundant reading model, at

the same time the development of mobile electronic devices also makes the reading behavior of social reading more convenient, more conducive to read the contents of the sharing and communication.

The second is to provide a one-stop reading service. The realization of social reading is inseparable from the development of big data application technology. APP developers realize the aggregation of information at the technical level and provide users with one-stop reading service, which enables users to get more information within the limited time. In addition, cloud computing is used to analyze and locate users' reading behavior, mining the keywords generated by their search, browsing and subscription, and providing users with personalized and intelligent reading experience.

The third feature is the realization of two-way interactive reading. Readers as the core of social reading users from passive to active, after clear their own reading goals, in turn, need to search for content, can be actively involved in the interaction, including between the reader and the reader, the share and exchange between the readers and the author, through reading communication implement two-way transmission of information, improve the efficiency of reading and reading value.

A fourth feature is the ability to create greater reading value. Reading can also be called social interaction, social is done by thumb up, sharing and comments, each user has their own reading social circle, when a certain user from social behavior, there will be more users to share the information of involved, in the process of information spread constantly also constantly improve the information value.

3. Data Analysis

In this paper, high school students were surveyed, and 250 questionnaires were distributed in Changchun City, and 226 valid questionnaires were collected. Among these valid samples, the proportion of men and women is not much different, at 49.56% and 50.44% respectively.

3.1 Reading Device Selection

According to data analysis, most high school students chose to use smart phones as reading terminal devices, with a ratio of up to 83.63%, which is quite different from the proportion of other three types of reading terminal devices. Among them, choosing a tablet such as iPad as reading the number of terminals is 7.96%, the number of people choosing computers is 5.75%, and the number of e-readers is the least, only 2.65%. It can be seen that multi-functional mobile electronic reading devices are more popular among people, and mobile phones, as a representative with many functions, convenient carrying and simple operation, should be the first choice for users.

3.2 Reading Content Selection

From the data point of view, users pay more attention to leisure and entertainment information when reading, and thus relax themselves. But at the same time, I am also concerned about news information and social dynamics. It is undeniable that readers do not forget to recite literary classics and use social reading to learn knowledge and skills, and the overall reading atmosphere presents a positive trend.
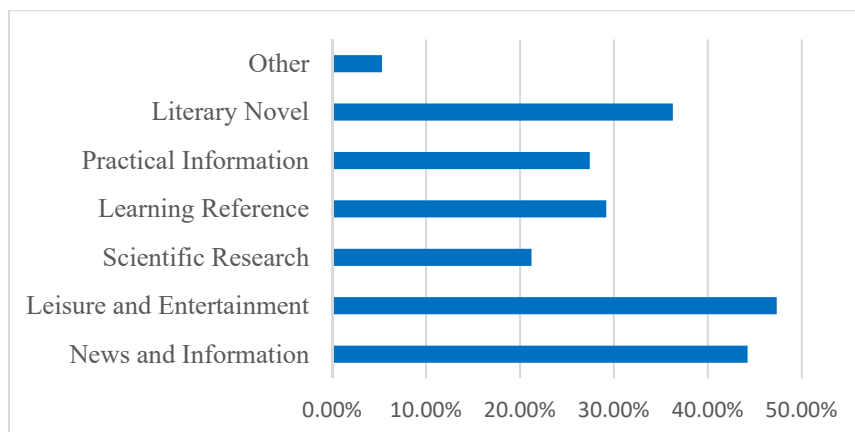
Fig. 1 Reading Content Statistics

3.3 Reading Frequency and Time

For the use time of high school students' social reading APP, this paper studies from two aspects: the frequency of reading and the length of reading. High school students who read 4-6 times a week accounted for 16.37%, high school students 2-3 times a week accounted for 21.24%, and once a week or even less accounted for 23.01%. The reading time is shown in Figure 2.
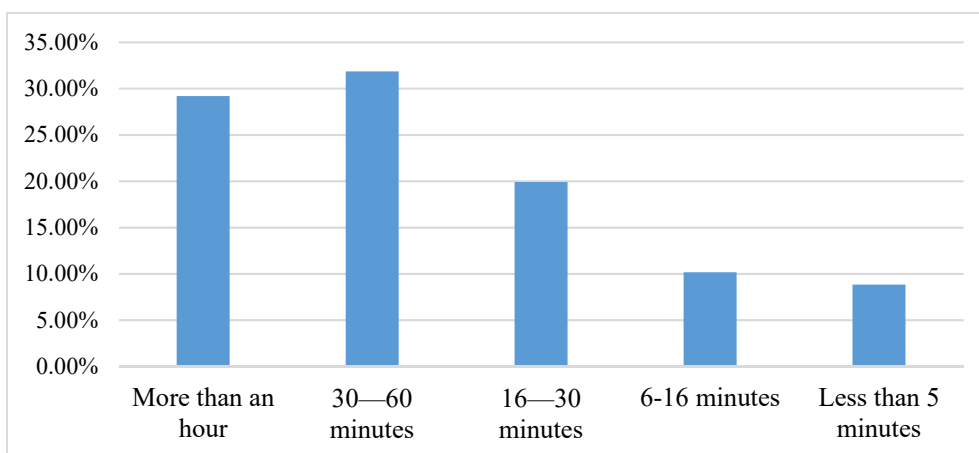

Fig. 2 Statistics of each reading time

3.4 Recommended Function Analysis

The recommendation function is one of the core functions of social reading apps. Based on users' previous reading preferences, subscription keywords and search keywords, they can infer the reading contents that users are interested in, and then rec['ommend relevant contents to users. In this survey, half of the high school students (52.65%) want the content of APP to be generated according to their previous reading preferences. Nearly one-third of the high school students (30.53%) want the content to be generated according to the keywords they have used in search, while only a few high school students (16.81%) want the content to be generated according to the keywords they have subscribed to. The implementation of the recommendation function makes the social reading APP more user-friendly, and gradually realizes the accurate push in the use process, making the software better understand the readers and saving the time for readers to search for the content.

4. Social Function Analysis

This paper mainly studies the social interaction behavior of high school students when they read from thumb up, sharing and review. Survey found that the will to share the content of some aspects, choose the number of "will" and "not necessarily" basic, for will share their favorite content and will

share for others to evaluate these two problems, both half of the user to select depending on the specific situation, part of the user selection is "interaction", 13.72% of users choose not to act.

There are many purposes for high school students to read and exchange. The most important thing is to obtain knowledge or information through reading and communication. The number of people is 65.93%, and the second is to share knowledge or information with others, accounting for 38.94%. The time (31.42%) and the number of people who expressed their inner feelings (30.53%) are similar, in the third place. As shown in Figure 3, the main purpose of high school students' social reading exchange is to acquire and share information, improve reading value, and achieve unlimited magnification of reading value.
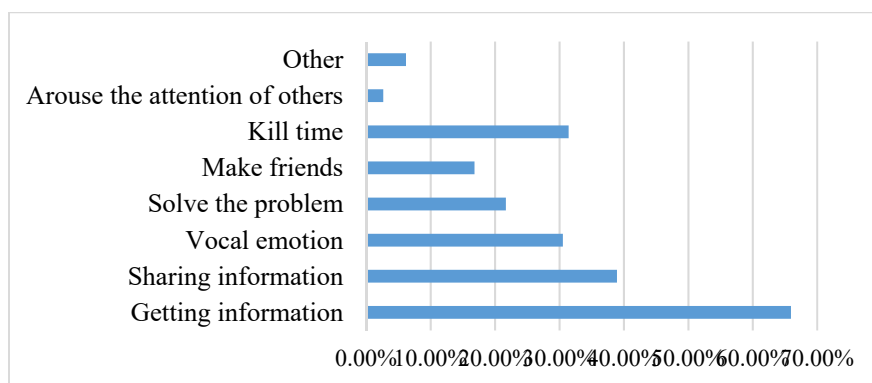

Fig. 3 Reading purpose statistics

Social function is the main feature of social reading, which is different from traditional reading. However, according to this survey and analysis, senior high school students are not very dependent on social function, and social function is not the primary consideration in their choice of APP. In contrast, aggregation and recommendation functions are more recognized by users.

5. Summary

Generally speaking, social reading APP is more popular with the public, because the operation is simple and fast, can achieve "fragmentation" of the way of reading, so that today's fast-paced life of the scattered time can be fully utilized. Through social reading, users can also share resources on the basis of reading, acquire knowledge and information through reading and communication, and also display their talents, so as to achieve the effect of meeting friends with books and enhancing their feelings, greatly improving the value of reading. Although the development of social reading APP is not perfect, the future development space is still very broad.

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