

# Fragmented Reading of College Students and Its Social Influence in the New Media Age

Qun WU

Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China  
ryzz\_9999@163.com

**ABSTRACT.** With the continuous rapid development of various types of informatization, networking, and technology, the new media era has officially arrived. Under the background of this era, people's traditional reading methods have been completely changed and upgraded, showing different characteristics such as fragmentation, swiftness and defamiliarization. "Fragmented reading" has become one of the favorite and most commonly used forms of reading by college students. In view of this, the author in this article analyzes and explores the characteristics of fragmented reading of college students in the era of new media and its positive and negative social effects for reference.

**KEYWORDS:** New media era, College students, Fragmented reading, Social influence

## 1. Introduction

In the era of new media, college students are more advanced in thinking, able to keep up with the times and keep up with the trend of the times, and under the influence of various advanced Internet technologies and information technology, college students' living habits and lifestyles are constantly changing. Changes occurred<sup>[1]</sup>. For example, "fragmented reading" is more favored and preferred in the way of reading, and information browsing, knowledge sharing, shopping and social activities on the Internet are realized through mobile terminals such as mobile phones. Objectively speaking, through advanced fragmented reading methods, college students not only obtained a wealth of information and various cultural and scientific knowledge, but also fully exercised their thinking skills. But at the same time, fragmented reading also reflects some of its own negative and negative influences, which will increase the impetuous psychology of students to some extent, weaken and affect the judgment and decision-making power of college students on various things.

## 2. Interpretation of the Overall Status of Fragmented Reading of College Students in the Era of New Media

In the era of new media, all kinds of information and data combined with the Internet have been rapidly disseminated and promoted, which is fully in line with the modern lifestyle of college students<sup>[2]</sup>. From a reading perspective, in this era, college students can subscribe to a wealth of short messages through WeChat, Weibo, and other small video APP platforms, and read and obtain information in their relatively fragmented and leisure time. Fragmented reading has now become the mainstream and general trend of college students' reading. The current status of the subject is reflected in the following aspects: First, fragmented reading can save college students a certain amount of time and energy. In the current era of new media, many social platforms and news clients are able to provide some short and rich information content, which allows college students to obtain the information resources they want in a short period of time without spending a lot of time on the Internet Searching and library consulting to obtain the corresponding knowledge can be said to be very convenient and time-saving. Secondly, in terms of the various preferences of college students' fragmented reading, the titles of many fragmented content are very attractive and clear at a glance. However, the value of the information obtained after clicking on the information is relatively ordinary, mediocre or even mediocre, but it can still have various degrees of impact on the emotional thoughts and values of the current college students. Of course, these effects have positive and negative aspects. one side. Finally, fragmented reading allows college students to have a certain degree of selectivity in the reading process. During the browsing process, college students can choose the information they want to know based on their reading hobbies and reading methods, but are not interested in some information. The content is ignored and filtered.

## 3. Analyze the Two Basic Characteristics of Fragmented Reading of College Students in the Era of New Media

### ***3.1 The Fragmentation of Reading Time Makes College Students' Reading More Interactive***

“Fragmentation” is conceptually derived from English fragmentation. It usually refers to a complete display of things in fragments<sup>[3]</sup>. In the era of new media with highly developed information technology and the Internet, the production and promotion of all kinds of news information can be described as dazzling and countless. Every day, every time period, or even every minute, different types, different contents, and different styles of news are produced. information. At the same time, the timeliness and interactivity of the new media itself also provides a lot of technical convenience for the comprehensive promotion and release of fragmented news. In the era of traditional paper media, if an excellent newspaper or radio and television media wants to push more detailed, rich and specific news content and information reports to readers, it must go through a relatively fixed news information production process and push Date, but also face various restrictions on the push time. However, in the era of new media, college students can obtain all kinds of information anytime, anywhere and at will. As long as they have advanced mobile terminals and networks such as smartphones or tablets, college students can browse and obtain all kinds of information content, and through Various types of information content publish their own opinions, opinions and opinions and complete the forwarding and secondary dissemination of information. This way of reading undoubtedly makes the entire fragmented reading more interactive and interactive, and allows college students to complete the most efficient fragmented reading purpose and enjoy a different reading experience in the limited reading time.

### ***3.2 Fragmentation of Reading Content Makes College Students More Active in Reading***

In the context of the new media era, the barriers for all kinds of information and news production have been greatly reduced. “We media” has become the hottest keyword. As long as you have a smart phone and related network technical support, everyone can be information. Publishers can be “self-media people”. The convenience of this kind of news information production not only brings vitality to the entire media communication market, but also allows college students to have more independent choices in the form and content of fragmented reading. However, in order to be unconventional and eye-catching, many news content often uses the “headline party” information push method, and the news content is relatively trivial and boring and has certain subjective tendencies, such as various celebrity privacy, parental short stories, negative social news, etc. , These fragmented reading content will inevitably have a certain negative and negative impact on college students, and even some college students' favorite information to browse and pay attention to is entertainment news, game news, and social negative news. This kind of reading characteristics and preferences will not only be heart-wrenching, but will also cause many obstacles to the judgment and decision-making ability of college students, which will affect their healthy growth and the formation of excellent personal qualities.

## **4. Analysis of the Social Impact of Fragmented Reading on College Students in the New Media Era**

### ***4.1 The Positive Impact of Fragmented Reading on College Students***

In the context of the new media era, fragmented reading has brought many positive influences and help to college students. First of all, fragmented reading can become a “guide” for some classic and fine-quality reading. With this kind of reading method, college students can read richer and more streamlined excellent works and excellent works, and enhance reading hobby, improve reading efficiency and reading quality. Secondly, the sharing method of fragmented reading can expand the reading range and ways of college students infinitely, which means that it provides a wider channel and space for optimizing various reading content and the dissemination of meaningful and high-quality information. Finally, college students choose the fragmented reading method, which can save time and be more flexible and convenient in reading methods. College students can use their spare time, leisure time, and bedtime for fragmented reading to enrich their knowledge system and increase the rate and efficiency of reading and knowledge acquisition. This advantage is far superior to traditional reading models and knowledge acquisition methods.

### ***4.2 The Negative Impact of Fragmented Reading on College Students***

To be honest, fragmented reading has brought many positive effects on the reading style of college students in the new era, but also many negative and negative effects. For example, many college students often do not pay attention to listening to lectures in class, and use mobile phones to read fragmentedly, which affects the effect of classroom learning and the construction of style of study. In addition, many college students are addicted to and fragmented reading different types of content, but these content are not only elegant, healthy, and positive, but also some vulgar, negative energy and even poisonous content. To some extent, this will inevitably affect the healthy psychology, thinking and analysis ability of college students, and even cause some misunderstanding and confusion among college students, which seriously affects the reading effect and reading purpose. Although fragmented reading has become the

mainstream reading method for college students, traditional reading cannot be completely replaced by electronic reading. However, it is worth pondering and discussing that the typesetting, printing and publishing of traditional books must undergo rigorous scrutiny and review before they can be finalized and published. Fragmented reading does not have various constraints, and is rather random and instantaneous. Once the selection of content loses its due standard restrictions, it will inevitably have various negative effects on the rigor and selectivity of college students' reading. These problems and deficiencies must be effectively resolved in the future.

## 5. Conclusion

In summary, in the era of new media, fragmented reading mode has had many effects on college students, including both positive and positive effects, as well as negative and unhealthy fetters. Therefore, college students must face up to the true connotation of fragmented reading, be able to “get the dregs and get the essence” and adopt scientific and rational reading choices and reading strategies, so as to truly acquire more rich knowledge and improve their reading skills. logical thinking. Let yourself form a positive outlook on life and values through “fragmented” reading, and then study hard and grow into a “pillar of talent” of the motherland healthy.

## Acknowledgement

This article is the research result of the research on the impact of fragmented reading of college students from the perspective of new media in Jiangxi Institute of Clothing Technology, project number JY201806.

## References

- [1] Baodi Lu. Analysis of College Students' Reading in the New Media Environment. Publishing Wide Angle, No.17, pp.89-91, 2018.
- [2] Xuezhi Zhou, Mengzhi Yao, Zi'an Wang. The impact of the “fragmentation” phenomenon in the era of new media on the education work of colleges and universities and the countermeasures. Beijing Education (Moral Education), No.10, pp.41-45, 2018.
- [3] Lulu Chen. Analysis of College Students' Reading Behavior in the New Media Environment. Theory of Learning, No.26, 2014.