

## NATIONAL READING UNDER DIGITAL TRANSFORMATION

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In the context of digital transformation, mobile phones, short videos, and fragmented information have profoundly changed people's reading habits. This article analyzes the negative impacts of fragmented reading and points out that digital technology presents both challenges and opportunities. To this end, it suggests fostering a positive reading mindset and making the most of fragmented time. Furthermore, leveraging technologies such as big data and AI, we can innovate reading methods and enhance the reading experience.

**Keywords:** digital transformation; national reading; fragmented reading; digital technology; reading habits.

## НАЦИОНАЛЬНОЕ ЧТЕНИЕ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ

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В условиях цифровой трансформации мобильные телефоны, короткие видео и фрагментированная информация существенно изменили привычки чтения людей. В данной статье анализируется негативное влияние фрагментарного чтения, при этом отмечается, что цифровые технологии несут в себе как вызовы, так и возможности. С этой целью авторы предлагают формировать позитивное отношение к чтению и максимально эффективно использовать фрагментарное время. Более того, используя такие технологии, как большие данные и искусственный интеллект, можно внедрять инновации в методы чтения и улучшать читательский опыт.

**Ключевые слова:** цифровая трансформация; национальное чтение; фрагментарное чтение; цифровые технологии; читательские привычки.

The wave of digital transformation is sweeping through our daily lives. Mobile phones, short videos, and fragmented information are quietly changing our reading habits. In-depth reading seems to be becoming increasingly scarce, while quick and shallow reading has become the norm. So, in the context of the rapid development of information technology, how can universal reading meet the challenges and seize the opportunities? This article will explore the impact of digitalization on reading, analyze the problems caused by fragmented reading, and explore how to use digital technology to cultivate good reading habits and promote the construction of a book-loving society in the new era.

Fragmented reading may seem convenient and quick, but it lacks depth and systematicity, easily leading people to a state of superficiality. Over time, this can lead us to seek so-called time-saving shortcuts, passively relying on and accepting the input of fast-food culture, and becoming lazy about taking the time to delve deeper, thus losing the critical thinking and discernment that should be present in the reading process. Even more seriously, in an effort to attract attention, the internet is flooded with sensationalist articles, some of which have extreme viewpoints, even confuse right and wrong, or contain common sense errors and logical fallacies [1]. It should be noted that this is not an argument against publishing articles using the mobile internet and social media platforms; it is simply a commentary on the current state of fragmented information dissemination. Ultimately, building a bookish society and promoting universal reading requires leveraging mobile internet technology and fully utilizing digital platforms.

Short videos have attracted a large number of users with their vivid and intuitive form, because compared with long paragraphs of text, videos can give people an intuitive feeling of getting the information they need faster. However, when we turn our attention to the content of various short video platforms, it is not difficult to find that the short videos that have received a lot of attention are often some entertainment content or social hot events that attract attention in a short period of time. After the popularity has passed, it is difficult to leave people with deep thoughts. These short videos not only make people spend a lot of time chasing hot topics or entertainment, but also encourage short video content producers to rack their brains to find and create hot topics, and even sensationalize them [2].

How to cultivate good reading habits under digital transformation? First, people need to develop a healthy mindset about reading, recognize the importance of intensive reading, and proactively reduce their reliance on fragmented information and short videos. Opening a book is like stepping into a different world. When we approach books and reading with a heart that explores the unknown, the doors to a vast and diverse world of books will naturally open up. Therefore, subjective intention is crucial to reading. For example, a news report captures your attention, and you search for related books to gain more detailed information. While initially obscure and difficult to understand, the desire to explore will ultimately overcome temporary difficulties. Often, while reading a book, you'll find references to other related books or knowledge, seemingly opening doors to new and uncharted territory and inspiring you to explore further.

Secondly, we should make full use of fragmented time, create a daily reading plan and stick to it over the long term. Over time, it will form a habit, or even become a lifelong hobby. This method may seem simple, but it requires persistence day after day. Some people worry that it is difficult to find time to read after work or study, but that is probably self-consolation. Otherwise, how can we «squeeze» in several hours of screen time every day? Here is a method to manage reading time and overcome fragmented reading by making full use of fragmented time. For example, during your daily commute, you can temporarily put down your phone and pick up a favorite book to read. This can not only kill the boredom of the commute, but also allow you to temporarily calm down and read.

Digital technology can be a double-edged sword for reading. Leveraging big data and multimedia information technology can make reading easier, more efficient, and more enjoyable. Currently, many mainstream reading apps use algorithms to analyze historical reading data, search history, and browsing habits to create precise user profiles and recommend relevant books, articles, or information based on user preferences. Furthermore, these apps proactively promote offline book clubs, online book reviews, and livestreams hosted by publishers, authors, and reviewers, tailored to user preferences. This transforms reading into a medium for cultural exchange, transforming readers from individuals into a community of readers sharing a common interest. These platforms allow readers to not only experience the author's thoughts through text but also connect them to readers through face-to-face interaction. The application of audio reading technology, which converts text into audio and uses speech synthesis technology and professional voiceovers, has greatly improved accessibility for those who find it difficult to read

printed books. In recent years, breakthroughs in AI technology have led to a greater diversity in audiobook options. The application of VR and AR technologies creates a virtual reading environment for users, giving them an immersive feeling. AR technology can superimpose virtual information with the real world, providing rich and colorful presentation effects and interactive modes, and bringing the presentation of book content to its fullest potential [3].

Cultivating a reading habit among the nation and building a culture of reading is both a legacy of long-standing history and a necessity for the social and cultural development of the new era. In today's era, the wave of digitalization is sweeping across the country, presenting both challenges and opportunities for universal reading. On the one hand, information overload and fragmented reading are testing people's patience for in-depth reading; on the other hand, digital transformation has also opened new doors for reading. It breaks the constraints of time and space, providing readers with precise navigation through personalized recommendation systems, and revitalizing texts through technologies such as audio reading, making a vast amount of reading resources accessible. Only by embracing the trend, actively participating in the wave of digital transformation, and with unwavering conviction and innovative measures, can universal reading take root and flourish in the new era.

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