READING HABIT IN DIGITAL ERA: CHALLENGES AND OPPORTUNITIES

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Nuning Kurniasih holds Master degree in Library and Information Science from Universitas Indonesia. She started her career in 2000 as Lecturer and Researcher at Universitas Padjadjaran (Unpad), Bandung, Indonesia, where she served as Secretary of Public Relations, Head of Computer Laboratory etc and currently is heading the Computer Mediated Communication Laboratory at Faculty of Communication Science. She joined the project on Historical Archive for Human Evolution and Development at Leiden University, Netherlands in 2011. She is representing Indonesia in the Editorial Board of ELIS since 2016, Country Coordinator in International Librarian Network (ILN) in 2014 and Editorial Board of “Journal of “Informatics Studies” since 2014. Her research interest are Information Economics, Social Media, Information Retrieval, Digital and Cultural Literacy, Health Information, Informatics/Altmetrics, Digital Archiving and ICT application for knowledge management. She achieved "The Top Conference Paper Myung-Seok Park Award" from Pacific and Asian Communication Association (PACA) 2014 and The Best Paper in 3rd International Conference on Social and Political Sciences (ICoSaPS 2016). More about Ning : www.nuningkurniasih.wix.com/ladangilmu
READING INTEREST IN INDONESIA

1. Indonesia in the second-lowest rank of 61 measurable countries for its "literate behavior characteristics" everything from numbers of libraries and newspapers to years of schooling and computer availability (John Miller, president of Central Connecticut State University in New Britain in Jakarta Post, 24 Maret 2016).

2. Only one out of 1,000 Indonesians is passionate about reading. The study sets out data from 61 countries, drawing from sources ranging from UNESCO to the Program for International Student Assessment (PISA) conducted by the Organization for Economic Cooperation and Development (OECD).

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THE INDICATORS OF READING HABIT

1. Attitude toward reading.
2. Reading frequency
3. Books read
4. Time spent on academic reading and non-academic reading
5. Motivation in the family environment and in the academic environment

(Gaona and Gonzalez, 2011)
READING HABIT IN DIGITAL ERA

- The advancement of information technology and communication has transformed the society’s characteristics and culture, including its reading behavior.
- Therefore, the parameters of reading interest need to be adjusted to the transformation currently exist.

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Data from Ministry of National Education of Indonesia, 2011
READING INTEREST IN INDONESIA

- A survey in the third to the fourth quarter of 2015, revealed that Indonesians tend to have a particular reading habit.
- Eight in ten Indonesians still read every day.
- More than 92% of respondents expressed that the internet becomes the number one priority to look up for news.


- Then how is the contribution of reading through online media to the index of Indonesian reading interest?
READING HABIT IN DIGITAL ERA

1. The digital transition has resulted in people moving from a vertical to a horizontal information seeking model, a process that leads to them becoming viewers rather than readers.

2. The Web is a visual platform, like TV in many respects, and reading from a laptop or PC is hardly a pleasurable experience.

3. People multitask when online.

4. We are being conditioned to accept fast information (as we have accepted fast food).

5. E-books will increase the prevalence of ‘lite’ reading behaviour.

6. Smartphones are going to take it all to another level (we have seen nothing yet) (Nicholas, 2011)

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1. “CIBER know a great deal about how people ‘read’ in the virtual environment because they all leave their ‘footprints’.”

2. “Obtains its data from the millions of digital footprints people leave behind when visiting a website or using a digital information service, irrespective of what platform they use”.

3. Most website visits see only 1-3 pages viewed and at least half of all visitors never come back – they are promiscuous, preferring always to move on to something else (Nicholas, 2011).

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4. People tend to do things quickly, so they read the contents briefly without a proper attention then share it shortly without accuracy check. It is as if everyone wants to be the first source of the information.
OPPORTUNITIES

Value added in Digital Reading:

1. Active users, reading becomes a social activity (Fuller and Sedo 2014).

People use social media to share reading materials, discussing it, and then even produce new contents out of it. The dissemination of reading materials through social media in Indonesia is very potential, considering the amount of social media users in Indonesia has reached 66 million out of 88,1 million internet users in Indonesia (Kemp 2016).

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Value added in Digital Reading:
2. Smart devices
3. Connectivity
4. Share and open resources
5. Digital reading platform
6. Amount of Online News Readers in Indonesia

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OPPORTUNITIES

The Society Characteristic in Digital Era

The society characteristic has transformed along with the evolution of ICT. The society nowadays, specially the digital native generation, tends to be online all the time. They want to get multisource information in multimedia form immediately; they are multitasking; they interact real time and create contents limitlessly. It eventually affects their reading needs and behavior.
Reading Behavior in Digital Era

- Message on online media, especially social media, has its own characteristics, that is: everyone can generate information; message delivered briefly; information distribution is incredibly fast and simultaneously; also there is interaction among the users, both real time and non real time. Then, society’s reading behavior changed. As if the world is in our hand only by having a gadget. Actually, people do reading all the time, whether reading web contents, news contents, news feed on social media, e-book, email, etc. Accessing reading materials is only a thumb away. In one hand, people tend to do things quickly, so they read the contents briefly without a proper attention then share it shortly without accuracy check. It is as if everyone wants to be the first source of the information. On the other hand, there is a potential to revive the reading habit. We can make use of people tendency to actualize themselves in social media to popularize reading habit.

- Considering the change of reading behavior, reading interest is not necessarily about how many books have been read, but also how many of information sources or online reading materials have been clicked, read, shared, discussed, saved or downloaded.

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OPPORTUNITIES

Digital Reading Platform

SERVICES NEED MORE THAN CONTENT

Community
- Bonds with friends
- Social capital
- Wisdom of crowds

Context
- Time
- Device / Environment
- Location

Content
- Media
- User-generated
- Metadata

Three “Cs” are needed to make compelling services and apps

CLOUD SERVICE – WHY NOT READING?

- All my reading in the cloud
- Optimised for all of my devices and locations
- And therefore reading styles
- My reading comes with me when I change devices
- Personal investment rewarded by recommendations

Source: Pride, 2011

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STRATEGIC OF IMPLEMENTATION
The parameters of digital reading interest
- Reading interest can no longer be assessed by how many books have been read, but also how many reading materials online have been clicked, read, shared, discussed, saved, or downloaded.
PROVIDE READING MATERIAL

Basically, reading is language ability through texts understanding aimed to gain information, increase knowledge, entertainment, and self-development. Thus, texts in any forms stimulate readers’ mind to achieve certain goals can be regarded as reading activity. Then the next stage is to analyze the reading materials, the source, the media, and the reading goals. Knowing the reading materials help to develop the collection of information sources or reading materials, in order to provide readers with good quality reading materials and reliable sources. Meanwhile, knowing the reading media is needed to generate a strategy to distribute information or reading materials. Good quality reading materials hopefully will encourage people to produce beneficial output. Entering digital world means we have to be ready with digital reading materials.

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ADEQUATE INFRASTRUCTURE

- The accessibility of reading materials plays big role in affecting reading interest. Although gadget usage has reached remote areas in Indonesia, but the digital gap is big. At least, internet connection and PC need to be provided for the society.

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HUMAN RESOURCES CAPABILITY

Digital literacy is needed as guidance for the society to connect with the digital world.

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CONCLUSION

Digital era has changed society’s reading behavior. Thus, the parameters of reading interest need to be revised. Reading interest can no longer be assessed by how many books have been read, but also how many reading materials online have been clicked, read, shared, discussed, saved, or downloaded. It is the key for government to provide good quality reading sources online based on online readers needs, interests and behavior.

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Sebagian materi dalam slides ini dikutip langsung dari:
Reading Habit in Digital Era: Indonesian People do not Like Reading, is it True?
Terima Kasih

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