I. Background and Primary Findings

Reading Promotion for Children and Young Adults: How Web 2.0 Tools Influence a New Generation of Readers

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Introduction

Purpose of the study
To examine people’s interactions through social media for children and young adults’ reading promotion and considerations in the school and public library setting.

Social Media
“an aspect of the internet which allows individuals and groups to create and publish online content, share the content, and interact about it” (Lusk, 2010, p.3).

Reading Promotion Activities

Influenced by the changes of the publishing industry and media technology:

- 1980s: large-scale chain bookstores
- 1990s: online book clubs and various Internet resources
- Early 2000s: reading promotion activities became more stimulated by creators.
Social Media and Youth

- 73% of American teens (aged 12-17) with Internet access use social media.
- Social media is an essential tool for teens’ daily communications.
- Children and young adults today construct their knowledge and skills by participating in social media activities.

Three Distinct Groups

- *Creators*, including authors, publishers, and vendors
- *Intermediaries*, including teachers, librarians and parents
- *The intended audience* of children and young adult readers
Types of Social Media Interactions

1. Interactions among creators
2. Interactions among intermediaries
3. Interactions among readers
4. Interactions between creators and intermediaries
5. Interactions between intermediaries and readers
6. Interactions between readers and creators
7. Interactions between creators, intermediaries, and readers

II. Examples
Creator Interaction

Interview between YA authors Holly Black and Cassandra Clare arranged by their mutual publisher Simon and Schuster

Intermediary Interaction- Professionals

Librarians who LibraryThing a forum group on LibraryThing for librarians with over 8,500 members
Intermediary Interaction- Parents

Parents are more likely to use *Commonsense Media*.

This website evaluates media for age appropriateness as well as violence, sexual situations, bad language and substance abuse.

Reader Interactions

Technically savvy Children and Young Adult promote literature by creating reviews either in blogs on video blogs.

Readers may generate fan responses such as montages, fan art, or fan fiction.
Reader Interactions- Fan communities

- Some books or book series inspire online fan communities devoted to that book.

- The Harry Potter series was one of the first of its kind to inspire a huge online fan following with lots of social media involvement.

Fan Creativity

- Fans are so connected to the book or book series they are interested in both creating and consuming all kinds of fan-created media connected to the original story.
Creator/Intermediary Interactions

Children’s poet Shel Silverstein’s website has a subsection for teachers and parents.

Communication tends to be more one-sided with creators communicating to intermediaries.

Publisher RandomHouse has a subsection for teachers and librarians.
One school librarian with an incredible web presence is Buffy Hamilton of Creekview High School in Canton, Georgia.

Public Libraries use social media to build up community involvement in their programs.

Public libraries use platforms such as blogs, GoodReads and YouTube to promote books and their youth reading programs.
Creator/Reader Interaction

Some authors will market the books themselves with the use of social media while others work with the publishers to promote their books.

Creator/Reader Interaction

Many authors maintain a blogs to promote their works. also use their blog to showcase fan art work and answer fan questions.

Author and Printz winner John Green maintains a video blog called Vlogbrothers with his brother, musician Hank Green.
Creator/Intermediary/Reader Interaction

Skype or video broadcasting software is used for long distance meetings with authors and readers usually facilitated by librarians or teachers.

Youtube video of Barbara Mahler's Skype visit to Cosgrove Middle School in Spencerport, NY to discuss her book A Hole in the Sky

Creator/Intermediary/Reader Interaction

Bitch Media’s blog post about the 100 Young Adult Books for the Feminist Reader which drew a controversial response by creators, intermediaries and readers.

Creator, intermediary and readers chimed in on blogs to discuss and argue these actions and fight against censorship.
Reflection

- Intent of the promotion can impact which form of social media is used.
- Librarians have a multitude of options for promotion reading through social media.

Additional Examples

- Sample of fan-made book trailer promoting *The Book Thief* by Marcus Zusak
- Sample of a book trailer created by Penguin Young Readers promoting *Matched* by Allie Condie
- Xmissbookobsessed Review of *Ink Exchange* by Melissa Marr: