


# READING AND INFORMAL LEARNING TRENDS ON YOUTUBE: THE BOOKTUBER

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## INTRODUCTION


**YouTube,**  
an online community where young people become co-authors and prosumers of new media and educational products.



**Informal learning,**  
fostered by the development of social, emotional and cognitive skills through intercultural interactions.



**Young people**  
need the opinion of their peers to select the most interesting titles, creating communities like Booktubers.



## OBJECTIVE

To investigate the factors that motivate young people to read through booktubers.



## METHODOLOGY

Literature review  
and  
Case studies

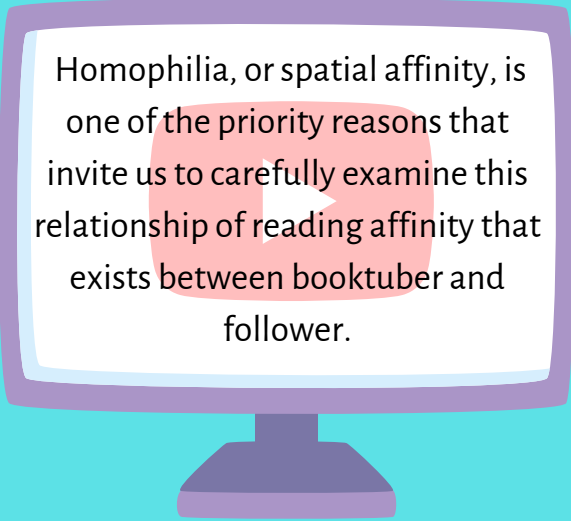
Javier Ruescas

Fly like a Butterfly



## RESULTS

Homophilia, or spatial affinity, is one of the priority reasons that invite us to carefully examine this relationship of reading affinity that exists between booktuber and follower.



Content that develops greater skills and narrative proficiency
1) The recognition of genres, formats and reconstruction of narrative worlds.
2) The comparison of stories, genres and formats.
3) The expression of identities and world views.

## CONCLUSIONS

The Booktube community is presented as a manifestation of new informal learning practices.



Javier Ruescas and Fly like a Butterfly also value the production and promotion of their own copies.



Booktubing has created a synergy of collaboration, recommendation and participation among equals.



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