

# BOOKTOKERS: GENERATING AND SHARING BOOK CONTENT ON TIKTOK

Nataly Guiñez-Cabrera and Katherine Mansilla-Obando

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## INTRODUCTION



**Virtual communities,** the statistics are worrying, the increase in teenagers' use of social media is on the rise, encouraging reading via social media platforms among teenagers.



**Reading,** is what enables us to learn and communicate, it helps us to understand and learn about the world. The recreational reading of books is consistently associated with the benefits of literacy



**Booktokers,** generate and share content about books on the social network TikTok. They create a community of readers where book recommendations and discussions are allowed

## OBJECT AND METHODOLOGY

Explore the acceptance and use of TikTok to generate and share content about books on this social network by being a booktoker.

Qualitative methodology

Semi-structured interviews

13 Latin American booktokers

Platform TikTok

July to August 2021

Thematic analysis (TA) proposed by Braun and Clarke

## CONCLUSIONS



This study highlights a new phenomenon in social media. Specifically, a new SMI that generates and shares content about books on TikTok: booktokers, who attract followers interested in reading and influence the motivation to read.



The findings indicated that the determinants explaining booktokers' acceptance and use of TikTok are: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, price, and generating community and networks.



This study is important for education, as a deeper understanding of this new phenomenon of booktokers can encourage educators to work together with booktokers to promote and encourage the habit of reading among adolescents.

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