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.