

Abstract

This bachelor thesis studies the influence of online book communities on social media and other websites on the reading habits and preferences of young adults. In particular, focusing on platforms such as Instagram, YouTube and TikTok.

The theoretical section presents a brief overview of our current understanding, literature, and research on these communities and the platforms they reside on. However, the cited sources only cover the book communities themselves and not the impact they have on their members or observers. This is precisely the issue that this thesis and its research addresses, if only at a surface level. Using semi-structured interviews with teenage members of online book communities, the research aimed to look at their personal experiences in an attempt to generalize them in order to answer the research questions and hypotheses. These included not only the primary question of the entire thesis, namely, In what ways do online book communities influence and shape the habits, opinions, attitudes, and preferences of teen readers, but they also asked the sub-question: To what extent does marketing interfere in these communities and influences their members, and how readers feel about them.

The data collected and the overall results of the research will hopefully help outline the impact of the interactions of members of book communities in the digital environment on individuals and on literary culture as a whole.

Keywords

Adolescents, young adults, reading, reading attitudes, factors influencing reading, books, online reading communities, influencers, social media