



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

TISZTA LAPPAL

A MODERN OLVASÁSI SZOKÁSOK
A KÖZÖSSÉGI MÉDIA
TÜKRÉBEN

HURTA RÉKA

BOOKTOK?



MI A BOOKTOK?

- **TIKTOK**
- **HASHTAG**
- **AZ AESTHETIC JELENSÉG**
- **BOOKTUBE**
- **BOOKSTAGRAM**





#booktok

194B megtekintés



틱톡과 보수동 책방 골목의 만남 📖 세상에서 가장 따뜻한 책방, BookTok
팝업스토어에서 책의 온기를 느껴보세요 ✨



my dad spent 14 years
writing a book

stonemaidens

It's a beautifully written...



needabiggerboo...

While I have done a bo...



torys_mom

Part 7 | v&v cute 🥰 ...



Books 📖

emlou_reads

On your birthday, you v...



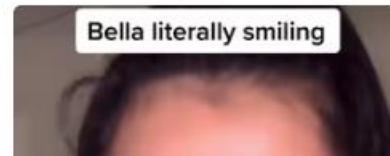
memes_funny.no1

#CapCut 📷 💕 🥰 ...



iphilgoodyo

it's so satisfying to film...



Bella literally smiling



Z GENERÁCIÓ

- DIGITÁLIS BENNSZÜLÖTTEK
- OLVASÁSI SZOKÁSOK
- INFORMÁCIÓSZERÉS
- ESCAPISM – MENEKÜLÉS



I LIKE TO CHOOSE
WHAT I'M GOING
TO READ MYSELF.

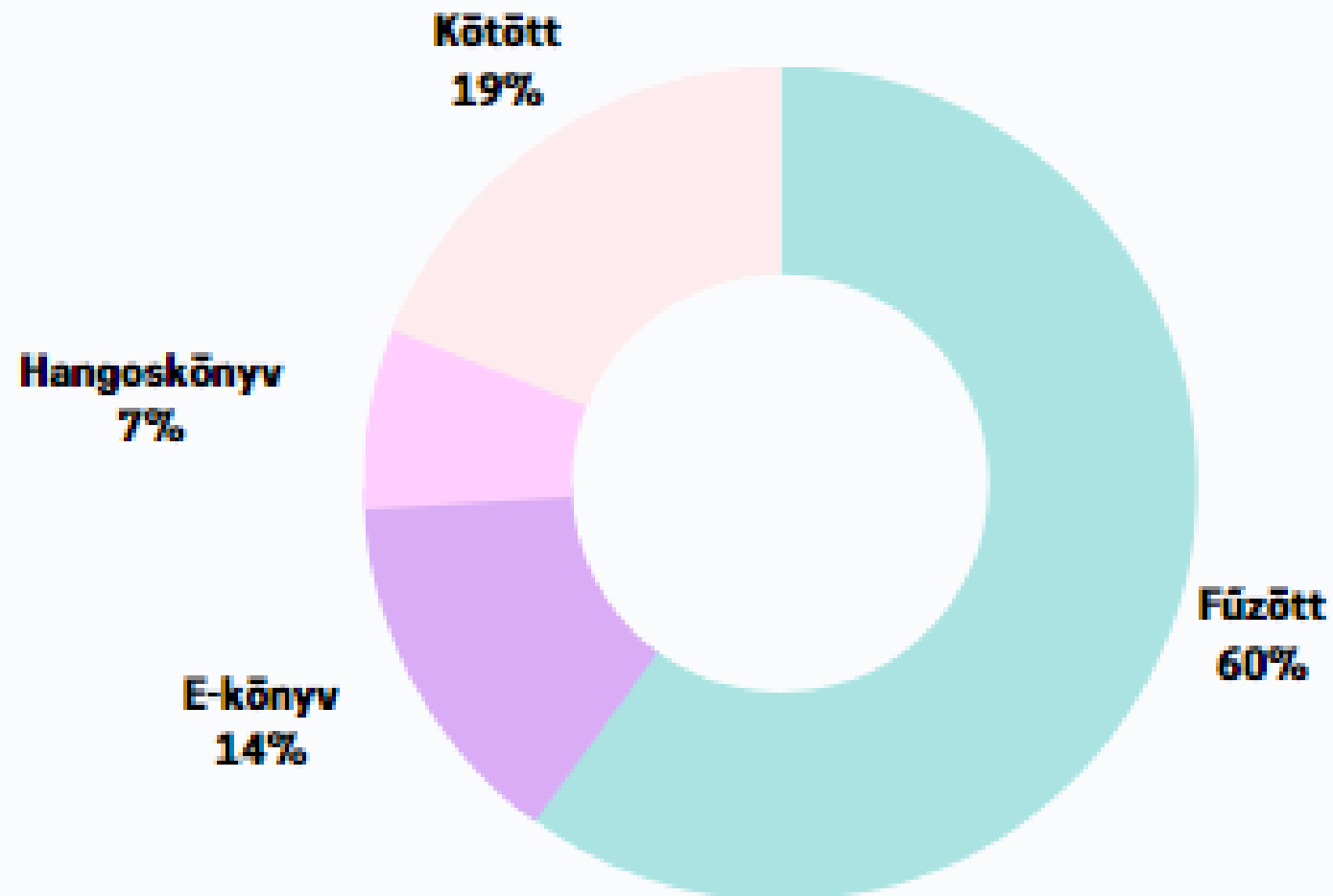


ESCAPISM - MENEKÜLÉS

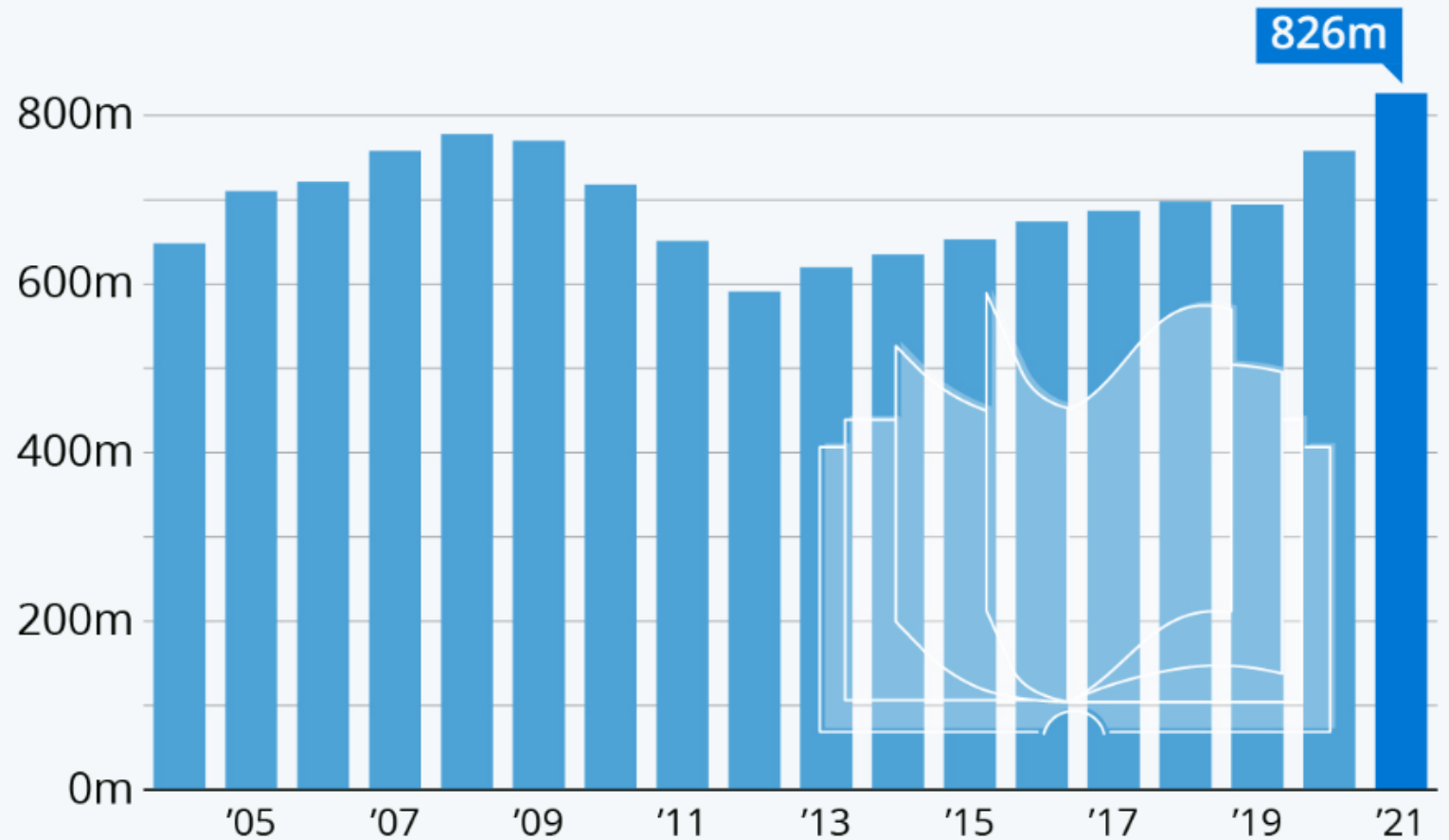
- TÚLTELÍTŐDÉS
- C. S. LEWIS, J. R. R. TOLKIEN
- KÖZÖSSÉGI MÉDIA
- FORMÁTUM



☾ AZ ELADOTT KÖNYVEK:



Az Egyesült Államokban eladott könyvek száma 2004 és 2021 között



Source: Publishers Weekly

MIT JELENT EZ?

- 2022: 788.7 MILLIÓ
- KORCSOPORT
- OLVASÁSI SZOKÁSOK
- BOOKTOK



A BOOKTOK EREJE

- **55% - RENDSZERES HASZNÁLÓ**
- **59% - AZ OLVASÁS SZERETETE**
- **68% - ÚJ KÖNYVEK**
- **RÉGI KÖNYVEK**



KONKRÉT SZÁMOK

- #BOOKTOK -194MILLIÁRD
- COLLEENHOOVER - 4.5 MILLIÁRD
- 150 MILLIÓ FELHASZNÁLÓ (USA)
- 760 MILLIÓ DOLLÁR

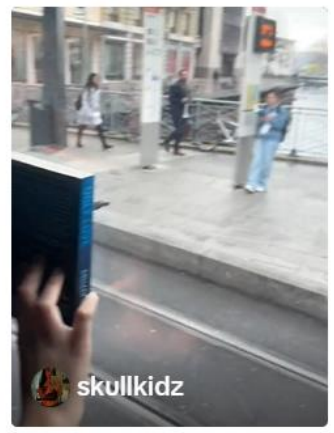


- For You
- Following
- Explore New
- LIVE
- Profile

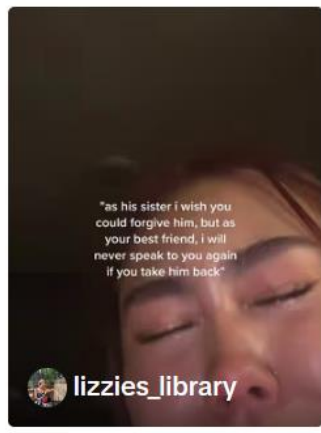


#colleenhoover

4.6B views



skullkidz
tiktok do your thing 🧟 ...



lizzies_library
this book ❤️ #booktok...



addiesbookstore
This acc will no longer ...



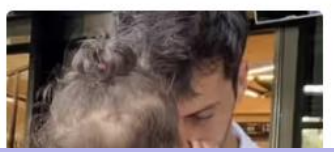
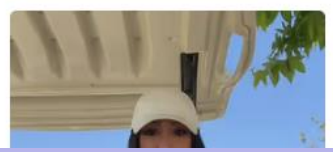
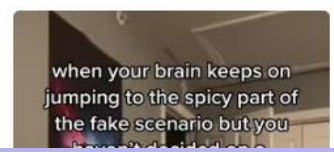
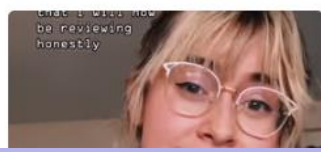
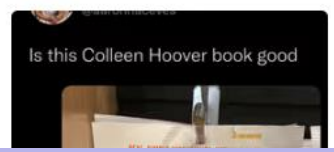
bookquotes03
This book is sooo good...



camilliehill
The way my smile fade...



nathalie.loves.bo...
New selfmade hardcov...



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Log in

Create effects

MŪFAJOK

- FANTASY
- SCI-FI
- ROMANTIKUS
- #DIVERSITY



BOOKTOK BESTSELLER

- **NEW YORK TIMES**
- **BARNES AND NOBLE**
- **KINDLE**
- **NETFLIX**





FORRÁSOK

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KÖSZÖNÖM A FIGYELMET!

