Booktubers

As if they were influencers, students present a book using a video format.

Flipgrid,Youtube

Soft-skill developed: Persuade, Non-verbal language, Public speaking

Introduction

The Youtubers phenomenon is already quite widespread. The students surely know and follow several influencers who, from their respective YouTube channels, are dedicated to talking about very diverse topics, from cats, to jokes, makeup tips, etc.

The Booktubers activity consists precisely in this idea of presenting, with the typical format of Youtubers, which our students know very well, a book, a part of it, personal opinions, etc... It can be a literary criticism of a work already read or an unboxing of a new book.

Perhaps this type of activity can be used more for individual readings, for example for students to talk about their own books, or the books they have been given for Christmas. However, it is also possible to use it if all the videos that are made revolve around the work that is being worked on in class.

The general idea is that the students, in teams (making a choral presentation among the members) or individually (but working for the team) produce videos with the corresponding format following the instructions given by the teacher.

Remember that the goal of Booktubers is to "sell" the product, convince others to read the book, recommend books, etc. For activities of the type of summary, opinions, etc, a Flipgrid, although both activities are very similar and could be interchanged, for example, so as not to repeat the same activity with two different books.

If you are hesitating between using the Booktubers activity or the Flipgrid activity, the difference is in the format. The videos of the Booktubers have to be better edited, you can add stickers, texts, etc... they work more on the ability to speak in public (in fact, it is

about “selling” a product). The videos on Flipgrid are not edited (although they can be recorded several times until they are satisfied) and they practice other soft-skills such as prioritizing content, due to the time limitation that is usually placed on them.

It is important to take into account the age of the students to choose to upload the videos to YouTube (better hidden) in which case the link would be sent, or upload the video to Google Drive and provide the link, or send the complete file the teacher. The minimum age to upload videos to YouTube is 13 years old.

Specific Booktuber vocabulary[1]:

- **Book tag**: Videos with a special theme related to books that the booktuber proposes to its users and vice versa.
- **Book haul**: The booktuber shows us his latest purchases or the books that have been given to him. This tag is used to show what has been gathered over a period of time. He also often comments on why he has decided to make the purchase.
- **IMM (In My Mailbox)**: It means “in my mailbox” and refers to the purchase, books taken from the library or gifts that the booktuber has recently received. If the booktuber opens the received packages in front of the camera to share that surprise moment with his followers, the video is called unboxing.
- **Wrap up**: In this kind of videos, the booktuber comments on the books he has read, that is, a video-review. Some prefer to do it once a week; others, once a month.
- **Book shelf tour**: Sample or review the booktuber's personal library.
- **Wishtlist**: Those titles that you want to get or that, with impatience, are waiting for their publication or translation into Spanish.
- **Top**: List of books by tastes.

Didactic orientations

To get into the matter, the first thing should be to show a Booktube channel. Below you will find the most popular:

The collector of worlds
Opening books
Accio books
Andreo Rowling
Word cloud

[1] Bibliography: Marquina, J. (2016). 10 keys to become the booktuber you would like to be. [Blog] *Julian Marquina*. Available at: https://www.julianmarquina.es/10-claves-para-conviertete-en-el-booktuber-que-te-gustaria-ser/ [Accessed 13 Apr. 2019]

Next, the students should be asked what type of activity they have to carry out. This will depend on whether you are working on the same book, or each one on a different one (in the option of reading on your own initiative).

The simplest thing, assuming that everyone is working on the same reading, is to make a wrap-up (video-review) in which the students comment on aspects of the book giving their assessment, a short summary, perhaps without revealing the ending, etc... for another type of activities related to specific aspects, perhaps better to carry out an activity of What do you think? (Flipgrid)

By working as a team, they will be able to record the video all at the same time, appearing in front of the camera as the script is distributed. Another alternative would be, if working on several books, that each one make their own video, and be evaluated individually, adding the score for the team grade afterwards.