

BookTok Brazil and new literary experiences



This study examines BookTok and how this reading community on the TikTok platform is transforming reading practices, literary discovery dynamics, and the publishing market in Brazil.

Key Findings:

Incidental literary discovery and entertainment:

On BookTok, exposure to books occurs in an unplanned manner, embedded within the consumption of entertainment content. Reading is associated with emotions, identification, sociability, and representation.

Expansion of impact beyond fiction:

Although often associated with the popularization of romance and entertainment genres, BookTok also drives the circulation of non-fiction works, including titles in philosophy and contemporary essays.

Impacts on the publishing market and bookstores:

BookTok influences sales, revives backlist titles, and shapes the organization of physical bookstore spaces, where platform-associated works gain prominence through curated displays, signage, and special editions.

Peer recommendation and the legitimation of reading:

Content creators have established themselves as key references for book recommendations, driven by perceived authenticity and proximity to their audiences.



Recommendations emphasize representation and diverse voices:

BookTok promotes diverse works, particularly those featuring LGBTQIA+ narratives, varied forms of protagonism, and themes related to identity and mental health, fostering stronger reader identification.

Expansion of readers' repertoires and its limits:

BookTok's community dynamics encourage readers to move beyond their "comfort zone" and engage with new literary repertoires.

Access the full study [here](#) and learn more!

