
RESEARCH ARTICLES

Instagram as a tool for the development of teenage reading culture

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ABSTRACT

This article presents the findings of a media monitoring study, focusing on effective strategies for shaping and promoting a reading culture on Instagram. The study also includes the development of recommendations for interested stakeholders. Media monitoring for the analysis of Ukrainian bookstagram was conducted on the LOOQME Hub platform from October 2022 to August 2023. A total of 1480 publications were analyzed, encompassing accounts of both private individuals and corporate Instagram pages. The study revealed a consistent growth in the dynamics of mentions of the hashtag #українськийбукстаграм (eng. Ukrainian boostagram) during the research period. It indicates sustained interest and activity within the bookstagram reading community. The typology of bookstagram publications is categorized into three main groups which are posts, comments, and comment replies. This classification highlights diverse interaction strategies employed by bookstagrammers with their audience. The study identified the most active accounts within Ukrainian bookstagram. Average visitation metrics of bookstagrammer accounts suggest consistent interest and activity from the audience throughout the research period. The findings confirm the high communicative potential of bookstagram and underscore its significance in the development of reading culture among Ukrainian adolescents. The analysis results can be applied for enhancing media literacy, fostering critical thinking, and are valuable in both pedagogy and the commercial interests of the publishing industry.

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АНОТАЦІЯ

У цій статті представлено результати дослідження медіамоніторингу, присвяченого ефективним стратегіям формування та просування культури читання в Instagram. Дослідження також передбачає розробку рекомендацій для зацікавлених сторін. Медіамоніторинг для аналізу українського bookstagram проводився на платформі LOOQME Hub з жовтня 2022 року до серпня 2023 року. Всього було проаналізовано 1480 публікацій, що охоплювали як акаунти приватних осіб, так і корпоративні сторінки в Instagram. Дослідження виявило послідовне зростання динаміки згадок хештегу #українськийбукстаграм (Ukrainian bookstagram) протягом досліджуваного періоду. Це вказує на постійний інтерес і активність читацької спільноти bookstagram. Типологія публікацій bookstagram поділяється на три основні групи: дописи, коментарі та відповіді на коментарі. Ця класифікація висвітлює різноманітні стратегії взаємодії, які використовують букстаграммери зі своєю аудиторією. Дослідження виявило найактивніші акаунти в українському bookstagram. Середні показники відвідування облікових записів bookstagramer'ів свідчать про постійний інтерес і активність аудиторії протягом усього періоду дослідження. Отримані результати підтверджують високий комунікативний потенціал bookstagram та підкреслюють його значення у розвитку культури читання серед українських підлітків. Результати аналізу можна застосовувати для підвищення медіаграмотності, сприяння критичному мисленню та є цінними як для педагогіки, так і для комерційних інтересів видавничої галузі.

КЛЮЧОВІ СЛОВА: культура читання, bookstagram, підліткове читання, соціальні мережі, читання в Instagram.

Introduction

Examining effective ways to shape reading culture on social media platforms is relevant nowadays. Adolescents are actively engaged in social networks, particularly Instagram, which offers short, fast, and emotional forms of content. This engagement is confirmed by the results of sociological research: the international project "Health and Behavioral Orientations of Youth" (Social Determinants and Indicators of Adolescent and Youth Health (based on the results of a sociological study within the international project "Health and Behavioral Orientations of Youth," 2019); the international project "European School Survey Project on Alcohol and Other Drugs — ESPAD" (Results of the 2019 study within the international project "European School Survey Project on Alcohol and Other Drugs – ESPAD," 2019); and the American study "Teens, Social Media, and Technology 2022" (Teens, Social Media and Technology, 2022).

However, there is an increasing focus on the destructive impact of social media. This impact is observed on the development of adolescents as individuals and members of society. For example, in Ukraine's national reading development strategy for the period up to 2032, "Reading as a Life Strategy," the following emphasis is placed: "Today, reading for pleasure and development as a life practice is losing its popularity in Ukraine, giving way to the consumption of 'fast' information from social networks, accessible video content, and television" (Reading as a Life Strategy, 2023).

Sharing this concern, we believe that attempting to steer teenagers away from social media is a futile and unpromising endeavor. A more constructive approach is to harness the significant communicative potential of social networks for educational purposes, particularly in shaping the reading culture of adolescents. To achieve this, it is essential to observe the practices of successful accounts in the relevant thematic areas and draw conclusions beneficial to various stakeholders.

Firstly, the research findings can be implemented by government structures responsible for cultural and educational issues to enhance media literacy and critical thinking among the population. This is crucial from the standpoint of strategic communications.

Secondly, the research results can assist educators, parents, and caregivers in engaging teenagers in reading books. In times of crisis (such as the Russian-Ukrainian war), this engagement can help alleviate stress and psychotrauma by redirecting attention to positive activities.

Thirdly, knowledge of effective mechanisms for building a loyal audience and promoting book products on social media holds commercial value for creative industries, particularly for publishers and book trade organizations.

The goal of the research is to systematize effective practices for the formation and promotion of reading culture on Instagram, and to develop recommendations for stakeholders. The research **objectives** include:

1. Determine the content, themes, and characteristics of the content available on the Instagram social network for teenagers.
2. Identify opportunities within the Instagram social network and its key measures that can be utilized for the development of adolescent reading.

Completing these tasks will provide a detailed understanding of Instagram's potential for the development of adolescent reading and identify optimal approaches in using Instagram in the cultural and leisure aspect.

Literature Review

The first theoretical foundation of the research is the theory of media culture and reading culture. According to the "Concept of Media Education Implementation in Ukraine," the formation of media culture in society and the preparation of individuals for safe and effective interaction with the modern mass media system are the primary tasks of media education (Mediasapiens, 2016). The issues of media culture have been studied by O. Baryshpolets (Baryshpolets, 2009), Y. Hrabovsky (Pushkar & Hrabovsky, 2022), T. Kraynikova (Kraynikova, 2016), and L. Naidyonova (Naidyonova, 2018).

Contemporary teenagers cannot imagine life without active interaction with media and social networks. They define their cyber-socialization. The formation of personal media culture and reading culture becomes crucial aspects of youth education since achieving complete control over the media is impossible. Media culture includes skills of search, perception, critical analysis, and adequate evaluation of media products, as well as the ability to create their own media products based on conscious values and beliefs. Reading culture interacts with media culture, especially concerning the reading of media texts.

In particular, the key concept of the research is "reading culture," which has been worked on by V. Balyuk (Balyuk, 2016), T. Dovhan (Dovhan, 2020), I. Pohribna (Pohribna, 2023), V. Lutsykina (Lutsykina, 2016), and K. Tuchak (Tuchak, 2023).

In defining reading culture, we rely on the definition proposed by the scholar V. Balyuk. Reading culture is a "complex integrative formation of personality that includes components such as the need for reading and a sustained interest in this process; reader's erudition, the ability to perceive a literary work at the level of analysis; a certain level of developed reading skills, the development of cultural communication with a book; full understanding of the read work; the ability to identify the theme and main idea of the text, its purpose; the presence of age-appropriate literary knowledge, skills, and abilities; the ability of students to use reading as a means of acquiring new knowledge for further learning; the necessary level of theoretical-literary knowledge; creative abilities, the ability to assess and interpret" (Balyuk 2016, p. 59).

The second theoretical foundation of our research is the theory of social networks. Adolescents use social networks on an increasingly large scale, directing their interests into the online environment.

Instagram in the context of entrepreneurial marketing was studied by K. Semenenko, N. Skrygun (Semenenko, Skrygun, 2019), N. Sadylo (Sadylo, 2019), and others. Studies on the perspective of Instagram from the standpoint of personal branding were conducted by N. Lebid (Lebid, 2019), D. Fyvishenko (Fyvishenko, 2022), and others. Special attention was paid to the use of this social network in the educational process by S. Bohatu (Bohatu, 2021) and Ye. Bazhan (Bazhan, 2022). Our point of view aligns with the perspective of scholar S. Bohatu regarding the significance of the role of Instagram in the social aspect: Instagram, initially focused on entertainment, has become

a significant business and information platform that can be used for educational purposes as well (Bohatu, 2021).

The research is focused on bookstagram, meaning book blogs on Instagram. Trends in Ukrainian bookstagram attract not only active Instagram users but also become the subject of professional interest for reputable publishers and book forums. Recently, BookForum has developed and published a collection of bloggers who are actively involved in Ukrainian bookstagram and additionally conducted blitz interviews with them³.

Many research studies confirm the favorable impact of social networks on the psychocognitive development of youth, including the stimulation of creativity, development of spatial skills, improvement of visual memory, and increased reaction speed. Researchers such as O. Burov and M. Pertsev (Burov & Pertsev, 2018) acknowledge positive aspects from the perspective of cognitive development. At the same time, there are experts, emphasizing the negative consequences of internet use, particularly health-related issues. Among these experts are K. Hrynychuk (Hrynychuk, 2023), O. Rusnak (Artemov, Rusnak, Zhalubak, 2023), and others.

Social networks are undoubtedly a controversial phenomenon. For a deeper and more objective understanding of the impact of social networks on adolescents, further research and detailed analysis are necessary.

The third theoretical principle of the research involves developments in the fields of sociology, psychology, pedagogy, social communication, providing an interdisciplinary understanding of the cognitive characteristics and motivation of adolescents. In Ukraine, new socio-psychological conditions are observed, triggered by a series of factors such as distance learning initiated by the COVID-19 pandemic and the full-scale invasion of Russia into Ukrainian territory. These circumstances create a significant need for psychological, social, and neurobiological adaptation, as the mental well-being of children and adolescents has been subjected to considerable stressors, and society has not always been ready to respond to these challenges.

Results from a United Nations Children's Fund (UNICEF) study show that one in four Ukrainian children, aged 10 to 17, feels stressed while doing school tasks, whether in class or at home. This stress is reported by children of all genders, ages, types of schools, and settlement sizes⁴.

Data on the educational competencies of adolescents may "prove to be quite disappointing for Ukraine, considering that our students who participated in the main stage of PISA-2022 spent a significant portion of their time learning remotely—either due to the COVID-19 pandemic or the military aggression of Russia"⁵. Since it is extremely important for adolescents to feel part of their social group, and distance learning cannot provide this sense (Svatenkova, 2021).

Accordingly, there comes a question about promoting reading among teenagers who spend the majority of their time online. The results of the national sociological study "Reading in the Context of Media Consumption and Life Construction," commissioned by the Ukrainian Book Institute, revealed that 57% of children aged 6 to 17 read out of obligation. Specifically, 40% of respondents reported that they sometimes read for their pleasure and sometimes out of obligation, while 17% indicated that they read exclusively out of obligation. Therefore, 39% of children noted that they read exclusively for pleasure⁶.

Social networks can potentially be used as a tool to stimulate a teenager's sense of belonging to their social group in the context of reading. Using these platforms to discuss books, exchange impressions, and provide recommendations can support an interest in reading and contribute to the

³ Ukrainian Bookstagram: read, photograph, inspire. URL: <https://bookforum.ua/p/ukrayinskyj-bukstagram-chytaj-fotografuj-nadyhaj>

⁴ What defines Ukrainian teenagers: insights on social media, relationships, alcohol, sports, and the dynamics of trust with parents and friends. A comprehensive study. URL: <https://life.pravda.com.ua/society/2019/05/22/236974/>

⁵ PISA-2022: The results of educational research for Ukraine may be discouraging URL: <http://barna-consult.com/pisa-2022-rezultaty-osvitnih-doslidzen-dlya-ukrayiny-mozhut-but-nyevtishnymy/>

⁶ 57% of Ukrainian children read out of obligation. A comprehensive study. URL: <https://chytomo.com/57-ukrayinskykh-ditej-chytaut-iz-prymusu-doslidzhennia/>

formation of a reading community. Thus, social networks can serve as a motivational tool for teenagers in the development of reading skills and foster a sense of belonging to a group that shares their literary interests.

Method

Data Collection. From October 2022 to August 2023, a media monitoring of Bookstagram accounts was conducted, specifically focusing on the Ukrainian segment of this reading community. The research was implemented using the LOOQME Hub media monitoring platform, which "collects, structures, and visualizes mentions of brands and competitors in media and social networks"⁷.

The chosen period for the study from October 2022 to August 2023 was not arbitrary. Firstly, it covers the entire academic year during which teenagers require educational materials and literature. This is crucial for investigating Instagram as a potential additional or competing reading resource and motivator for extracurricular reading among teenagers. Secondly, the selected period includes the summer vacation of 2023 when teenagers have more free time and may turn to reading communities as a leisure option. Thirdly, it encompasses the period during the Russian aggression, which, according to our assumption, may influence reading dynamics in various aspects, making it worthy of exploration.

The object of monitoring through LOOQME Hub was publications on Instagram containing the hashtag #українськийбукстаграм (Ukrainian bookstagram), forming the Bookstagram book community.

Through quantitative media monitoring, 1480 publications, comments, and comment replies were identified that included the hashtag #українськийбукстаграм. Publications for analysis were selected from accounts with high publication activity and audience engagement. This sample can be considered representative as the number of analyzed accounts is statistically sufficient for assessing the entire population. The analysis included both private individual accounts (bloggers) and corporate Instagram pages (publishers).

Analysis Criteria. The analysis of 1480 selected Instagram publications was carried out based on four criteria:

1. Account Activity. The activity within the Ukrainian bookstagram community was analyzed to discern patterns of heightened or diminished posting during specific periods.
2. Overall content coverage. The total number of views with duplicates under publications was analyzed. Accounts demonstrating the highest content coverage were identified.
3. Content Type. The format of data used in publications (video, photo illustrations, text) was analyzed, along with genres of publications (posts, book unpacking, etc.).
4. Content Theme. Specific aspects of book and reader themes were analyzed, including discussions about books, reading recommendations, literary reviews, etc.

The obtained data was structured, presented in the form of tables and diagrams, and then the data interpretation was carried out.

Results and Discussion

Formation of bookstagram and dynamics of reader community activity. One of the trends on Instagram that has become significant for reading culture is bookstagram. It is a community that focuses on posts about books with aesthetic appeal and literary value. Bookstagram is a combination of two words: "book" and the name of the social network "Instagram."

The bookstagram community has come together because it has become fashionable among Instagram readers to post photos of books combined with other elements (decorative objects, images of cups or coffee makers, flowers, candles, fruits, vegetables, etc.). This atmospheric content, which inspires interest in reading, is becoming increasingly popular. This trend of discussing,

⁷ Assessing brand health with a focus on driving business results.. URL: <https://uk.looqme.io/>

recommending, and showcasing favorite books has also gained popularity among teenagers. Thus, bookstagram is an informal term for the segment of bloggers who write about books, choosing Instagram as their main platform.

The dynamics of mentions of the hashtag #українськийбукстаграм (Ukrainian bookstagram) during the study period demonstrated steady growth, with peak activity points in February 2023 (see Figure 1).

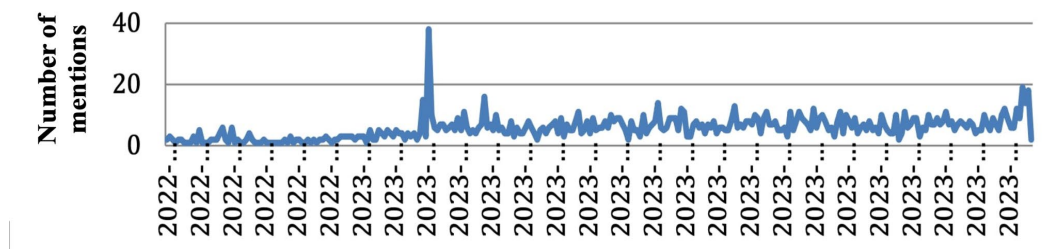


Figure 1. Dynamics of mentions.

The lowest point of publication activity among Instagram bloggers was identified during the period from October to December 2022. This decline in metrics can be attributed to the extensive shelling of Ukrainian infrastructure and widespread power outages that occurred during 2022.

High activity among book bloggers occurred from May 2023 to August 2023, which can be attributed to the restoration of account capabilities, consumer behavior, and publisher activity.

June, July, and August are periods when many people relax or have more free time. This potentially stimulates reading, as people look for books for leisure, especially among the teenage audience, as they finish the school year in May and enter summer vacation.

The increased activity of book bloggers during this period can also be explained by the publishing calendar. In July 2023, Vivat released a significant number of new books⁸. Additionally, the International Festival "Book Arsenal" took place from June 22 to 25. This stimulates discussions and reviews in book blogs, activating the bookstagram community in the summer.

The reason for the summer activity of bookstagrammers may also be summer reading marathons or challenges. Reading communities often organize reading marathons that support activity and the exchange of book recommendations. One such marathon is called "Summer with Books 2023" by blogger @olishka_reads. The marathon proposes various tasks and book challenges for the summer months. Participants are required to read books that meet specific criteria, from choosing the letter "L" in the title to children's literature and books with images of fruits or vegetables on the cover. Each task encourages diversity and allows participants to expand their literary horizons. The marathon also includes entertainment, gifts, and the opportunity to win cash prizes for purchasing new books⁹. The Instagram hashtag #літозкнигами2023 (Summer with books 2023) opens up 823 posts. Therefore, the marathon is in demand among the audience and is one of the tools to stimulate reading.

The most productive bookstagrammers. Based on quantitative data from the media monitoring system LOOQME, the most active accounts in the Ukrainian bustagram have been identified (see Figure 2).

⁸ Something for every taste and mood! Check out the captivating book releases of July. URL: <https://vikna.tv/styl-zhyttya/shho-pochytaty-u-lypni-pidbirka-novyh-knyg/>

⁹ Summer bookworm marathon URL: <https://www.instagram.com/p/Csd2f-CNy0X/>

These mentioned accounts in total have published the highest amount of content – 41% (posts, comments, and replies to comments with the hashtag #українськийбукстаграм). They are the most active content producers, contributing to a high level of engagement and audience interest.

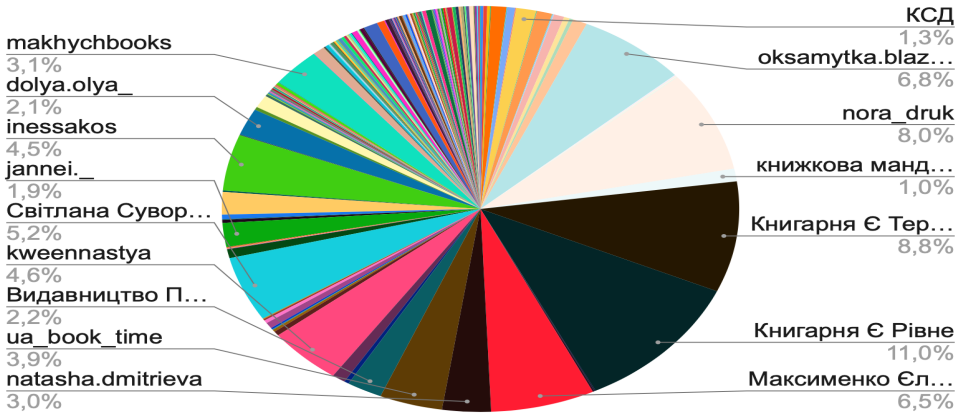


Figure 2. Top bookstagram content producers.

Among the most productive bookstagrammers, there are four prominent leaders:

Ye Bookstore Branches:

- Ternopil Branch (@knygarnya_ternopil) – contributes 8.8% of the total published content and has 2,500 subscribers.
- Rivne Branch (@bookstore.ye.rivne) – represents 11% of overall publications with 1,600 followers. Both accounts prefer photo publications, showcasing book assortments in bookstores and literary event reports within the bookshops. There are also book-related video reviews.

Nora-Druk Publishing (@nora_druk):

- Contributes 8% of the total published content with 1,900 subscribers. The layout of Nora-Druk's page is similar to Ye Bookstore, indicating a shared approach to content structuring and audience interaction. The publisher's account features well-organized highlighted stories grouped into categories such as "YouTube" (with links to video content on the publisher's YouTube channel), "Our New Releases," "Our Authors," "Your Reviews," and others. This systematic arrangement enhances the audience's content perception and provides an efficient way to find relevant information.

Oksamytk Blazhevska (@oksamytkablazhevska):

- Occupies 6.8% of the total published content and has 2,300 subscribers. She is a writer, founder of the "Oksamytk Literary Club," and the author of the debut novel "Elya." Blazhevska is also involved in children's and literary programs on "Ukrainian Radio" and collaborates with the international literary contest "Coronation of the Word."

Yelizaveta Maksymenko (@book_fairy_eli):

- Accounts for 6.5% of the total published content with 20,000 subscribers. Her activity includes various formats such as organizing book marathons, creating lifestyle videos where she shares her impressions of books listened to

during workouts, and compiling top lists of books like "7 Books of August" and "2 Light Thrillers." She provides literary recommendations in video format, titled "90 Book Seconds," where she briefly narrates the plot of each book within 90 seconds.

Notably, the most productive bookstagrammers are legal entities – Ye Bookstore branches and Nora-Druk publishing. Legal entities have more resources for content creation and distribution, as well as larger teams to manage various literary initiatives on Instagram. They actively engage the audience with videos, illustrations, photo reports, and other interesting content.

Type of bookstagram content. 1480 selected Instagram publications were typologized. Three main groups were distinguished based on their common characteristic features: posts; comments; responses to comments (see Figure 3).

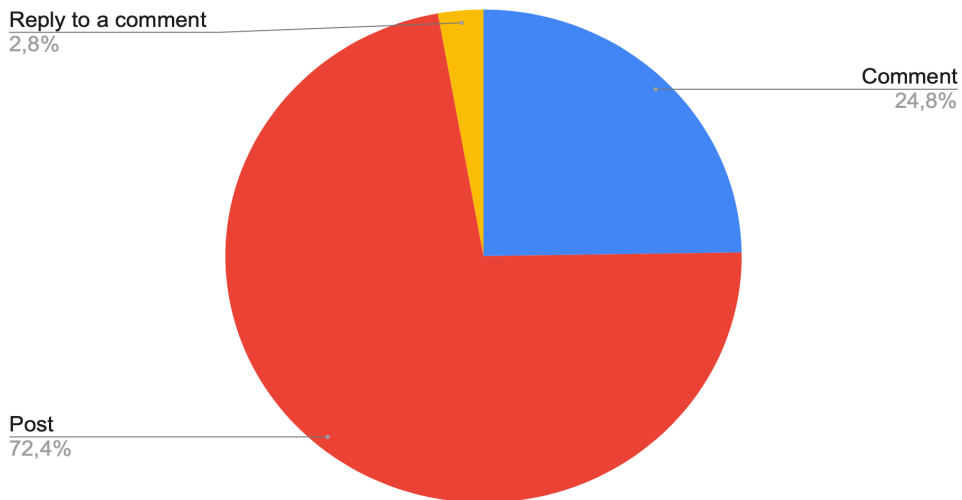


Figure 3. Content type.

The data indicate that bookstagrammers demonstrate various strategies for interacting with the audience. 72.4% of the total number of publications are specifically about book trends (photos of books, literary events, reviews of new releases, videos about the reader's routine, etc.). This is more of a one-sided information flow. Book bloggers also interact with the audience through comments (24.8% of all publications) and replies to comments (2.8% of the total content). Thus, their accounts serve as platforms for exchanging thoughts, impressions, and discussions. This interaction ensures a more personal and profound connection with readers, which is productive for the functioning of the bookstagram community.

Coverage. Average visitation indicators provide information about the regularity of visits by Instagram users to bookstagrammer accounts during the research period. This indicator reflects the views of publications (see Figure 4).

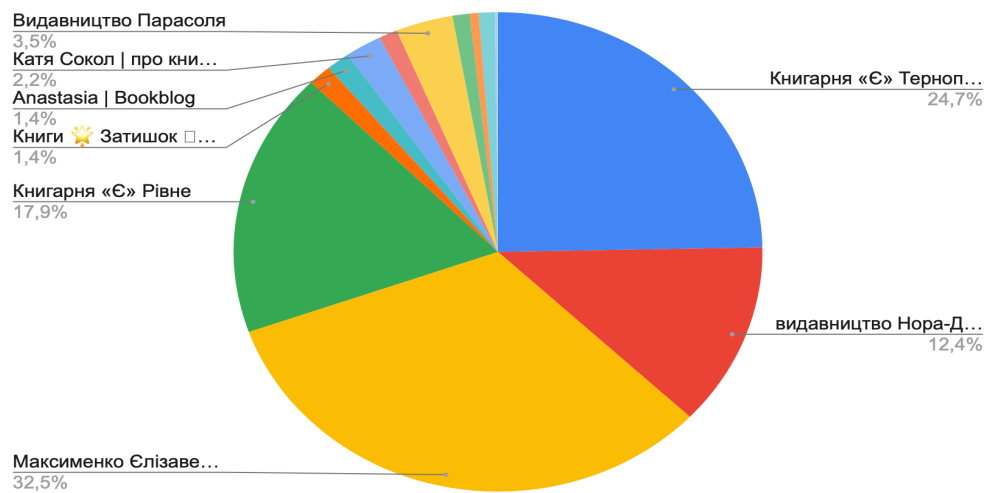


Figure 4. Top accounts: total number of views with duplicates.

The top accounts have been identified based on the total number of views, including duplicates:

- Blogger Yelizaveta Maksymenko — 32.5%.
- Bookstore "Ye" Ternopil — 24.7%.
- Bookstore "Ye" Rivne — 17.9%.
- Publishing house "Nora-Druk" — 12.4%.

It is noteworthy that blogger Yelizaveta Maksymenko, Bookstore "Ye" Ternopil, and publishing house "Nora-Druk" are once again in the lead: not only are their Instagram accounts actively operating, but they are also actively read. The list of leaders is almost identical to the list of the most productive bookstagrammers. Book lovers have a strong demand for content, and this necessitates active efforts in publishing. However, the data show some rearrangements in the ranking: maximum activity does not equal maximum coverage, so the content should not only be abundant but also genuinely interesting to the audience.

The culture of bookstagram content as a trigger for reading culture. Bookstagrammers aim to increase the reach and engagement of their audience. An analysis of publications from the most successful accounts has helped trace the aspects that bookstagram leaders work on:

- Aesthetics. Bookstagrammers pay special attention to the aesthetic appearance of photos. They create atmospheric, stylish, and meaningful images using various decorative elements, coffee cups, flowers, and other accessories that complement the book's image and attract the attention of readers. Color harmony, proper use of light and shadows, bright elements, or, conversely, restrained colors shape the visual approach. This helps create a positive and attractive image of reading books for teenagers. It can stimulate their interest in literature and motivate them to read regularly.
- Composition. Bookstagrammers understand the importance of composition in photography. They carefully arrange books and additional elements to create a harmonious and attractive image. Composition may depend on the theme of the book or correspond to a certain author's style.
- Personal reviews. Bookstagrammers often add book reviews to their publications. They share their impressions, thoughts, and emotions evoked by each book, encouraging

discussion and reader interest. Bloggers who highlight their literary impressions gradually gain the trust of their audience, especially if their reviews prove informative and well-reasoned. Their analyses can help readers better understand the essence and value of a particular literary work. This approach to book reviewing contributes to the formation of an objective and diverse perspective on the literary world and allows bookstagrammers to act as experts, contributing to the cultural literacy of their audience.

- Hashtags and descriptions. Bookstagrammers add specific hashtags related to books, authors, genres, and literary communities to their publication descriptions. For example: #букстаграм (bookstagram), #українськийбукстаграм (Ukrainian bookstagram), #книгуукраїнською (books in Ukrainian), #щопочитати (what to read), #тупочитай (just read), #книжковаполиця (bookshelf), #сучаснаукраїнськалітература (contemporary Ukrainian literature), #україначитає (Ukraine reads), #книжковийблогер (book blogger), #блогпрокниги (blog for books), #ячитаю (I read), #читаюзавжди (always reading), #книголюбка (booklover), #відгукпрокнигу (book review) #книжковиймарафон (book-marathon) #читаємоукраїнською (reading in Ukrainian) #укрлітчитай (reading Ukrainian), etc. This helps draw attention to their content from other users and promotes more active interaction with the audience.

- Interaction. Bookstagrammers actively comment and like the posts of other community members. Interaction is a key element of bookstagram because it helps build a community, exchange recommendations, draw attention to new works, and ultimately contributes to the development of the habit of reading through observation and emulation of the actions of other participants.

These elements create interactive content that captures the attention of a teenage audience, develops reading culture, and promotes books in the Instagram environment.

Conclusions

Bookstagram is a segment of Instagram where bloggers produce content about books and everything related to them (events, people, phenomena, and processes). Discussing book news and releases, bookstagrammers use motivational texts, aesthetic photos, and videos.

Based on the data from media monitoring on the LOOQME Hub platform from October 2022 to August 2023, prominent leaders in Ukrainian bookstagram were the Bookstore "Ye" in Ternopil, the Bookstore "Ye" in Rivne, the Publishing House "Nora-Druk," and the blogger Yelizaveta Maksymenko. This is indicated by the noticeable dynamics of publishing activity, coverage, orientation towards dialogical forms of content, and more.

Bookstagram possesses powerful communication potential, making it worthwhile to utilize its capabilities for the development of reading culture among Ukrainian youth at various levels. Public support should be provided to bookstagrammers as active participants in the reading movement by state structures implementing the adopted Reading Development Strategy for the period up to 2032, "Reading as a Life Strategy," and its operational plan for 2023–2025. Organizing specialized training for them and involving bookstagrammers in educational events is advisable. The successful experiences of bookstagrammers should be highlighted during information and communication campaigns regarding the impact of reading on personal success.

Educators, parents, and guardians should pay attention to bookstagram content on social media platforms for teenagers. Compilations of informative accounts and interesting posts can be recommended as supplementary material to the main educational content. Teachers can encourage teenagers to create their own bookstagram projects, while parents and guardians can assist them in implementation. This contributes to the media literacy of teenagers, directing their energy and need for online communication in a constructive direction.

Establishing strong partnerships with bookstagrammers is advantageous for publishers in both commercial and reputational aspects. Bookstagrammers are opinion leaders with loyal audiences through whom information about the publishing brand, its book releases, and events can be

effectively communicated. Additionally, the development of corporate bookstagram projects provides the publishing industry with a reliable communication channel with the audience, enabling the exploration of their behavior and needs, and facilitating quick responses.

In the era of pervasive digitalization and the expanding reach of social networks, the outlined approaches constitute an adequate response that fosters the formation and development of reading culture among teenagers.

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