



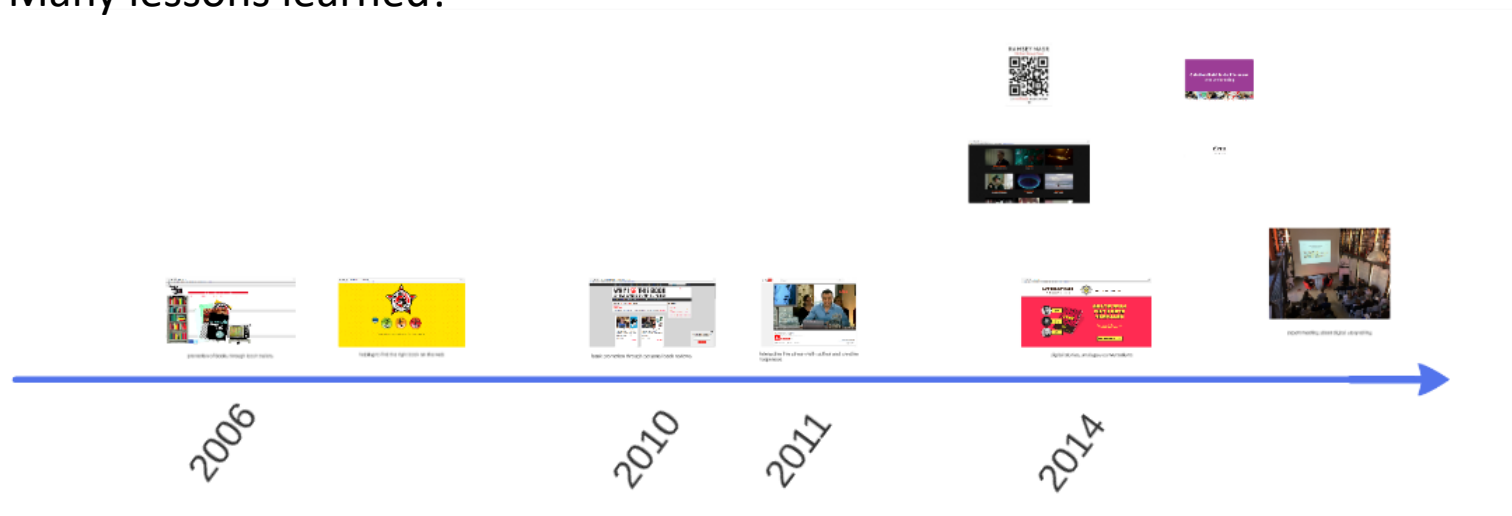
Digital media in reading promotion

Members of EURead



Stichting Lezen, Netherlands: Book Recommendation on the Internet

- Various projects, involving online book trailers, book advice, an online broadcasted book show, poetry movie clips
 - Partnerships with Iedereen Leest, CPNB, Private funding, Publishing house, Poet Laureate, etc.
 - Many lessons learned!
- Some lessons:
- Attracting traffic can be difficult, no matter how good the contents are
 - A website is a website, is a website





Stichting Lezen, Netherlands: a Knowledge Base for Digital Story Telling

Collecting and analyzing scientific knowledge about digital book apps for years, resulted in:

Key findings:

- book apps motivate children to read
- children that are being read to by an app, understand as much as when an adult reads to them
- children with low language proficiency, benefit from book apps (if...)
- animations can be more helpful than illustrations (if...)
- too many bells and whistles will not help
- Some book apps are more equal than others

How to recognize a "good" app?

- a pleasant and professional reading voice
- not too many distractions; options are functional
- animations relate to the story (in which case they are better than illustrations)
- sounds relate to the story, and can be switched off for children who find reading difficult
- games can draw children into the fictional world
- the app needs to (be able to) run off line, for better concentration
- text is visible
- apps aid in media-socialisation

Stichting Lezen, Netherlands: a Knowledge Base for Digital Story Telling

Collecting and analyzing scientific knowledge about digital book apps for years, resulted in:

Key findings:

How to recognize a "good" app?



Stichting Lezen, Netherlands: Ongoing Digital Project / Research



Where is the magic?

In the head!



- A website-based app that is
- Based on years of expertise
 - Based on scientific evidence
 - Innovative: helping children with a short attention span to read
 - Results are being tested by the Vrije Univrsteit Amsterdam
 - Partnership with Dutch Foundation for Literature

Lukukeskus – Läscentrum, Finland: The modern literacy in Finland



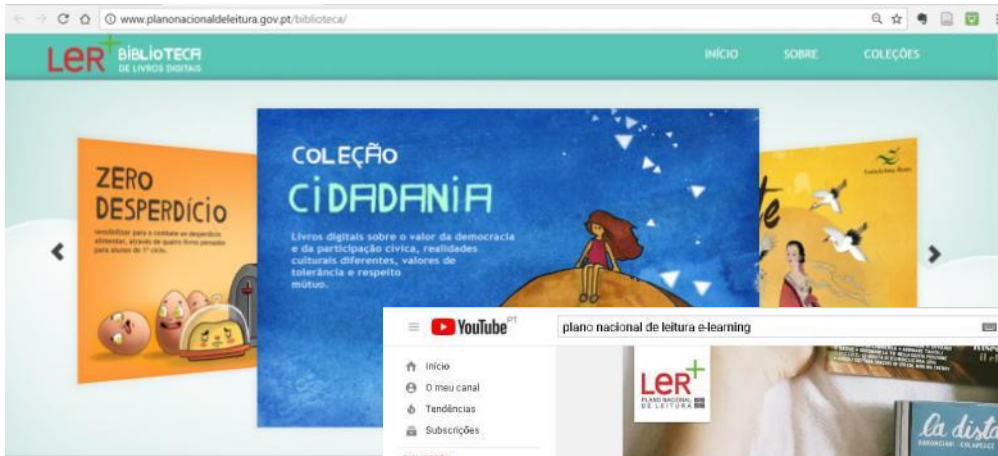
RESEARCH: "THE MODERN LITERACY IN FINLAND"

Aim:

to find out, how 9-10 years old find traditional reading compared to e-reading

Partner: Ministry of Education and Culture

National Reading Plan, Portugal



Digital Library



Website



Youtube channel

Facebook



e-Learning

National Reading Plan, Portugal: Events, Contests, Awards

EU
READ



ORGANIZAÇÃO: VISÃO JÚNIOR 20 ANOS REDE DE BIBLIOTECAS ESCOLARES APOIO: LER+ PLANO NACIONAL DE LETURA COMISSÃO NACIONAL DE ELEIÇÕES PORDATA



Vote for the coolest books



National Reading Contest Broadcast



B1 O BEIJO DA PALAVRINHA AE ManuelOliveira
Reading Week Awards



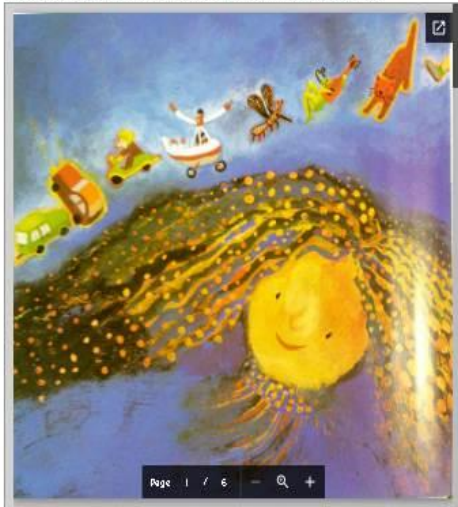
Tell us a story!

National Reading Plan, Portugal: Digital reading oriented activities in schools



A borbulha We listen the text very carefully

20/09/2015
Ouvimos o texto com muita atenção e conversamos sobre ele.



set-out
1. Ouvimos outra vez o texto com muita atenção.

We talk about it



set-out
2. Será que percebemos bem?

Did we understand it?



set-out
3. E agora estudamos o vocabulário difícil

Quizlet Now studying difficult words



Digital storytelling



▶ Play Episode 13

[Send to Friends](#) | [Leave a Comment](#) | [Download](#) | [Permalink](#)
June 14, 2011 07:44 AM PDT

"O tigre que veio tomar chá" pelos alunos do 1º ano da E.B.1 de Merelim S.Paio



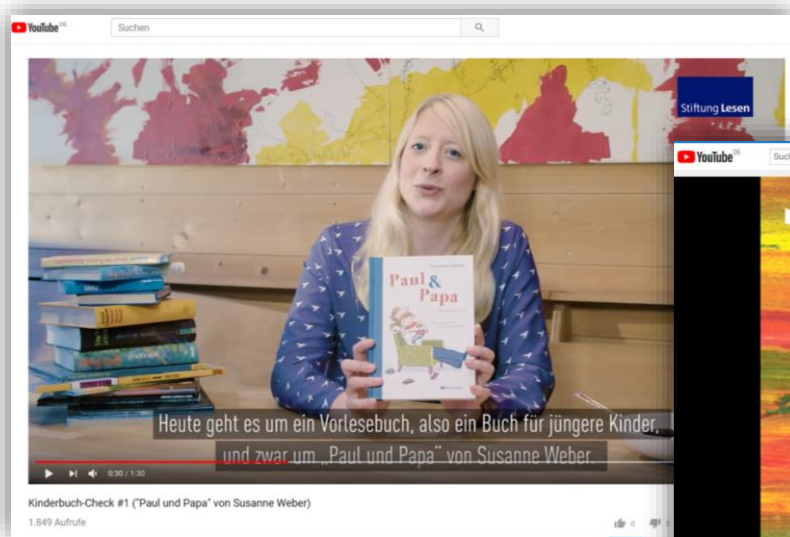
Podcasts



Stiftung Lesen, Germany: YouTube Channel



- Book recommendations
- webinar
- screencasts
- raising awareness



Video kid's book „Paul und Papa“:
1849 clicks in 9 months

Partner: Vogel Business Media



Screencast “Raupe Nimmersatt”:
1257 clicks in 18 months

Partner: Deutsche Telekom Stiftung



Campaign:
5540 clicks in 3 years

Partner: Mediengruppe
RTL Deutschland

Stiftung Lesen, Germany: Book recommendations




Suche


Suche


Alter Thema

Medienkategorie besondere Zielgruppe

[▶ Suche starten](#)

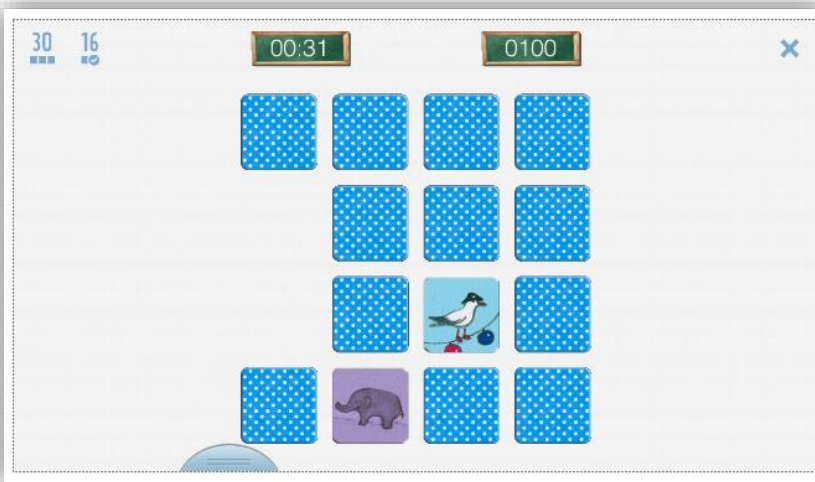
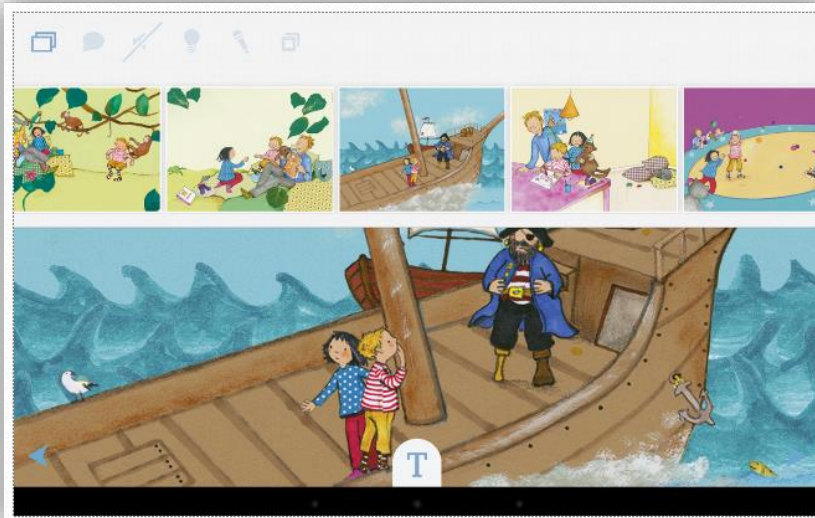
 **Puppen sind doch nichts für Jungen!**
Ludovic Flamant
Papa ist echt sauer! Da bringt doch Mamas Schwester für den kleinen Bruder des Ich-Erzählers...
> [Zum Lesetipp](#) [Download als PDF](#)
[Merken](#)

 **Wir ziehen um**
Alice Brière-Haquet
„Zu verkaufen!“ Und was? Einfach nur das Haus, vor dem der kleine Junge steht und dem Leser...
> [Zum Lesetipp](#) [Download als PDF](#)
[Merken](#)

 **Mein Opa, der Mond und ich**
Séverine Vidal
Wer möchte nicht gerne einen Großvater haben, wie ihn der kleine Junge in diesem wunderbaren...
> [Zum Lesetipp](#) [Download als PDF](#)
[Merken](#)

- 3,100 book titles available
- 30% of all page visitors
- Search:
Age, topic, target group, category (e.g. picture book, audiobook etc.)

Stiftung Lesen, Germany: Lesestart-App



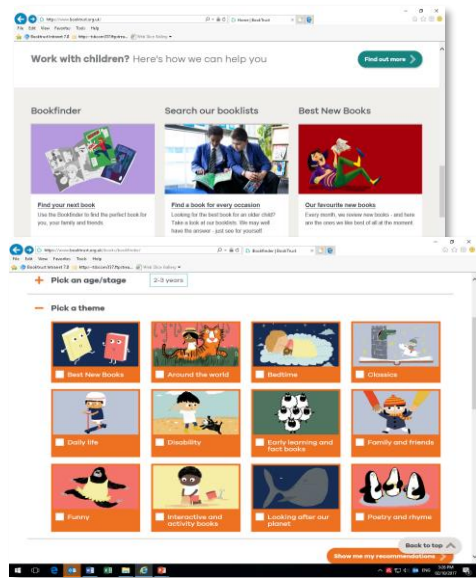
Features:

Reading and text optional,
Noises, Animation,
Recording your own story,
Memory game

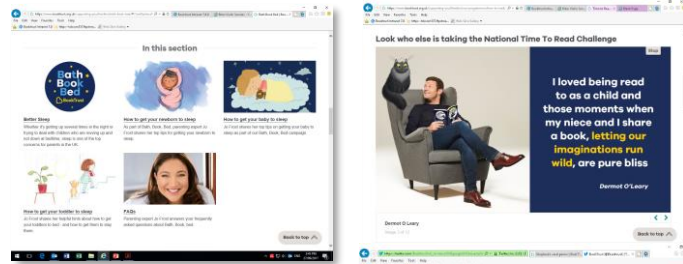
Partner: Federal Ministry of
Education and Research

BookTrust, Uk: Digital overview

Book Recommendations



Campaigns and Social Media



Twitter: 51,000 followers
Instagram: 2,044 followers
Facebook likes: 15,891
Soundcloud May 2017: audio rhymes 3,372 plays

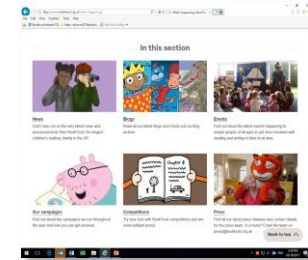


BookTrust @Booktrust

The number of views to our site have increased by nearly 4% over the past year. That's around 500,000 more views.

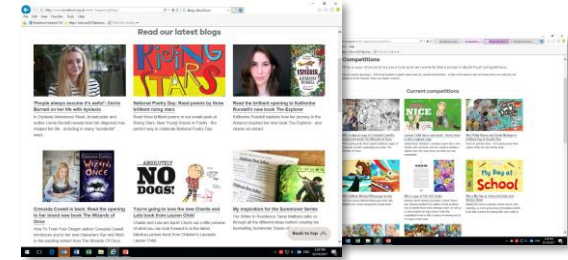
- **Most-viewed blog:** 'What's happening in children's books in 2017?' with **2,854 views**
- **Most-viewed booklist:** Our Great Books Guide 8+ booklist with **8,384 views**
- **Most-viewed prize:** Children's Laureate page with **32,341 views**
- **Most-viewed campaign:** Time to Read with **41,345 views**
- **Most-viewed news story:** Blue Peter shortlist with **2,333 views**

News

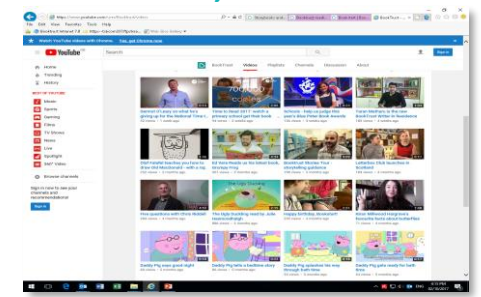


Blogs

Competitions

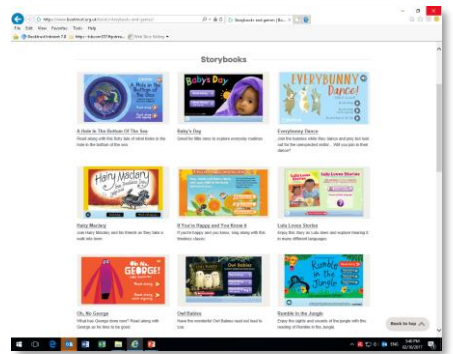


Videos: Celebrities, Authors, Animation, Shared Reading



We have **563 videos** on YouTube
 Over the last year we had **90,397 views**
 In **September 2017** we had **13,939 views**
 In **September 2016** we had **6,714 views**

Early Years Storybooks



BookTrust, Uk: Diversity

Dual language



Reading Advice
for Families
and
Practitioners

Disability

Bookmark: books and disability
Looking for information on disability and children's books? Bookmark is full of advice and book recommendations for families, teachers, librarians, authors and publishers.
For more information about Bookmark, contact BookTrust's disability consultant [Alexandra Stock](#).

Bookmark Book of the Month: October

A Storm of Strawberries
Jo Cottrill
12 year old Darby is excited - it is the weekend of the family's chocolate hunt. However, beloved sister Kaylee has suddenly brought home a friend for the weekend. Plus her parents (who run the family's strawberry farm) seem distracted, increasingly preoccupied with news that a major storm is brewing. Does no one realise how important chocolate is to the farm?

Blogs and articles on disability and books
How to get inspiration from inclusive books around the world 07/12/2017
A new report has some fascinating ideas for inclusive and accessible books in the UK, s...
'People always assume it's awful': Carrie Burnell on her life with dyslexia 02/10/2017
In Dyslexia Awareness Week, broadcaster and author Carrie Burnell reveals how her diagn...

Deaf Awareness Week booklet

Books we like on this topic
Books that feature deafness as a key theme, focus on deaf communication, and feature that...

Search Bookmark booklists
Enter search term: Any age

In this section

Bookmark advice for:

Families, teachers and librarians
Advice on how to find inclusive books and why positive images of disability matter.
[Take a look >](#)

and

Writers, illustrators and publishers
Top tips on including positive images of disability in books, and what else the publishing industry can do to help.
[Take a look >](#)

[Back to top ^](#)

Reading with a group of children

Start the Story
BookTrust's series of free events for teachers and school librarians are back this Autumn, visiting 10 areas around England to support you to Start the Story and make reading connections in your school.

English and 26 other languages

In this section

Our programmes
Our projects and campaigns are designed to help families enjoy reading together.

Children's Book Week
Children's Book Week 2017: a week long celebration of reading for pleasure in schools all around the UK.

How to arrange an author visit
Bring a writer, poet, illustrator or storyteller into your school as a great way to inspire children and bring reading to life.

Find your next reading adventure [Book to try >](#)

Reading With Your Child booklet for parents (Albanian)
Sharing a book with a child is fun. It's a time for closeness, laughing and to be translated into 26 other languages.
[reading-with-your-child-04-booklet-sq.pdf \(4.9 MB\)](#)
Early Years professional Health professional Librarian [Show all](#)

Reading With Your Child booklet for parents (Arabic)
Sharing a book with a child is fun. It's a time for closeness, laughing and to be translated into 26 other languages.
[reading-with-your-child-04-booklet-ar.pdf \(6 MB\)](#)
Early Years professional Health professional Librarian [Show all](#)

Reading With Your Child booklet for parents (Bulgarian)
Sharing a book with a child is fun. It's a time for closeness, laughing and to be translated into 26 other languages.

Lulu Loves Stories

Click and drag the covers or press the buttons to turn the pages like a real book.
[Listen to the story in English](#)
[Choose another language](#)

BookTrust, Uk: Gamification



The screenshot shows the 'Writer in Residence' page on the BookTrust website. It features a header with the title 'Writer in Residence' and a sub-header 'Every six months, BookTrust appoints a new Writer in Residence (or Writer-illustrator in Residence) to write blogs, run competitions and give us their own unique perspective on the world of children's books.' Below this is a photo of Taran Matharu, the current Writer in Residence, with a caption: 'Our current Writer in Residence is Taran Matharu, who has gone from writing via an app to becoming a bestselling author.' To the right, there is a sidebar titled 'In this section' with a 'Home' button and a 'Books' section containing a list of links: '100 best books for children', 'Awards and prizes', 'Bookfinder', 'Booklists', 'Bookmark: books and disability', 'Books we love this month', 'Children's Laureate', 'Great Books Guide 2016', 'Storybooks and games', and 'Quizzes'.

The screenshot shows a YouTube video player for the video 'Minecraft PIXELMON - Episode #1 w/ Ali-A - I CHOOSE YOU!'. The video is from the channel 'MoreAliA' and has a view count of 1,044,022. The video player shows a Minecraft game with a character in a blue hoodie. To the right of the video player, there is a 'Up next' section with several video thumbnails, including 'MINECRAFT PIXELMON #2', 'MINECRAFT PIXELMON #3', 'MINECRAFT PIXELMON #4', and 'PIXELMON ISLAND! #1'.

The screenshot shows the 'The Goozillas: Trapped in the Bog of Beasts' page on the BookTrust website. The page features the BookTrust logo and navigation links: 'Home', 'Who are we', 'Why reading matters', 'Supporting you', 'Books', 'What's happening', 'Support us', and 'Donate'. The main content area has the title 'The Goozillas: Trapped in the Bog of Beasts' and the author 'Dexter Green, illustrated by Jake Dash'. Below this is a 'Review' section with a paragraph of text: 'While Max is playing on his favourite game on his tablet, he manages the impossible. With just one sneeze, Max manages to transport himself into the game itself, World of Slime. There, he meets a slimy and gross cast of characters called the GOOZILLAS. This gang of slimeballs need Max's help. Their world is being taken over by the obnoxiously sweet and fluffy Slickles. But these cute critters aren't as sweet as they seem, and won't be easily defeated. Dexter Green creates a fantastically disgusting story, effortlessly capturing a young boy's obsession with all things sticky, icky and video games. Jake Dash's colourful and cartoony illustrations are dotted throughout in full colour, making this perfect for young and reluctant readers.' Below the review, there are 'Booklists' and 'Your Reviews' sections. At the bottom, there is a 'Books we love: September 2017' section.

The screenshot shows a blog post titled 'Ali-A Adventures' on the BookTrust website. The post is dated 'Get for release 09th October 2017'. The author is 'Ali-A, Cavan Scott, Aleksandar Sotirovski (by artist), Aleksandar Sotirovski (illustrator), Aleksandar Sotirovski (illustrator)'. The post includes a 'Share this title' section with social media icons for Facebook and Twitter. Below this, there is a paragraph of text: 'It's launch time for the hotly anticipated video game Alien Liberator 2, and who better to invite along than top gamer Ali-A? Ali is promised the biggest game launch ever - but what he doesn't count on is just how real the action is about to get! When a merciless band of aliens turns up to spoil the party, it's up to Ali to transform from gaming icon to real-life hero. Can he defeat the end-of-game boss and save the day? With a little help from his fans and a very special dog named Evree, he's going to give it his best shot!' The post also includes a 'Publish' section with the date 'Published 09th October 2017', the number of pages '22 pages', and the number of images '6x image'.

Foreningen !les, Norway

website: The Reading Forest



- A reading aloud campaign for pupils in 1st and 2nd grade, their teachers and parents.
- At the website www.leseskogen.no the pupils will meet various animals who read and promote books. Different activities related to the books are presented at the website.
- Teachers may find suggestions on how to work with literature in classrooms. Parents may find book tips and guidelines in order to increase their ability to read aloud and to create aloud reading situations together with their children.
- www.leseskogen.no

Foreningen !les, Norway: The Reading Forest



leseskogen.no

En aksjon fra !les Logg inn | Registrer deg Om aksjonen | Foreldre

Møt dyrene Aktiviteter Kamil og den blå steinen Lærersider

LESESKOGEN

Søk etter bok

Bli med inn i Leseskogen og få et boktips

Siste bakanbefalinger

Bildebøker Bokmål Dikt Eventyr Fakta Fantasy Fortsettelsesbøker
Humor Klassiker Lese selv Ettlest Myldrebøker Nye utgivelser
Nynorsk Ordfrie bøker Roman Tegneserie

En bror for mye
LAGT INN AV TROELLS
Sara ønsker ikke å være snill mot Steinar. Han er alltid liten og irriterende og borskjemt. Men etter at moren hans døde, flyttet han inn til Saras familie, og Sara fikk beskjed om at hun hadde fått en bror. Steinar er der hele tiden og odlegger alt som var fint før. Sara kan ikke ha [...] [Les mer og kommenter](#)

Otto monster i bølletullball
LAGT INN AV KROSSGÅRD SKOLE
Boka handler om at Otto ikke tør å si at han vil drive med breidance og han må være med på en bølletullballkamp. Han blir kjent med en jente som het Emma Eplekjekk. [Les mer og kommenter](#)

Rim det har rablet for

leseskogen.no

En aksjon fra !les Logg inn | Registrer deg Om aksjonen | Foreldre

Møt dyrene Aktiviteter Kamil og den blå steinen Lærersider

LESESKOGEN

Søk etter bok

- Hei, eg heiter Gulo, og eg er ein jerv. Eg likar bøker med spenning, grøss og mysterier.

Gulo sine bøker Njamma hos Gulo

Eg heiter Gulo og er ein jerv.
Vi jervar er dei største medlemmene av mårfamilien. Dei fleste jervane som lever i Noreg, bur på hogfjellst eller i ein skog i nærleiken av eit fjell.
Vi jervar trivst best når temperaturen ikkje er for høg. Derfor har vi busett oss i land som ligg på den nordlege halvkula. Eg har slektningar i Noreg, Sverige, Finland, Estland, Russland, Mongolia, Kina, Canada og det nordlege USA.
Eg er fødd ein gong seint på vinteren, og hugsar ikkje om det var i februar eller i mars. Då eg blei fødd, døde eg hi med mamma og dei to trillingspøkene mine. Hiet låg trygt og godt i ein snøskav i intil ein fjellveg.
Eg er veldig oppmerksom. Derfor er eg ein god jeger. Aller best liker eg å ete reinsdyr. Men eg et mindre dyr òg, for eksempel mus.

Foreningen !les, Norway

The Avid Reader Award



- A reading incentive award for 7th grade students, focusing on the joy of reading.
- The first award ceremony was arranged in 2014.
- The participating classes receive anthologies of Norwegian novels written for the age group 10–12. Students read and vote for the best excerpts.
- The top five excerpts constitute the nominees for the award.
- Five jury classes from across the country are assigned to read the nominated excerpts and to select a winner.
- During the reading period, jury classes are visited by a motivational speaker, who gives the students guidance on how they can become critical readers and how they can justify their opinions.
- The award ceremony for *The Avid Reader Award* takes place on World Book Day in April.
- The award's own website – www.bokslukerprisen.no

Foreningen !les, Norway: The Avid Reader Award



The screenshot shows the Bokslukerprisen website. The left side features a navigation menu with 'FORSIDE', 'AKTIVITETER', 'JURYEN', 'LÆRERVEILEDNING', and 'LOGG INN'. Below the menu is a banner for 'Fem fine anmeldelser fra Bokslukerprisen 2015-2016' with a photo of a girl and a 'LES MER' button. Underneath is a section titled 'Årets bøker' displaying ten book covers with their titles and the number of reviews: 'Ukjent fare' (1317), 'Lars er LOL' (1328), 'Verdens verste bursdag' (1571), 'Et hundeliv' (1257), 'Svikta' (1150), 'Egoland' (941), 'Lydigheitsproven. En tenkt fortelling om et barn' (388), 'Maretorn' (187), 'Ollis' (171), and 'Svart senker natten seg' (178).

The right side of the screenshot shows a registration form titled 'Finn boka på biblioteket' with a dropdown menu for 'Agenes folkebibliotek' and buttons for 'FINN BOKA' and 'Sett som favoritt'. Below this is a section for submitting an application: 'Legg inn din anmeldelse. Skriv inn e-post og skole slik at du kan få premien hvis du blir månedens anmelder'. It includes a text area for the review, a 'Din anmeldelse:' label, a 'Navnet ditt *' field, an 'E-post (blir ikke vist) *' field, a 'Løs oppgaven *' section with a math problem 'tre + 3 = ', and a 'Skole: *' field. A 'PUBLISER ANMELDELSE' button is at the bottom. Below the form, it states '1 571 anmeldelser av "Verdens verste bursdag"' and lists two reviews: 1. Beate (Skole: Fiskarstrand skule) on August 30, 2017 at 8:00 am, and 2. Mathilde (Skole: Utsira skole) on August 30, 2017 at 8:31 am.

Foreningen !les, Norway

The Norwegian Youth Literature Award



- Established in 2007. A collaboration between Association Read!, The Norwegian Festival of Literature and “The Cultural Rucksack” (“Den kulturelle skolesekken”, a national programme for art and culture).
- The adolescents’ own award for the best teen book of the year.
- The adolescents are in charge of every part of the arrangement.
- Reviewer classes read and write reviews for every teenage book that has been published in the past year.
- Based on the reviews, five books are nominated.
- Seven jury classes from schools across the country are assigned to read the nominated books and select a winner.
- During the reading period, the jury classes are visited by professional literary critics.
- Each year, in May, a grand jury with representatives from the seven school classes meet during The Norwegian Festival of Literature to discuss and select the winner of the award.
- The award ceremony takes place during The Norwegian Festival of Literature. The jury classes and the nominated authors are present.
- During the festival, the students also get to meet and have conversations with nominated authors.
- Association Read! follows participating students closely. The jury classes and their teachers are invited to a seminar before the reading period begins.
- The award’s own website – www.uprisen.no

Foreningen !les, Norway: The Norwegian Youth Literature Award



The screenshot shows the homepage of the Norwegian Youth Literature Award website, Uprisen.no. The header includes the site name 'Uprisen ÅRETS UNGDOMSBOK' and navigation links for 'UPRISEN OVERSATT', 'ARKIV', 'LÆRERSIDER', and 'OM UPRISEN'. A search bar and social media links are also present. The main content area features a large banner for 'UprisenUKA' and two featured interviews: 'Intervju: Camilla Sandmo' and 'Julie fra Korgen sentralskole er månedens anmelder i september.' Below this, there is a section for 'Nye anmeldelser' with five book covers and their respective review counts: 'Ingenting blir som før' (9), 'Dit månen drar' (3), 'Da månen sluknet' (1), and 'Det er natt, det er kaldt og jeg sover ikke' (9). A section titled 'Ny kåring i gang: Årets bøker kan anmeldes nå' lists several upcoming books like '1000 dager', 'Baksiden', 'Bellials inferno', 'Da månen elubret', 'De døde ser deg', and 'Deadline'.

This screenshot shows a detailed review page for the book 'Ingenting blir som før' by Hans Petter Laberg. The review is by Camilla Sandmo, dated October 17, 2017, and has received 9 reviews. The text of the review discusses the book's plot, which involves a boy named Markus who is hit by a car and ends up in a coma. The review notes that the book is written in a simple, accessible style, making it suitable for young readers. It also mentions that the book is available at the 'Agdenes folkebibliotek' and provides a link to 'LEGG INN DIN ANMELDELSE'. Below the review, there is a section for 'malin moen jorkjen' with a review by Thea Solberg Eriksen, dated October 10, 2017.