



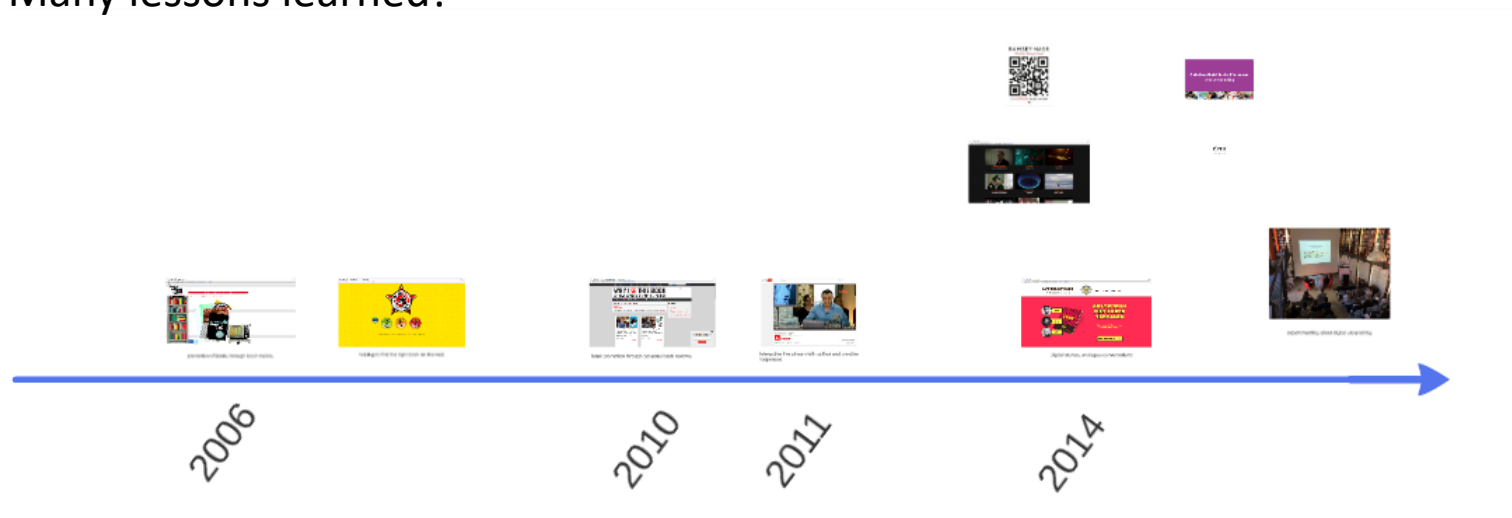
Digital media in reading promotion

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



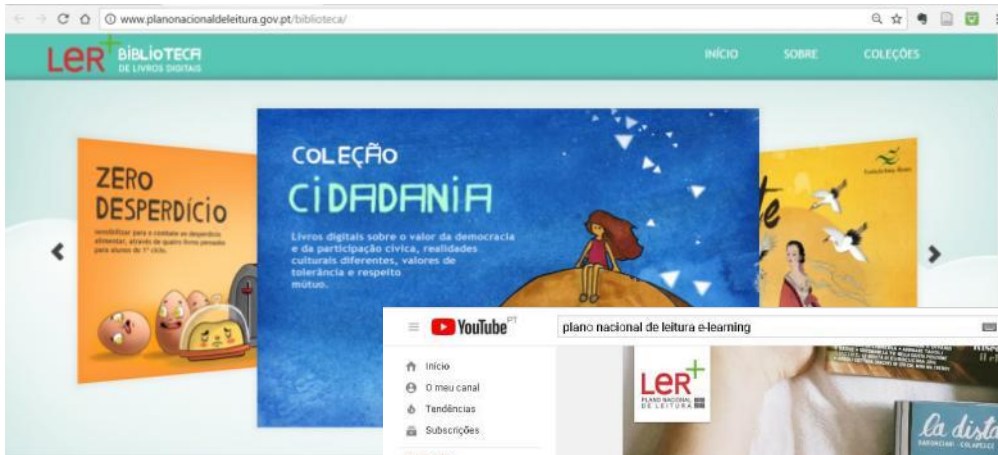
RESEARCH: "THE MODERN LITERACY IN FINLAND"

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



o beijo da palavrinha



B1 O BEIJO DA PALAVRINHA AE ManuelOliveira
Reading Week Awards

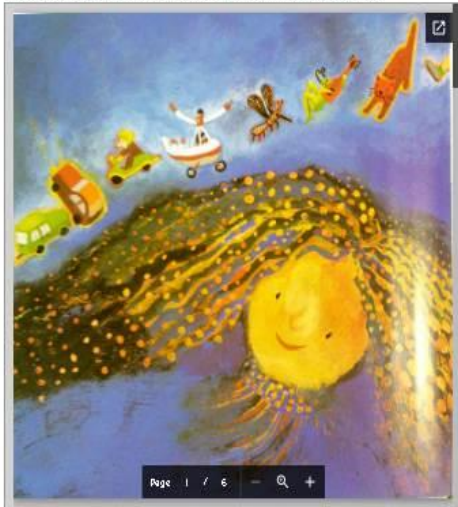


Tell us a story!

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



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



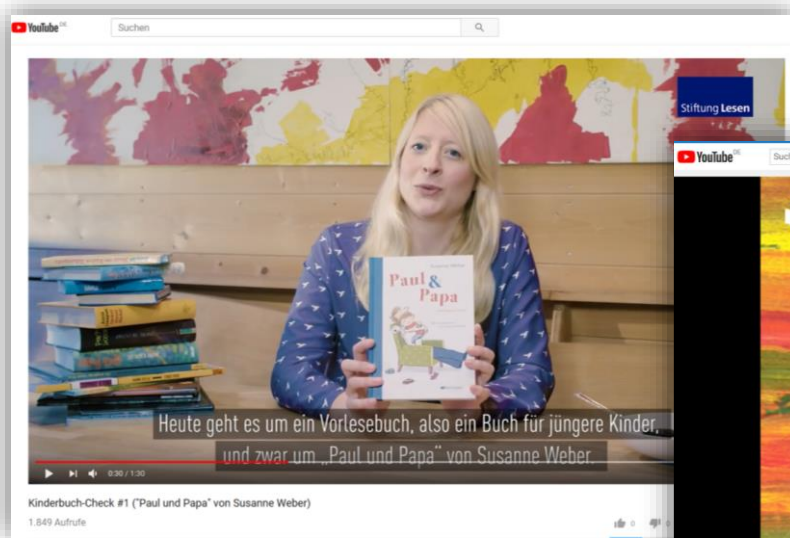
Podcasts



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...

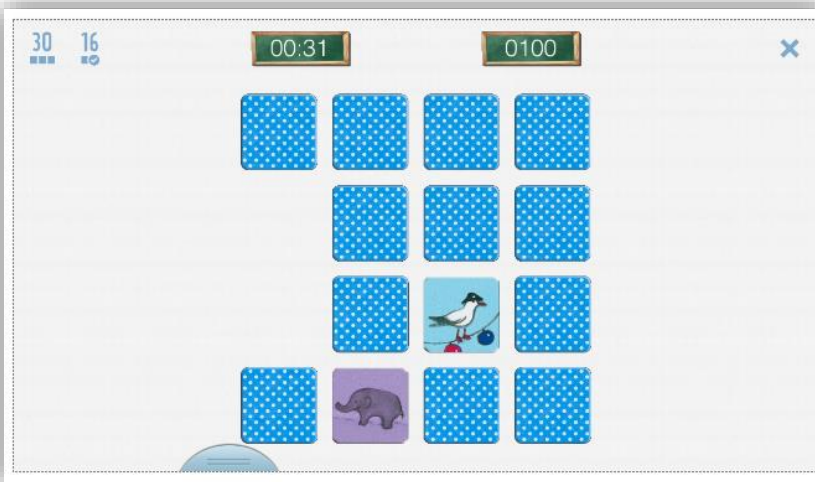
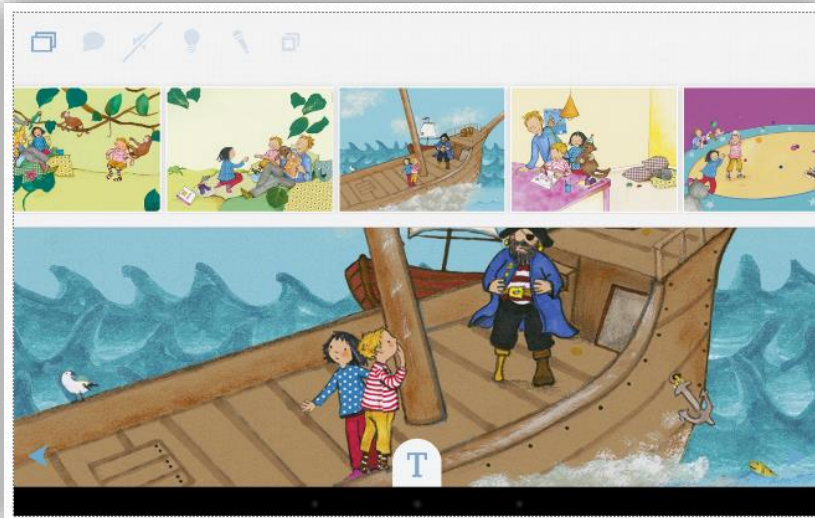
> [Zum Lesetipp](#) [Download als PDF](#)
[Merken](#)

 **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



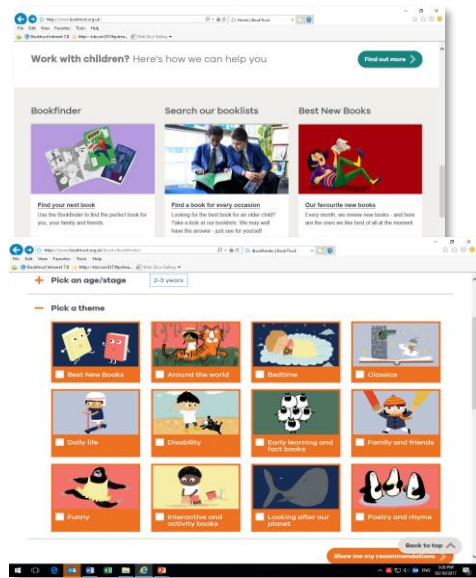
Features:

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

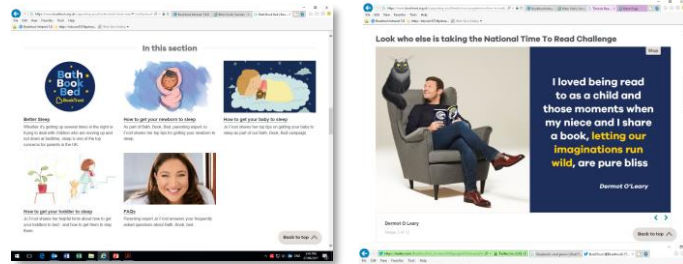
Partner: Federal Ministry of
Education and Research

BookTrust, Uk: Digital overview

Book Recommendations



Campaigns and Social Media



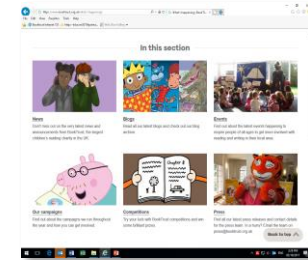
Twitter: 51,000 followers
Instagram: 2,044 followers
Facebook likes: 15,891
Soundcloud May 2017: audio rhymes 3,372 plays



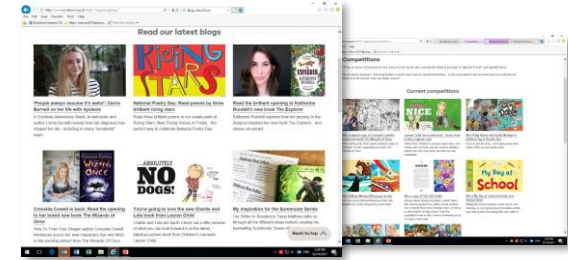
The number of views to our site have increased by nearly 4% over the past year. That's around 500,000 more views.

- **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**

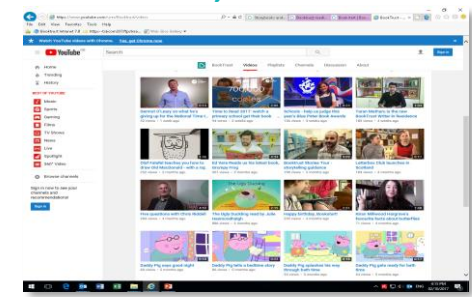
News



Blogs Competitions

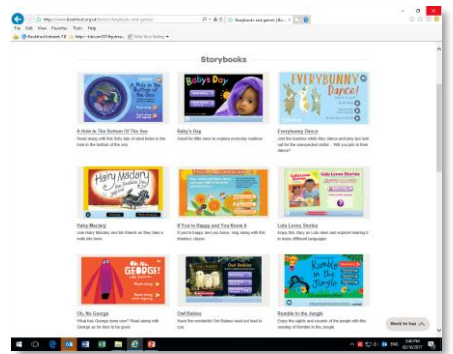


Videos: Celebrities, Authors, Animation, Shared Reading



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

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

Blogs and articles on disability and books

Deaf Awareness Week booklist

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 family?

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...

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.

Writers, illustrators and publishers
Top tips on including positive images of disability in books, and what else the publishing industry can do to help.

Everybunny Dance!

Lulu Loves Stories

Dual language

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.

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

English and 26 other languages

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)

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)

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

Lulu Loves Stories
Click and drag the covers or press the buttons to turn. To begin like a real book.

Choose another language

BookTrust
Inspire a love of reading

القراءة مع طفلك
للأعمار من 4 إلى 6 سنوات



Reading Advice
for Families
and
Practitioners

BookTrust, Uk: Gamification



The screenshot shows the 'Writer in Residence' page on the BookTrust website. The page 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 photograph of Taran Matharu, the current Writer in Residence, sitting in front of a bookshelf. To the right of the photo 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 playing in a browser window. The video player shows a Minecraft game scene with a character in a blue hoodie (Ali-A) in the top right corner. The video has a play button, a progress bar at 0:45 / 3:51, and a volume icon. Below the video player is the video title and a 'Subscribe' button. To the right of the video player 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 a header with the BookTrust logo and navigation links: 'Home', 'Who are we', 'Why reading matters', 'Supporting you', 'Books', 'What's happening', 'Support us', and 'Donate'. Below the header is a section for the book 'The Goozillas: Trapped in the Bog of Beasts' by Dexter Green, illustrated by Jake Dash, published by Oxford University Press. The page includes a review section with the 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 is a 'Booklists' section with a 'Your Reviews' button. At the bottom, there is a 'Books we love: September 2017' section with a 'View more books we reviewed and loved this month. Here you go!' link.

The screenshot shows a website page for 'Ali-A Adventures'. The page features a header with the title 'Ali-A Adventures' and a sub-header 'Game On!'. Below this is a list of authors and illustrators: 'Ali-A, Cavan Scott, Aleksandar Sotirovski (by artist), Aleksandar Sotirovski (illustrator), Aleksandar Sotirovski (illustrator)'. The page includes a 'Share this title' section with social media icons for Facebook and Twitter. Below this is a 'Publish' section with the 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-A 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 page also features a 'Publish' section with the text: 'Publish: Published 09th October 2017, 322 pages, 6x9.5in'. At the bottom, there is a 'Ali-A' section with a right-pointing arrow.

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 bokanbefalinger

Bildebøker Bokmål Dikt Eventyr Fakta Fantasy Fortsettelsesbøker
Humor Klassiker Lese selv Lettlest 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 ødelegger 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 'BOKSLUKER PRISEN' logo and buttons for 'FORSIDE', 'AKTIVITETER', 'JURYEN', 'LÆRERVEILEDNING', and 'LOGG INN'. Below this is a banner for 'Fem fine anmeldelser fra Bokslukerprisen 2015-2016' with a photo of a girl and a 'LES MER' button. The main content area is titled 'Årets bøker' and displays a grid of book covers with their titles and number of reviews. The right side shows a registration form for 'Finn boka på biblioteket' with a dropdown menu for 'Agenes folkebibliotek' and a 'FINN BOKA' button. Below the form is a section for submitting an application, including a text area for the application, fields for name, email, and school, and a 'PUBLISER ANMELDELSE' button. A list of applications is shown below, including one from Beate at Fiskarstrand skule and another from Mathilde at Utsira skole.

BOKSLUKER PRISEN

Om Bokslukerprisen | Arkiv | !les

FORSIDE AKTIVITETER JURYEN LÆRERVEILEDNING LOGG INN

Fem fine anmeldelser fra Bokslukerprisen 2015-2016

Les de gode eksemplene, skrevet av bl.a. Kristine fra Grødem skole

LES MER

Årets bøker

Bokslukerprisen 2015-2016	Årets bøker
Ukjent fare 1317 anmeldelser	Lars er LOL 1328 anmeldelser
Verdens verste bursdag 1571 anmeldelser	Et hundeliv 1257 anmeldelser
Svikta! 1150 anmeldelser	Egoland 941 anmeldelser
Maretorn 187 anmeldelser	Lydigheitsproven. En tenkt fortelling om et barn 388 anmeldelser
Ollis 171 anmeldelser	Maretorn 187 anmeldelser
Svart senker natten seg 178 anmeldelser	Ollis 171 anmeldelser

Finn boka på biblioteket

Agenes folkebibliotek

FINN BOKA Sett som favoritt

Legg inn din anmeldelse. Skriv inn e-post og skole slik at du kan få premien hvis du blir månedens anmelder

Din e-postadresse vil ikke bli publisert. Obligatoriske felt er merket med *

Din anmeldelse:

Navnet ditt *

E-post (blir ikke vist) *

Løs oppgaven *

tre + 3 =

Skole: *

PUBLISER ANMELDELSE

1 571 anmeldelser av "Verdens verste bursdag"

- Beate (Skole: Fiskarstrand skule) på [august 30, 2017 på 8:00 am](#) sier: Innholdet blei ekkelt, mange blei kvalme. Elevane gløymte kva det egentleg handla om fordi det var «for godt beskrive.»

[Svar](#)

- Mathilde (Skole: Utsira skole) på [august 30, 2017 på 8:31 am](#) sier: Verdens Verste Bursdag
Jeg likte ikke så godt boken fordi den fikk meg ikke til å le, men jeg likte hvordan alle ditaljene ble skrevet sånn at jeg skjønner hva som skjer. Forskempel når han spydde og bokslukerparten at alle fikk det på seg og at de ble sinte og lei seg. Jeg likte at det var kult at de viste

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. At the top, there is a navigation bar with the site name 'Uprisen' and 'ÅRETS UNGDOMSBOK'. Below this, there are several featured articles and book covers. A prominent article titled 'UprisenUKA' is dated 16. TIL 20. OKTOBER 2017. Below it, there are two interview photos: one for Camilla Sandmo and another for Julie fra Korgen sentralskole. A section titled 'Nye anmeldelser' (New reviews) features five book covers with their respective titles and review counts: 'Ingenting blir som før' (9 reviews), 'Dit månen drar' (3 reviews), 'Da månen sluknet' (1 review), and 'Det er natt, det er kaldt og jeg sover ikke' (9 reviews). At the bottom, there is a section for 'Ny kåring i gang: Årets bøker kan anmeldes nå' (New award in progress: This year's books can be reviewed now), listing several more book covers.

This screenshot shows a detailed review page for the book 'Ingenting blir som før' by Hans Petter Laberg, published by Cappelen Damm in 2017. The review is by malin moen jorkjen, dated 17. oktober 2017. The text of the review discusses the book's plot, which involves a boy named Markus and his friend Victor, and how the story is told from a perspective that is not fully understood. The reviewer expresses mixed feelings, noting that while the book has some strengths, it also has some weaknesses, particularly in its pacing and character development. The page includes a 'LEGG INN DIN ANMELDELSE' (Add your review) button and social media sharing options for Facebook and Permalinks.