

Exploring Book-Related Contents on YouTube - Focus on Winter Library

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Abstract

This study multilaterally explores South Korean YouTuber Winter Library's book-related contents uploaded on one's channel. As science and technology have developed, now the ordinary people can produce their videos and share them online. YouTube has been the most popular video storage service, and many Koreans use and enjoy it as well. This study investigates book-related contents produced by YouTuber user Winter Library, often called BookTuber (Book plus YouTuber). More specifically, it analyzes Winter Library's various contents by 1) Components of YouTube Channel 2) Contents of Components 3) Components that help to increase reading rates. This study is contributing as it focuses on book, which is not so common topic in YouTube. As a result, the study discovers unique aspects of YouTube contents, and also explores the book-related industry in South Korea. This YouTube channel could be functional for increasing reading rates, especially among adults.

Keywords: Content, YouTube, BookTuber, Internet, Winter Library

1. Introduction

The media industry is changing and evolving more than ever before nowadays. As science and technology have developed, ordinary people can produce their own videos and upload them online. The topics vary from their personal life to professional skills. And YouTube is globally the most popular video streaming website. More than 19 Billion users use YouTube every month and they spend 10 Billion hours watching videos per day [1]. It is even reported that YouTube is the second most visited website all around the globe as for 01/30/2010 [2].

The factor behind its popularity is that the majority of contents uploaded on YouTube are to entertain users in general, topics including game, music, dance, talk show, and etc. As many people use the Internet during their leisure, people prefer entertaining topics. This study, however, focuses on book-related contents on YouTube, which are often uploaded by BookTuber, a combination of words Book and YouTuber. It observes one of the South Korean BookTuber, Winter Library, who started one's channel since January 2017.

It is reported that the book-related industry is on its decline in South Korea: South Korean read books less than OECD average [3], 40% of adults do not even read one book per year [4], and there were 4,600 bookstores in 1990 but the number declined to 1,750 in 2011 [5]. In this respect, this study not only examines YouTube contents but also analyzes the book industry in South Korea.

2. Questions

As abovementioned, this study explores book-related content on YouTube by focusing on YouTuber Winter Library who has 123K subscribers on 01/31/2020. The specific questions are as follow:

Question 1: What are the components of Winter Library's YouTube Channel?

Question 2: What are the contents of each component?

Question 3: What are the components that help increase reading rates?

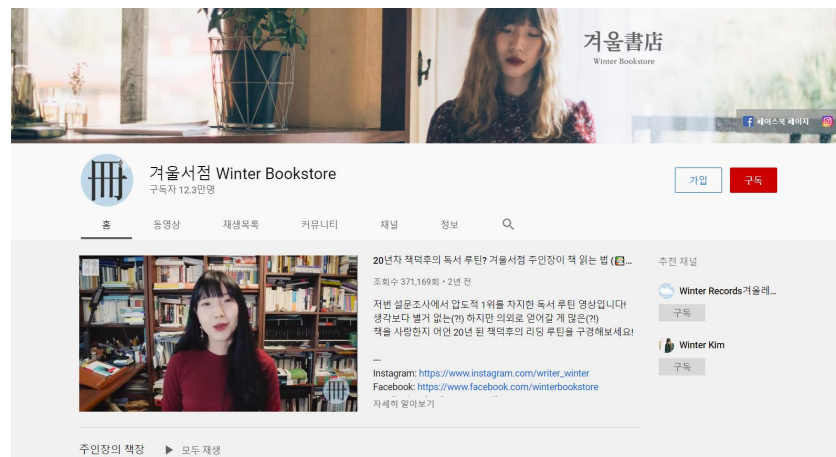


Figure 1. Main Scene of Winter Library's YouTube Channel

3. Method

The method of the study is simply to visit Winter Library's YouTube channel and research necessary data on 01/31/2020. Video data are collected from the Playlists section, not the Videos section as it categorizes well. It also does not count private video(s) and repeated video(s).

4. Results and Discussion

As for Question 1, the result is as follows:

Table 1. Component of Winter Library's YouTube Channel

Component	Time			Views			Like		
	Min	Max	Average	Min	Max	Average	Min	Max	Average
Book Talk and vlog	00:01:47	01:06:05	00:20:11	5,092	372,959	46,652	106	6,600	1,253.34

(N=47)									
Winter Radio (N=22)	00:03:17	03:19:37	01:50:26	6,729	39,274	21,221	183	967	439.86
Owner's Bookshelf (N=49)	00:06:48	00:25:00	00:14:26	11,807	134,569	36,924	414	2,300	1,010.80
Announcement and Small Talk (N=19)	00:00:32	00:23:05	00:05:53	2,218	508,972	53,799	51	19,000	1,856
Bookstore near Cinema (N=14)	00:14:34	02:57:34	01:12:07	11,404	68,208	32,538	281	1,400	768.43
Analysis and One Sentence (N=29)	00:07:29	00:31:27	00:16:34	8,989	95,531	28,715	214	2,400	958.97
Goods Review (N=13)	00:04:57	00:28:37	00:12:37	21,533	97,220	54,240	375	1,400	926.15
Enjoyment of Reading (N=11)	00:04:28	00:31:55	00:14:12	11,759	26,030	17,486	246	952	493.73
Live Highlights (N=4)	00:04:22	00:06:24	00:04:22	3,644	18,295	13,349	327	892	661.25
Winter Record (N=4)	00:03:49	00:04:19	00:03:58	1,799	3,333	2,338	27	74	40.80
Short Thought of Reading (N=1)		00:07:29			18,734			490	

Regarding Question 2, it specifically analyzes contents of components.

Book Talk and vlog: Winter Library leads diverse talk regarding books she read as a vlog, which is a combination of words, video and blog. She visits book conferences, meets her friends and explores books they have, tells her own skillsets of reading books with efficiency, and so forth.

Winter Radio: Winter Library operates her talk show with a microphone like a radio show. The topics vary, but it more focuses on her personal life and interest. It has the longest time length among all components.

Owner's Bookshelf: Winter Library talks about her own book as a "review" and some book-related topics such as memoirs. Usually, each video focuses on one specific book.

Announcement and Small Talk: Winter Library do announcements related to her YouTube channel and several small talks about her contents.

Bookstore near Cinema: Winter Library analyzes movies based on a novel with a movie YouTuber, Almost Nothing.

Analysis and One Sentence: Winter Library analyzes book. It is similar to Owner's Bookshelf which is for book reviews, but the difference is that Analysis and One Sentence is more like a critic.

Goods Review: Winter Library reviews book-related goods such as fountain pen and portable electronic book reader.

Enjoyment of Reading: Winter Library directly reads some book phrases with a microphone. Each video focuses on one specific book.

Live Highlights: Winter Library makes short highlights of Winter Radio

Winter Record: Winter Library sings a song with others.

Short Thought of Reading: Winter Library reviews a book in detail and expresses her own thoughts.

Regarding Question 3, excluding Winter Record, all components are book-related. Each component has unique features and meanings. Among them, *Book Talk and vlog*, *Owner's Bookshelf*, *Analysis and One Sentence* are the main factors that help increase reading rates of the South Korean society. Those three sections are "traditional" contents that analyze book and provide useful information. Videos from Owner's Bookshelf introduce advantages of each book. For instance, Winter Library reviews book named *Factfulness* published in 2019 and narrates good points of the book: 1) It is the one who takes an action 2) It is the one who confesses fault and looks for a method 3) The whole plot of the book is established 4) The vibe is humorous.



Figure 2. Scene of Owner's Bookshelf of Winter Library's YouTube Channel

There are certain factors that brought the success of Winter Library; first, she is self-motivating. She wants to enjoy her life of writing and music; she has worked as a part-timer for long time. She once worked as a Radio DJ and opened Winter Library to have conversation with others regarding books [6]. She also mentioned the behind story of making her channel. She basically started her channel as she had her personal camera and reading a book was her hobby. She initially did not expect having so many subscribers [7]. She only focused on maximizing her interests and producing a result. In other words, Winter Library's YouTube channel is the complex blend of diverse factors such as book, radio, video, music, and etc. It provides

meaningful messages to us; these days, as mentioned before, many people want to become a professional YouTube creator. For then, their ultimate interest would be the most important as a motivation.

5. Conclusion

Recently, YouTube has been the most influential online platform more than ever before in South Korea. Like any other nations, many Koreans, both ordinary people and employees of companies utilize YouTube for various reasons. YouTube is a lucrative platform if the content creators have lots of viewers and subscribers, which implies that YouTube content creators can be regarded as a career. Indeed, according to the survey, YouTube content creator is the fifth most popular job among South Korean students in elementary schools [8]. This study analyzes book-related contents by focusing on one specific YouTuber (Winter Library), which are not very common. The result demonstrates that Winter Library has diverse internal contents and indicates that YouTube channel can help increase reading rates among adults. Reading rates is somewhat lower in South Korea compared to that in other countries. Reading a book is regarded as a means to gain knowledge in South Korea, not as a hobby or leisure [9]. It means that YouTubers like Winter Library contribute in altering people's perspective in reading books and augmenting their interests in books.

However, this study has some limitations. First of all, this study did not include the date when each video was uploaded. Each component has different numbers of videos, therefore different uploaded dates. Some videos are frequently produced, whereas others are not. This study did not cover that. Secondly, this study does not handle the public opinion. In media, the public opinion has been regarded significant for a long time. In YouTube channel (including Winter Library's channel), the audience can leave comments on videos unless the channel blocks them. So, it would have been better if this study has contained some comments posted on videos. Last but not least, this study is a case study so it is hard to generalize and show broader features. There are other famous BookTubers such as Book Picture and Connects Book in South Korea. So, comparative analysis can be done in the future study.

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