

EMEARC18

OCLC EMEA
REGIONAL COUNCIL
MEETING

Hello.

I'm the **Smarter** Library.



Betwyll, beyond the borders of reading.

PIERLUIGI VACCANEO,
CO-FOUNDER, ASSOCIATION TWITTERATURA AND CEO, BETWYLL SRL
KATE STRUDWICK,
CREATIVE PROJECT MANAGER HEAD4ARTS



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Co-Founder, Association Twitteratura
Co-Founder and CEO, Betwyll Srl



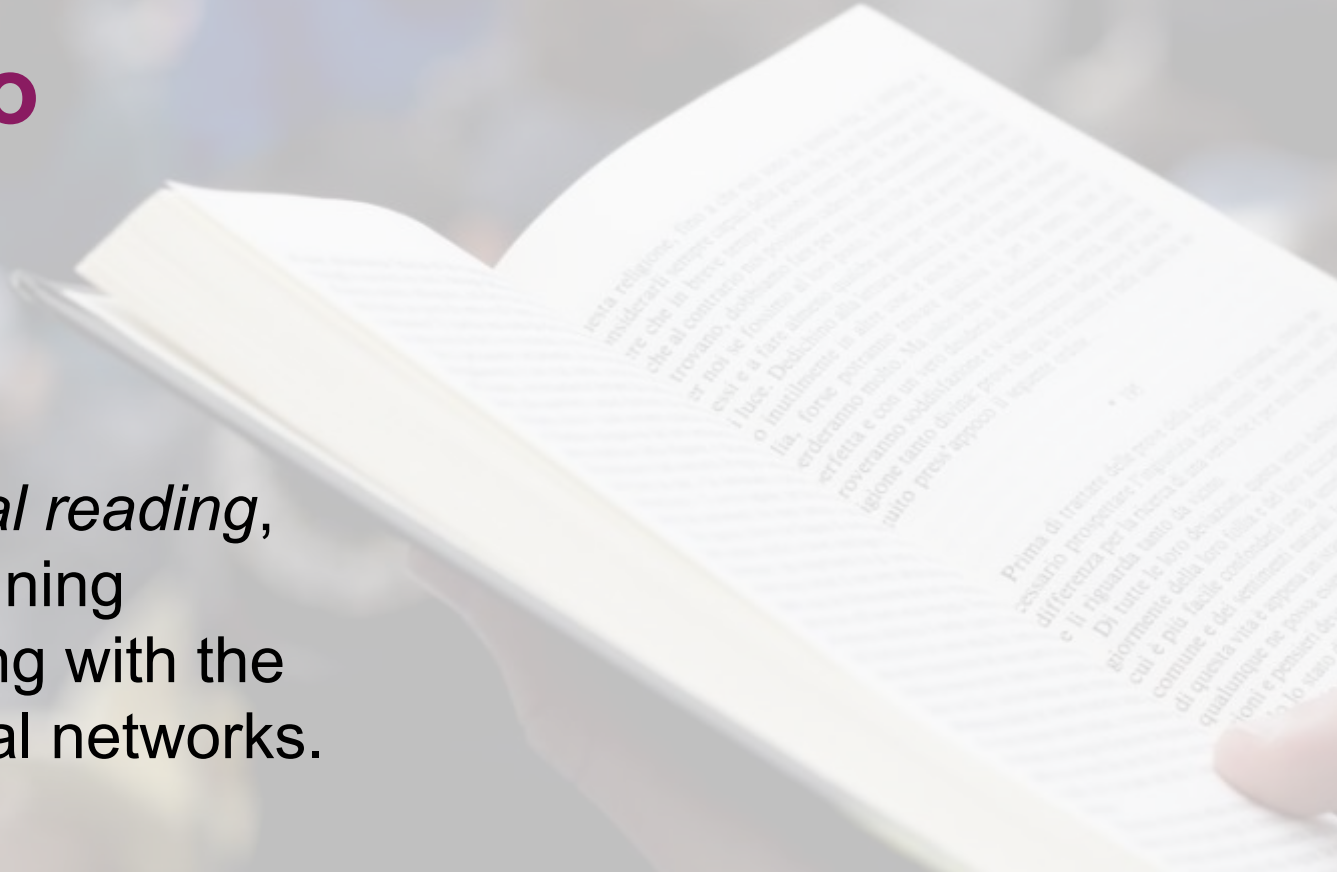
Kate Strudwick

Creative Project Manager Head4Arts

Library automation

What we do

We have developed a method for *social reading*, a practice combining traditional reading with the potential of social networks.





The TwLetteratura reading method

1. The community chooses a book to read.
2. We set up a reading calendar (i.e. one chapter a day).
3. We start reading and commenting the book together with messages of maximum 140 characters.

What happens

Having to produce their own content under a length constraint, participants are led to develop deep reading, creativity and synthesis.

They play with the language, with the text and also with the other readers, starting conversations around cultural contents.

This exercise develops self-confidence and critical-thinking, and encourages dialogue, collaboration and empathy in a safe space.



2012 | #TweetQueneau

duendeturin @duendeturin · 19 Apr 2012
traballante tramvia ratataplán, trasecolare tramortiti trattando stravolgere
tregenda, trasportare tessuti trame orditi altrove [#TweetQueneau](#)

Translate from Italian

2

Francesco Elli @francescoelli · 19 Apr 2012
Trema, in tram, quel triste tricheco. E trotta tronfio verso il trono. Tra tre trilli di
tromba lo ritroverò a tramar tresche [#TweetQueneau](#)

Translate from Italian

3

Antonio Giuttari @AGiuttari · 19 Apr 2012
[#TweetQueneau](#) Tram transita tra trenette intrise di tremebonda nevrosi, su
posto s'appoggia lui posticcio, poi postino l'appaesta su postura.

Translate from Italian

2

Our first games

In 2012, a few experiments we made on Twitter gathered a growing number of readers together. A community was born.

We understood that commenting books on Twitter (technology) could foster audience development & audience engagement.

Most interestingly, people reading together on Twitter became friends and decided to meet up where the book had been written.

A powerful learning and teaching tool

We soon realized our method could become an innovative resource for teachers and students and thus started designing games for schools of all grades, to play both online and on paper.

Our own webapp for social reading

In 2014 thanks to a grant for cultural innovation we developed the beta version of Betwyll.

Betwyll allows students, teachers and all community members to play social reading games within a closed environment, directly attaching their comments to the text on the app.





Read and play within the text,
comment on it together with other readers
following TwLetteratura's method.



Main results

- 31,200 followers on Twitter.
- Over 2,500 downloads on Betwyll.
- More than 50 books read.
- 14.000 students, 500 teachers from 280 schools in Italy.
- 5 universities involved: Pavia, Cardiff, Gent, Harvard, Indiana.
- Projects developed in Belgium, Romania, Wales and the U.S.
- International programmes won: Transition, Benisi, Tandem, Creative Business Cup Italia, Creative Business Cup semifinals.
- Included in the curriculum for digital civic education of the Italian Minister of Education.

EUROPEAN AGENDA
FOR CULTURE

WORK PLAN FOR CULTURE
2015-2018

APRIL 2016



PROMOTING READING IN THE DIGITAL ENVIRONMENT

REPORT OF THE WORKING GROUP OF EU MEMBER STATES' EXPERTS
ON PROMOTING READING IN THE DIGITAL ENVIRONMENT
UNDER THE OPEN METHOD OF COORDINATION

A European good practice

In 2016, TwLetteratura was acknowledged by the **European Commission** as a good practice in the white book “Promoting Reading in the Digital Environment”.

Our projects with foreign students of Italian language, literature and culture

- *Io non ho paura* - Harvard University (2 rounds, in 2016 and 2017)
- #Proverbi - Harvard University (2016)
- *Scontro di civiltà per un ascensore...* - Indiana University (2016)
- *The Fortunate Pilgrim* - Indiana University (2017)
- *The Sopranos* - Indiana University (2017)
- *Venuto al mondo* - Indiana University (2017)
- *Un anno sull'altipiano* - Ghent University (2017)
- *Orlando furioso* and *Gerusalemme Liberata* - Ghent University (2017)

Our projects in Wales: #TwWonka



Reading and commenting on *Charlie and The Chocolate Factory* in English and Welsh with students from Merthyr Tydfil.

27.02.2017 - 28.03.2017

including offline creative workshops facilitated by writers/animateurs and an illustrator.

Our projects in Wales: #AdventuresInWonderland



Reading and commenting on *Alice's Adventures In Wonderland* with diverse reading groups in Blaenau Gwent libraries to encourage reading, support well-being and address isolation.

3 rounds, from May to October 2017, including offline creative workshops facilitated by writers/animateurs and an illustrator.

#AdventuresInWonderland

The project involved:

- elders
- people with mild dementia
- intergenerational and family learning groups
- "isolated" people
- economically inactive library users
- adult Welsh-language learners

and was studied by Dr. Ellie Byrne from Cardiff University as part of her broader research on cultural participation.

#AdventuresInWonderland: main results

- 640 twylls with 87 app users
- 5 libraries
- 2 primary schools (parent & child groups)

23 sessions:

- 2 events
- 7 Adult Reading group sessions
- 5 family engagement sessions
- 3 family reading sessions
- 1 session with Welsh learners
- 5 arts workshops with 3 community artists (poet, printmaker and visual artist)

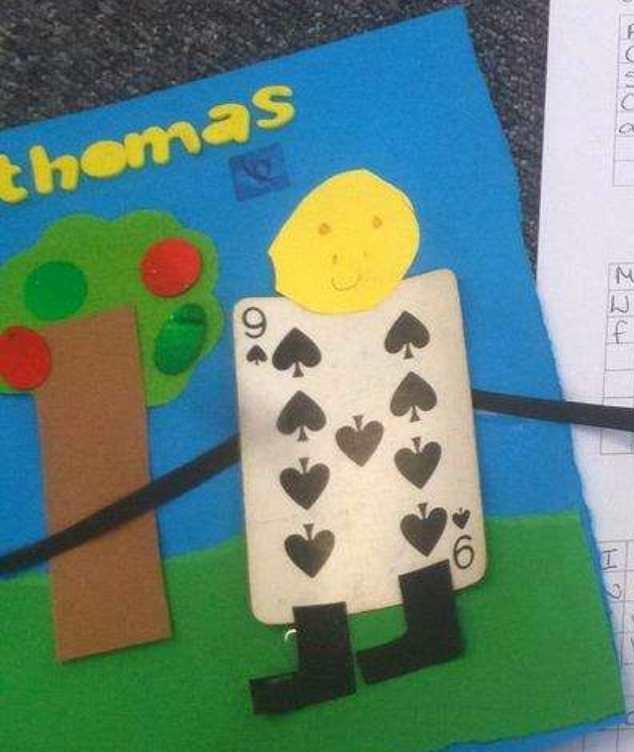
#AdventuresInWonderland: lessons learned

- Perception of a **significant impact** on readers and non readers: *social reading* as a bridge between reading and IT.
- Key **champions** are essential, as well as dynamism and enthusiasm from library staff.
- Opportunity for elders to **revise** books read in childhood, getting new insights.
- Being introduced to technology and writing through Betwyll can motivate people to become **more proficient and active online** and to join other groups.
- Factor in **time** to ensure library staff and participants have the right software and technical capabilities to use the app, and that library staff feel confident about helping others.



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ADVENTURES IN WONDERLAND - TwLetteratura Cymru

Name: Thomas & Sophie Davies

Chapter: 6 4 4.

Group:

Alice reminds me of
Cinderella because
she has the same
colour hair and has
adventures

0 4

My favourite part
was when she escaped
from the bunny hole

0 4

I liked the part
when they played
croquet with the
lamingtons and used
a hedgehog as the
ball!

0









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Thank you

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