

One News Page

News Release

24 May 2009

Twitter book clubs – The New Richard & Judy or a passing fad?

Tonight the tweeting world will be all a-Twitter because at 5.00pm BST, the ‘Wossybook club’ goes live with its first book review.

The Wossybook club is the creation of TV presenter Jonathan Ross, an avid Twitter user. And today its thousands of members will be discussing the 2004 non-fiction work by Jon Ronson, *The Men Who Stare at Goats*.

There’s no questioning the considerable impact of the Wossybook club. Created just a few weeks ago, the Twitter book group already boasts well over 5,000 members. And according to recent media reports, it has boosted sales of Ronson’s book by a staggering 7,000%.

But will the novelty of reading thousands of 140 character book reviews on Twitter soon pall? The answer is probably yes, according to a new poll by international news headline portal www.onenewspage.com.

A poll of 500 One News Page users this weekend, revealed that 71% thought Twitter book review groups would be a passing fad, and that people would tire of the restrictions of reviewing books in just 140 characters.

That said, there is no disputing Twitter book clubs’ popularity. Seventy-five percent of those surveyed by One News Page claimed they would join one.

Sixty-six percent thought that they were fun to participate in, and 75% claimed that Twitter book groups would be ‘good for literature.’

Quoted recently in the press, Jon Ronson said: "Every writer feels like a deluded lunatic, sitting alone, imagining they're a writer. So things like Wossybook club are a great tonic."

Dr Marc Pinter-Krainer of One News Page adds:

“Wossybook club could really be the new Richard and Judy with its effects on book sales. That said, only time will tell because our One News Page poll questioned the enduring popularity of discussing books on Twitter. It could die as quickly as it was born.”

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