

## EQUATIONS IN YA ENGAGEMENT AT SUTHERLAND SHIRE LIBRARIES

How does a library get 100 teenagers to attend and enthusiastically engage in a lecture on mathematics? Well, we did it by booking a YouTube star. While young adults love the study space and Wi-Fi of the public library, it can be difficult to create engagement around talks on stress management or subject lectures.

For librarians aiming to engage teens in what libraries have to offer, understanding the habits and choices of teens helps to create a popular program of events. The most obvious example is to see where young adults go when they need information – online. Almost all teens own a smartphone now.

A [Pew Research Centre survey](#) found 85% of teens in the United States say they predominantly use YouTube, Instagram and Snapchat more than other social media. While an [Australian study](#) in 2017 found teens spend 1,200 hours a year on social media, mostly YouTube and Facebook.

Among the abundance of tutorials, guides, curated lists and react videos on YouTube, one high school maths teacher shot to stardom with his channel [Mister Wootube](#). Multi award-winning educator Eddie Woo has amassed a following of more than half a

million subscribers and more than 30 million views. The comments on his videos show students engaged in and responsive to the content in a way few educational channels achieve.

Woo spoke at multiple libraries for the release of his book *Woo's Wonderful World of Maths* in 2018, including [at Sutherland Library](#), NSW. The event booked out in days and the space was at capacity with more than 100 students attending the presentation on mathematical wonders, study tips and a Q&A session. Students who were in the library to study also gravitated to the maths teacher's presence.

Strategies that take into account experiences like this will help libraries as they continue to develop and promote educational events for young adults. This is a matter of finding what is trending and what is working in the online world to transform into events that get young people through the doors of the library. The net result of this experience was a community of young people more aware of the library's HSC resources, high-quality programs and events, and social media presence. 🌟

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