

## A Study on Turkish Books in Wattpad Platform using Tags and Popularity Rankings

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### ARTICLE INFO

#### *Article history*

Received: February 14, 2022

Accepted: April 16, 2022

Published: April 30, 2022

Volume: 10 Issue: 2

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Conflicts of interest: None

Funding: None

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### ABSTRACT

Wattpad platform has reached a significant number of users in Turkey as well as in the world. Therefore, books written in Turkish on Wattpad are essential reference sources for researchers to determine the transformation and development of Turkish and popular literature in the digital environment. The tags are keywords assigned by the author and contain valuable information about the general characteristics of a book. The browse categories when sorted by hot listing option, give a popularity ranking of a category at the current time. Tags enable the readers to discover the book more easily and provides the book to be ranked on top of the popularity rankings. In this study, from the tags that are obtained from the top 10 books of popularity rankings of a 13-year-old user profile, it is aimed to analyze the subjects of interest of adolescent readers, their choices and the quality of the Turkish books that appeal to them. The tags are classified and it was determined that the most used tags among the classified groups were related to the genre of the story, the subject of the story, and the K-pop culture, respectively. This shows the effect of K-pop culture in Turkish books on Wattpad. It is also seen that words related to kinship and affinity names, professions and occupational names, media and social media communication tools, mature themes, venues, supernatural, and mythological elements, Watty Awards, gender and age, religions, personal, physical and age characteristics of protagonists, and reign are used as tags.

**Key words:** Digital literacy, Tag, Popularity ranking, Young adult fiction, Turkish, Wattpad

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### INTRODUCTION

New media includes online communities; such as, social networks (LinkedIn, Facebook), social bookmarking (Pinterest, Digg), blogging, vlogging and microblogging (Twitter), video or photo sharing, mashup and portal web pages, wiki, podcast, tagging, rich site summary (RSS) feeds, interactive maps and other online information services and applications (Szabo, 2014). In order to provide these services and applications, the new media gain advantage from modern digital information technologies through the internet, wireless communication, satellite, computer, mobile device, smart television and other different media and terminals (Dan, 2021; Szabo, 2014).

In addition to the developments in technology, the digital transformation process that has accelerated especially with the pandemic process, has also facilitated, expanded, and increased the use of new media. Embracing these new technologies to complement and support traditional means of vernacular expression, new media is changing the way people learn, share, participate and interact with others (Blank, 2012). Consequently, the culture, habits and structures of education, entertainment, friendship, marketing, business and consumption are affected and a new folk culture is formed in the digital environment (Bold, 2016).

In the cyber world, which refers to an online environment where participants are involved in social interactions and have the ability to influence and inspire each other, people can interact in various formats by using the unremittingly developing and transforming new media in the digital environment. Along with the new products developed for different purposes in the cyber world, social media platforms, which are an important extension of the new media, continue to diversify and offer new tools for accessing and sharing information. Thus, social networks and social media tools with different channels; such as, mobile device, tablet, and computer, and with different media tools; such as, text, picture, animation, video have provided environments that have given their users the opportunity to be active readers, and to be content producers without being bound by languages or words (Falguera-García & Selfa-Sastre, 2017).

The developments about the new media in the cyber world have begun to change not only the reading habits, but also the writing habits of individuals with various novel applications. Readers can directly communicate with their favorite authors and publishers via social media on digital reading-writing platforms; such as, Wattpad, Inkitt, Webtoon, and WeNovel, and become writers or publishers themselves. In this way, it is ensured that the authors could

meet with their audience without the printing costs of the books and the acceptance letters of the publishing houses and editors. The concept of literacy expands into different perspectives one of which is the digital literacy. It is the ability of an individual to realize and use information provided in various formats and a broad range of sources using computer technologies (Gilster, 1997). Adolescents and young adults have a great interest in technology. Therefore, in children's, teenage and youth literature, new media is heavily used, as in almost all other fields (Asutay, 2007). These advances also change the reading and writing habits of young generations that have better digital literacy than older generations. They are actively interested in new technologies, and young writers are quickly recognized (Bold, 2016). For instance, after their popularity on Wattpad platform, young writers; such as, Anna Todd and Beth Reekles, signed agreements for their bestselling authorial careers in royalty publishing (Skains, 2019). Beth Reekles was included in Time magazine's list of the 16 most influential young people of 2013 at the age of 17 (Thompson, 2013). In Turkey, the Ministry of National Education has brought the concept of media literacy for children and youth into the curriculum (Asutay, 2007).

While Wattpad was only providing services for the English language when it was founded in 2006, today the story language can be selected from 55 options including different alphabets. According to a recent research, as one of these languages, Turkish is the fourth most used language after English (79.0%), Spanish (6.2%) and Portuguese (2.2%) with a 1.8% ratio (Pionzola et al., 2020). For this reason, studies on Turkish books on Wattpad is crucial for linguistics to determine the change and development of Turkish in the current, popular and digital environment.

### Literature Survey

Although there has been an increase in language and education studies on Turkish about digital reading and writing platform Wattpad, it is not possible to say that it is sufficient. According to the questionnaire conducted by Güran Yiğitbasi (2018) with Turkish Wattpad readers who visited the 36<sup>th</sup> International Istanbul Book Fair in 2017 and attended the book signing events, it was seen that 88% of Wattpad users were young girls/women, 91% of users are aged between 12-19 and 92% of users stated that they use Wattpad on a mobile basis, that is, through their smartphones. This study is important in terms of showing that especially teenage girls between the ages of 12-19 use Wattpad in Turkey. Neşeli (2019) analyzed 361 Turkish books in the Wattpad publications collection of the electronic bookstore Kitapyurdu in terms of genre, stylistic features, gender of the authors, publishers, and then four of the books were evaluated in terms of the characteristics of the protagonists and the bad habits in the books.

The content analysis method was used in some studies on Turkish books. For instance, in his research on the in-school and out-of-school reading and writing experiences of Turkish secondary school students, Bal (2018) revealed that the participants accepted Wattpad as a place to express themselves comfortably, with the sense of inner satisfaction

and self-importance and that the texts were mainly based on experiences of writers. Ağır (2019) considered four Turkish and one English novels produced in Wattpad platform which were printed in Turkish by publishing houses in Turkey. Then these five Wattpad novels had been analyzed in terms of adolescence and young adulthood problems, risk-taking as a solution strategy, violence and aggression behaviors. The results have demonstrated that novel fictions were developed within the context of developmental needs and problems of adolescence and described by many risk-taking behaviors particularly negative self-perception, substance use, violence, aggression behaviors, non-healthy family patterns, and school adaptation problems of protagonists (Ağır, 2019). Also, Güleç Sağlam (2020) examined five Turkish Wattpad books, which were published in Wattpad in Turkey and reached 10 or more editions, in terms of religious and moral elements, and found that Wattpad books were mostly texts containing negative moral elements (Güleç Sağlam, 2020, p.91). In her doctoral thesis, Sivri (2021) evaluated Turkish Wattpad novels with the method of feminist literary criticism and evaluated the texts produced by conservative young women and the reader comments on these texts while deconstructing the hegemonic masculinity and accentuated femininity produced in this new subculture. Başoğul (2021), in her study, interpreted the opinions of Turkish teachers and secondary school students about Wattpad. According to the results obtained in the study, it was seen that 7<sup>th</sup> and 8<sup>th</sup> grade students among secondary school students use Wattpad more and prefer to use this application from the mobile environment. According to the general view of Turkish teachers, it has been learned that students with low academic success and family problems use this application to be popular and attract attention among their peers (Başoğul, 2021). Acar et al. (2021) examining the fifteen completed Turkish books that reached 150,000 or more likes in the ChickLit (young woman's literature) category on Wattpad platform, revealed that the books have content features of sexually explicit behaviors; such as, unhealthy family representations, representations of men and women, in which gender characteristics are emphasized, risky behaviors; such as, substance use, crime, violence, suicide, sexual intercourse at an early age, pornographic presentations, and rape. Yurtseven Yilmaz and İpek (2021) analyzed the Turkish books that received the Wattys 2018 award on the Wattpad platform within the framework of the concept of violence and types of violence. It was determined that elements of cyber, sexual, emotional, physical and economic violence were encountered in the analyzed stories, and physical and emotional violence was especially common among them.

To my knowledge, this study is novel as it attempts to investigate and analyze the writers and adolescent Wattpad readers using the tags and the popularity rankings of the books. In this study, main focus is on Turkish Wattpad books, their readers and writers.

### Wattpad Books

Wattpad books consist of five elements: the text of the story, the title, the cover of the book, the description/introduction

of the book and the tags of the book. While creating the text of the story, the author can enrich the book visually and audibly by adding pictures, photographs, animations, videos and sound clips apart from the written text. Each story has a title and sometimes new stories are written with the titles of the stories that had a high read rate in the past to easily attract reader attention. Thus, a reader can see more than one book with the same name. On the Wattpad platform, the books are sorted in lists with their cover pictures. This reveals the importance of the cover picture of the story in increasing the number of reads and the recognition of the stories among similar ones. For this reason, the authors prepare book covers by using various applications or with the help of users from the Wattpad community who want to contribute to the book. Authors can optionally add an explanation/introductory text promoting the content at the beginning of their book. Authors add words known as tags that indicate some information; such as, the genre, the theme, spiritual, physical characteristics and the names of the protagonists. The tags added to the book make it easier for the readers to discover the book and make it possible to reach the top of the reading lists.

For the word *tag* in English, the word *etiket* is used in Turkish, which comes from the French word *étiquette*. In TDK Contemporary Turkish Dictionary, the meanings are given as 1. (noun) a small piece of paper placed on a commodity to indicate properties; such as, the type, quantity, price etc. or to declare the owner of things; such as, books, notebooks etc. 2. (metaphor) identity, and 3. (noun, metaphor) the way to be followed in the behaviors in a society (TDK, 2002). The meaning of this word is not given in the TDK Computer Terms Correspondences Guide and the Informatics Terms Dictionary. However, the meanings of the words *tag* and *label* are given as *etiket* in the Computing Terms Companion Guide (TDK, 2002). For information systems, as a computer term, *etiket* in Turkish can be defined as a keyword or term assigned as an additional information to any piece of information; such as, an internet bookmark, multimedia, database record or computer file (Iftikhar et al., 2020). Such records containing information about the data held in the system are called metadata. The tag metadata help to identify a related item. Thus, the related item can be found by browsing the tags or searching through the tags (Berendt & Hanser, 2007). Although tags can be selected from a controlled vocabulary, depending on the system, they can also be selected informally and personally by the tag creator or audience (Gene, 2008). In Wattpad platform, tags can be assigned informally and personally by the author. The author is free in this regard. However, this situation causes typos and grammatical errors in the tags and as time passes, similar tags for the same subject with different spellings derive. For example, it is seen that there are different tags; such as, *romantizm*, *romatizm*, *romantizim* in the tags of the examined Turkish books. In a book written by the Wattpad ambassadors as a guide to the authors, it is stated that adding 10 or more tags makes it easier for a book to reach its audience (Wattpad, 2017).

The Wattpad books can be searched by clicking on the search bar on top of the main page. The books containing words matching the search key in the text, title, description/

introduction or tags sections are listed in the search results. The search results can be filtered by length, last update time and content. Also instead of searching the whole book elements, only tags can be searched by attaching a hashtag (#) sign before the tag keyword (e.g. #love). Thus, the given keyword with a hashtag is only searched in the tags section.

There is an age limit of 13 to become a member of Wattpad. However, it is not possible to know the age of the users precisely because users may prefer to enter with secret identities. When a user wants to create a new story, the target audience of the work to be produced can be selected as middle grade (8-13 years of age), young adult (13-18 years of age), new adult (18-25 years of age) and adult (over 25 years of age). It can be seen that the young adult target audience of Wattpad is at the adolescence period of developmental stage. However young adult fiction is defined as a genre written for 12-18 years of age (Randall, 2014). Thus, it is seen that Wattpad categorize adolescents with their reading specifications instead of developmental stages.

In Wattpad, the books are browsed under categories. It is seen that the categories are language dependent. For example, the classics, spiritual, fantasy categories are not listed when story language is chosen as English. However, these categories are all listed for Turkish, French, German, Spanish, and Portuguese languages. Also, for all the above story languages, the fantasy category is available except Turkish and LGBTQ+ category, on the other hand, comes only for the English story language. This shows that the Wattpad platform decides the main categories with a language-dependent algorithm, which may include reader and author activities within the categories of each language.

Each Wattpad category can be sorted with two options. The new option, lists the books simply with respect to the last update time. Thus, as the authors add new chapters to their book, they are listed on top of the list with the new option. When hot option is selected for category list, the books are ranked in terms current activity by using special algorithms to estimate trending books. This gives a popularity ranking which is an indicator of reader's attention on a book. The hot listing option is used more frequently by the readers to search and browse for new books, and therefore, the authors struggle to rise up in these popularity rankings. The popularity ranking algorithms are not open source. Therefore, it is not known exactly what determines a story's popularity ranking, but it may include both the reader's current reading activity, votes, comments, and reading lists; and the author's chapter posting and updating activities. In popularity rankings, a book with much lower statistics can outrank books with millions of reads (Blessing, 2021). Therefore, the popularity rankings obtained with hot list option of each category in Wattpad has data that will allow us to have information about the recent activities and thus the topics of interest of the readers.

## OBJECTIVE AND RESEARCH QUESTIONS

In this study, the tags that are one of the aforementioned elements of a book in Wattpad platform, is considered by focusing mainly on Turkish books. From the literature survey on



Turkish books, it is seen that most of the studies carried out on the Wattpad platform are using content analysis methods and directly use the main text of the books. However, in this study, tags and popularity rankings are used together to answer the following questions:

1. What is the average, maximum, and minimum number of readings, votes, and chapters of popular books?
2. What is the distribution of genders when the works that are in the top 10 according to the popularity ranking in the 23 categories determined are examined according to the genders of the authors?
3. What are the first publication dates of the listed books and the first membership dates of their authors?
4. What are the top 10 books in popularity in three or more categories?
5. Which tags were used in the top 10 list of the 23 categories examined?
6. When the tags used are classified around a theme, what is the distribution and frequency of these classes?
7. According to the tags that contain important information about the general characteristics of the works, what kind of works appeal to 13-17 year- old Wattpad readers?
8. In this context, based on the tags used in the books, are the works suitable for the 13-year-old profile?

## METHODOLOGY

The methodology of the classification of the tags can be given as follows:

### Research Model

This research is a basic qualitative study that aims to determine, classify and analyze the tags of the Turkish books that are at the top of the popularity rankings of each Wattpad category, in a way that allows us to have information about the interests and tastes of young adult (13-17 years old) readers and the quality of Turkish books on Wattpad platform.

### Research Object

The research object is the top 10 stories in the popularity rankings of 23 categories in the browse tab of the Wattpad main page on 6 December 2021 at 12:00 for a 13-year-old profile by choosing Turkish among the language options.

### Data collection

In this study, data were collected using the document analysis method. It includes the study of written materials containing information about the case or cases that are aimed to be investigated (Yıldırım & Şimşek, 2013, p. 217). To obtain the popularity rankings of an adolescent, firstly a 13-year-old profile is created. Then, at 12:00 on 6 December 2021, without any browse history, tags used in the top 10 books in the popularity rankings of 23 categories in the Browse Categories page of the related user profile were determined by choosing Turkish from the story language option. The 23

categories of Turkish books from which tags are obtained are short story, teen fiction, general fiction, poetry, science fiction, fantasy, chicklit, thriller, fanfiction, classics, horror, non-fiction, werewolf, adventure, mystery, humor, paranormal, random, romance, action, spiritual, historical fiction and vampire.

### Data Analysis

The data collected by the document analysis technique were analyzed by content analysis technique which is a systematic, iterable technique in which some words of a text are summarized into smaller content categories by coding based on certain rules (Büyüköztürk et. al., 2019, p. 259). The main purpose of content analysis is to reach concepts and relationships that can explain the collected data (Yıldırım & Şimşek, 2013, p.217). In content analysis, data is analyzed in four stages: coding the data, determining the themes, organizing the codes and themes, defining and interpreting the findings (Yıldırım & Şimşek, 2013, p.260).

At the stage of coding the data, first of all, the tags were extracted from the Wattpad platform. Since a book has more than one tag and the books are classified according to their tags, a book may be listed in popularity rankings of more than one category. In this case, the tags of each book were extracted once. Thus, a total of 2636 tags were obtained. Then the extracted tags were listed alphabetically counting the number of usage of each tag using a spreadsheet program. If a tag is not a member of any of the obtained sets with cardinality two or more, these tags are considered to be specific to one book and are excluded from the research. After this process, 2275 tags remained. Among the detected tags, same tags, synonyms in Turkish (şeytan/iblis) and in other languages (aşk/love), misspellings (Wattpad/Whattpat), abbreviations (boyxgirl/bg), plural (yalan/yalanlar) or those with similar structures (gerçekhayat/gerçek-hayat) were gathered and listed together as a set of tags and given with their English translations if necessary. Therefore, 266 sets of tags were obtained. In the template of the sets of tags, slash “/” is used to separate the gathered tags, double quote is used for giving the English meaning and parentheses are used to give the total number of these tags in the related Wattpad books. For instance; macera/macere/macerra “adventure” (45), means that total number of usage of macera and its misspellings macere and macerra is 45 and its English meaning is adventure.

In the second stage of the content analysis, by focusing on the actual data obtained as sets of tags, code labels were assigned for themes by using an open coding process. It is the initial coding of qualitative data that examines the data to condense them into preliminary analytic categories or codes (Neuman, 2009, p.481). In the third stage, the set of tags were classified under the determined themes. The theme in which the homonyms or tags; such as, *bahar* (spring season or a female name in Turkish) and *eylül* (September or a female name in Turkish), were to be included, was decided by looking at the context of the related book. Each set of tag was classified in terms of its meaning. Each theme was given with its label, total number of tags and number of total sets.

### Validity and Reliability

In order to ensure the reliability of the research, the 2,275 tags that were gathered under 266 sets of tags and classified using 15 conceptual themes were checked and re-evaluated by the opinions of two expert researchers. For this purpose, the separated lists of the sets of tags and the name of the themes were given to two faculty members as experts and the classes created by the researcher were checked and re-evaluated by these experts. A number was assigned to each theme and the experts were asked to write this number next to each set of tags. Then, the matches made by the experts were compared with the researcher's own theme-set of tags matches, the numbers of agreements and disagreements were determined in the comparisons, and the reliability of the research was calculated by dividing the number of agreements to the sum of the number of agreements and disagreements (Miles & Huberman, 1994, p.64).

Experts consulted at this stage classified the 19 tags that are vampir, kurtadam, gizem, spiritüel, paranormal, romantizm, alfa, rastgele, aşiret, ruh, jüpiterliinsan, yanlışkişiyeklediniz, tanışma, saplantı, takıntı, keder, numara, mafya, imkansız, differently. Among these tags, the tags vampir, rastgele, kurtadam, gizem, spiritüel, paranormal, romantizm are specified as a genre in the browse tab of Wattpad platform. In meetings with the experts to discuss and revise the classification, it was seen that the experts do not know that these are specified as a genre. Thus, as a consensus, it has been decided with the experts to classify these tags as a genre of the book and these were accepted as an agreement.

It was seen that the remaining 12 tags alfa, aşiret, ruh, jüpiterliinsan, yanlışkişiyeklediniz, tanışma, imkansız, saplantı, takıntı, keder, numara, mafya were classified differently by the experts and no consensus has been reached for these tags. Thus, in the reliability study of the research, agreement was reached at the rate of 95.35% (reliability:  $246/(246+12)=0.9535$ ). In qualitative studies, a desired level of reliability may be achieved when the agreement between expert and researcher evaluations is 90% or over (Saban, 2009, p.288). Therefore, the reliability of this study is approved to have a desired level of reliability. The 12 tags subject to disagreement were also discussed with the experts and the final classification result was organized in a table as given in Appendix I.

## RESULTS AND DISCUSSIONS

### Analysis of the Books and Authors

In top 10 list of the popularity rankings of 23 categories, it is seen that there exist 162 different books. Of these 162 books, two is suspended, one is being edited, 78 of them are ongoing, and 81 of them have been completed. At the top 10 of the popularity rankings, the number of books with ongoing information is as much as the number of the completed books. This shows that the interaction between the reader and the author is quite high in the book writing process and ongoing books are also actively read. The average, maximum and minimum number of readings, votes and chapters of these books are given in Table 1.

When Table 1 is examined, it is seen that the number of readings of the works is quite high when compared to popular printed works. According to Turkish Publishers Association, cultural publishing, which consists of the fields of research, review, literature and children's publishing, constituted 38.63% of the annual book production with 167,359,158 books which is equal to 64,650,843 (Türkiye Yayıncılar Birliği, 2021). On the other hand, the total of reading counts for 162 books on the popularity ranking of 23 categories is 120,843,400. These statistics show that Wattpad is a very common application among the younger generation of readers.

The 162 books examined were written by 152 different authors. The gender of the authors was determined from their names, photos, or social media accounts they shared. Thus, 89 of the 152 authors were determined as female authors, 8 as male authors and 1 work has two authors. It is also noteworthy that 54 authors preferred not to give any information about their gender. This can be considered as a preferred way for writers to write more freely. When the number of unknown authors, which is 54, is distributed according to other known genders, the female author rate is estimated as 91.76%. This shows that the rate of female writers in Turkish books on Wattpad is quite high. Also, according to a Wattpad survey of 650 English-speaking users around the world in 2017, 80% of the respondents were women between the ages of 13-24 (Brady, 2017). My study shows that the rate of female authors for popular Turkish books on Wattpad platform is higher than the World average.

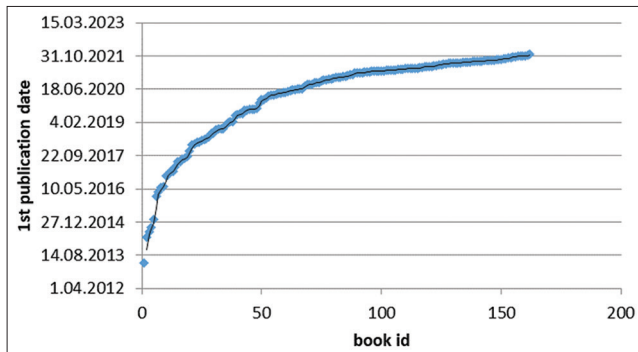
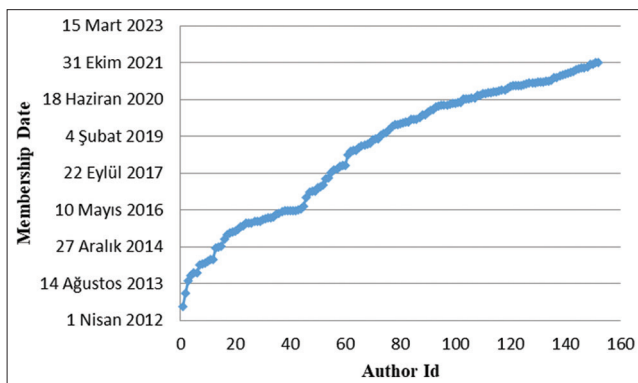
The 361 books examined by Neşeli (2019) that were converted into printed books in Turkish as a result of their popularity, were written by 93 different authors. The fact that 89 of them are female authors, shows that there are female authors at a higher rate than the world average for Turkish popular books. In the survey conducted by Güran Yiğitbaşı (2018) with Turkish Wattpad readers, it was seen that 88% (292 people) of the participants were women and 12% (40 people) were men. This situation reveals that the Wattpad platform for Turkish books is dominated by women in reading as well as writing books.

The 162 books examined are labeled with a book identification number sorted from the oldest to the newest according to the first publication date and are given in Figure 1. According to Figure 1, among the top 10 popular books in Wattpad categories, 1 has 2013, 3 have 2014, 1 has 2015, 6 have 2016, 9 have 2017, 15 have 2018, 14 have 2019, 36 have 2020 and 77 have 2021 first release dates. This means that popular books are mostly recent works, but there are also 20 books from 2013-2017, especially the completed book "Acımasız (Cruel)", which started to be published in 2013, is ranked 10<sup>th</sup> in historical fiction category with 885,000 reads and 37,900 likes. This is an important achievement for these older books.

Membership dates of the authors to the Wattpad platform are given in Figure 2 where authors are also labeled with an author identification number sorted with respect to their membership dates and the distribution of 152 authors by membership dates is demonstrated. According to Figure 2,

**Table 1.** The average, maximum and minimum number of readings, votes and chapters

	Average	Maximum	Minimum
Readings	745,114	14 million (Gecenin Kraliçesi “Queen of the Night”)	4,900
Votes	44,451	763,000 (Gecenin Kraliçesi “Queen of the Night”)	366
Number of Chapters	46	150 (Lübbey “an abandoned village in Turkey”)	6

**Figure 1.** Distribution of 162 books by first publication date**Figure 2.** Distribution of 152 authors by membership date

there are 1 authors with a membership date of 2012, 3 with 2013, 11 with 2014, 15 with 2015, 16 with 2016, 13 with 2017, 12 with 2018, 19 with 2019, 34 with 2020, and 28 with 2021. It is noteworthy that approximately one third of the memberships are from 2020, the date of the start of the Covid-19 pandemic.

It was seen that 45 of the 162 different books examined were texting, 10 were halftexting, and the rest were books in different categories or poetry. This shows that the reading preferences of Wattpad readers include texting and halftexting, which includes message texts from social media messaging applications at a high rate of 34%.

The popularity of a book can also be observed by analyzing the books that entered the top 10 lists of the popularity ranking of different categories. In Table 2, books that entered three or more categories are listed with their texting or halftexting tag property. When Table 2 is examined, 12 of the 14 works with 3 or more mentions in the top 10 lists have texting or halftexting tags. Also, Yanlış Kişiyi Eklediniz! “You Added the Wrong Person!” was not mentioned as texting at the time of data collection at 12:00 on 6 December 2021. Although texting is still not available as a tag in this book, it was later observed that texting had been appended to the title of the book. This shows that the texting and halftexting

Turkish books in top 10 of popularity rankings may be much more than reported.

Gecenin Kraliçesi “Queen of the Night”, the most read work, is also tagged as texting in a total of 13 tags and it ranks first in the number of reads and likes. This situation shows that the most read book also comply with the rule of thumb of using 10 or more tags as specified by Wattpad ambassadors. However, this book is not listed in Table 2, as it only used gençkızdebiyatı “chicklit” tag from the categories of Turkish language and thus only entered the top 10 of one category.

### Analysis of the Tags

In this study, it was determined that a total of 2,636 tags were used for the remaining 162 books when the same books were excluded from the 230 books that make up the top 10 according to the popularity ranking in 23 categories of the Wattpad platform when story language is chosen as Turkish. It is seen that this is an average of 16 tags per work. The classified tags that are obtained using the methodology in Section 2, are given in Appendix I. Tags related to groups; such as, genre of the story, subject of the story, K-pop culture, kinship and affinity names, professions and occupational names, media/social media/communication tools, mature themes, venue, supernatural/mythological elements, the Watty Awards, gender/age, religion, personal/physical/age characteristics of protagonists and reign are determined. The unclassified tags are grouped as Others class.

From Appendix I, it is seen that the most used tags are the ones that indicate the genre of the story; such as, general fiction, humor, texting, fanfiction. In Wattpad platform, tags related to the genre of the story were used in Turkish works for a total of 1084 times which are classified under 48 different sets. The second most used tags are the ones related to the subject of the story which are used 379 times in total and classified under 35 sets. When the 35 sets of tags in the subject of the book class are examined aşk/ask/love “love”, romantizm/romantizim/romatizm “romance”, tutku “passion”, seveda “passionate love”, platonik “platonic”, aşkacısı “pangs of love”, ilkaşk “first love”, yasakaşk “forbidden love”, kıskançlık “envy”, evlilik “marriage”, ihanet “betrayal” may considered to be about romantic relationships. These tags constitute 58% of the overall tags and 31% of the set of tags in this class. It shows that this age group has a great interest in romance-themed books.

If the unclassified tags are dismissed, the third class is the tags related to K-pop culture with a usage of 109 times that are classified under 24 sets. In particular, the effects of K-pop culture can be seen on the tags of the books written in the genre of fanfiction. BTS, a South Korean music group; bangtan, the other name of the group; btsfanfiction/

**Table 2.** Books that entered the top 10 lists of popularity rankings in three or more categories

Title	F	T/HT	Situation	Author Name	Username	Reading Counts	Votes
Kaçak Damat “Runaway Groom”	8	T	Completed	☺	@kedipatisigibi	889K	57.7K
Komutanım “My Commander”	7	T	Completed	Kübra Nur	@nigdenindelisi	5.6M	327K
Emret Komutanım “Sir Yes Sir”	5	T	Completed	90's	@UzayGecesi-	969K	65.8K
Gülümse; Polis “Smile; Police”	5	HT	On Going	hilal 🌙	@miigiente	1.3M	84.1K
Kat 3 “Floor 3”	5	T	On Going	S.okyay	@voirtoutenros	471K	26.1K
Yanlış Anlaşılma “Misunderstanding”	5	T	On Going	Drama Queen 👑	@justloveshine	254K	14.4K
Yanlış Kişiyi Eklediniz! “You Added the Wrong Person!”	5	-	Completed	b	@evsizsarapci	615K	30.1K
Çevikçi Bey “Mr. Riot Police”	4	HT	Completed	Özlem	@ozodlx_	1.2M	79.7K
Dert Bebesi “Chick of Troubles”	4	T	On Going	sena	@burmeseruby	153K	10.6K
Abis “Abyss”	3	HT	Suspended	mrsToprak	@tprk_hayrunnisa	82.8K	3.4K
Bir Ege Masalı “An Aegean Tale”	3	-	On Going	marvelhu	@marvelhu	259K	10.6K
Canım Çırak “Dear Apprentice”	3	T	Completed	☺	@kedipatisigibi	904K	75.6K
Not Defteri “Notebook”	3	T	Completed	☺	@kedipatisigibi	2M	127K
Yara “Wound”	3	-	On Going	BayanAz Bulunan	@BayanAzBulunan	1.1M	84.8K

F: Frequency, T/HT: Texting / Halftexting situation of a book, T: Texting, HT: Halftexting

btshayanfiction, to emphasize the fanfiction book is about BTS; names of members of BTS group, jeonjungkook, jungkook, Jin, Jimin, taehyung, Kim Tae-hyung are also among the tags used. Another South Korean rapper Yoongi (minyoongi, suga), singer and actor Jisoo; rapper, singer and dancer Lalisa (lisa, lalisamanoban), lisgguk/liskook/lizkook were also used as tags. In addition, South Korean drama and music group blackbangtan, bangpink, bangtanpink are also seen as tags. In an interview where young adult fiction reading and writing trends were discussed on the axis of Wattpad users, Ashleigh Gardner, one of Wattpad Studios executives, said that they can see an increase in reading times for a particular keyword as tags rise in popularity. Gardner also noted that South Korean culture is especially influential in fanfiction, and there has been a huge increase in stories written about K-pop singers (Porter, 2017). My study, which reveals the K-pop effect in Turkish books on Wattpad, shows that the findings of Gardner’s internal evaluations are also valid for Turkish books on Wattpad platform.

Among the foreign languages, the effect of English is observed. English words are used in the tags of Turkish books on Wattpad; such as, bff, love, loveislove, texting, spiritual, fanfiction, shortstory, game, gamer, godfather, questions, islamic. It is seen that English abbreviations; such as, bff (best friends forever), bxb (boy to boy), bl (boy’s love), bg (boy to girl) are also used as tags in the Turkish books examined.

Some of the tags show that the books have mature content that is not expected to appear on the home page with a 13-year-old profile. Some of these tags are lust, gay, lgbt, boyxboy, bxb, boyslove, sexual, sexualcontent, sexuality, adult, adultlanguage, adultcontent, 18, gay, erotic, nudity, bisex, making love. This shows that the reader can access some mature content, even if it is entered with a 13-year-old profile. When a book writing process is initialized, the system asks the writer to decide if the content has a mature

content or not. Therefore, it is seen that the tags are not considered in this age restriction process of Wattpad platform as books with tags containing age restrictions as 18, sexualcontent, adultcontent are not considered as mature and listed at the popularity rankings of a 13-year-old profile.

Some of the books that appear on the home page with a 13-year-old profile are tags with adult content; such as, lust, gay, lgbt, boyxboy, bxb, boyslove, sexual, sexual content, sexuality, etc. This shows that unless the writer does not specify that the book has mature content by using an on-off button at the bottom of the new book entry, the book is not classified as mature content. Therefore, adult and mature content and tags has a remarkable amount for a 13-year-old profile. This can be determined as a drawback of the platform. The Global Wattpad Community report states that the creation of themes; such as, the supernatural and fantasy in 2020 increased the representation of gay, lesbian and LGBTQIAP+ in stories. According to this report, the number of paranormal stories with gay tags and themes increased by 26% and the number of paranormal stories with the tag #lesbian increased by 100% in 2019. Wattpad report also denoted that users spent more than 720 million minutes in 2020 reading #LGBTQ. When compared to the previous year, there was a 58% increase in the reading rate (Wattpad, 2020). To my knowledge, there is no study that determines whether there is an increase in Turkish stories in the LGBTQ genre. However, in this study, lgbt, boyxboy/bxb, gay, eşcinsel “homosexual”, bl, boyslove, homo/homoseksüel “homosexual” tags, which fall within the scope of LGBTQ definition, constitute 21 out of 56 tags, 5 out of 24 books with adult content tags in popular Turkish books given in Appendix I. This fact shows that the results of the Wattpad (2020) report may also be valid in Turkish books. Also, Neşeli and Güran Yiğitbaşı (2020) similarly stated that sexual elements and pornographic expressions are frequently encountered in Wattpad books.



Tags related to Watty Awards are also used in Turkish books on Wattpad: wattys2021, wattys2020, wattys, wattys2018, wattys2019, thewattys etc. are among these tags. Watty Awards are given to Wattpad authors who apply with their works of 40 000 words or more in English, French, Italian, German, Spanish, Portuguese, Dutch, Turkish, Filipino and Indonesian every year in one of chicklit, fan fiction, fantasy, historical fiction, horror, paranormal, mystery & thriller, new adult, romance, science fiction, and young adult categories. There is also a paid stories prize where the winning writers will be able to earn money for their work on Wattpad (Wattpad, 2021).

Some tags used in the books show that the work has a religious content: islam, islamitexting, tesettür "hijab", din "religion" are among these tags. Words related to supernatural and mythological elements are also used as tags in Turkish books on Wattpad: cin/cinler/üçharfli "genie", hayalet "ghost", doğüstü "supernatural", büyücü "wizard" tags can be evaluated in this category.

Typos were regularly used in the tags as most of the writers start their writing hobby or career at middle grade or high school years. Since the tags are not chosen from a ready-made list and are freely entered by the author, it is seen that typos are also frequently made in the tags. For instance, çağresizlik (çaresizlik) "despair", heyecan (heyecan) "excitement", macere/macerra (macera) "adventure", romantik (romantik) "romantic", kenckizedebiyat (gençkizedebiyatı) "chicklit" are some of these misspellings.

Others class consists of 171 different tags under 55 sets. The reason for this high amount is due to the fact that the authors can freely add any tag related to the subject, genre, protagonists etc. of the work. Considering the information they contain, the tags that are used more than once but cannot be added to any set and class are given in Appendix I. In the Others class, total of 48 tags in 14 sets as kan "blood", katil/katiller "murderer(s)", gözyaşı "tears", saplantı "obsession", takıntı "obsession", kavga "fight", keder "sorrow", silah "weapon", tutsak "captive", dövüş "fight", takip "chase", tehlike "danger", yasak "forbidden", yalan/yalanlar "lie(s)" have negative connotations. And, total of 7 tags in 2 sets as güven "trust" and sadakat "loyalty" have positive connotations. Therefore, it is seen that negative elements are dominant connotation in the tags of the books in popular rankings.

## CONCLUSION

Wattpad platform has reached a significant number of users in Turkey as well as in the world. The number of reads and votes of the books has shown that Turkish Wattpad books attract a great deal of attention. The book tags assigned by the author, which is one of the five elements that make up a Wattpad book, enable readers to discover it more easily and support the book to get to the top of the popularity rankings.

In this study, by selecting Turkish as the story language, 162 different books out of 230 books that came in the top 10 lists of 23 categories according to the popular ranking on 6 December 2021 at 12:00 in the "Browse" tab on the main page of Wattpad platform are taken and their tags were determined and analyzed. The tags of the books that appear on the

top 10 of popularity rankings with a 13-year-old profile have data that will allow us to have information about the subjects and tastes of adolescent readers and the content and quality of Turkish books.

It is seen that 34% of the 162 different works examined are in the texting and half texting format, which includes the correspondence of social media messaging applications. It is determined that 162 works were written by 152 different authors and 89 of them were women. It can be thought that 54 authors who did not provide information about their gender preferred this to write more freely. It is seen that the first 10 popular works in each category, which appear in the "Browse" tab on the main page, which is entered with a 13-year-old profile on Wattpad, mostly started to be written in 2020 and after, and when the membership dates of the authors on Wattpad are examined, it is seen that there was a jump in becoming a member in 2016 and 2020.

It was determined that the most used tags in the tag groups that are classified in the study were the ones related to the genre of the story, the second most used tags were the ones related to the subject of the story, and the third most used was the tags related to the K-pop culture. The genre and subject related tags are expected to be high as they give important information about the book. The K-pop culture, as a special book subject, directly enter the first three classified groups. This clearly shows the popularity of K-pop culture on Turkish books and the effect of K-pop culture on the adolescents and its reflection on the writing and reading preferences of readers on Wattpad platform. It is also seen that words related to kinship and affinity names, professions and occupational names, media and social media communication tools, mature themes, venues, supernatural and mythological elements, Watty Awards, gender and age, religions, personal, physical and age characteristics of protagonists and reign are used as tags.

As a further study, adding tags to stories on Wattpad can be used in writing activities in language and literature classes of middle school and high school students to improve their digital literacy perception. Also, the tags of Turkish books on Wattpad can be examined regularly and the reading and writing alterations of adolescent and young adult individuals can be followed and determined. Each class of tags is a research topic in terms of sociology and comparative studies can be made with different story languages.

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## APPENDIX

### Appendix I. Classified tags and their frequencies

Tags Related to the Genre of the Book	sets: 48	tags: 1084
gençkurgu "teenfiction" (81), gençkızedebiyat/kenckizedebiyat "chicklit" (74), genelkurgu "general fiction" (63), mizah "humor" (62), anonim/anon/anony/ bilinmeyen "anonymous" (62), texting (59), gizem "mystery" (49), aksiyon "action" (46), kısahikaye/shortstory "shortstory" (46), macera/macere/macerra "adventure"(45), gerilim "thriller" (42), romantik/romatik "romantic" (42), fantastik "fantastic" (36), korku/korkulu "horror(ful)" (33), rastgele "random" (31), kurguolmayan "non-fiction" (22), kurgu "fiction" (22), hayrankurgu "fanfiction" (19), klasik/klasikler "classic(s)" (19), şiir "poem" (16), bilimkurgu "science fiction" (16), komedi "comedy" (15), komik "comic" (15), eğlence "fun" (15), kurtadam "werewolf" (15), vampir "vampire" (14), spiritüel "spiritual" (14), dram "drama" (13), yarıttexting "halftexting" (12), tarihkurgu "historical fiction" (12), text (11), paranormal (11), hikaye "story" (7), heyecan "thrill" (6), tarih "history" (6), roman "novel" (5), kısa "short" (5), askerikurgu/askeri "military fiction" (3), islamitexting "islamic texting" (2), gizemli "mysterious" (2), romantikkomedi "romantic comedy" (2), korkuhikayesi /korkuhikayeleri "horror stor(ies)" (2), korkunç "horrible" (2), tarihi "historical" (2), fan (2), fanfiction (2), edebiyat "literature" (2), karışık "complex" (2)		
Tags Related to the Subject of the Book	sets: 35	tags: 379
aşk/ask/love "love" (117), romantizm /romantizim /romatizm "romance" (61), sevgi "charity" (41), tutku "passion" (22), dostluk "friendship" (15), acı "pain" (15), savaş "war" (13), intikam "revenge" (8), ölüm "death" (7), gençlik "youth" (7), hayat "life" (6), nefret "hate"(6), sevdâ "passionate love" (4), kaçırılma "kidnapping" (4), mutluluk "happiness" (4), platonik "platonic" (4), umut/umutlar "hope(s)" (4), arzu "desire" (4), pişmanlık "regret" (3), kaçış "escape" (3), cinayet "murder"(3), aşkacısı "pangs of love" (2), ilkâşk "first love" (2), yasakaşk "forbidden love" (2), sevilme "to be loved" (2), ayrılık "seperation"( 2), kıskançlık "envy" (2), evlilik "marriage" (2), ihanet "betrayal" (2), katliam "massacre" (2), gerçekhayat /gerçek-hayat "real life" (2), gerçekler "truths" (2), cesaret "courage" (2), öfke "anger" (2), yeniaile "new family" (2)		
Tags Related to K-Pop Culture	sets: 245	tags: 109
vkook/ vgguk/ vkooks (42), bts (6), bangtan (5), jeonjungkook (5), jungkook (5), yoongin/ minyoongi (4), kimtaehyung (3), tae (3), bangpink/ bangtanpink (3), taekook/ taegguk (3), taehyung (3), liskook/lizkook/lisgguk (3), blackpink (2), btsv (2), jimin (2), jin (2), jisoo (2), lalisa (2), lalisamanoban (2), lisa (2), bangtanpink (2), suga (2), taelice/taelisa (2), btsfanfiction / btshayrankurgu (2)		
Tags for Kinship and Affinity Names	sets: 13	tags: 95
abi/ abiler/abilerim "big brother" (24), sevgili/ asik/ aşık "lover" (17), aile "family" (15), arkadaş "friend" (10), baba "father" (5), dost "friend" (5), ikiz/ikizim "twin" (4), üvey "step-" (3), anne "mother" (3), yabancı "foreign" (3), kanka "bff" (2), bff (2), erkekkardeş "brother" (2)		
Tags with Professions and Occupational Names	sets: 14	tags: 70
mafya "mafia" (15), asker "soldier" (12), komutan "commander" (9), bordobereli "Maroon Beret officer" (5), doktor "doctor" (5), yüzbaşı "lieutenant" (4), hacker (4), polis "police" (3), özelkuvvetler "special forces" (3), öğretmen "teacher" (2), avcı "hunter" (2), oyuncu "gamer" (2), üsteğmen "first lieutenant" (2), polisözelharekat/özelharekat "special forces" (2)		
Tags Related to Media / Social Media / Communication Tools	sets: 10	tags: 59
mesaj "message" (17), bilinmeyenumara "unknown number" (11), mesajlaşma "messaging" (6), wattpad/whattpat (5), whatsapp/whattsap (5), numara "number" (4), gizlinumara "secret number" (4), sanal "virtual" (3), instagram (2), yanlışnumara "wrong number" (2)		
Tags Related to Mature Themes	sets:15	tags: 56
18 (8), boyxboy/ bxb (8), şehvet "lust" (8), yetişkin "adult" (5), bl/boyslove (4), şiddet "violence" (3), cinsel/cinseliçerik/cinsellik "sexuality" (3), gay (3), yetişkinçerik "adult content" (2), erotizm "eroticism" (2), eşcinsel "homosexual" (2), lgbt (2), nude (2), homo/homoseksüel "homosexual" (2), bg/ boyxgirl (2)		
Tags Related to Venues	sets:9	tags: 43
lise "high school" (16), okul "school" (8), üniversite "university" (5), mahalle "neighborhood" (3), saray "palace" (3), italya "italy" (2), köy "village" (2), orman "forest" (2), sokak "street" (2)		

(Contd...)

## Appendix I. (Continued)

<b>Tags on Supernatural and Mythological Elements</b>	<b>sets:12</b>	<b>tags: 41</b>
cin/cinler/üçharfli “genie” (9), büyü “magic” (8), hayalet “ghost” (4), doğaüstü “supernatural” (3), musallat “haunt” (3), cadı “witch” (2), büyücü “wizard” (2), ifrit “demon” (2), peri “fairy” (2), elf (2), karabüyü “devil magic” (2), mit/mitoloji “mythology”( 2)		
<b>Tags Related to The Watty Awards</b>	<b>sets: 6</b>	<b>tags: 38</b>
wattys2021 (9), wattys2020/ watty2020 /watty2020/ watty20/ wattys20 (9),watty/ wattys/ thewattys/ wattsy (8), watty2021 (6), wattys2018 (3), wattys2019 (3)		
<b>Tags Related to Gender and Age</b>	<b>sets: 5</b>	<b>tags: 29</b>
genç “teen” (10), gençkız “young girl” (6), bebek “baby” (6), kız “maiden” (4), erkek “male” (3),		
<b>Tags Related to Religion</b>	<b>sets: 8</b>	<b>tags: 20</b>
şeytan/iblis “devil” (5), din/ dini “religion” (3), Allah “God in Islam” (2), islam (2), tesettür “hijab” (2), araf “in Islam, a realm between heaven and hell” (2), islami/ islami (2), tanrıça/tanrılar “goddess/gods” (2)		
<b>Tags Related to Personal, Physical and Age Characteristics of Protagonists</b>	<b>sets: 7</b>	<b>tags: 15</b>
kötüçocuk/badboy (3), masum “innocent” (2), sapık “pervert” (2), görmeengelli “blind” (2), hamile “pregnant” (2), hasta “patient” (2), karakter “character” (2)		
<b>Tags Related to Reign</b>	<b>sets: 4</b>	<b>tags: 10</b>
osmanlı/ottoman (3), prenses “princess” (3), sultan (2), krallık “kingdom” (2)		
<b>Others</b>	<b>sets: 55</b>	<b>tags: 171</b>
kan “blood” (10), kurt “wolf” (8), sır/sırlar “secret(s)” (6), güç “power” (5), gece “night” (5), katil/ katiller “murderer” (5), kitap “book” (5), siyah “black” (5), dolunay “fullmoon” (5), melez “hybrid” (4), gözyaşı “tears” (4), güven “trust” (4), kavga “fight” (4), vatan “homeland” (4), yanlışkişi/yanlışkişiyi “wrong person” (4), saplantı “obsession” (3), takıntı “obsession” (3), alfa “alpha” (3), bayrak “flag” (3), imkansız “impossible” (3), keder “sorrow” (3), müzik “music” (3), psikoloji “psychology” (3), ruh “soul” (3), sadakat “loyalty” (3), silah “weapon” (3), son “final” (3), tutsak “captive” (3), anılar “memories” (2), aşiret “tribe” (2), dövüş “fight” (2), element (2), gölge “shadow” (2), insan “human” (2), jupiterliinsan “a Wattpad author” (2), kalp “heart” (2), keşfedilmemiş “unexplored” (2), mesafe “distance” (2), mühür “seal” (2), nesil “generation” (2), sert “hard” (2), ses “voice” (2), soğuk “cold” (2), şarkı “song” (2), takip “chase” (2), tanışma “meet” (2), tehlike “danger” (2), varis “inheritor” (2), yasak “forbidden” (2), yeni “new” (2), kahve “coffee” (2), yalan/yalanlar “lie(s)” (2), beşiktaşk/besiktas “a Turkish football club” (2), Türk “Turk” (2), yanlışkişiyeklediniz “a Wattpad book-” (2)		