

<http://feminspire.com/wattpad-using-technology-to-bring-writers-and-readers-together/>

### **Wattpad: Using Technology to Bring Writers and Readers Together**



Created in 2006 by Allen Lau and Ivan Yuen, Wattpad is a platform that gives a voice to aspiring writers and some established ones as well. It is a free site that consists of user-generated content in the form of stories. Users are able to upload their writing and receive feedback from their readers. Readers, in turn, can comment, suggest edits, and “like” and favorite stories. Some writers who have first published their work on Wattpad have even landed six-figured deals with big publishing houses. Although it is similar in theory to sites such as fanfiction.net, Wattpad has become the preferred site for amateur and professional writers to gain exposure for their work, becoming a sort of scouting ground for new talent. In this sense, instead of technology seeming to again usurp traditional publishing methods, Wattpad is serving as a link between agents, publishers, and writers.



Wattpad [users](#) are young, with most under the age of 25. It boasts almost 10 million readers and is available as a website and as an app with Apple and Android. Wattpad says that over 70% of its readers use the mobile apps to enjoy the stories. Although almost half of the users are U.S. based, there are a growing number of visitors from around the world. The popularity of Wattpad is growing, rivaling Pinterest in engagement numbers according to a [blog post](#) by Allen Lau.

Wattpad's most well-known author is Margaret Atwood. Atwood [praises](#) the fact that the site allows users to create an anonymous account, which provides writers the freedom to experiment with their writing without judgment. Atwood is currently co-writing a [novel](#) called *The Happy Zombie Sunrise Home* with writer Naomi Alderman. **She embraces this new way of writing because it encourages people from around the world and with any amount of resources to write and share their work.** In honor of Atwood, there is now a poetry contest, aptly titled the "[Attys](#)."



Although open to all literary genres, the subjects of romance, the supernatural and fanfiction tend to be the most popular with Wattpad's over nine million uploads. Readers of these particular genres seem to be the most loyal and opinionated, a fact that is appreciated

by writers such as [Jen Saunders](#). Saunders (also the creator of the Wild Sisterhood) was drawn to Wattpad specifically to receive the feedback to help better her writing, as she explained to me during an email correspondence.

Almost all of the writers that Saunders has connected with on Wattpad have been women. “...each are very talented writers who may not have had a chance to share their work if not for Wattpad,” Saunders says, and indeed those two authors to land six figure deals have been female.

She has only been a member of Wattpad for a few weeks and already her debut [novel](#), *The Eva Wilde Trilogy Book One: Eva Wilde Vs The Zombie Apocalypse*, has reached 2,000 views. She has been named an “Author to Watch” on Wattpad, and will be on the Featured List this year. Saunders has also been fielding questions from readers asking if the book is available on Kindle and when the second installment will be out.

**Saunders says that when she started writing on Wattpad, she had no intentions of publishing, but with the positive feedback she has received and the encouragement from the community, self-publishing is looking more and more likely.** In this way, Wattpad seems to not only give writers a way to invite others to read their work, it also has become an encouraging community that gives users a safe place develop and hone their writing skills, leading them to consider other avenues for their work.

**What do you think of Wattpad – would you join an online community to share your writing? Would you be interested in reading the work of other young writers? Let us know in the comments!**

*Written by Autumnne Montague*