Learning through Videos: Uncovering Approaches to Educating People about Privacy on Facebook
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Summary
Long-term goal. Find an effective way to leverage a popular medium, YouTube videos, to educate and help people protect themselves from social media privacy risks

This study. Analyzed current YouTube videos about Facebook privacy to...
• Uncover topics that are covered
• Classify current persuasive tactics used
• Type of information used to convince viewers

Background
• People often do not utilize privacy features, nor change default settings.
• People readily disclose their personal information. A “privacy paradox” where stated privacy concerns often are not reflected in social media users’ behaviors.
• Researchers have investigated ways to help people be aware of privacy risks and change behavior.
• Our research investigates YouTube videos as a vehicle for making privacy education more accessible and persuasive.

August 2019, we performed a YouTube video search using the keyword combinations:
• “Facebook” + “Privacy”
• “Facebook” + “Settings” + “Tutorial”
Identified 26 relevant videos that were:
• English
• Relevant to Facebook privacy
• Relatively short for accessibility (under 15 minutes)
Analyzed over 5 pages of results (40 videos per page) before topic relevance greatly diminished.
Undertook Discourse Analyses which scrutinizes both the message of a text’s content and the tactics by which such content is rendered persuasive.

Results
Videos presented different levels of detail:
• Context. Context surrounding Facebook use to explain why privacy is important
• Features. Features and Settings on Facebook that can endanger privacy
• How-to. How to change settings or perform tasks to protect one’s privacy

Persuasive tactics used in videos:

Fear Appeal. Emphasize the negative ramifications of not protecting one’s privacy.

Reflective Learning. Surfacing one’s past behavior in order to reflect on one’s choices.

Digital Literacy. Teaching how to understand and protect one’s digital information.

Topics contained in privacy videos:

Discussion and Conclusion
There is no end-to-end solution that paints the full picture of why privacy is important (context), what happens on the platform to endanger this (feature), and how to protect oneself (how-to).

Recommendations for future work:
• Future videos should integrate all three levels of detail into their explanations.
• Evaluate the relative effectiveness of different persuasive tactics

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Results (continued)

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