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.**

Methods

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.

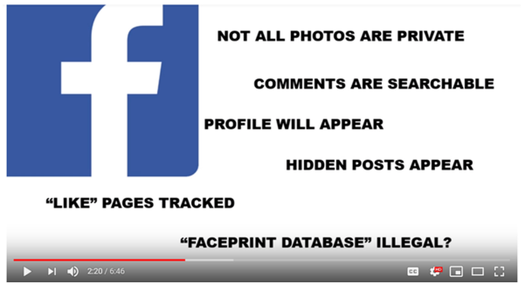
Undertook **Discourse Analyses** which scrutinizes both the message of a text's content and the tactics by which such content is rendered persuasive.

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:



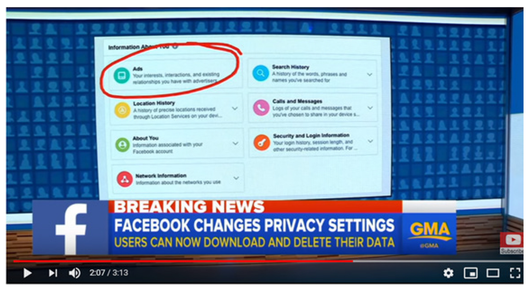
Privacy Issues with Social Media

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



Internet Privacy Prank

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

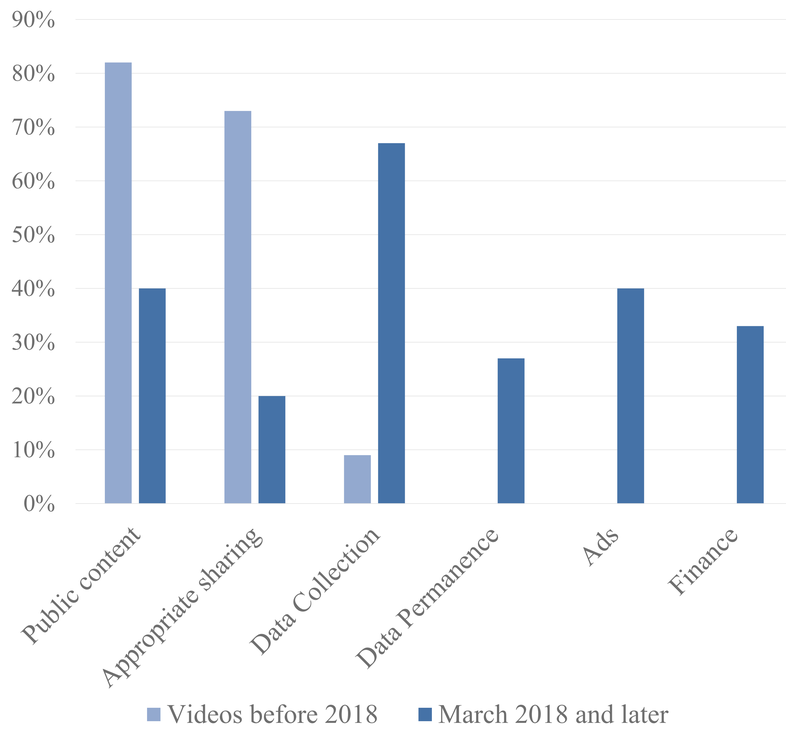


Facebook announces new privacy settings

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

Results (continued)

Topics contained in privacy videos:



Three of these topics did not appear until widespread public revelation of the Cambridge Analytical scandal.

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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