**YouTube-ification Response**

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Social media, with all its potential of turning the world into a global village, has also unleashed a flood of information coming from the general public which is fed back to consumers with little to no regulation. This situation is of concern to all of us especially regarding the current snag the social media moguls are in. Testimonies in front of Congress and Senate as well as several high profile scandals and court cases have proven that the current political scenario has had enough of the loosely monitored content poured via social media websites. YouTube has played its part through few regulations, a faulty algorithm and constant denial. Citizens who regularly consume political and personal information being shown to them on social media platforms do not have much initiative to filter out false news or red flags if the website does not do it for them. Since we have had mass shootings apparently planned and filmed live on social media and we have had several national elections being swayed through social media, it proves that lack of supervision on social media has left the line far behind. This study does the hard part for us by pinpointing what kind of information leaves the most impact on its viewers on YouTube. (English, 2011)

The results of this study are also very telling about the society we live in and the content we take in. Out of the three videos that appealed on ethos, logos and pathos each, the most number of viewers generated was the one that brought humor. Even though the funny video brought the most number of views, the one that induced the most confidence in the credibility of the information provided was the one with ethos.

Although the results of this study give a positive image about the credibility compass of social media consumers, we have to consider that it does not provide an insight into political information and how that is received by the viewers. More research and discussion around this topic is critical as election year approaches and the nation holds its breath.

# References

English, K. S. (2011). YouTube-ification of political talk: An examination of persuasion appeals in viral video. *American Behavioral Scientist*, 733-748.