A STUDY ON WHAT FACTORS IN FACEBOOK MEDIA CONTENT RELATED TO SEX EDUCATION WILL ATTRACT USERS

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Abstract: Social media is being used by more and more people to share and educate themselves on gender-related and sex-education-related topics. There is a large amount of research on the subject of sex education on Facebook and its impact on users, but such study in Vietnam's context is still rare. The purpose of this study is to identify elements in Facebook media content connected to sex education that may appeal to Vietnamese users. We use persuasion theory, which offers characteristics that are employed when people have a desire to convince others and effectively communicate their message to readers and listeners, to accomplish that goal. In this study, a mixed methodology is used to gather and analyze data. First, we selected the Ushare - Wecare Facebook page, which was created by a group of University of Foreign Languages - Hanoi National University students, as one of the Facebook pages that disseminates information about Sex Education. By counting the number of times Ethos, Pathos, and Logos appeared in the posts we selected, content analysis may be used to determine how readers are drawn to material through the interaction of each post. According to the findings of our study, all three elements—ethos, logos, and pathos—are utilized in media content that deals with sex education, with logos and pathos being most frequently used in posts. As a result of our research, communicators can use data to create media material that is both engaging for consumers and imparts the necessary knowledge about sex education.

Keywords: Facebook, media content, sex education, user engagement, Vietnam, persuasion theory, communication, rhetorical devices

Introduction

Understanding gender and gender health is a necessity for many people today. In particular, adolescence is a psychophysiological period with many changes that need the right education and guidance to be able to improve yourself. The need to learn about gender and gender health is a necessity for many people today. In Vietnam, the sex education sector alone is so large that

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there is a need to learn a lot, but the supply is small, so accessing social media is a way to gather more information about sex education knowledge.

The case study of Facebook brand pages by Jusheng Yu, titled "We Search Social, Not Advertising: Brand Post Strategy, Consumer Emotions, and engagement" (Jussheng Yu, 2014), provides a more specific illustration. The purpose of the study paper is to examine how consumer emotions and media content interact. Think about how they feel about onions on Facebook as well. Consumers are drawn to and react to posts with social content more than posts without social material, according to the classification and synthesis process of the content of 120 brand posts. advertisement.

From the above reports and statistics, our hypothetical hypothesis shows that communicators can rely on media content to indirectly change people's behavior when learning contact. From that basis, our hypothesis makes the case, communicators use persuasive elements in media content to create effects that attract users' attention, they have interaction - reactions. respond to that communication effect and over time can change the behavior of the audience.

In the current research, the ability of media material to influence viewers is explained using the principles of persuasion theory. We chose this theory because it explains how messages function and what elements are persuasive. The idea of persuasion is used in this essay to illustrate how media information has an impact on viewers. It enables us to assess the language's persuasiveness. We also employ the social affordability theory to account for additional sub-factors that have an impact on beneficiaries.

Literature review

Currently, the popularity of the Internet and social media, sex education on social networks has gained popularity. This article explores how one perceives sexuality in the context of social media. Young people have strong value judgments about sexuality in the context of social media and how they distinguish between good and bad sex on social media. This gives young people a chance to talk about their sexual lives on social media in a more active way. In Vietnam, social media has become integrated into the daily lives of most people, reflecting Vietnam's increasing smartphone and internet usage rate. Vietnam is one of the countries with the most social media users because its people are young, tech-savvy, and have a lot of connections. And the number of social media users who read and searched for information accounted for 57.1%.

In this article, we analyze what content and factors on Facebook about sex education will attract users. Discoverability is a sort of media power made up of content discovery systems that work

with software, users, and content creators to make material more or less engaging. Factors such as the design and look of the platform, the way users perform searches on the platform, and the resulting experience encourage interaction and provide a positive user experience. Through these factors, we can have personal experiences of discovering content on the platform, specifically Facebook, and from there draw arguments and data we need (Fenwick McKelvey & Robert Hunt, 2019). So discussing discoverability first will give us a basis and direction for our research.

Burke argues that "communicating the meaning of our research to others involves persuasion" (Burke, 1969). When conducting a research paper, it is necessary to make arguments to convince the reader to accept the points and results that the research paper offers. This means persuading the reader to have new perspectives and thoughts on the arguments. Therefore, uses rhetoric that analyzes persuasive measures to increase the article's impact and persuasion on the reader. A strong rhetorical analysis will not only portray and analyze the text but can also give a representative assessment of the article's argument. The use of rhetoric to perform the persuasive analysis is based on three factors: Ethos, Pathos, and Logos. Combining these three key elements we can communicate the arguments we make in the study in the clearest way. The choice of rhetorical theory will help people understand sex education as it is an important and necessary topic, but people are given little information and don't quite understand it yet.

Persuasion is the main theory we use to analyze media content. This theory says that if media people want to get their message across and get people's attention, they need to do things in a reasonable and correct way. The research paper will look at the connection between what's in the media and how it makes people feel. It is the process of trying to persuade others to change their thoughts, attitudes, or behaviors about an issue through the transmission of a message, and this change takes place without compulsion. The process of achieving success in persuasion does not happen quickly; it takes time. It is hard to convince people completely, but can only activate the desires of others and make logical arguments for them to change their attitudes, thoughts, or behaviours. (Richard M. Perloff, Richard M. Perloff, 2007). In the article by Alia 'Jawad Almagsosi and Khalida H. Alghezzy, it is mentioned that Andersen (1971) defines persuasion as "a communicative process by which the persuader receives his request from the persuader". When producing media content related to sex education, you need persuasion to engage the audience. Besides, helping the audience have the right view of sex education, which is information everyone needs to be educated. The process of evaluating the elements of the text and determining how those factors impact the success or failure of the author's argument: Rhetorical Analysis. There has been a lot of content in the article where the author uses this text element to express and defend his point of view. Irvine is the author of "Talk About Sex:

The Battles Over Sex Education in the United States," a book written by academics, and serious readers interested in sexuality, culture, and public policy. She explores various aspects such as activism, movements, policies, and program frameworks related to sex education. Irvine argues that sex education is an important issue that should be considered for a manifesto website. Words must be examined, narrative, with elements of expression (Irvine 2002, 10).

It is argued that the weakness of these analyses was not delving into analytical models or approaches to sex education or specific discourse. To fill that omission, we hypothesize that the use of rhetorical analysis and combine various rhetorical appeals for persuasion rather than relying on just one type: Ethos (attracts the trust of the writer). Pathos (appeal to the audience's emotions or values or beliefs), Logos (logical appeal), Kairos (call for timeliness). Using specific definitions, scientific studies on sex education, so that the definitions and thesis given are more coherent and convincing. Diverse approaches to sexuality education reflect differing underlying premises, views of human nature and assumptions about pedagogical processes. (Book Sexuality, Society and Learning Volume 11, 2011).

Discoverability

Facebook offers many convenient features for users, and that is one of the reasons that more and more people are using this social networking platform for a variety of purposes. There is a difference in the perceived opportunities for the action of members in the two social media environments and in the social environment, but there is no difference between the two. In this sense, "relationships between the technical (material) features of social media and the people who perceive and use them (Majchrzak & Markus, 2013)". Suppose, if we are "@name" in a media content post, you will receive a notification about it. That will grab your attention, and through the act of clicking on what the tagged content is, you'll engage with that media content. But nothing can be certain. You may not respond immediately to the announcement of that media content. The features Facebook provides to users allow them to have interactions such as likes, comments, and shares, and that's how to measure engagement on media content. They are attracted to and agree to engage with the content topic. To draw someone's attention to a topic on the channel or a conversation, "@mention" and then select them from the menu that appears. Recipients of "@mention" receive notifications. When a person clicks on a notification, they go right to the part of the conversation where they were mentioned. Understanding how it works, people explain how and why social media campaigns largely affect voter image or election results: "Given that follower reactions, particularly sharing, help to increase the visibility of party communication through indirect or two-step flow communication (online and offline), (Koc-Michalska, et al, 2021).

The research paper will look at the connections between what's in the media and how people feel about it. Consider their emotions in relation to the Facebook action. Following a categorization and aggregation process on the content of 120 posts, it is concluded that consumers are drawn to and respond to posts with social content rather than advertisements. From the above reports, statistics, our hypotheses found that media makers can rely on media content to indirectly change human behavior when learning contact. Based on this, our hypothesis says that communicators use persuasive elements in media content to make something that gets people's attention. They have interaction; they react to that communication effect; and over time, they can change the behavior of the approach. One concrete example is the tendency of social media users to use emoticons or stickers in online communication to express feelings in a more concise and understandable way. As more and more people use emoji, more and more emoji forums have popped up, such as emoji review on Reddit. In these forums, people communicate with each other to explore different uses and meanings of emojis. With the need to show how different people are growing, many people are no longer happy with the emoticons that are already out there. Instead, they are making their own expressions that are more personal.

From the things mentioned above, our hypothesis is based on two cases. First: Interested in the topic of sex education. When you receive a notification from Facebook that you are prompted to name "@mention" on a content related to your topic of interest, it will help you go back to the message for easier tracking. Because this is a topic that you want to learn and be interested in, you will be comfortable with being "@mention", what you react to in the mentioned article can be comments, reactions, shares, or reply to "@mention" of the person who tagged you. The second case: Not interested in the topic of sex education. In this case, we see a lot of different actions. When receiving a notification with "@mention", the person tagged will still click in curiosity. Or the person will ignore the message, or may see but not click immediately, they can find out at a later time. What we can't measure, is if people aren't interested in the topic of sex education, but they're still clicking because they're curious about what it's about, or maybe it's because the person tagging is you. Friends and relatives should click on the notification. Or is there another case that has never been interested in or learned about this topic before, so when "@mention", they have the opportunity to contact and care about it, but it is worth mentioning that they are concerned and do not let any reaction.

Rhetorical Content

The rhetoric involved in attracting users through sites like Facebook cannot be analyzed in the same terms as the rhetoric used in everyday life and nonviolent argument. Maybe content on social media uses rhetoric that will not be as detailed as in the live context, but building and

developing rhetorical content in this age should be essential. From the popularity and power of social networks, the media uses rhetoric to reach more people and give them the most useful information in a roundabout way. Social media can be a platform for growth. It has an influential place in society, but only if the rhetoric is used effectively. As social media learns to capitalize on the rhetoric on sites like Facebook, they'll build their credibility through the ethos and have more impact. From there, you can get people's attention, trust, and support. This has been seen and proven since the beginning of time "Two and a half thousand years ago, when the philosophers of ancient Greece started to study and write down how the best communicators would routinely win the audience" (Jonathan Crossfield, 2016). More specifically, media content is used and exploited when it wants to achieve the highest efficiency. The content maker is able to combine many different rhetorical appeals to persuade rather than relying on just one type. Examples include Ethos (attracting the writer's trust), Pathos (appealing to the audience's emotions or values or beliefs), Logos (logical appeal), Kairos (call for timeliness). Using specific definitions, scientific studies on sex education so it is believed that the definition and thesis given are stricter and more convincingly unified. In particular, Tiffany Mary Jones, who wrote a book about the rhetoric of rescuing children and sex education from the past to the present said: "Different approaches to sexuality education reflect different underlying premises, views of human nature, and assumptions about pedagogical processes" (Sexuality, Society, and Learning Volume 11, 2011). Elements are applied to exploit media content, each of which will have certain effects. First, when it comes to ethos, the technique of persuasion draws people in by emphasizing their trustworthiness. The action that needs to be decided is to get content from people who have experience, qualifications, or education on the topic of gender or gender education, or from articles, studies, or scientific information that comes from a reliable and official source. So, the ethos factor will show what a speaker, presenter, or writer is like, what they think, and how they think. Its goal is to make people believe that the media content it promotes is honest and right. This is also understandable. You will have a basis to believe that the information of a psychologist with high expertise in sex education is true, with a higher accuracy rate than a stranger's information when arguing on the same topic. The second pathos factor is using emotional experiences to connect and persuade people. This element is made up of pictures, words, or other forms of expression, like metaphorical pictures made up of words in media content that make you feel pity, sadness, empathy, or kindness. The third element is logos. Using facts or data to persuade someone else should be based on logical thinking. A compelling argument can ideally make use of the elements of a persuasive approach.

From what we mentioned above, we hypothesized that a communication content about sex education should have two elements logos and pathos. The section helps the content become

persuasive, coherent and attracts attention and feedback from Facebook social network users. The Logos element adds logic and close reasoning to the text content. If you post loose, logical and scientific content, especially on the topic of sex education, on social networks, it will cause a wave of fierce debate. Critical thinking is more complex than the media suggests. Pathos elements are used to aid communication: emotional cohesion is emphasized by smileys to reinforce the text, attracting the audience. This is reflected in the editing feature before posting that can insert Facebook emoticons. These excite the recipient, generate multiple responses when exposed to content such as likes, reactions, comments expressing admiration, repeatedly emphasizing the stimulated response and showing themselves truly convinced.

Rhetorical Style

A rhetorical style is a pattern in communication that enhances persuasion, or in other words, it is a pattern in which you present your ideas, "Style rules will help you present your ideas and arguments so people will want to listen to you" (Brett & Kate McKay, 2011). This style has been around for a long time. The manner in which the content is conveyed makes it more persuasive and appealing to viewers. The wording of a piece of content is considered one of the important factors that determine the meaning or effect of the transmission of that content. A concrete example is from the first five stylistic elements discovered by two of Aristotle's students: Theophrastus and Demetrius, then Cicero and Quintilian - the Roman orator took it as a lesson for their students and further developed: "Trueness, Clarity, Proof, Correctness, Ornament" (Brett & Kate McKay, 2011). In discussions in speeches and speeches, the statement of a rhetorical education involves discourse, verbally or in writing, when communicating information to the public. With a few references, we found there are 5 styles of content writing: Features – Advantages – Benefits (FAB), Problem – Agitate – Solve (PAS), Before – After – Bridge, Clear – Concise – Compelling – Credible (4C), Useful – Urgent – Unique – Ultra Specific (4U). The author can choose the style of writing that content based on the desired topic for the purpose of giving the reader a close and understandable readership, creating the highest efficiency of attraction and interest. In other words, for the topic of choosing a safe sex lifestyle, it should be written in a persuasive style, Show them that safe sex will cut down on sexually transmitted diseases or other bad things that come from unsafe sex. As another example, we have a lot of ways we can help people reach out on the topic of sex education. If you choose an expressive or descriptive style, you can share a story or confide in participants. On the same topic, the content conveyed by the author in any style will have its benefits, but if you know how to choose the right writing style for the topic, it will create the best effect. Good content and messages are a necessity, but not enough to attract the audience. If we know how to think about and use things carefully, both in terms of what they say and how they look, we will be

more effective. People will probably ignore those with good content and humanistic philosophy in favor of a message that attracts strong attention because of its unique style. As mentioned, the Useful – Urgent – Unique – Ultra Specific (4U) content writing style is more suitable for hot topics and spreads quickly on social networks. We will hypothesize what if a content media with the theme of sex education but built in this style will form. The structure of this style starts from Useful: The article must create value for the reader, helping the reader of the content to see the benefits of absorbing it. Thereby, the contact themselves can see the change before and after receiving the information. The second is Urgent: This part must create a sense of urgency for the reader. The third is Unique: Communicating ideas and giving benefits. What makes it so easy for people to adopt or change a pre-existing habit of thinking, is providing access to the benefits of change. Specific example: If you see the benefits of sex education for your child at the right age, from seeing the good side of that benefit, will you apply that same thing to your child? Share with everyone around. Finally, Ultra Specific: Need to express the above in the most specific and truthful way to the reader. Instead of using fancy words, academic words, the purpose of conveying the message of media content is to reach and attract people. Therefore, it is necessary to build content on the basis of familiar, fun, and close words, giving the reader a feeling of a strange but familiar topic, because of the language used, that will help continue collection becomes faster and information is stored longer. Social networks, specifically Facebook will embody the boat, and the author of the media content will be the thrust. We hope that this theory of content writing style will exploit and help a very limited topic of sex education to become hot and easy to spread topics, helping everyone to know, understand and sympathize.

Materials and Methods

This research paper discusses factors in Facebook media content related to sex education that will attract users. In every Facebook post about Sex Education, there are elements that interest viewers through interactions. To better understand these factors, we chose one of the Facebook pages that imparts knowledge about Sex Education to get data, namely the Ushare - Wecare Facebook page founded by a group of University of Foreign Languages - Hanoi National University students.

Based on topics related to sex education, we would select the content that was posted on Ushare - Wecare to make research data. The above data collection period was from February 1, 2022 to October 11, 2022, during this period, we specifically selected 14 posts related to sex education. Then, we based on the theory of Ethos, Pathos and Logos mentioned in the Literature

Review to select the data. We filtered the contents with Ethos, Pathos, Logos elements to measure the attraction of content based on comments related to Facebook posts about sex education. Once selected, we counted how often Ethos, Pathos, Logos appeared in the posts we chose as research data.

After we had completed the data collection and processing steps, we used Excel software to analyze the data. To make the analytics more objective, we rely on the metrics to come up with the right chart. After obtaining the statistics, we based on the Persuasion Theory mentioned in the Literature Review to answer the hypothetical questions.

Results

Through the process of researching and collecting data on media articles posted on the Ushare - Wecare Facebook page, we have answered the previous hypotheses. The study period runs from 1 April 2022 to 11 October 2022.

First, we can confirm that the three elements ethos, logos, pathos are all used in media posts with content related to sex education and they help attract users. Next, the posts apply Useful – Urgent – Unique – Ultra Specific (4U) writing style, when providing useful information, combined with the use of close and familiar languages. However, because the content of the article is mostly intended to provide information, in addition to using fun language, the post uses professional language. The highlight of this study is that we analyzed the data and got the result that there are two factors that are used a lot in all posts, Logos and Pathos, and the factor that attracts users is Logos through our analysis of their comments. The way we define elements, common rhetorical devices, we base on the concept of Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (Arthur Asa Berger,2011).

After collecting and analyzing the data, we found that all three persuasive factors were used in posts with sex education-related content on the Facebook page Ushare - Wecare. According to the statistics, which substantiate the hypothesis we posited that the two Logos elements, Pathos should be used in most posts, account for an equal percentage of 35% of the 14 posts we crawled. The least used factor is Ethos with (30%). Below is our percentile chart.
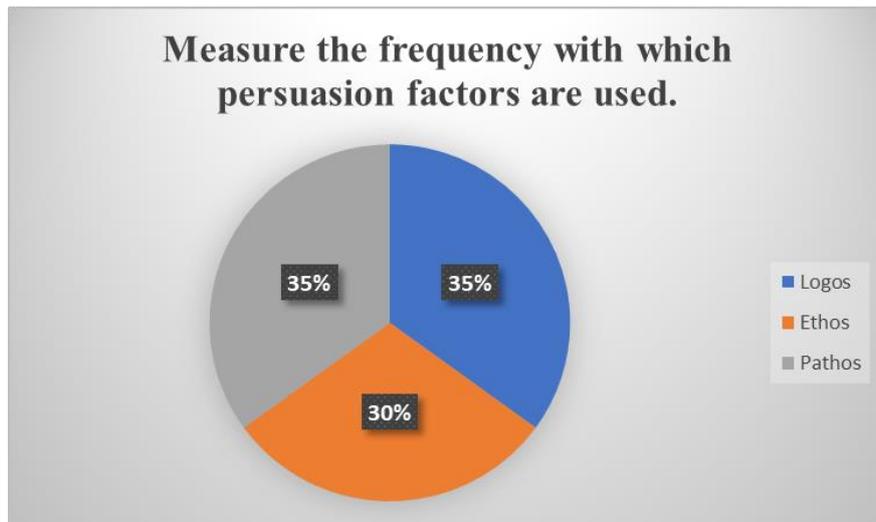
Figure 2. Measure the frequency with which persuasion factors are used.

With the hypothesis set out above that Pathos is the factor that helps media content attract users, after analyzing the data, the answer is not correct. The most noticeable factor for users is Logos (46%), followed by Pathos (35%) and lowest Ethos (19%). However, the posts on the Facebook page Ushare - Wecare are mostly informative posts, the use of the Logos element to have logical content while helping to strengthen the argument of the post content is completely reasonable. Looking at the percentile chart below, we will know what factors help media content related to sex education attract users.
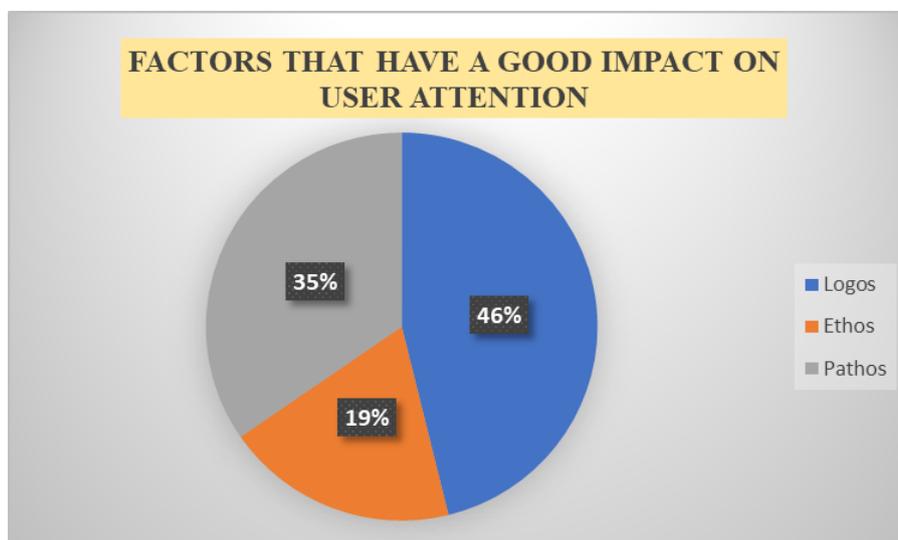
Figure 3. Factors that have a good impact on user attention.

Each element uses a different type of content and writing style. According to our research and analysis, Facebook posts related to sex education tend to use emotional appeals (pathos) and logical arguments (logos) more frequently than establishing credibility (ethos). This is somewhat consistent with what we know about the nature of persuasive messages in general,

as emotional appeals and logical arguments are often used to sway people's opinions or behaviors. However, it is important to note that while ethos elements were used less frequently than logos and pathos, they can be an essential element in establishing trust and credibility with the audience. Brands or individuals who demonstrate their expertise, authority or good reputation are more likely to be trusted and positively received by users. Therefore, content creators should carefully balance their use of all three persuasion factors for maximum effectiveness. Based on the collected data and figure 3, both logos and pathos elements, when used effectively, can have a positive impact on user attention. Logos, which appeal to reason and logic, are slightly more effective than pathos, which plays on emotions. This result suggests that users may be more likely to engage with content that is informative, clear and well-structured, but also evokes some level of emotional response such as empathy, surprise or humor. On the other hand, the finding that ethos has the least impact on user attention might indicate that simply relying on credibility or authority is not sufficient to capture users' interest or motivate them to take action.

There are many common rhetorical devices used in each post with different contents. Our study measured the two most frequently used devices, Antithesis and Comparison, with 7 times used out of 14 posts. Below is a table showing the frequency of using rhetorical devices in 14 posts of the Facebook page Ushare - Wecare.
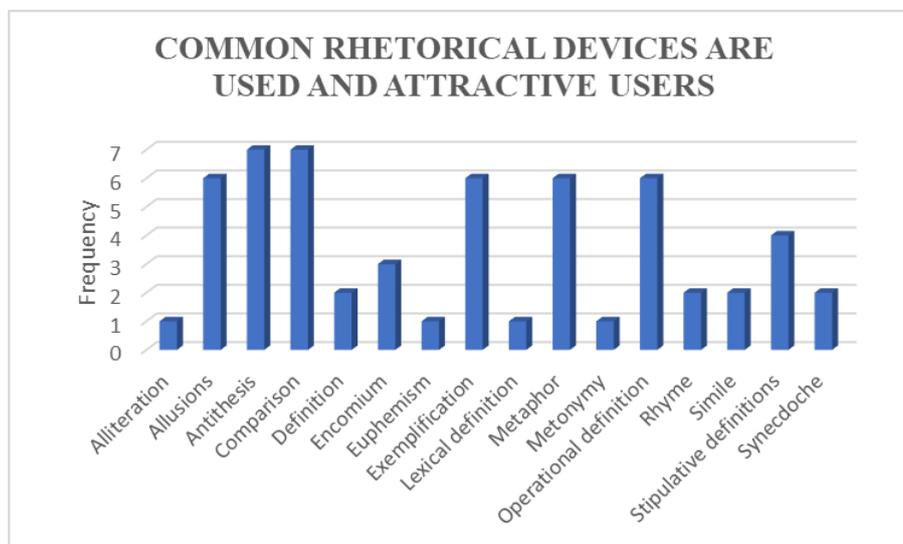
Figure 4. Common Rhetorical Devices used and attracted user.

Discussion

Through the process of inquiring, The result confirmed knowledge from numerous studies on the subject of sex education on social networks and its effects on users. According to the research article "Sex Education on Social Media" (N Döring, 2021), social network informants, sex education subjects presented, and the effects of such material on users were all highlighted. Additionally, the study "Understanding Early Sex Education through Image Story Media" (Dameria Sinaga and Melda Rumia Rosmery Simorangkir, 2021) has confirmed that media is an essential tool for educating children about sex education and enhancing the knowledge of adolescents. However, research has not precisely demonstrated what elements motivate people to engage with successful communicators. On the other side, the research will increase the amount of sex education-related media content that is available globally. On the other side, our research will increase the amount of sex education-related media content that is available globally. The research focuses on elements that influence how appealing sex education-related media content is to viewers. After examining the data, we discovered that logos, which were used in 46% of the total 14 posts, are the most frequently utilized persuasive element in content media. In addition, the rhetorical strategies of antithesis and comparison are frequently used in literature. Through our investigation, we discovered that the majority of the media publications connected to sex education had strong applications.because publications are always being published to act as a means of popularizing knowledge for the people and because sex education is still a controversial subject in Vietnam. To draw visitors interest in this subject, the use of compelling aspects is crucial.

Conclusion

Research figured out that all three elements ethos, logos, pathos are used in sex education-related media content and logos and pathos are mostly used in posts. It is concluded that the study has successfully achieved its initial objectives. The result showed that the most used persuasion factor, and by analyzing the content we identified which rhetorical devices were frequently applied. At the same time, based on the results, we see that the frequency of using persuasive elements is equal, and almost all 3 elements Logos, Ethos, Pathos are used in the content of sex education. Surprisingly, this study's conclusion is that the logos aspect is what draws consumers. The use of the Logos feature is effective, especially for informative posts like Facebook page posts, Ushare - Wecare. When using logos elements in posts, the content needs logical arguments, focus on analyzing the problem, language style needs accuracy, and reality and data are needed to support the post's view sex education is a topic of interest and there are many users who need to find information from media content. The subject of sex education is one that many users are interested in, and they require knowledge from media with

related material. Our research has provided information that communicators may utilize to create engaging media material that will enlighten consumers about sex education and help their content attract viewers. In addition, researchers can expand the scope of our research to study other topics in education or other media genres and develop the measurement of how users express their attention to sex education-related content, not only through comment analysis but also based on engagement, shares, and whether each content shared is related to the topic or not.

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