In November of 2015 Facebook announced that they receive roughly 8 billion video views per day. While that is a quite an accomplishment such a number is practically impossible to achieve. *In a Nutshell* creates a video essay to explain how Facebook is able to reach such a milestone thru stolen content and false analytics. *In a Nutshell*, a prominent Youtube channel and design studio with over 2 million subscribers describes themselves as “a small team of like minded people who want to make science look beautiful. Because it is beautiful.”. They are known for creating distinct designs and animations to inform an audience about the fields of education, science, and commerce. In the video How Facebook is Stealing Billions of Views they persuade and inform through video using appealing motion graphics and supported evidence to provide an effective way of convincing the audience that Facebook’s statistics are false and how the site as a whole is impacting independent creators by doing little to reprimand stolen content. This piece is aimed at having the viewer sympathize and become aware of the problem facing content creators and what the viewer can do to help inform and prevent it.

Facebook boasts about its views but the retention of the viewers is so low that it shouldn’t technically be called a view. Facebook counts a view after 3 seconds and with videos autoplaying as you scroll through your timeline if you scroll slow enough you count as a view, even if the video is muted, compared to videos on a site such as YouTube the user retention is drastically low. On top of that Facebook prefers to show videos from its own player rather than videos from other sources such as YouTube because it keeps users on the site and makes them money through ad revenue. On top of that it seems like Facebook has done very little to combat stolen videos. People are constantly uploading content without the permission of the creator or even citing the creator. Some of these people end up creating a large fanbase off this stolen content, sometimes even bigger than the original creator itself. When a stolen work is found Facebook has a very long process to claim that work as your own and takes a few days to process. By the time the work is processed the content is usually old news and has gained most of the attention that it will ever receive. So by the time something is taken down, it’s too late for it to make an affect and the people who stole the content just get a slap on the wrist allowing them to steal whatever they please with little repercussion.

*In a Nutshell* uses a large amount of evidence to reason their stance, including factual evidence with cited sources, statistics, and being personally effected by having their videos stolen. While it has a lot of evidence the video itself is very bias considering they show little to back up the opposing force and that may be because the problem effects them directly. They do not consider the fact that Facebook is a business trying to make money or that the people taking the content might be trying to help the original creator by helping to reach a wider audience. The video appeals to the emotions of the audience by personifying Facebook as a sort of giant evil fore and antagonizing it as a sort of evil, preying on these tiny innocent birds that represent the independent creators. *In a Nutshell* has a lot of credibility behind them. They are a very popular YouTube channel with over two million subscribers known for creating informative videos with a large amount of evidence and cited sources for all to see.

*In a Nutshell* does a fantastic job engaging an audience considering their videos look very professional and include appealing visuals, animation, music, and narration. A large portion of the creators who work on *In a Nutshell* are designers so they are able to create content that is aesthetically pleasing to an audience. These elements are what make them able to create educational and academic videos while still reaching a general audience. The tone of the author is very informative while also trying to portray their point of view. The narrator has a very smooth and deep voice with a bit of sarcasm and humor to connect to the audience. *In a Nutshell* creates a very compelling argument that has informed and convinced me about the problems independent creators face against thiefs and large corporations.

* More in depth on how creators are effected
* Pirates POV
* Facebooks POV
* Individualized paragraphs for Ethos, Logos, Pathos
* Too much bias?

*In a Nutshell* provides a large amount of evidence in their video, citing multiple credible, first hand sources and including statistical evidence to back up their claim about things such as viewer retention.

The author has very good credibility with over 2 million subscribers

STILL VERY ROUGH SORRY