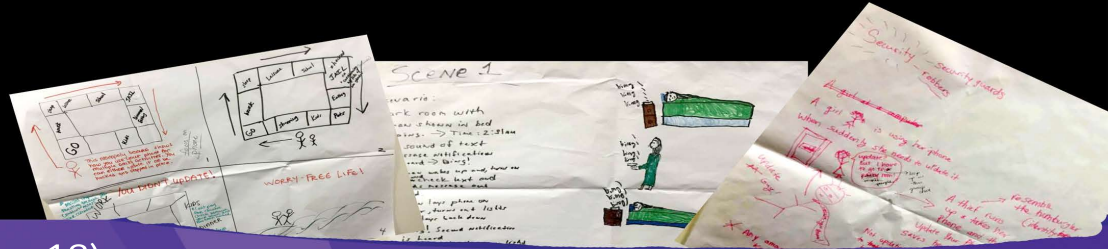# Can Edutainment Change Software Updating Behavior?

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Participatory design study (n=13) to construct edutainment video.

Analyzed via qualitative coding.

Professional production of edutainment video for software updating based on themes identified from design sessions.

go.umd.edu/eduVideo
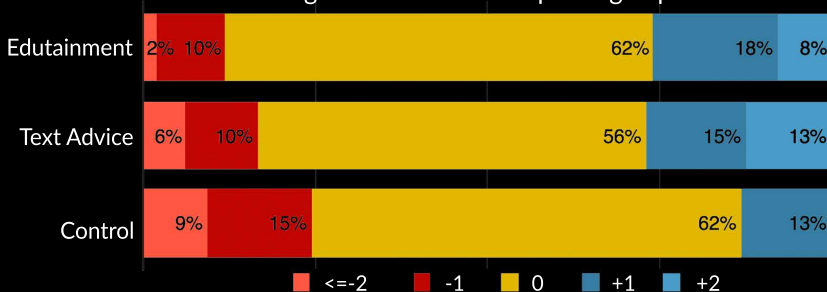
Experimental evaluation on MTurk (n=151).

3 conditions: edutainment, text security advice, and control (smoking video)

Comparison of behavioral intentions (SeBIS), which are correlated with real-world updating behavior, and beliefs about importance and purpose by condition (ANCOVA).

Edutainment video increased updating behavioral intent (SeBIS) more than text-based security advice. $p<0.03$, $d=0.34$ (*medium*)

Change in Beliefs about Updating Importance

	<=-2	-1	0	+1	+2
Edutainment	2%	10%	62%	18%	8%
Text Advice	6%	10%	56%	15%	13%
Control	9%	15%	62%		13%

Change in SeBIS Updating Score

	Edutainment	Text Advice	Control
Decrease	40%	44%	42%
No Change	14%	19%	17%
Increase	46%	38%	42%