The first topic of this week that got my attention would likely be the topic talked about in number 94, how people usually value their time more than their money, which I’d very much agree with. I know for me, that I value my time more than anything, and If I could save time doing something for a fee or something along those lines, I would usually pay for it. There is a break point for this though, and that is the opportunity cost that takes place with this discussion.

For example, if you wanted to pay for an ad-blocker for your phone or something along those lines, what is the maximum dollar value that you would be willing to pay? Would it be $5? 25%, well, that’s where you must value your time more than the money you are to spend, I know for one that I am willing to spend for ad block as I hate wasting my time watching, or seeing ad’s that I don’t care about, and I feel as if I waste my time.

This can sometimes be tied into the development of a site if you think about it. How many webpages have embedded ads, and how many of those webpages have a payment option to get rid of said ads, or perhaps a premium version of the site. You know a lot of the people using those sites may or may not use the premium version, and I know that for certain news sources, if you access on a computer, you get blocked based on the number of things you can read an arbitrary number of days in a week. This is something that one could think of to implement into a page, but like I said, you need to think about the opportunity cost involved with it.

Furthermore, the next topic pretty much rolled into itself with this previous topic, number 95, which is how people’s moods influence their habits the most. If you are annoyed you know you are going to do whatever it takes to stop being annoyed, and for one, if I am using an application and it shows a lot of ad’s, I honestly just close that application, but if you implemented a way to not show said ad’s to your site, that would make users happy, and they would be more likely to continue to use your site/application.