The first interesting topic I found was that on number 48, in how loud noises startle people and get their attention. I think most people would agree that whenever you are visiting someone who happens to have multiple clocks that go off every hour, you can’t seem to understand how this person is able to get any sleep when it goes off with its loud noise, I know for one, whenever I was to visit my grandparents, they had a multitude of clocks that did this, and whenever I stayed the night, I found it even harder to sleep than expected due to that.

This is why having a sound within a website, or a popup is a good thing to use to get peoples attention, however, you want to have a sound that isn’t commonly used, as it will eventually get tuned out by people who happen to use your website. I bet most people know that whenever they use an application and do something wrong, they hear a warning chime, such as using windows, they play their annoying chime whenever you do something incorrectly.

This topic also kind of coincides with the previous topic, of number 47, that states that people are attracted to certain stimuli, and this stimuli gets their attention. These things could be something as simple as food, danger, sex, movement, and loud noises, as with the other topic. If you wonder why many ad’s use these forms of stimuli, its because of this reason, its inherent human nature to focus on things of this nature, and that is a good reason to implement this sort of stimuli into a website that you want people to use. Using photos, sounds, videos, anything that will produce stimuli, will get peoples attention, and that is what you want.