Tutorial 4

The attention economy is a concept that most businesses use to capture human attention, as information has become cheap and easy to access making attention a very scarce commodity. According to Asher Joy (2021), “We are bombarded with countless information, from social media to news sources, that it is difficult for any one source to truly captivate our attention.”, attention is often considered a valuable commodity due to its relative scarcity and high demand. Due to the scarcity of attention, businesses focus more on different and creative ways on how to capture the attention of their target audience as it is very easy for social media platforms to capture our attention. The aim of this essay is to show how the aspect of the attention economy has influenced the way businesses and individuals market themselves to stand out in a world where digital media platforms can easily dominate our attention.

Firstly, advertisement is one of the main ways businesses use to improve their revenue, as through advertisements, businesses can gain revenue. "A large portion of Facebook’s $7.05 revenue per person is through advertisements” (Asher Joy,2021), nowadays businesses make most of their revenue online through advertising their products on different platforms (Instagram, Facebook, Websites). The more viewers an advert receives, the more attention that is sold, increasing the revenue of the business as more customers will be attracted to the specific product being advertised.

Secondly, both businesses and individual markets prioritize creating high quality content to attract the attention of more people as the digital landscape is very crowded with different businesses and individual markets advertising different things. Digital medias like Instagram and Facebook consist of a lot of influencers. “Specifically, influencers with massive followers can use their ability to collect more attention to “influence” or sell a product or service for a particular business "(Asher Joy,2021), most businesses use these influencers to advertise different brands, products of their businesses. Due to an increase in influencers, each influencer must make sure they have high quality content that will attract as many users as possible which will benefit both the influencer and the business financially. Success of an advert is based on metrics such as views, likes, clicks and shares. These all rely on capturing the user's attention because of good high-quality content.

Thirdly, Businesses also use visuals to try and capture the attention of their target audience. Things like fake thumbnails are used to clickbait users into clicking websites or videos. “Clickbait content is usually far less exciting, accurate, or valuable than what was promised” (Hava Salsi,2023), the click baited videos will be containing different advertisements of different products and brands. The clickbait is used to capture our attention, and the more clicks the video gets the more revenue the business will generate.

In addition, exaggerated or fake titles of posts or videos can also be used to capture the attention of users through clickbait. While using the internet, we can be easily distracted from what we were initially doing due to different sensationalist titles popping up which are used to evoke strong emotions within us as users. The user might therefore feel the need to click the title due to curiosity. These titles will lead to more business advertisements, therefore more revenue will be generated by the businesses as they will be able to attract the attention of more users.

On the other hand, businesses also take advantage of algorithms to find and target the right audience with the right message at the right time([Thomas Helfrich](https://aijourn.com/profile/ThomasHelfrich), 2022). Algorithms are useful as they collect data of what a user likes, the things they view more frequently, their shares. As a result of algorithms, whatever it is you search, you will start seeing more of it. This will resonate with the users as they will be introduced to a variety of things, of which they are interested in. An example is how recently I have been meaning to get some adidas samba sneakers and I have been researching on them using Pinterest these few weeks, then suddenly, all my social media apps have links leading to more sneaker shops and businesses. This therefore benefits businesses financially as they will be able to capture the attention of more users.

Lastly, businesses and individual markets also make sure that that their brands and advertisements are available on different platforms as users consume content from different platforms. This allows for these advertisements to reach the audience wherever they are whether it's on social media, on a website or on television, thereby financially benefiting the business as they will be able to attract more consumers.

Referencing:

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