Tutorial 5

In the context of the attention economy, attention is often considered a valuable commodity due to its relative scarcity and high demand as according to Asher Joy, “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.” (2021). Due to the scarcity of attention, businesses focus more on ways on how to capture the attention of their target audience as it is very easy for social media platforms to capture our attention.

Advertisement is one of the main ways businesses use to try and capture our attention, 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.

The digital landscape is very crowded with different businesses and individual markets advertising different things. As a result, both businesses and individual markets prioritize creating high quality content to attract the attention of more people. 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 as a result of good high-quality content.

Businesses also use visuals to capture attention of their target audience. Things like interesting or fake thumbnails are used to clickbait users into clicking websites or videos. Those videos will be containing different advertisements of different products. The clickbait is used to capture our attention and the more clicks the video gets the more revenue the business will generate. Exaggerated or fake titles of posts or videos can also be used to capture the attention of users through clickbait.

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. The businesses are thereby able to attract many users towards their brands which will increase the business’ revenue.