**Problem 1**

There are multiple reasons why user-generated content (UGC) can be more effective for consumers compared to content created by an organization. First, UGC are a testimonial to the product that consumers will trust more than organization-generated content. Consumers view organization-generated content as “best case scenario” that will paint the organization in the best light possible. On the other hand, consumers are more likely to think, “I can do that” when the content is user-generated.

Another reason why UGC content can be more effective is a vast user network can create a greater quantity of content that reaches more demographics than organization-created content. The number of users willing to create content for a compelling ad campaign (as in the #ShotoniPhone campaign) is greater than the number of employees in a marketing department. These users come from all walks of life and the content they generate reflect this. The unique content generated by users acts as testimonials to the product and help further marketing reach compared to organization-generated content.

**Problem 2**

Imagery is a compelling form of digital content because it is easier for users’ brains to process images rather than text. There are many research articles that show human brains process and remember information more from images and videos than text alone. For instance, in this article from the University of California (<https://www.universityofcalifornia.edu/news/picture-might-actually-be-worth-more-thousand-words>) the researches showed that the emotions of study participants were more impacted by positive/negative images as compared to words. In the end, the popular saying “a picture is worth a thousand words” accurately describes how imagery is much more effective than words alone.

**Problem 3**

I believe the #ShotoniPhone campaign remains so active today because of the massive following of Apple supporters. Ask anyone who uses an iPhone or Mac why they like the product, and the response is likely to be along the lines of “it just works”. The #ShotoniPhone hashtag is the embodiment of this response because it provides a platform for iPhone users to show stunning and unique images captured on an iPhone. Aside from this, there is a rivalry between iPhone and android users about which platform is “better”. A major selling point of the iPhone has historically been its camera. The #ShotoniPhone allows iPhone users to show the strength of the product year after year and version after version of iPhone.