

Set a timer for 10 mins and scroll through any social media platform and write down everything that catches your attention and why.

The following clips /videos caught my attention

- Tate clip (caught my attention as it had something different from the other clips that made it stand out something new I hadn't seen before)
- Advertisement about a concert (had a different layout and format than the rest of the videos on my feed so it stood out and had music that was also different)
- A caption as it had some emojis that made me pay attention there
- Second advertisement (caught my attention as it provided value to me , I was interested in the topic)

Generally advertisements showed up on my feed and tried to catch my attention by providing value to me in some way or by standing out from the rest of my feed

Organic content tried to catch my attention with using text when a person in the clip was speaking, a grab in the start of the video and also by trying to be original