

The Science of Attention



Guest Presenters

Kenan Buhic & Duncan Southgate

In this meeting, guest presenters Kenan Buhic, IT project manager at Arkwright Digital, and Duncan Southgate, Senior Director, Creative and MediaSolutions - Insights Division at Kantar, shared insights from their respective research.

Kenan discussed his thesis paper, "The Science of Attention" and Duncan shared Kantar's research, also called "The Science of Attention" but from the research practitioners' view.

Key Learnings

- **There's no agreed upon definition, which is why different organizations are approaching it differently.**
- **But to maximize the power of attention, we need to know the length and depth of that attention and exactly what they're paying attention to.**
- **A key area of focus should be on sparking attention in those who are inclined towards turning it into action (i.e., Attention vs. "Profitable Attention").**

Questions Explored

- Attention as a metric: What is it and how can it be measured?
- How does the brain work and that link to attention as a metric?
- How can we quantify attention and if so how do we push for common standards?
- In what ways can attention unlock a deeper understanding of consumers?
- How do we ensure appropriate levels of consumer representation and diversity?

The Science of Attention

The presentation explored three specific topics

1

Inputs versus Outputs

In Kenan's interviews with experts, he found they differed on whether attention should be measured as an input (whether someone paid attention) or an output (whether that attention led to an outcome).

2

Processes Fundamental to Attention

Duncan discussed one way to look at attention, via four fundamental processes

1. Working Memory
2. Top-down Sensitivity Control
3. Automatic Bottom-up Filtering for Salient Stimuli
4. Competitive Selection

As determined by Stanford University neurobiology professor Eric Knudsen

3

Attention is Best Thought of as Part of Business Outcomes

Have industry research pegged to key strategic objectives and to in-market success to show that higher attention leads to higher profitable attention.

I-COM Attention Forum Chairs



Max Kalehoff

Vice President Marketing & Growth, Realeyes



Phil Jackson

Global Digital Marketing Effectiveness Innovation Director, Haleon

Responses to Kenan's question:

“(Attention is) an extension of viewability”

- **Max Kalehoff**, VP Growth and Marketing at Realeyes

“Attention, ultimately is a cognitive activity.”

- **Tristan Webster**, SVP, Product & Operations at Tvision

“Attention is about how to catch the eye” or “the democracy of focus.”

- **Jonathan Sanchez**, Vice President, Communications at WPP