

Rachel McDonald

First Amendment Competition

In just a few seconds, a media consumer can lose interest. Platforms such as TikTok and Twitter cripple attention spans, as they supply content to be consumed in a matter of seconds, or generously a minute. Without adaptation, journalists can cripple to the shortened attention span of media consumers too. Journalists can save their stories by working to pull attention spans back to more than just a few seconds. By presenting stories with power and relevance, journalists are able to redirect readers' short attention spans.

Journalists can easily fall into a routine, sticking to covering only what they are comfortable with. Falling into the habit of repetition is dangerous, as it prevents new stories and beats from rising. Culture is constantly changing, and journalism needs to change with it. Once journalists are able to step out of their comfort zone, the dangerous habit is broken. Society never slows down, it is constantly evolving. Journalism, in order to survive, must evolve with society and adapt to its needs.

Technology plays the largest role in modern media. Cell phones, computers, and smartwatches constantly compete for consumer attention. Notifications redirect people's thoughts, and often trigger reactions such as logging onto a media platform or checking their device in response. Journalists can deliver successful and engaging stories by triggering similar reactions. Modernizing journalism by turning to digital approaches has the potential to maintain the deliverance of whole journalistic stories.

Print media holds values in settings such as waiting rooms, bus stops, and locations where people are more apt to pick up a magazine or paper. On the other hand though, the harsh reality is that many people never slow down to read printed media. Given that current society spends more time reading on their phone than printed media, journalism seeking a digital basis is important.

Journalism will thrive digitally. Reporters can claim consumer's attention by creating engaging content on a digital platform. Advancements in smartphone apps to create a more personalized experience will aid in engaging readers. When journalism can evolve with technology, it can reclaim people's shortened attention spans.