

Teacher's Guide

Attention Economy: Are We the Product? – Advanced (C1–C2)

Canva Presentation Link: https://www.canva.com/design/DAHEEIIg_3o/8RGELQn6KUAky-AObuWbVw/view?utm_content=DAHEEIIg_3o&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hc7b747505d

Editable Presentation Link:

https://www.canva.com/design/DAHEEIIg_3o/MVY3aUV0mdx500xmwvKtRw/view?utm_content=DAHEEIIg_3o&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Editable Worksheet Link:

https://www.canva.com/design/DAHEEGQs2kA/5Ln6GLZTdHgH5uxO5HAtZA/view?utm_content=DAHEEGQs2kA&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Video Link: <https://www.youtube.com/watch?v=sFtemZVFFBw&pp=ygURYXR0ZW50aW9uIGVjb25vbXk%3D>



Part 1. Students discuss the questions.

Part 2. Students complete the sentences in their own words.

Part 3. Students read the statements and discuss the questions.

Attention economy – An economic system where companies compete to capture and hold people's attention in order to make money, usually through advertising, data collection, or promoting content.

Part 4. Students watch the video and think about what surprised them, what ideas they strongly agree with, and anything they disagree with.

Part 5. Students discuss the ideas from the video.

Part 6. Students discuss the questions.

Part 7. Students read the two viewpoints and decide which one they agree with more. Encourage students to explain their reasoning.

Part 8. Students discuss the scenarios.

Reflection

Students complete the sentences in their own words.