Velocity vs. Value: The Cost of Attention

Velocity vs. Value: The Cost of AttentionSubtitle: The Doom-Scroll Paradox: Analyzing the Impact of Algorithmic Velocity on User Anxiety and Brand Recall.Introduction & Research Goal

This research challenges the idea that maximum digital engagement equals maximum value. Using a social media simulation, the study will demonstrate that fast-paced "doom scrolling" causes cognitive overload.

Goal: To analyze how **Algorithmic Velocity** (content speed) correlates with **User Anxiety** (Mental Health) and **Ad Recall** (Marketing Efficacy).Core Hypothesis

We hypothesize that aggressive algorithms, while increasing *Time on App*, decrease *Purchase Intent*.

Increased algorithmic intensity leads to higher user anxiety and lower ad recall due to cognitive overload. Therefore, a **'Low-Velocity Content'** strategy will result in higher brand retention and lower negative sentiment.Methodology

The study uses a custom app ("ScrollLab") to divide N=50-100 participants into two groups for 30 - 60 minutes:

- **High Velocity:** Rapid, shock-value content.
- **Low Velocity:** Slower, calming content.

Both groups view identical control ads. Data includes:

- Scroll speed and dwell time.
- Post-experiment STAI (State-Trait Anxiety Inventory) for restlessness.
- Unaided and aided recall tests.

Managerial Implications

The research aims to provide a data-driven framework proving "Calm Content" may yield higher conversions and better ROI than hyper-aggressive, high-frequency strategies. This suggests that "Ethical, Low-Velocity Marketing" could offer a superior ROI and protect user well-being.Social Implications

It provides empirical evidence that reducing algorithmic aggression lowers user anxiety, advocating for digital well-being as a financially sustainable business practice.