

# Human Experience: Why Attention AI Needs Human Input



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# Human Experience Research

# Human Experience

## Why attention AI needs human input

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# Attention is at the core of marketing decisions of today



The race for attention is one of the defining challenges of our time for modern marketers.

How to capture the attention of viewers amid myriad distractions is something that keeps many awake at night.

**KANTAR**



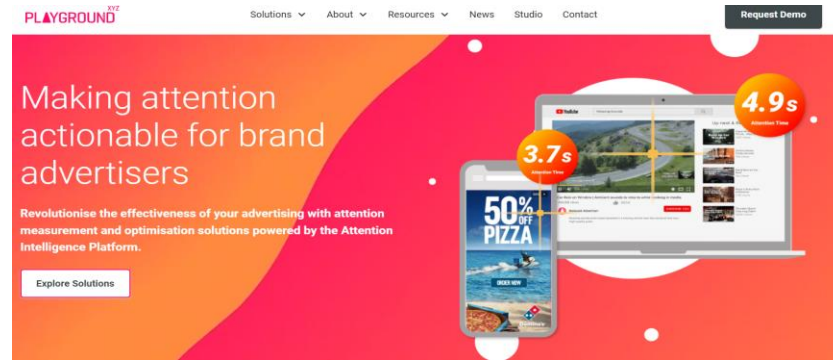
Ted Prince  
Chief Product Officer  
Kantar



# Many companies measure attention to ads



# More recently companies claim that they can predict human attention, getting rid of costly measurement



PLAYGROUND NZ

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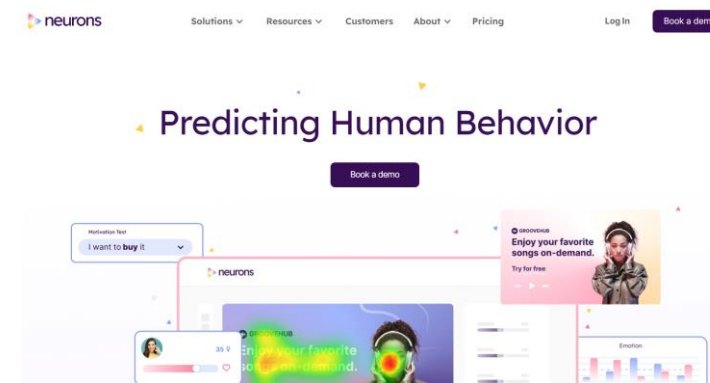
## Making attention actionable for brand advertisers

Revolutionise the effectiveness of your advertising with attention measurement and optimisation solutions powered by the Attention Intelligence Platform.

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3.7s Attention Time

4.9s Attention Time



neurons

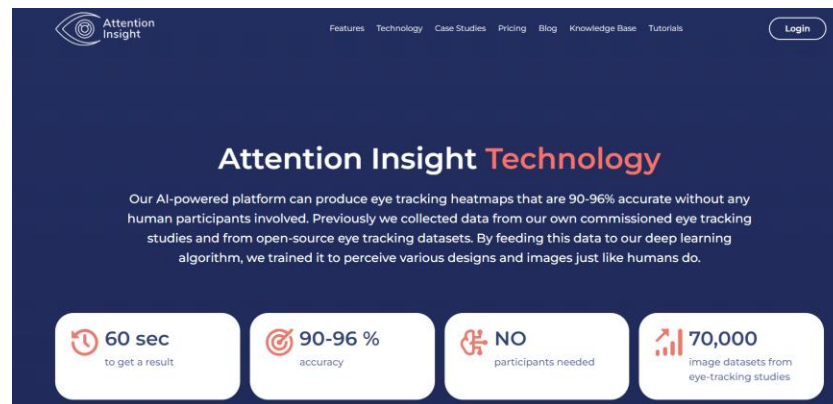
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## Predicting Human Behavior

[Book a demo](#)

Neuroscience Test: I want to buy it

Neuroscience: Enjoy your favorite songs on-demand. Try for free



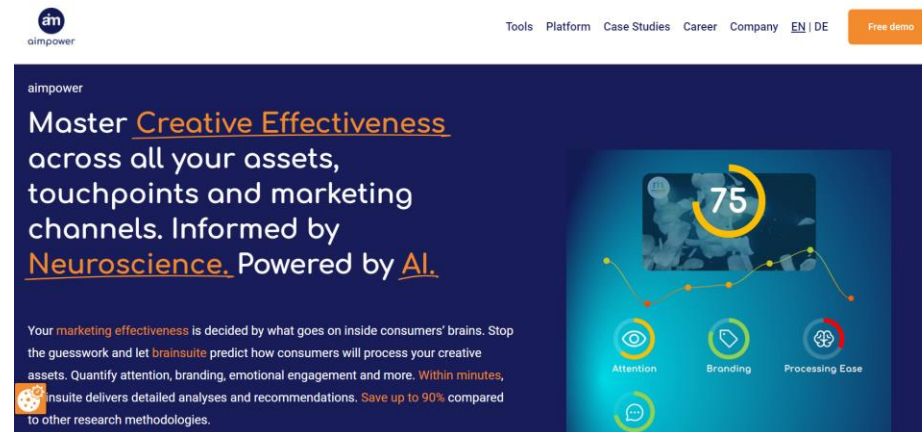
Attention Insight

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## Attention Insight Technology

Our AI-powered platform can produce eye tracking heatmaps that are 90-96% accurate without any human participants involved. Previously we collected data from our own commissioned eye tracking studies and from open-source eye tracking datasets. By feeding this data to our deep learning algorithm, we trained it to perceive various designs and images just like humans do.

- 60 sec** to get a result
- 90-96 %** accuracy
- NO** participants needed
- 70,000** image datasets from eye-tracking studies



aimpower

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## Master Creative Effectiveness across all your assets, touchpoints and marketing channels. Informed by Neuroscience. Powered by AI.

Your **marketing effectiveness** is decided by what goes on inside consumers' brains. Stop the guesswork and let **brainsuite** predict how consumers will process your creative assets. Quantify attention, branding, emotional engagement and more. **Within minutes**, **brainsuite** delivers detailed analyses and recommendations. **Save up to 90%** compared to other research methodologies.

75

Attention Branding Processing Ease

# But, as we learned today, there's The AI Conundrum

[...] AI can recognize a pattern from any set of data it is given, which is what makes it such an extraordinarily powerful tool. But because not all patterns are authentic or reliable, AI's pattern-finding superpower can lead to spurious patterns—and to disastrous results for business and government entities that rely on them. Hence the conundrum at the heart of AI: its greatest strength can also be its greatest weakness.

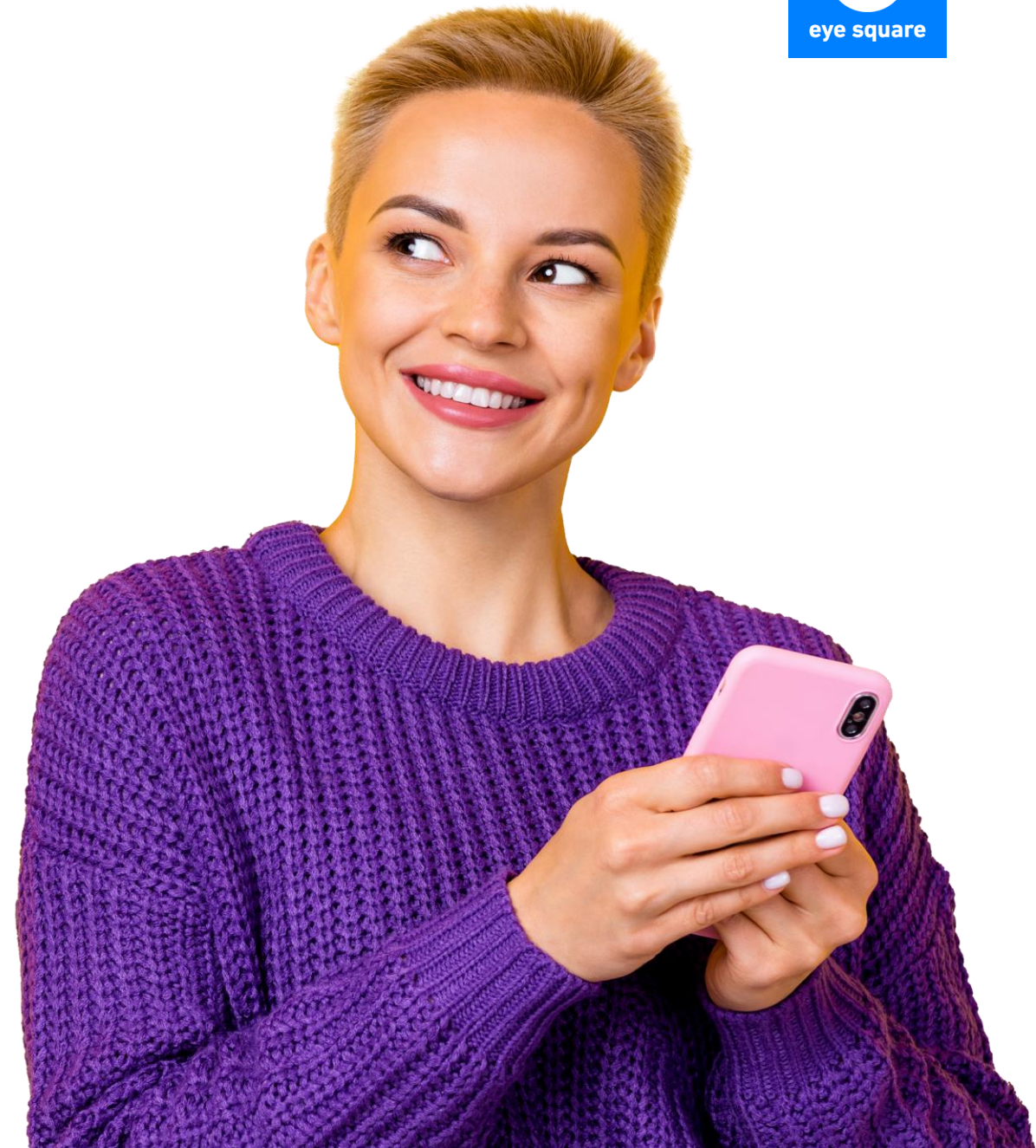


Rex Briggs  
Author



# The state of Attention AI

1. where attention AI is already good at predicting and where it needs to learn
2. attention trends and attention in the context of media usage





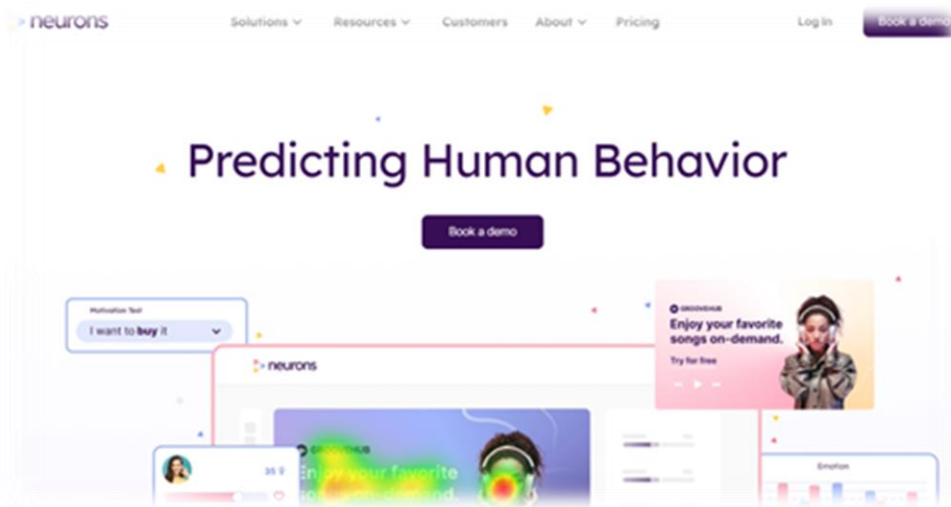
# Case study: Attention AI vs. real humans

## AI

- Typical Attention AI
- “Predict” tool by Neurons Inc.

## Human

- 30 real humans
- Mix of different ages, genders, demographics
- Precision eye tracking: Tobii
- Eye square media labs



Eye tracking video of an M&M's spot.

Make a guess:

**Human or AI?**







Now let's look at AI and humans side by side...

AI



Human



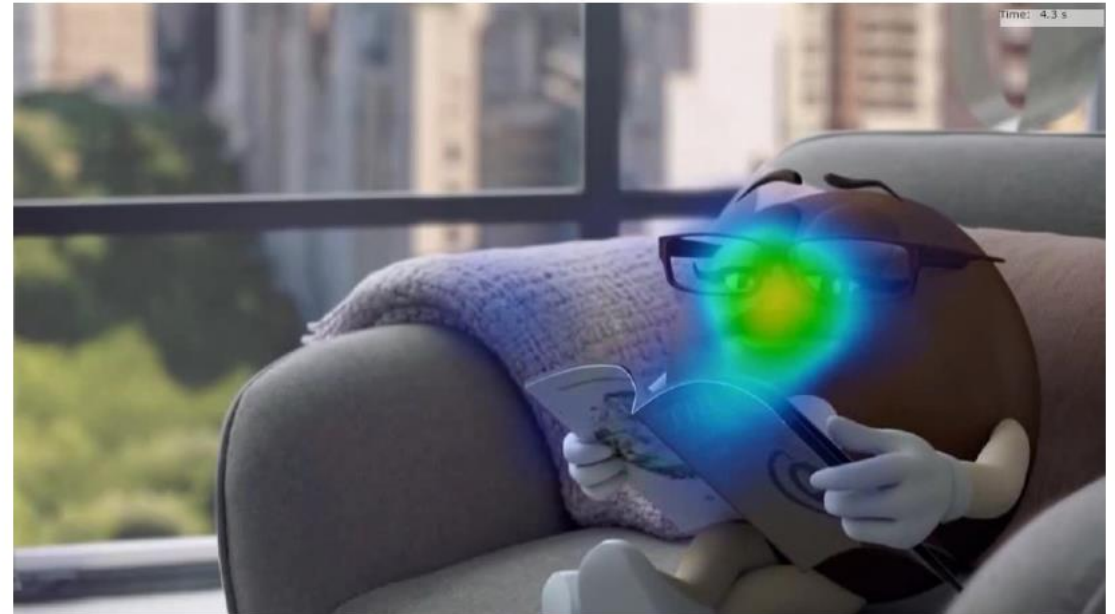
# What AI is good at

Basic face and eye images

AI



Human



# What AI is good at

High contrast scenes

AI



Human





# What AI is good at

Slow pace of scene cuts

AI



Human





# Where AI prediction makes mistakes

# Gaze Cueing

Humans follow gazes, they look where the action is, AI doesn't

AI



Human



# Movement

Humans follow the action, AI shows inertia

AI



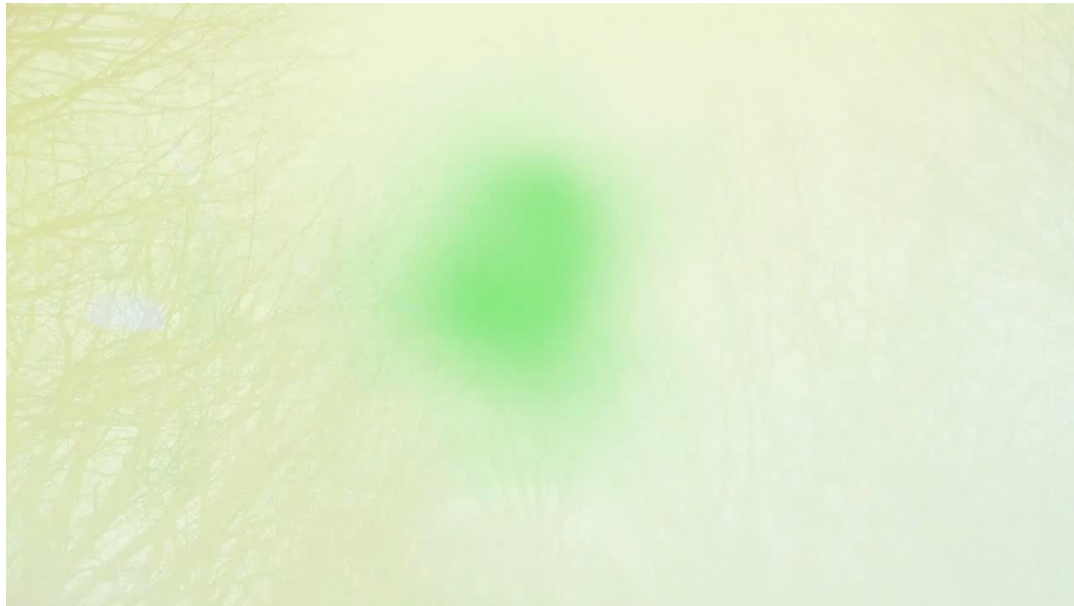
Human



# Dark spots

with low contrast and a lot of movement

AI



Human





# Where is the runner?

AI is obsessed with contrast, humans aren't

AI



Human



# AI is obsessed with ears

AI decomposes human faces

AI



Human



# AI hallucinates

AI underestimates face effects

AI



Human



# Complex visual layouts

Complex pack shots are misinterpreted

AI



Human



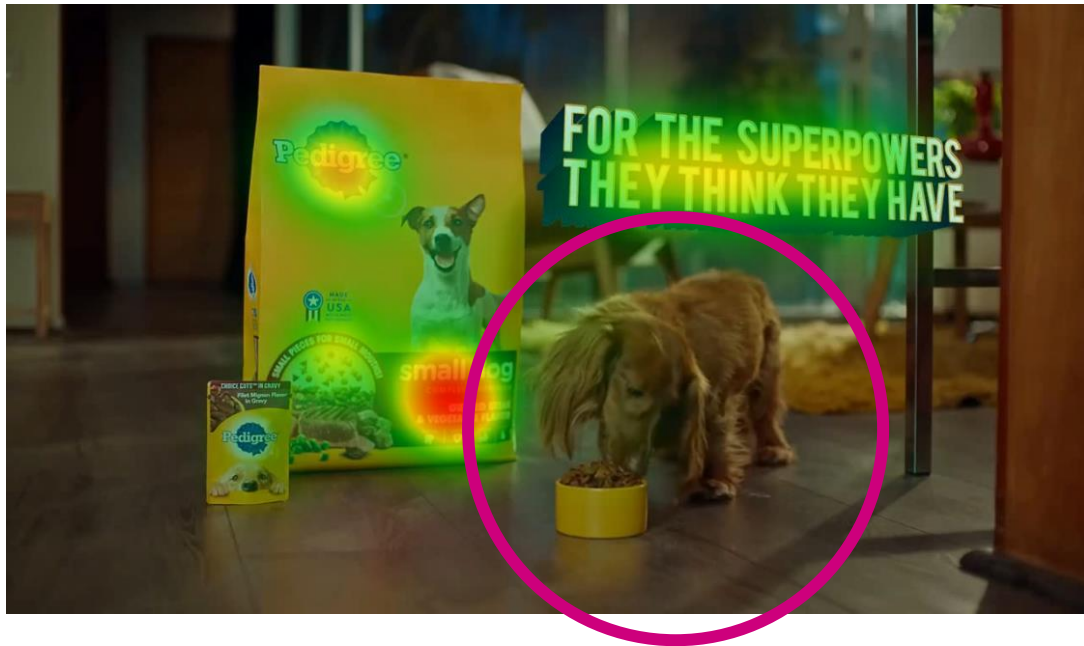


# Dog effects

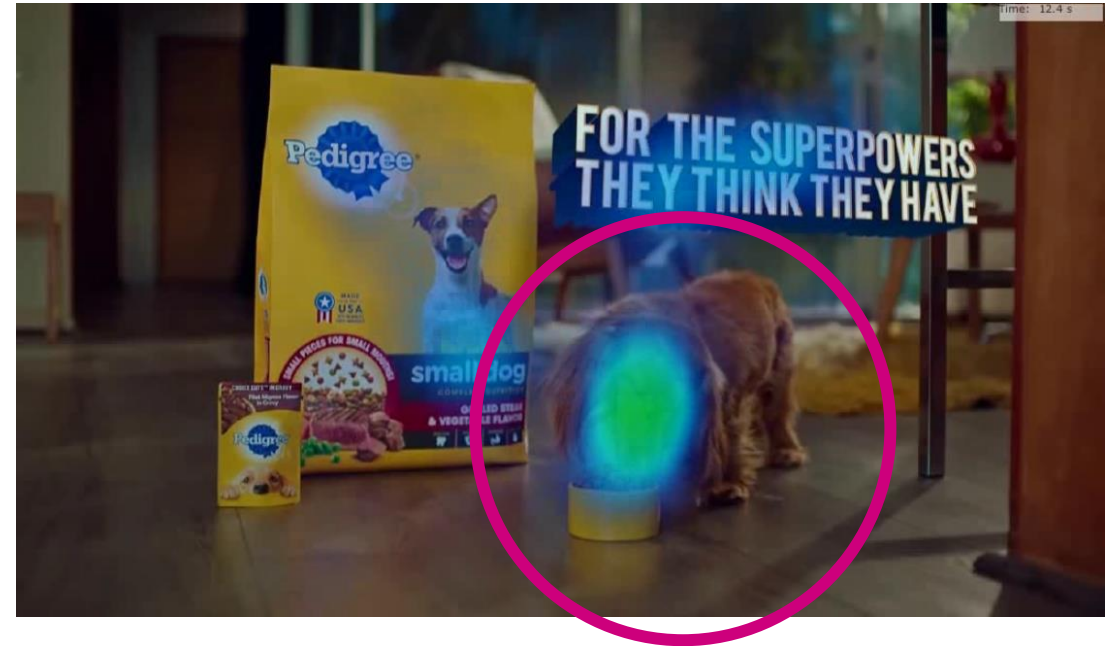


Humans love dogs, AI disregards them

AI



Human



# More dog effects



# Attention AI has to improve



Gaze Cueing



Movement



Contrast



Complexity



Non-Humanity

**Static Attention AI**

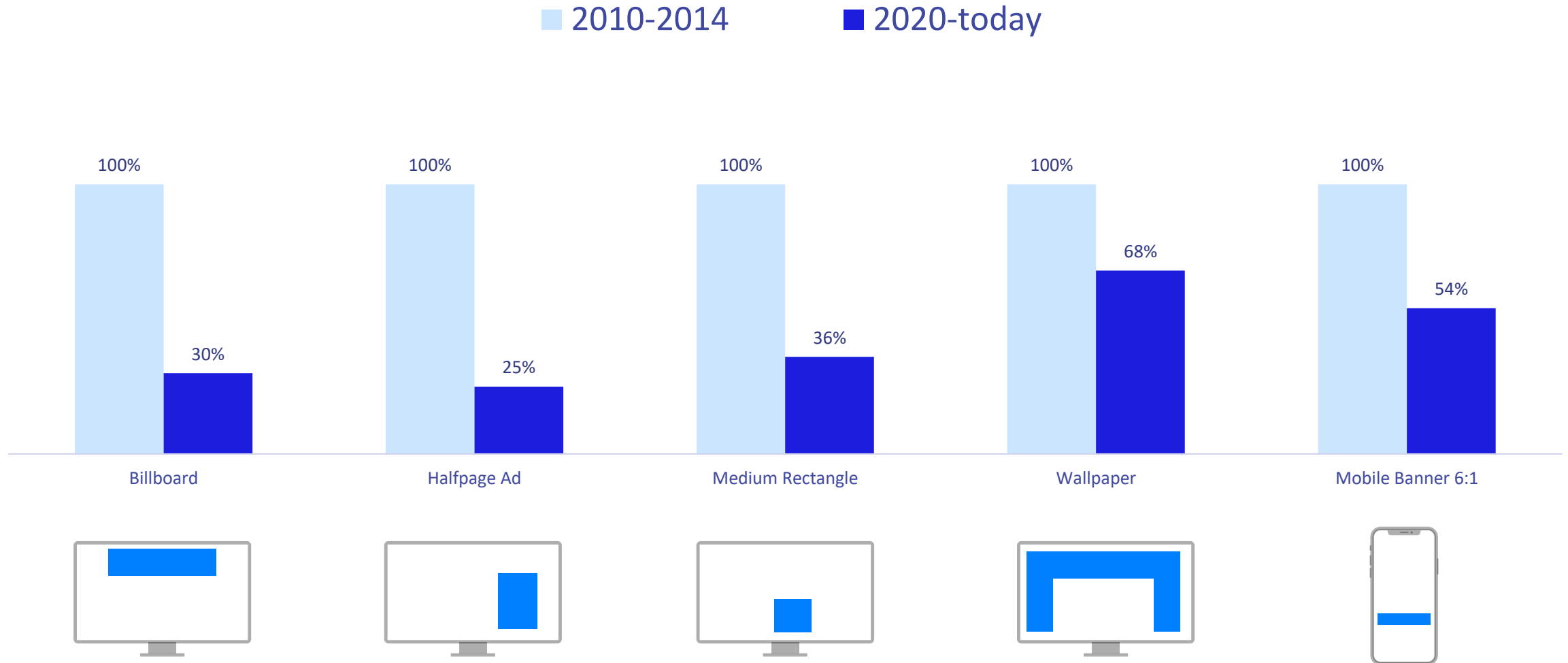
**VS.**

**Dynamic Attention trends**



# Attention on Banner Ads decreases

10 years ago people looked much longer at banner ads than today



**Creative-focused  
Attention AI**

**vs.**

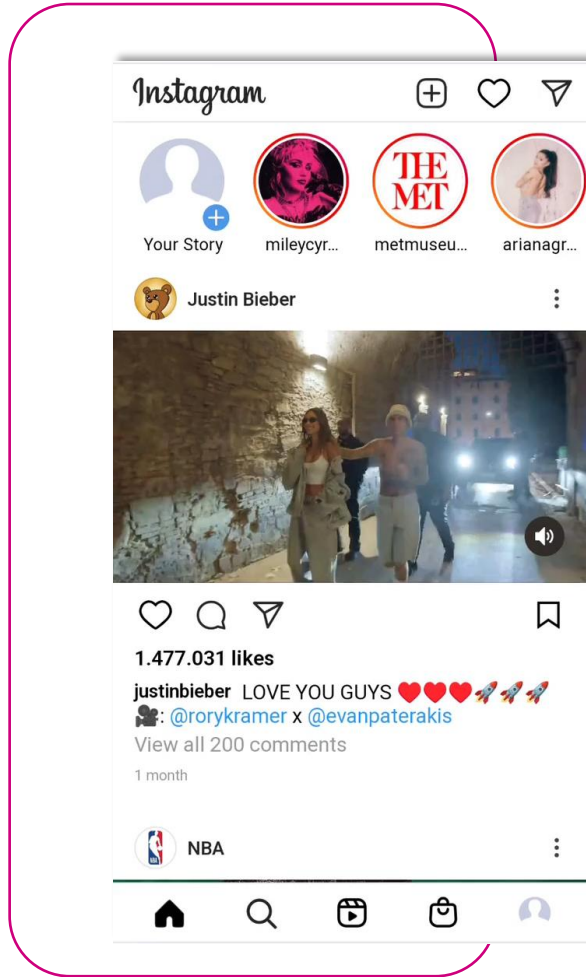
**Media attention:  
context effects**

# Attention depends on context

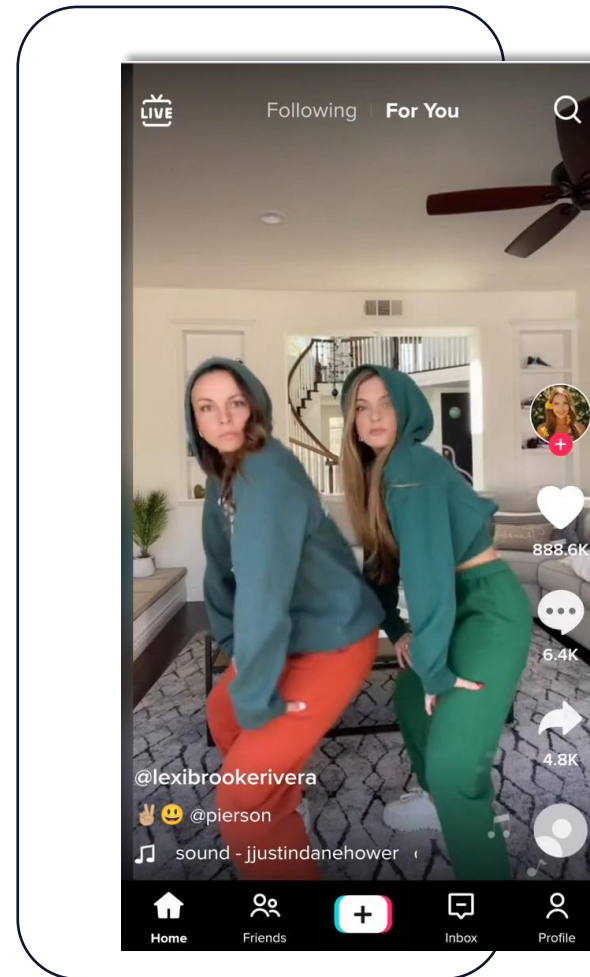
Same Ad in different social media feeds



Stories

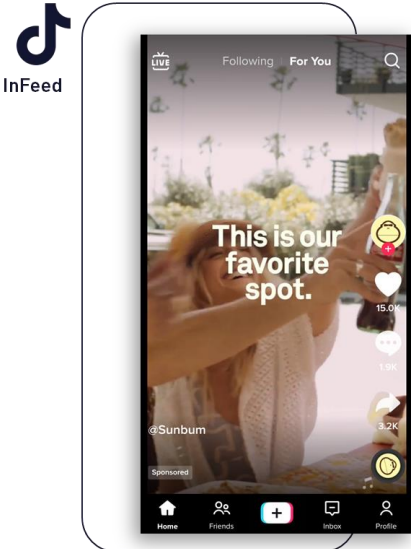
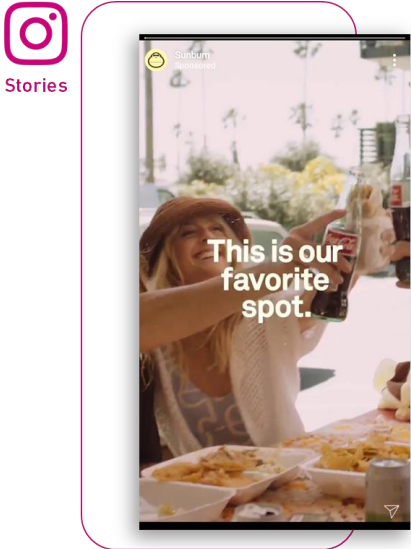


InFeed



# Instagram and TikTok deliver different media attention

Longer playback on Instagram than on TikTok for the same ad



Playback

 4.8sec

 3.2sec

Source: eye square research, US, 2023, Age 16-39 years | N(Instagram)=75; N(TikTok)=79



# Attention AI ...

- ... enables attention-based decision making in marketing communication
- ... allows time and budget savings in early stages of creative development
- ... struggles to predict human attention correctly in complex visual situations
- ... needs to dynamically adapt to attention trends, context and user intent

## Solution:

Attention AI needs constant human input



# Eye square: human experience

State of the art in context testing

Real attention measurement with precision eye trackers

Authentic in-home media contacts



Thank you for your  
**human** attention!



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