Addressing Attention Crisis Concerns For Content Creators

By Jordan Gibberman

10/8/25

Table of Contents

Executive Summary…….3

Introduction……..4

The Problem……5

The Solution……7

Implementation Strategies……...9

Cost-Benefit Analysis……..11

Conclusion and Recommendations……..13

References.....14

Executive Summary

The content creation industry is designed to be a highly effective means for marketers to produce engaging content that encourages viewers to interact. Although that may have been the case in years past, it hasn't been the same since then. With the continued increase in usage of technology, social media, and AI features, content creation has suffered a significant decline in terms of viewers' attention and engagement.

The area of focus for marketers has been underperforming. Generally speaking, the focus for these influencers is primarily on authentic community engagement and specific roles. For example, according to Influencer Marketing Hub, content creators were making more income in 2023, but that has since changed drastically in 2025. The reason for this decline in revenue is likely due to influencers taking on low-earning roles and experiencing differences in full-time and part-time positions.

Marketers are also currently experiencing underperforming flow states from the attention crisis. It's causing them to feel pressured to produce deep, creative work. Because of how they're feeling, their mental health has been affected to the point where they could experience fatigue and lack of focus when physically doing their jobs as content creators. Other mental health conditions content creators are experiencing range from anxiety to emotional exhaustion, called burnout.

Marketers would benefit by attempting new strategies to address the attention crisis, including building stability while optimizing and repurposing their content. The content creation industry is currently experiencing significant instability. The mental health conditions involved in the industry are what's causing instability. They consistently produce long-form content, but converting it into short-form assets would help them become more successful and address their current mental health challenges. If they want to grow more meaningful work, improving these aspects of their ethic would address the situation.

Introduction

What started as a successful entertainment venture has since become a more difficult situation. Content creators have been experiencing a lack of focus for a while, and it's not their generation's fault. Instead, new technologies are emerging everywhere, including the rise in social media, as well as the increase of the attention economy, a concept first introduced by Herbert A. Simon, which is defined as a valuable resource for human attention. In today's society, everyone lives in a deep, algorithm-driven digital environment. The idea of short-form content also has creators fearing that they may not be considered relevant.

The focus and flow states coincide with each other, especially for content creators. Focus is defined as the ability to concentrate on one specific task, canceling out background distractions. When people focus, they're able to achieve goals and accomplishments without struggling much. For individuals in flow states, a term introduced by Mihaly Csikszentmihalyi, practicing this aspect of paying attention can be beneficial during challenging and obstacle-filled situations. However, unfortunately, there appears to be an uptick in struggles with the flow state. Due to struggles with focus and flow states, the concept of deep work is also affected in the attention crisis.

Deep work refers to the ability to focus consistently on a critical, demanding effort without any distractions. For the content creation industry, deep work involves creating a schedule that allows for ample time to produce meaningful work, such as writing an article or developing a portfolio. Not many people engage in deep work in today's society due to the influence of social media and technological distractions.

Big Question

How, in today's society, do we get people to gain interest in more valuable content during the attention crisis?

This white paper examines the structural issues driving the attention crisis, its impact on creators and audiences, and potential solutions that strike a balance between creativity, economic viability, and mental well-being.

The Problem

A significant issue for content creators is the feeling of burnout they're experiencing. The reason for them to feel this way is due to the intense pressure of producing meaningful content in a generation that's increasingly focused on technology and social media, thus causing their mentality to be affected by fatigue. The feeling of burnout is defined as a state of prolonged exhaustion resulting from pressure to engage with an audience and produce meaningful work.

Other productivity issues stem from the fact that depth is becoming less critical than virality, meaning algorithms often prioritize more likes and views over a broader perspective of ensuring depth is consistent.

According to a study by Billion Dollar Boy, 52% of influencers experience burnout, while 37% have considered quitting their careers. The study also includes Gabe Dannenbring, a science teacher who's now an influencer with over 2 million followers, and he explains the exhaustion that comes with the feeling.

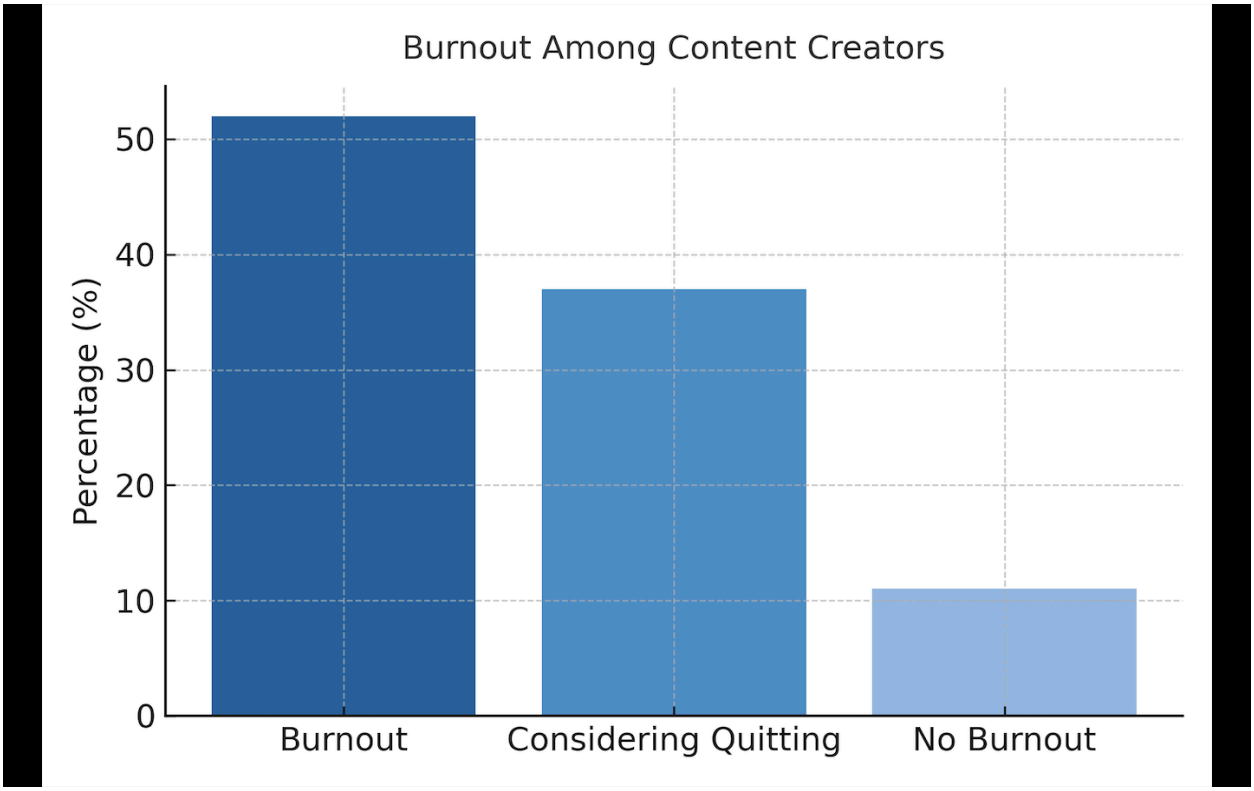
"I've come up with hundreds, if not thousands, of video ideas. That's emotionally exhausting," he said. "And the algorithm is inconsistent—your success depends on something you can't control."

Fatigue's role in this industry

As a result of fatigue, the cognitive behaviors of content creators are impacted. They constantly feel exhausted, which significantly lowers their motivation level. They also have multiple angles of instability because of overproduction, which causes them to have a burnout feeling or anxiety. Also, influencers may feel disconnected from their target audience. Specific influencers may also experience self-doubt, thinking that their current work isn't good enough, despite their previous success. These mental health challenges for them come during a time when the marketplace is caught up in repetitive content.

For organizations and workplaces, the burnout experienced by influencers has led to unsustainable production cycles, as well as affected financial performance and brand reputation. If an influencer is feeling burnout regardless of how long and the severity, an organization's income could decrease

significantly. This is the result of potential lost revenue. The revenue generated from certain influencer companies and organizations could be either nonexistent or extremely low. It's a similar concept to brand reputation, where partnerships and relationships have been ruined.



📊 **Sidebar Insight:**
• 52% of influencers report burnout.
• 37% have considered quitting.
• Burnout directly impacts brand reputation and financial outcomes.
Source: Billion Dollar Boy (2025).

The Solution

There are several ways to address the attention crisis for content creators, starting with the use of short-form content to repurpose existing designs. It's also a way to build stability. Instead of aiming for longer content, the multiple shorter versions would be highly effective in attracting viewers who are willing to invest more time in what they're watching. Social media platforms must demonstrate how they can manage content by shifting toward other models for quality purposes.

Developing owned audiences, diversifying income streams, and managing revenue are other solutions. The effectiveness primarily depends on workflow management and implementing effective strategies for improved content creation. However, according to the Slate Teams website, all of these content creation tools can increase efficiency and improve workflows, which allows influencers to create and produce high-quality content. The website also reports a decent amount of specific tools that any creator can use, such as analytics and Canva.

What about detoxing?

In this industry, detoxing from specific apps and platforms would benefit influencers' focus, flow, and deep work. For example, they can detox from YouTube, which in reality demonstrates that reduced distraction is crucial for maintaining focus and achieving a state of flow. This can be backed up by a YouTube detox from Adi Kakarla, who writes content on Medium, and they explained that concepts like limiting screen time and turning off notifications helped them break their YouTube addiction.

"Addiction to social media platforms, like YouTube, is becoming a major issue in our world. Many people have trouble fighting addiction since they use YouTube as a coping mechanism for personal issues," he wrote in his article on Medium. "There are a variety of ways to fight a YouTube addiction, but it is important to target entertainment-style content instead of informative content."

Several different case studies in this industry relate to these solutions, benefiting content creators. One prime example is Spotify Video Podcast Creative Payouts. Spotify had struggled

to monetize video content, which was overshadowed by podcasts. In early 2025, they announced that video creators will only be paid based on engagements from subscribers in certain countries, including the US and Canada. Also, automated ad breaks were canceled to provide a smoother viewing experience for customers. This solution offers a more engaging experience for viewers by enhancing content retention.

💡 **Sidebar Tip:**
• Repurpose long-form work into short-form snippets.
• Practice digital detoxing (e.g., YouTube, TikTok).
• Focus on owned audiences and diversified revenue streams.

Implementation Strategies

When it comes to fostering the focus state, content creators should definitely implement balanced work sessions. When they use this strategy, they should consider removing all notifications from all devices. This would highly improve their time management skills and prevent burnout. Also, the time-blocking strategy would provide significant assistance, as influencers would be able to divide their days into two halves – one for full-time work and the other for content creation.

Other strategies can benefit content creators' focus states, such as warming up creatively and transitioning mindfully. If they engage in specific warm-up activities, it would likely give their brains a boost toward creative thinking and a generative mode. These warm-up methods include journaling, taking notes, or simply brainstorming ideas and concepts to use for their newest creations.

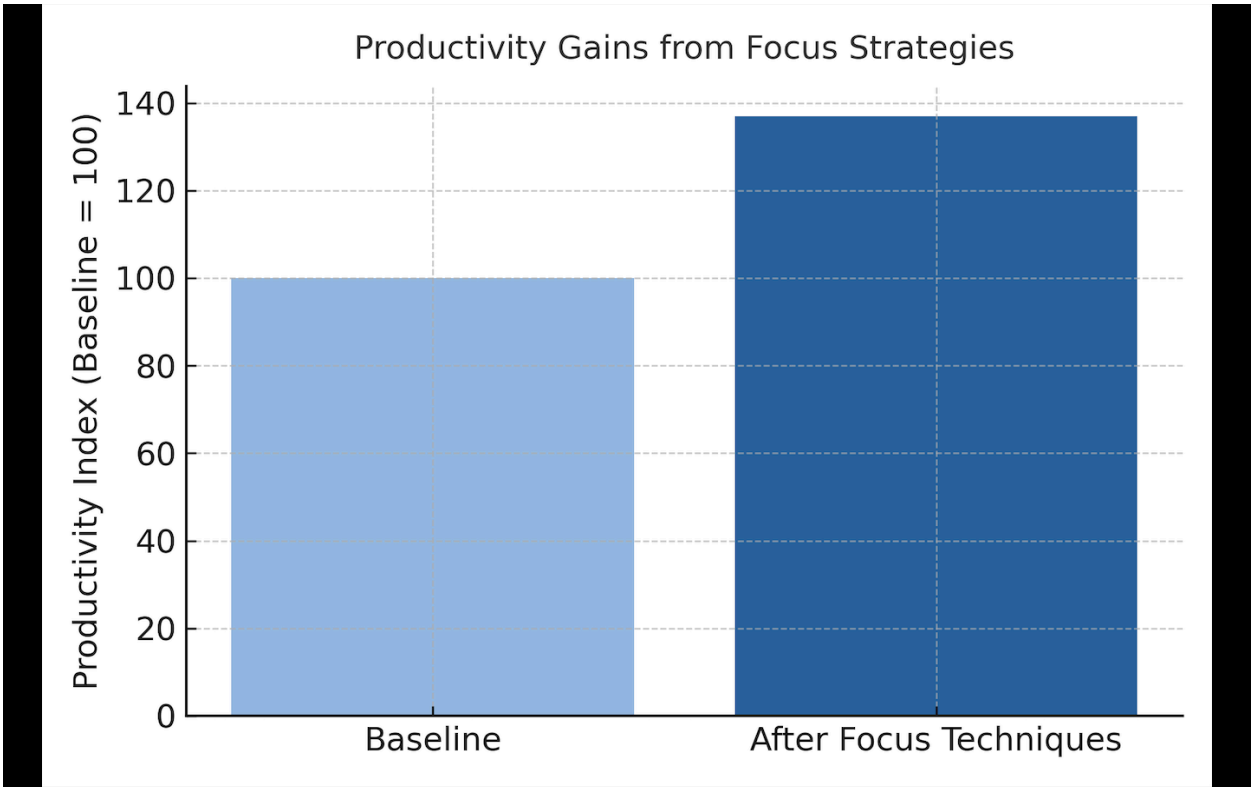
To transition mindfully, influencers can engage in exercises and physical body movements to ease their minds during the transition. This includes good stretches, taking deep breaths, and going for a walk.

According to a study by *The Flow Research Collective,* many content-creating professionals lose approximately 60% of their productivity potential due to constant interruptions and distractions while working. However, if they implement strategies, they would improve their results by 37%.

To achieve a good flow state, it is essential to establish a routine of creating content at specific times every day, as well as develop a design for a flow-effective environment. Both these implementations to get a good flow involve temporary boundaries and rituals. For example, a content creator could want to begin taking five or 10-minute breaks in the middle of 30-minute sprints.

Additionally, influencers would need to incorporate deep work. To do this, they would have to practice a concept called "batching tasks." Tasks may include editing and writing, and they should know how to split them up into blocks rather than constantly switching between them.

Balancing quantity and quality, as well as mitigating burnout and ensuring consistent brand messaging, are areas that can be challenging and may pose obstacles when implementing these strategies. When it comes to the burnout feeling, it's really the constant pressure that influencers face that causes them to feel this way. An example of the kind of pressure they deal with is the scrutiny and criticism. Some content creators have to handle negative feedback, which isn't easy for anyone, yet it helps people grow.



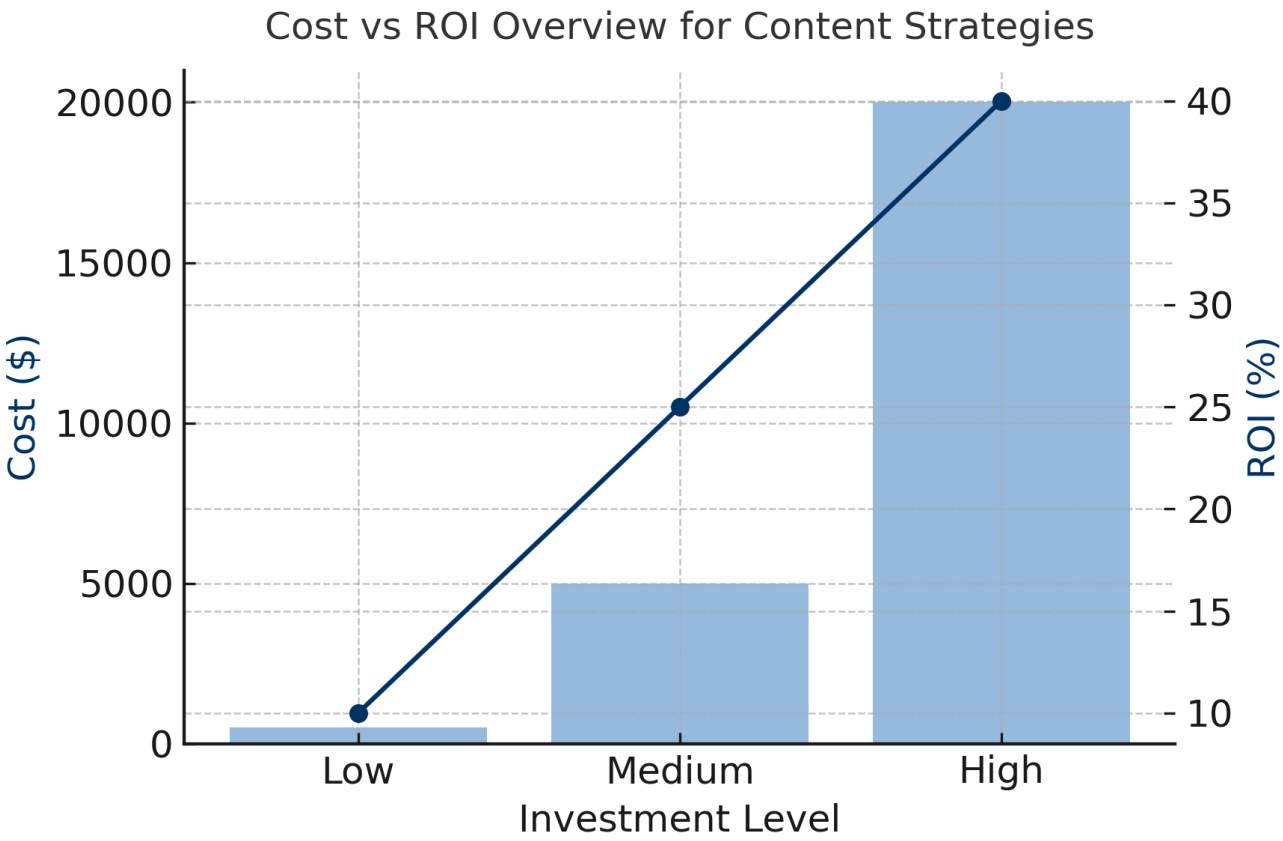
🧠 **Sidebar Strategy:**
• Use time-blocking for deep work.
• Remove notifications during focus sessions.
• Take 5–10 minute breaks after 30-minute creative sprints.
• Warm-up activities (journaling, brainstorming) boost creative flow.

Cost-Benefit Analysis

The costs of implementing the strategies mentioned above can range from a few hundred to tens of thousands of dollars per month. These costs include primarily infrastructure, labor, and indirect expenses, among others. Of course, the total cost depends on the type of work that the content creators do. However, they should all expect a rise in price ranges with these types of expenses.

There are projected benefits that come with these costs, including a good ROI. Influencers can invest time in advanced production to create valuable content that attracts attention. They would also have to invest in long-term strategic and brand-building costs. All of this is about enhanced monetization opportunities.

In contrast with balanced work sessions, other methods include simply improving physical health rather than focusing on what it would be like to be distraction-free. If content creators want to be disciplined, then balancing work sessions is the best approach. However, if they would rather not go through intense discipline, improving physical health isn’t a bad idea.


Cost vs ROI Overview for Content Strategies
Cost ($)
ROI (%)
20000
15000
10000
5000
0
40
35
30
25
20
15
10
Low
Medium
High
Investment Level

Conclusion and Recommendations

To sum it all up, the content creation industry is currently at a point where not many influencers are functioning effectively. The fatigue that content creators are experiencing these days is considerable, and they can alleviate it by following the steps outlined in the solutions to overcome this obstacle. Building stability is critical for anyone in this industry, but it's the feeling of burnout that changes everything.

People are anxious, along with other mental health obstacles, because of the attention crisis. It's now time to turn it around so that viewers can be more engaged with long-form content.

References

Aurelie.Corinthios@groupsjr.com. (2025, April 28). *From audio to video, Spotify's $100 million payout fuels creator Success Stories*. Spotify. https://newsroom.spotify.com/2025-04-28/from-audio-to-video-spotifys-100-million-payout-fuels-creator-success-stories/

Best content creation tools for 2025: 10 must-haves. Slate. (n.d.). https://slateteams.com/blog/content-creation-tool

Content marketing cost in 2025: A data-driven answer. The Digital Elevator. (2025, May 21). https://thedigitalelevator.com/blog/content-marketing-cost/#:~:text=The%20vast%20majority%20of%20content,per%20month%20for%20content%20creation.

Kakarla, A. (2021, July 21). *How I cured my youtube addiction*. Medium. https://medium.com/@adikakarla/how-i-cured-my-youtube-addiction-98856996cd1b

Kedem, M. (2024, September 30). *Tate McRae talks growing as a performer, mental health, and more at Audacy's "we can survive."* Tate McRae on growing as a performer, touring, mental health. https://www.audacy.com/national/music/tate-mcrae-on-growing-as-a-performer-touring-mental-health

Naceva, N. (2025, August 8). *Creator earnings report 2025*. Influencer Marketing Hub. https://influencermarketinghub.com/creator-earnings-report-2025/

Savener, M. (2025, June 24). *Achieving brand consistency: Strategies for effective cross-channel communication*. Siteimprove. https://www.siteimprove.com/blog/consistent-messaging-across-channels/

Siciliano, L. (2025, September 25). *The creator burnout crisis: Why over half of influencers are at a breaking point*. Viral Nation. https://www.viralnation.com/resources/blog/the-creator-burnout-crisis-why-over-half-of-influencers-are-at-a-breaking-point

Torossian, R. (2025, April 24). *Digital Marketing's attention crisis: Standing out in an era of information overload introduction*. Influencer Marketing Hub. https://influencermarketinghub.com/digital-marketings-attention-crisis-standing-out-in-an-era-of-information-overload-introduction/