



Context Shift: Blue Light Glasses

Presented by Hope Koryon

Quick Survey!

- Who here has a pair of blue light glasses?
- Do you use them for fashion?
- Do you use them when working in front of screen?
- Do you use them at night?



Target Audience

The average worker spends over 1700 hours (about 2 and a half months) a year in front of a computer screen (Kamboj , 2019). And nine out of ten people spend over two hours in front of a screen every day.

Students, workers, gamers etc.

These are the type of people who spend a lot of hours in front of. screen daily.



Age range: 15-40

Thus the demographic for my target audience is very broad and includes people like me and you!



do blue light glasses work or not work

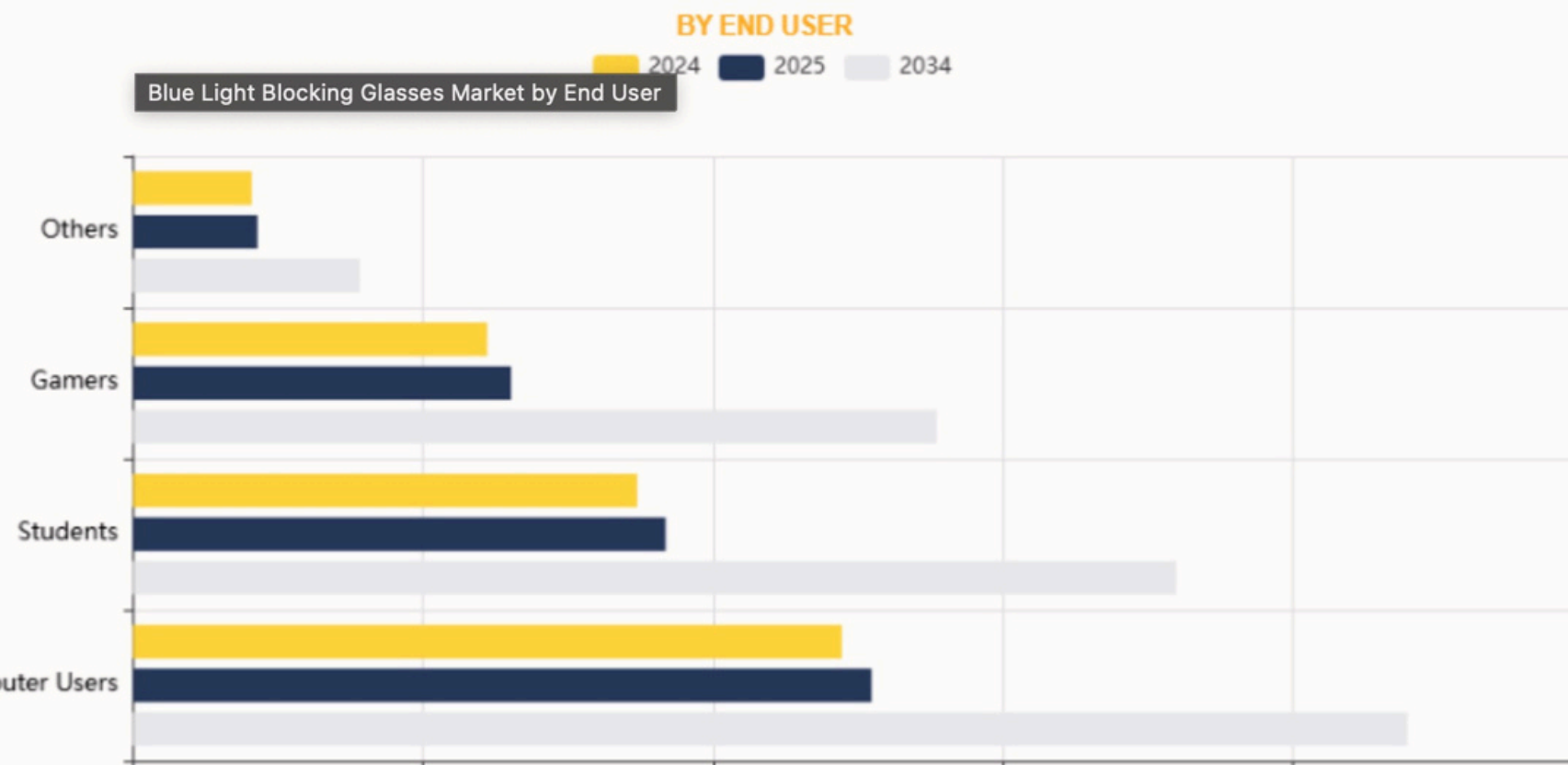
<https://youtube.com/shorts/GchPk8t6lDw?feature=share>

Audience Statistics

Because my audience range is so wide, I created an informative video suitable for all ages with graphics of people in all age ranges, and subtitles.



BLUE LIGHT BLOCKING GLASSES MARKET



By End User, the Computer Users segment is expected to dominate the blue light blocking glasses market throughout the analysis period.

- A large majority of U.S. adults (86%) say they at least sometimes get news from a smartphone, computer or tablet, including 56% who say they do so often (Pew Research Center, 2025)

Sources



<https://www.alliedmarketresearch.com/blue-light-blocking-glasses-market-A65843>



<https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/>

A close-up photograph of a person wearing dark sunglasses, holding and reading a newspaper. The newspaper is the New York Times, with the masthead clearly visible. The person's hands, with red-painted nails, are holding the edges of the paper. A large, glowing blue 'Thank You' text is superimposed over the center of the image, partially overlapping a black circular graphic element. The background is a soft, out-of-focus light blue and white.

Thank You

The New York Times

Start-ups take India on a big leap into space

to sudden disaster