

Hope Koryon

Caitlin Geoghan

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Marketing for blue light blocking glasses is typically aimed at people who spend hours in front of a computer screen in their day-to-day life. This includes students, gamers and office workers, or people who work from home (Kings Highway Vision Center, 2025). In 2019, a study took place in Australia surveying 372 optometrists revealing that 75.3% have prescribed blue light blocking glasses in their practice, but about 50% believed the effects of blue light blocking glasses to be placebo (Singh et al., 2019). Before Singh conducted his studies on the effects of blue light blocking glasses and optometrists' attitudes towards them, people were prescribing them to a significant percentage of people. 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. The demographic of people who might use blue light blocking glasses includes ages ranging from 15-40. They are used worldwide but prominently in the United States and Europe (Das, Prasad, 2025) thus, the marketing range is wide. People in this age range likely get most of their information online. This covers social media, and articles like blogs and newsletters.

I believe the best way to appeal to young adults and adults from the United States and Europe would be through a podcast video format, short and suitable for YouTube or TikTok, or newsletter format. As someone who fits the demographic and has fallen for blue light blocking glasses propaganda, I get most of my information from social media platforms like TikTok, Instagram, YouTube, and newsletter from time to time. In the United States, "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). While in Europe a 2016 report found that "majority of Europeans, aged 15 to 45, use the internet at least once a week to read the latest news (72%)" (DIGIBYTE, 2016). As of 2025, we live in a digital age where

social media has become increasingly common for communication, news, and entertainment purposes. In both regions, people use digital devices for information, whether it is on a social media platform or an online article. Since the marketing of blue light blocking glasses is mostly done through advertisement or optometrist recommendation, video or comic/meme platforms would be the perfect way to connect with my audience. Advertisements are designed to be everywhere, and reach as many people as possible, so they can be on posters, billboards, on the side of articles, or sponsored videos on social media platforms. Therefore, I feel the best way to reach someone who has been crossed by the advertising of blue light blocking glasses would be in the same way they first encountered it. I can create an engaging video informing my target audience on the propaganda surrounding blue light blocking glasses, and better ways to alleviate eye strain.

References

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