

MIDDLE EAST TECHNICAL UNIVERSITY | DEPARTMENT OF ECONOMICS

WEEK 07 / 14

Video Editing Lab: The 20-Second Shitpost Sprint

Attention is the most elastic good you will ever price.

Economics Concept: **Price Elasticity of Demand for Attention**

CORE CONCEPT

Attention Is Hyper-Elastic

- A viewer's willingness to keep watching falls off a cliff, not a slope — demand is extremely elastic to perceived quality.
- Failing to earn interest within roughly the first 1.5 seconds drops quantity demanded to zero: the swipe.
- There is no brand loyalty in this market. Every second is re-priced from scratch.



WINDOW: ~1.5 SECONDS

EDITING MECHANICS

Tools of the Trade

- Software: CapCut and Premiere, used for speed rather than polish.
- Techniques: soundboard integration, rapid jump cuts, and loop pacing that resets attention before it decays.
- Every cut is a re-pitch to a viewer who is one thumb-flick from leaving.



ASSESSMENT

In-Class Practical Quiz (15%)

- A 60-minute live test in F-AUD.
- You receive raw, unedited footage and must conceptualize, edit, and render a complete 20-second video within the hour.
- Graded on technique — pacing, cuts, and structure — not on subjective funniness.



60 MINUTES. ONE DELIVERABLE.

INSTRUCTOR'S NOTE

Grading on a joke's success rate would not be defensible.
Grading on whether you executed the technique is.

TAKEAWAY OF THE WEEK

You Are Not Editing Video. You Are Pricing Seconds.

Every technique in this lab exists to buy one more second of attention before the elastic demand curve collapses to zero.

NEXT WEEK → MIDTERM EXAMINATION