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## Contrarian Content, Roku & Microsoft Pair Up, and Mind Your Macs

Hello Ruth Ann,

Writers are often characterized as gloomy people, with some justification. As someone who's had my share of struggling, I try to focus on placing positive thoughts in my head and content. Reading about the potential of *negative* content was a little jarring but it's an interesting angle.

Plus, any reason to showcase Hulk is worthwhile.

I might also add that Lou Ferrigno is just great in *The Offer*, now streaming on Apple+, available through Roku. Beware, Microsoft and Bing might be watching your movements. Or maybe not.

Til next week,

**Ruth Ann Monti**

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### Can Negative Content Ever Help?

Can negativity sell an idea, product, or service? The Content Marketing Institute's Ann Gynn suggests this "bold strategy" can work in certain situations with certain audiences.

Personally, I find negativity draining rather than enlightening. But, Gynn says, it can bring positive results:

- It's unexpected and gets attention: "Wait, *what did they say?*"
- It can be funny.
- It can attract those looking for a different point of view.



*The Hulk sold us on anger.*  
Credit: Erika Wittlieb/Pixabay

"Contrarian strategy," as Gynn rebranded it, highlights a Philadelphia jewelry store successfully using this approach. I'd advise to proceed with extreme care.

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## SEO/Content News

Search Engine Journal reports Microsoft Advertising and Roku Advertising are partnering on a project to collect and analyze consumer behavior after seeing Roku streaming ads.

The goal is to provide better data to ad buyers and boost advertising performance.

The partnership, the first of its kind, will focus on Roku's streaming ads, Microsoft Audience ads, and Bing paid and organic search. The two companies have collaborated for the past couple of years, looking into consumer reactions to ads streamed on Roku.



No Bing button here.

Still, Google dominates mobile search, and mobile search is most popular with consumers. Bing barely makes a blip. Won't consumers reach for their phones when they see an ad on Roku?

## Hacking into Macs

I switched over to the Mac world well over a decade ago, primarily for the security aspect. It seemed like I was facing a new security threat every time I powered up my HP tower.

It took longer than I expected for hackers to really focus on Apple products. Sadly, that time has come, Digital Trends reports.

A cybercriminal gang called LockBit has developed ransomware targeting Mac devices using Apple silicon - not the older Intel chips in this trusty old MacBook Pro Retina. Not that I feel particularly safe anyway...

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