

# Narrowcasting research

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## Introduction

This research documents details about narrowcasting and ideas. I will explain how to engage motivation and recognition in the workforce with it to stimulate a positive environment. Explanation will include theoretical research, as well as visual imagery of how narrowcasting can be implemented in a company.

The company this research will be aiming at is Simac, as it's our client for the project.

## Research question

How can narrowcasting be effectively implemented in a workforce to stimulate positive recognition and motivation?

## What is narrowcasting, and how is it used in companies?

Narrowcasting is displaying information for a narrow audience, rather than the broad public audience. It is based on the idea that mass audiences don't exist, and thus involves showing information to an audience with specific characteristics such as values, preferences, background, etc.

While narrowcasting is commonly used on television networks, it is also used within companies for displaying general and company information. This may include the weather, but also statistics and revenue of the company.

## How can narrowcasting be used to engage motivation at the workforce in Simac?

Based on the research already done by my teammates, there are methods to prepare and implement narrowcasting in the company. The first steps involve letting employees know about the change and explaining it to them. Afterwards, it is important to identify the cases, target audience and platform to display the correct information.

Simac is a company that specializes in information technology and industrial electronica. Outside of workhours, employees often go home without getting a compliment due to Dutch work culture normalizing working and quickly leaving thereafter without saying anything. Now Simac's vision is to stimulate recognition under employees. While there's 'narrowcasting' present in the company with digital signages, it isn't completely personalized by involving employees in the templates.

To stimulate recognition, potential ideas may include narrowcasting with a digital signage. Downside to this however, is that it's only viewable when physically coming to work. People who mainly work from home will rarely see the latest information and miss out news within Simac. Information is also only shown for a limited time, people can't show the specific information to others unless they take a picture of it.

To combat this, a mobile app might be the solution, which comes with the same function as a digital signage. The difference is that an app can contain more detailed information, as it isn't dependent on a limited timeframe for a template to be visible and available space within a non-interactive screen. This way, employees can easily show the information to people outside of workhours.

Since narrowcasting is also used for commercial purposes, separate content could be displayed dependent on the room. Commercials, job offers and the latest public news of Simac can be displayed for the clients and visitors in the reception hall. This way, clients and visitors can be reassured that they're in a well trusted company and be more inclined to work further with Simac in the future. In hallways/ rooms that employees frequent, the content can be birthdays, statistics, and the lunch menu instead alongside general Simac news.

Apart from news updates, achievements from teams or departments can also be shown on narrowcasting. People will feel more recognized for their work if they see their efforts displayed on the signage or app, even by people outside the team or department. It might then lead people to potentially approach the person about the topic by congratulating them or stir a conversation further about it. This will not only engage recognition, but also motivation to work on future projects and job satisfaction.

Ideas for narrowcasting for the app and digital signage may be:

**Ideas for (mobile app):**

- News articles
- Statistics

**Ideas for digital signage:**

In reception hall:

- Information about Simac and its departments
- Well-renowned companies that Simac has worked with before
- Ads about Simac and the prospects/ benefits of working there
- Job offers

In secluded office space

- Birthdays
- Lunch menu
- Schedule with meetings and events

For all rooms

- Recent achievement(s) from team/ department
- News articles (summary)
- Statistics

## Conclusion

Digital signages and a mobile app may be potential ideas to engage recognition with narrowcasting in Simac. A digital signage displays up-to-date content for the targeted audience through a big screen, while a mobile app does the same except it doesn't require to physically show up at work and allows to display more detailed information. Dependent on the room, content in a digital signage can be showed differently for the intended target audience.