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Netflix is different from all other streaming platforms. Compared to other streaming platforms its interface is much more interesting and interactive. For example, hovering your mouse over a show causes an engaging little snippet to play. Additionally, the Netflix top ten offers easy television choices for anyone having trouble choosing from Netflix's enormous library. In short, Netflix is perfectly designed to keep its users' eyes glued to their screens. It achieves this by both presenting its users with an engaging platform and closely studying their preferences.

My broad goal for this project was to visualize the amount of time any given user spends on Netflix. I wanted this visualization to demonstrate how much time is spent on Netflix each day over the course of a year. I hypothesized that days where users spend lots of time on Netflix would be grouped together in the same week. I focused on making this main visualization visually striking--encouraging users to investigate their viewing patterns further.

With regard to viewing patterns, I was especially interested in how long users spend bingeing shows on the platform. I define bingeing as watching episode after episode without leaving the platform. Netflix is uniquely good at getting users to keep pressing the "next episode" button. Thus, a key part of my visualization shows a user's longest time spent watching uninterrupted television on any given week. I also felt it was important to include users' bingeing habits in my visualization as these are very important to Netflix, though users may not realize they are being tracked.