

Exercise 2

OVERVIEW

Netflix has recruited our consulting firm (class) to refine an algorithm that they use to target customers based on viewer information. This algorithm performs many functions concerned with customer experience and engagement, but a key aspect centers on updating Netflix's content catalog. Customers are more likely to retain a Netflix account when content suggestions are populated with recommendations that match their specific tastes.

Objective 1: provide Netflix with a list of viewer characteristics that could help them better target audiences who enjoy comedic material.

Our firm assigned groups based on perspectives. Group A was composed of psychologists, and Group B was composed of sociologists. Groups were further divided into four teams (Team A1, A2, B3, B4) based on specific expertise, which involve unique theoretical orientations.

Each team is required to independently develop a list of the most important viewer characteristics (at least three) that could help Netflix better target audiences who enjoy comedic material.

INSTRUCTIONS

Now that each group has developed a list of viewer characteristics that they consider to be the most important elements for predicting comedic content consumption on Netflix, each group must frame the problem into more specific terms.

(I) Derive at least one research proposition: a statement describing the roles of elements in explaining comedic content consumption.

First, conceptualize the three most important viewer characteristics your group listed.

Then, use one or more of these concepts in your research proposition(s).

(II) Derive at least one research question: a refined statement of the research proposition.

(III) Derive at least one hypothesis: a falsifiable statement that makes a prediction about the research question(s), often formulated as an if-then statement.

First, operationalize the three most important viewer characteristics your group listed.

Then, use one or more of these measurable terms, variables, in your hypothesis(es).

-Assign one Team member to document the research proposition(s), question(s), hypothesis(es), as well as the conceptualization and operationalization of the three selected elements.

Links to team-specific profile cards can be found on the next page.

* Don't overthink yourselves. The theories are made up, so there are technically no wrong or right answers. Please don't view other team's materials.

Links to Team-Specific Materials

Team A1	Profile Card A1	Worksheet A1
Team A2	Profile Card A2	Worksheet A2
Team B3	Profile Card B3	Worksheet B3
Team B4	Profile Card B4	Worksheet B4