

Exercise 1

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.

We will convene with a firm-wide meeting where each team will share their list and make a case for why the viewer characteristics that they proposed are the most important, according to their perspective and unique theoretical orientation.

INSTRUCTIONS

(I) Review your assigned Team's profile card, which outlines the perspective and theory that your Team will use to develop its list of viewer characteristics.

(II) Brainstorm your own list of viewer characteristics that seem to align with the perspective and theory outlined on your Team's profile card.

(III) Come together as a Team to develop a list of what you collectively consider to be the most important viewer characteristics (at least three), which each include brief justifications based on your Team's perspective and theory.

- Assign one Team member to complete Worksheet 1_Team-Specific.

Links to team-specific profile cards and editable worksheets 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