

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.

***** 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.

Team A1
Profile Card

Perspective: Psychology

Overarching viewpoint: rules that govern understanding

Human behavior can be...

- (a) best understood in the context of internal processes, such as thoughts and feelings
- (b) motivated by personal desires
- (c) shaped and changed through external conditioning

Expertise/theory

Interrelated propositions that explain a particular phenomenon

Cognitive media theory suggests that preference for a certain genre is driven by...

- (d) one's perception of stimuli
- (e) one's attention span
- (f) one's goals to achieve a specific emotional state

Team A2
Profile Card

Perspective: Psychology

Overarching viewpoint: rules that govern understanding

Human behavior can be...

- (a) best understood in the context of internal processes, such as thoughts and feelings
- (b) motivated by personal desires
- (c) shaped and changed through external conditioning

Expertise/theory

Interrelated propositions that explain a particular phenomenon

Humanistic media theory suggests that preference for a certain genre is driven by ...

- (d) one's perception of their personal experiences
- (e) one's determination to shape their own experiences
- (f) one's need to actualize a specific felt experience

Team B3
Profile Card

Perspective: Sociology

Overarching viewpoint: rules that govern understanding

Human behavior can be...

- (a) best understood in the context of social forces, such as group identities like race, class, gender
- (b) motivated by shared circumstances among members of intersecting identity groups (e.g., same age, race, class, sex, gender, sexual orientation, etc.)
- (c) shaped and changed through shifting shared circumstances experienced by group members

Expertise/theory

Interrelated propositions that explain a particular phenomenon

Network media theory suggests that preference for a certain genre is driven by...

- (d) social ties within peer groups
- (e) similarity among members of a peer group
- (f) one's position of influence within a peer group

Team B4
Profile Card

Perspective: Sociology

Overarching viewpoint: rules that govern understanding

Human behavior can be...

- (a) best understood in the context of social forces, such as group identities like race, class, gender
- (b) motivated by shared circumstances among members of intersecting identity groups (e.g., same age, race, class, sex, gender, sexual orientation, etc.)
- (c) shaped and changed through shifting shared circumstances experienced by group members

Expertise/theory

Interrelated propositions that explain a particular phenomenon

Life course media theory suggests that preference for a certain genre is driven by...

- (d) age-group's, birth-cohort's, unique historical exposure
- (e) current sociopolitical challenges facing age-group
- (f) mismatch between age-group's desires and actual circumstances