 James Bateson

## “Nothing beats a good movie!”

**Info:**

* Age: 26
* Employed as an Electrical Technologist
* Has a Girl Friend

**Tech. Background**:

* Photo Editing
* Reads and Posts online reviews
* Maintains a Blog

**Interests:**

* Movies
* Swimming
* Photography

About

James Bateson is a twenty-nine year old electrical technologist who has been working for Atco Electric for three years. Because he has already worked at Atco for three years, he tends to get a lot of his Fridays off from work. On his long weekends, James partakes in a movie-watching marathon where he watches many movies that have all been directed by someone who he currently has interest in. After work during the weekdays, James likes to stay fit by swimming laps at the local pool, and chat with the other pool regulars in the hot tub afterwards. When it is nice outside, and James is not in the mood for movies, he enjoys going out and taking photos to post on his blog. James currently lives with his girlfriend who works as a nurse.

Background:

Due to his girlfriend’s odd work shifts in the hospital, James does not always get to see the movies she watches; so James likes to ask her for recommendations. Normally, James would check out online reviews for movies he is interested in, however, he tends to prefer the opinion of someone he knows the preferences of to determine a more accurate interpretation of a movie. While at the pool one day, James overheard a local discussing his digital media collection and how he catalogues the contents and reviews of movies between him and his roommates. Intrigued, after a bit of searching James configured his personal media database, and set up an account for his girlfriend and himself.

The Experience:

With the setup complete James was able to browse his and his girlfriends movie collections. While James’ girlfriend had not had the chance to post any reviews yet, there were already online reviews and ratings all consolidated to each individual movie page. James was ecstatic that he did not have far to look to find online reviews. Over the next couple weeks, James started noticing his girlfriend’s reviews, among other reviews from others running the database system, floating on top of reviews from other websites. James appreciated the intimacy of the reviews of people he knew having a higher priority over the other online reviews. With further investigation, James noted his girlfriend had also adjusted the ratings for movies, and that movie ratings he provided, had a heavier weighting than the online ratings. Eventually, James no longer had to ask his girlfriend for movie recommendations, as the database started doing so itself based on the movies they watched.