

Netflix Recommendation System Analysis

Website/App Analyzed: Netflix (netflix.com)

Why I Chose This App

Netflix is one of the most well-known streaming services globally, famous for its personalized recommendations. I chose Netflix because of its sophisticated recommendation system that helps users find relevant content from an extensive library of shows and movies. Additionally, I often spend my free time watching movies and TV with my family, and Netflix is our go-to platform for this shared experience.

Type of Recommendation Provided

Netflix provides content-based and personalized collaborative recommendations. It suggests movies and TV shows that users may like based on their viewing history, genre preferences, and ratings.

Purpose of the Recommendation

The primary purpose of Netflix's recommendation system is to keep users engaged by helping them discover content they are likely to enjoy. Given the large volume of movies and series available, the recommendations help users easily navigate the platform and find enjoyable content, thus increasing user satisfaction and retention.

Filtering Approach Used

Netflix employs a combination of collaborative filtering, content-based filtering, and hybrid filtering techniques. Collaborative filtering is evident when recommendations are made based on what users with similar preferences have watched. Content-based filtering is used by analyzing the metadata (e.g., genre, cast, director) of shows and movies a user has watched. The hybrid approach blends these methods to provide more accurate and diverse recommendations. For example, I have noticed a gradual increase in comic book and DC Cinematic Universe content (like The Flash and Arrow) in my feed, which is a result of content-based filtering.

Assessment of the Recommendation Display

Netflix presents its recommendations in visually appealing, scrollable rows that are organized by categories like "Trending Now," "Because You Watched X," or "Top Picks for

You." The display is helpful because it breaks down recommendations into different, easily understandable segments, making it easier for users to explore options. One advantage of this display is its ability to capture user interest by showing content in diverse, thematic rows. A potential disadvantage, however, is that it can feel overwhelming, especially if there are too many rows presented at once, which could make it harder for users to decide. I have personally experienced moments of hesitation due to the sheer volume of content being offered, which made me question if I really wanted to spend time on Netflix.

Overall Assessment of the Recommendation System

Netflix's recommendation system is highly effective at keeping users engaged and minimizing the time spent searching for content. The hybrid recommendation approach effectively balances personalization with diversity, ensuring users are not only shown content similar to what they have previously watched but also new genres and titles. Overall, Netflix fulfills its purpose well by creating a dynamic and enjoyable experience, encouraging users to continue streaming by making the platform feel uniquely tailored to them.