



MSc Human-Computer Interaction
Newcastle University
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A photograph of a person sitting on a sofa in a living room, watching a television. The television screen displays the word "NETFLIX" in large, red, bold letters. The room is dimly lit, with a plant visible on the right and a small black object on the TV stand.

NETFLIX

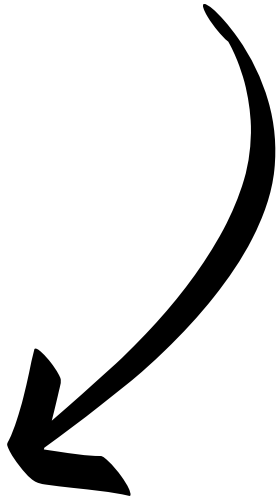
CONNECTED VIEWING: SOCIAL APP FOR STREAMING SHOWS

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Introduction

Topic

- This study examines how people feel while streaming a TV show.
 - Current research analyses how people watch shows and how they use a second screen while doing so.
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- My research builds upon this and investigates how an application can make people feel more connected with each other, even if they are watching a streaming channel such as Netflix alone.



Introduction

Research Questions

- 🔍 What key aspects contribute to broadcast TV shows feeling dynamic and connected? What distinguishes these aspects from current streaming experiences?
- 🔍 How can social interactions fit into asynchronous streaming systems without interfering with the viewing experience?
- 🔍 How could integrated social interaction capabilities improve users' sense of connection compared to standard streaming experiences?



Introduction

Aims

- To improve viewers' sense of connection when using streaming services
- To provide design guidelines for developing streaming platforms, that give the users a sense of engagement



Introduction

Motivation

- 40% of the time watching TV was spent multitasking
- 14% of that time was spent on a 2nd screen, which was a cell phone
- 74% of TV viewers use a second screen
- Second screen experiences encourages discussion and dialogue
- Second screens are mostly use for social media use
- Twitter now helps them feel more connected while watching TV



Literature Review

Using social media as a second-screen application



- 43% of users use social media while watching TV
- Narrative twists or story arcs are "have-to-tweet" moments.
- Reasons for live tweeting are divided in 3 categories:
 - sadness/grief,
 - humour, and
 - character development.
- Many users tweet as a distraction when there is not action unfolding
- Live tweeting can help viewers feel connected to a larger community.

Methodology



Conducting Interviews

Aim: Examine how streaming makes people feel connected

- Four main themes:
- Why stream,
 - Why watch a show,
 - Feelings about interaction,
 - Desired features

Thematic Analysis



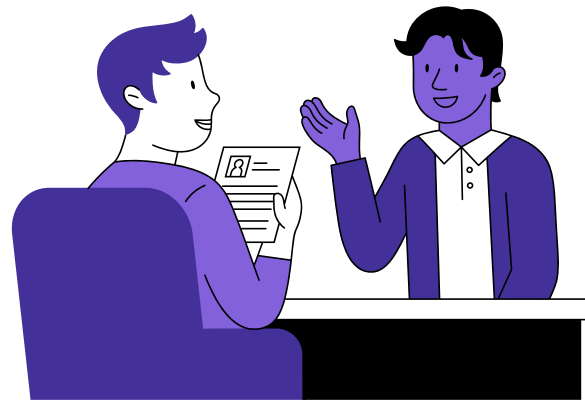
Design Prototype

Development of a combination of mobile application and website with a social media like timeline with comments

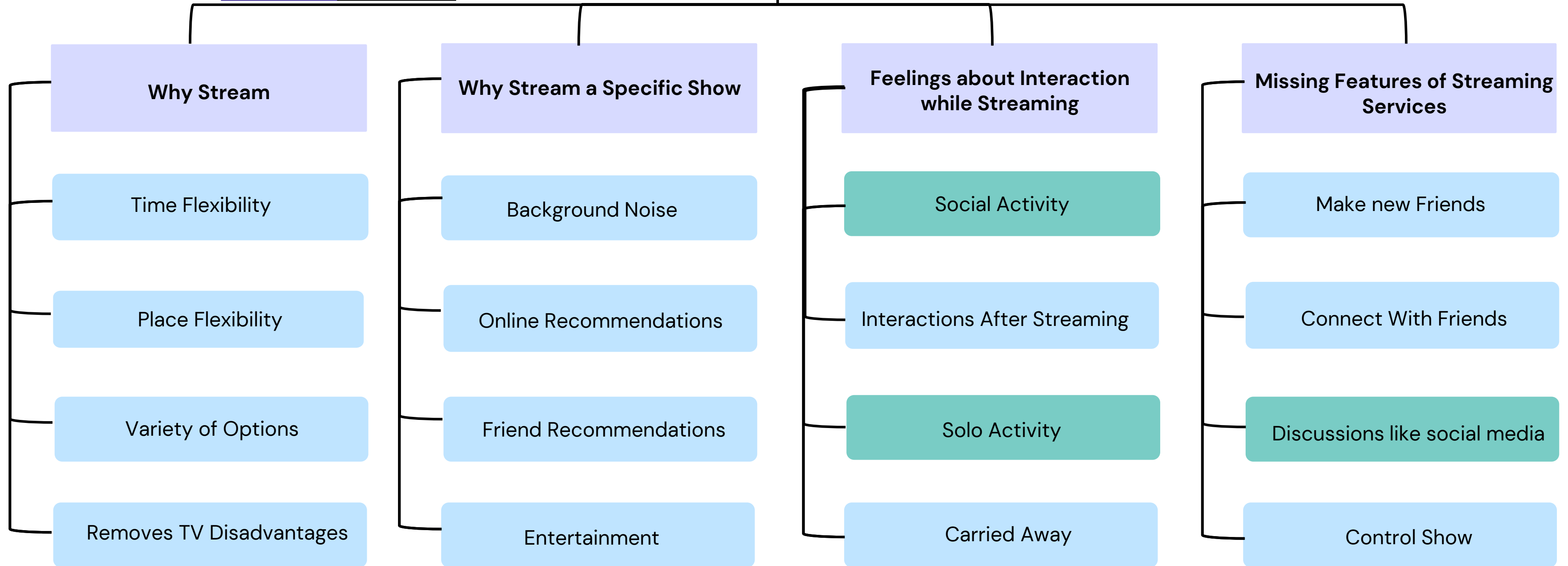
Aim: Investigate how the new design has affected their experience, and whether it has improved their sense of connection

Evaluation - Observations

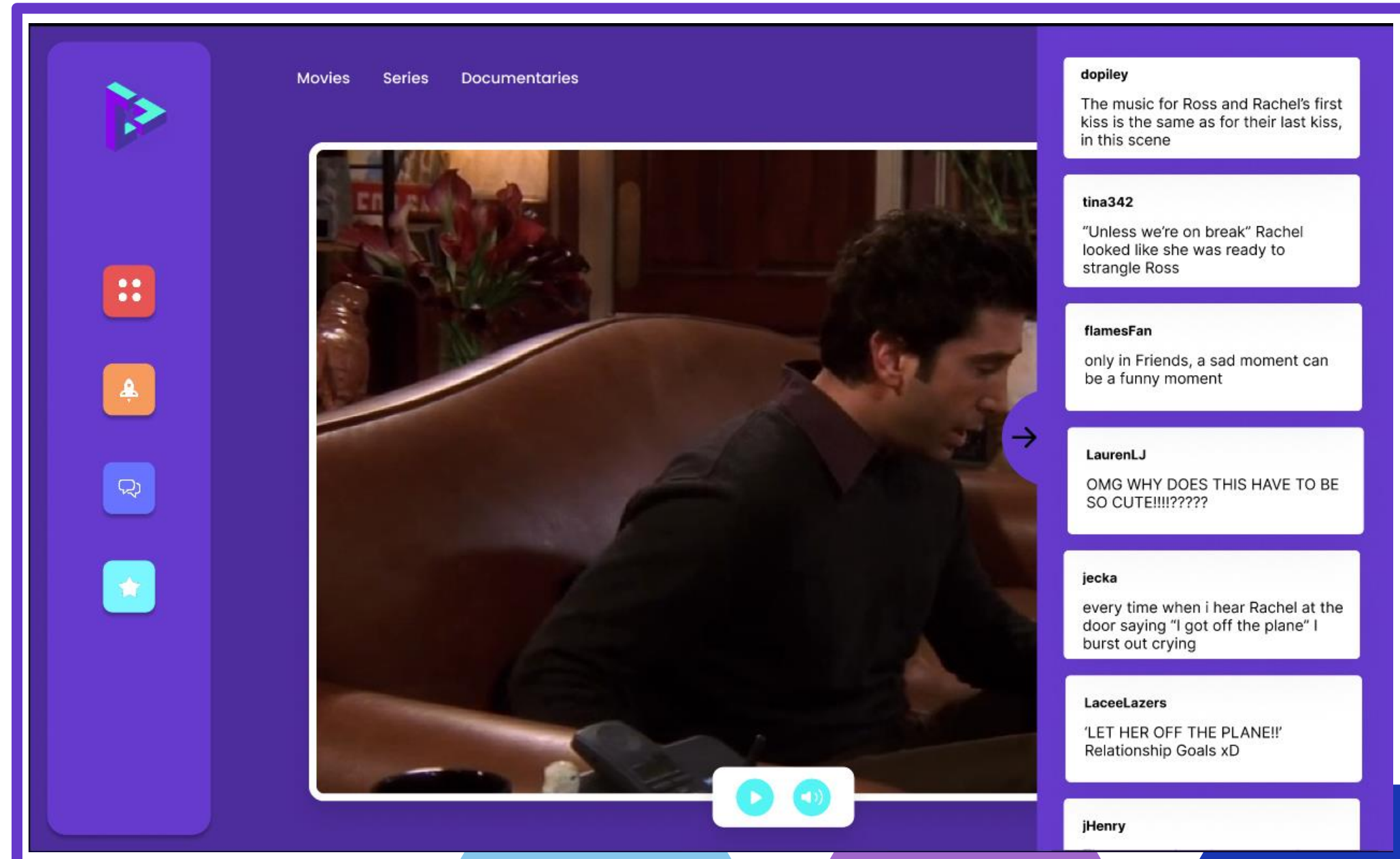
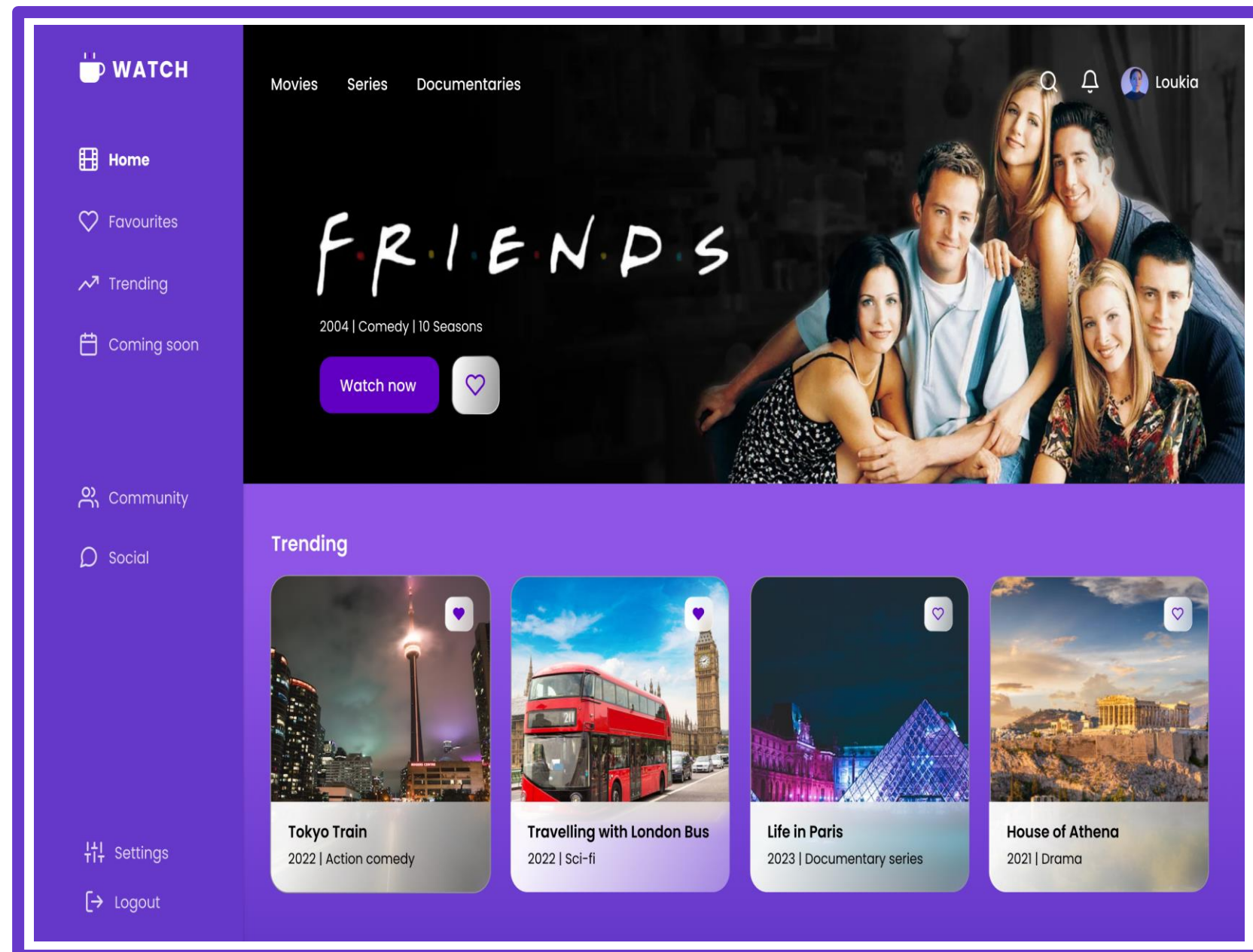




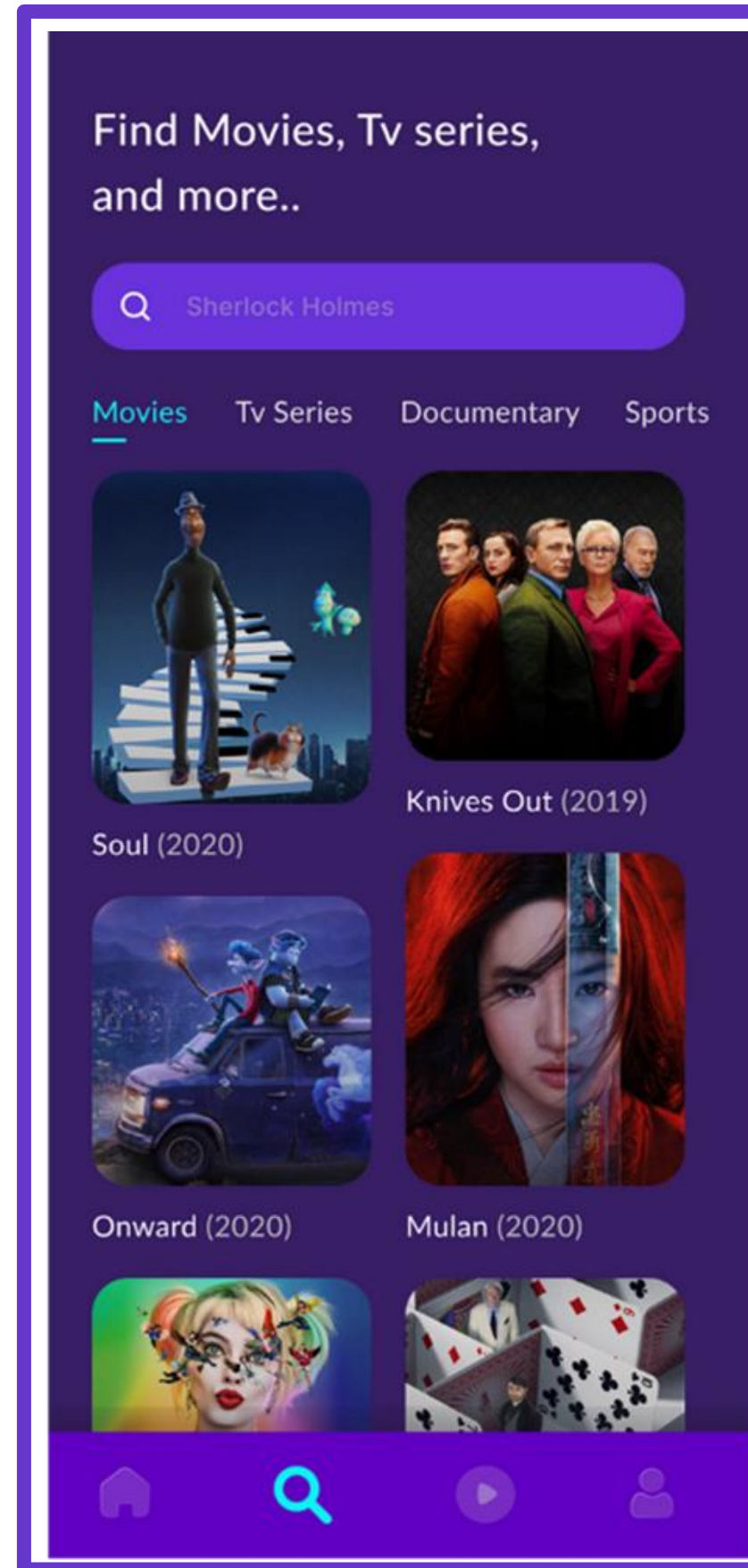
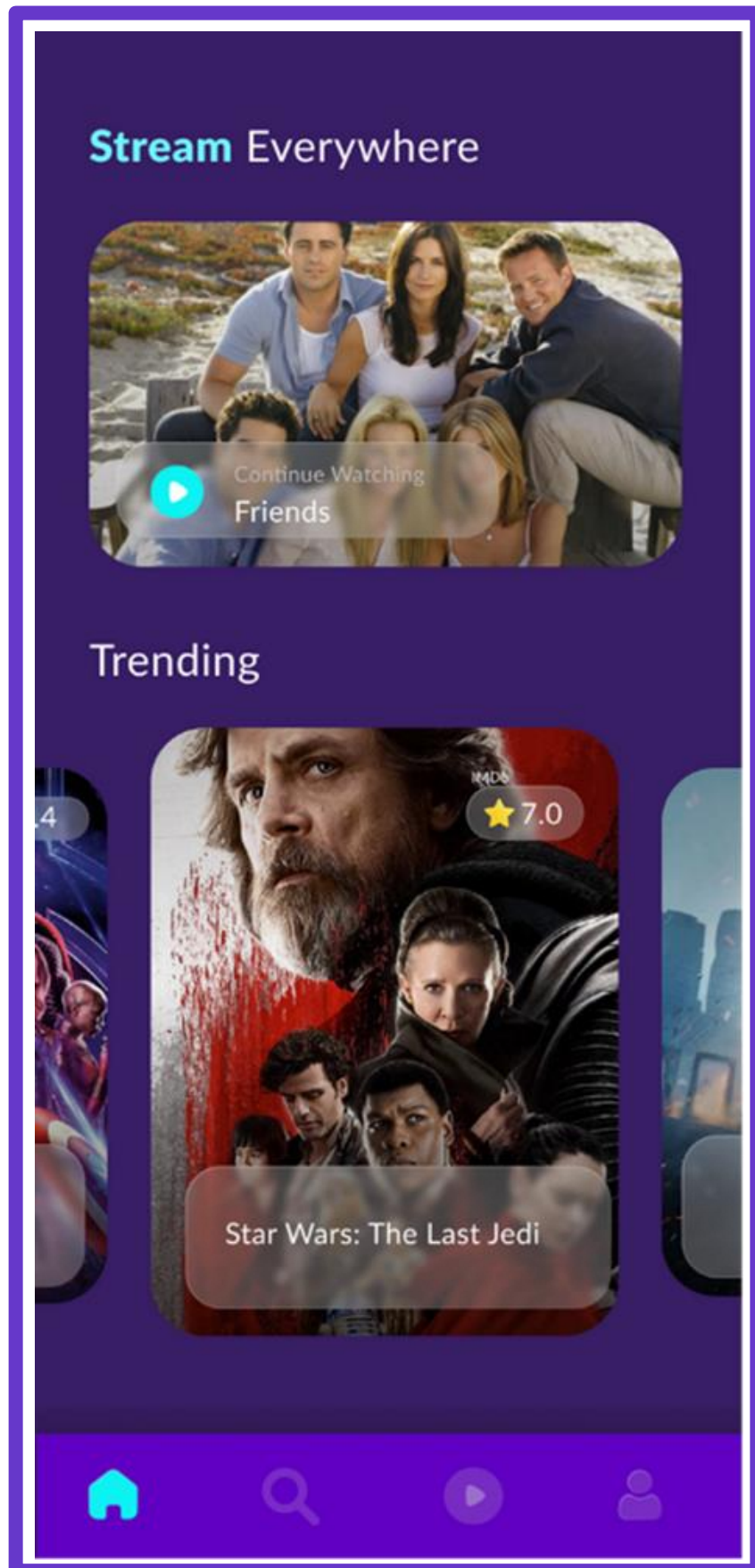
Thematic Analysis

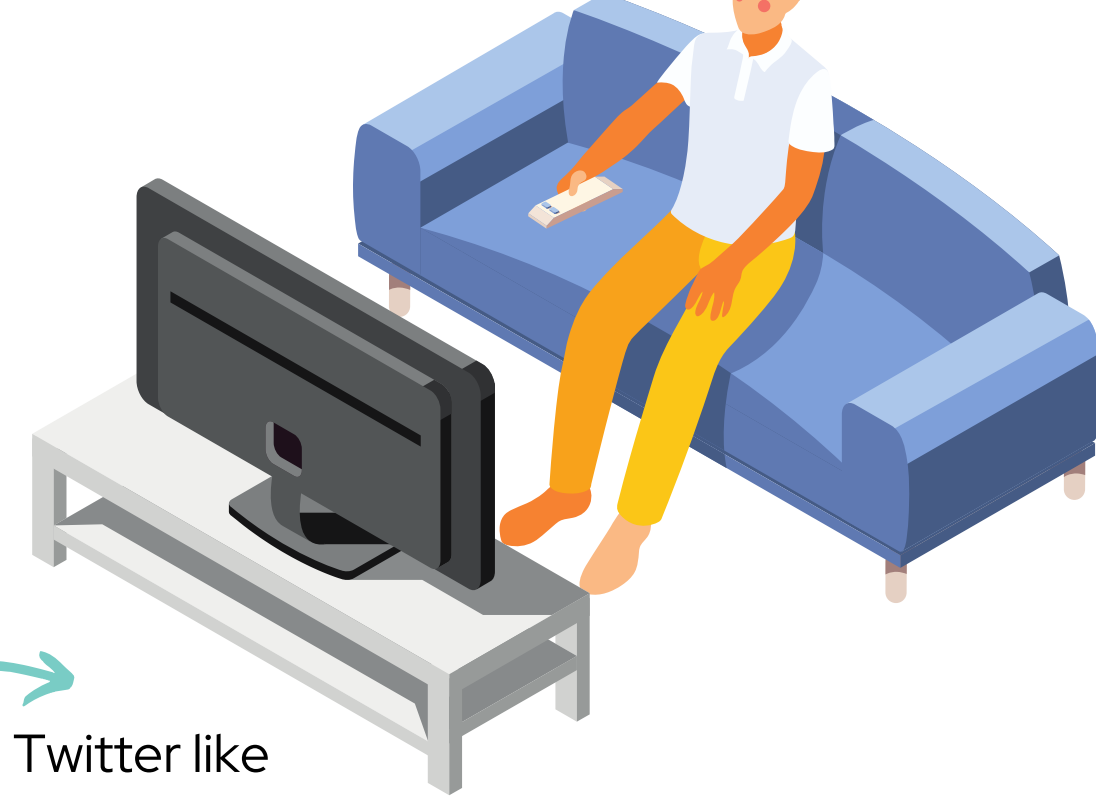


Design - Website



Design - Phone Application





Up to the viewer to choose if they want to engage with others

Optional to use

No Spoilers

Social Media Like Discussion

Twitter like discussion, with limited comments

Discuss opinions without interrupting. with talking

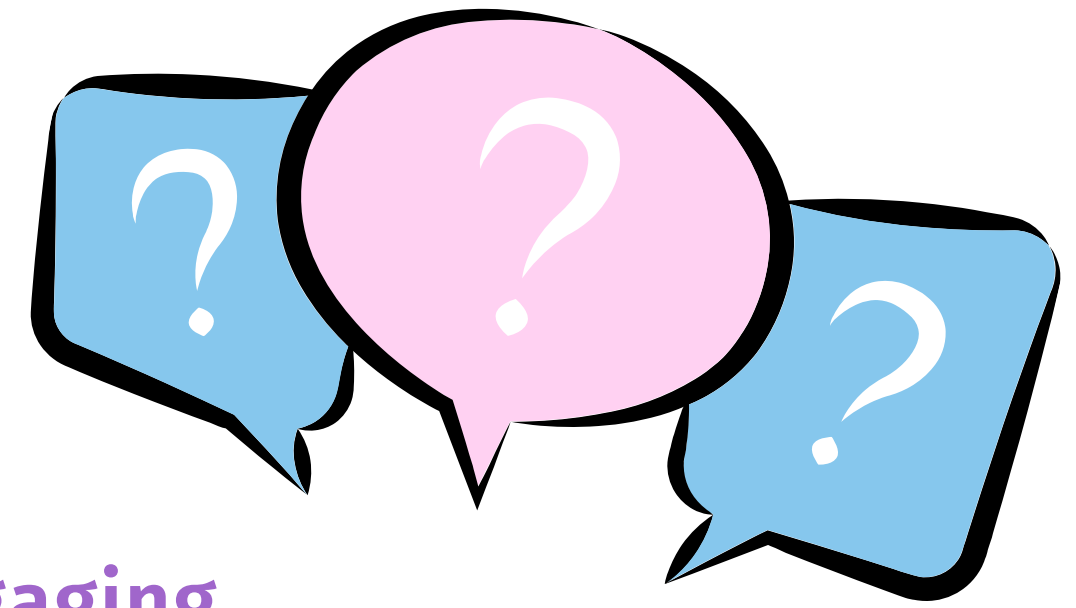
Talking without Interrupting

Sense of Connection

- Feel like can talk to other people
- Make new Friends with same interests
- Connect with existing friends

Results of Evaluation

Discussion



How could the streaming experience feel more dynamic and engaging

- TV feels more dynamic because people are confined to a certain place and time, so they have someone to discuss with
- Being able to discuss with other people at the same time, makes streaming more engaging

How social interactions fit into streaming platforms

The social interaction needs to be optional for solo and social viewers

How much would design features improve users' sense of connection

- Users will have the ability to be social and discuss at the same time as they are watching a show,
- They will have the opportunity to discuss with existing friends, or make new friends with similar interests with them

Conclusions

Streaming platforms give users the freedom to choose what they want to watch and when. By giving them flexibility, they are taking, at the same time, the opportunity to be social. Everyone watches different shows at different times, making it difficult for discussions and isolating the streaming experience. My research shows that there is a way to improve the experience by adding new features to streaming platforms so users can feel social while streaming a show.

The research contributes by providing some design inspiration and guidelines for the functions of streaming platforms in regard to feeling connected. Previous research tends to address more about the why and the what of social behaviour on streaming services. My research built upon that and developed a prototype for improving social interaction and the streaming experience.

Humans are social beings, and they are happier and better, when connected to others.



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