ABSTRACT

The rise in popularity of video-on-demand streaming platforms has resulted in a wide range of films being made available to consumers, who can access them from anywhere at any time. With this potentially leading to a paradox of choice and analysis paralysis, Netflix successfully implements recommender systems, incorporating collaborative and content-based filtering algorithms to match content to user preferences facilitating navigation and selection on the platform.

This bachelor thesis focuses on Netflix's personalization and to what extent it influences user behavior. In the scope of the research, central emphasis is given to thumbnails as the representing variable for personalization and film selection for the viewer's final decision-making. To further assess the significance of tailored thumbnails, quantitative research in the form of an online-questionnaire is conducted on the relationship between the movie's title as well as plot description and the movie selection.

The main conclusion drawn from this study was that although no significant difference in the impact of thumbnails, movie titles as well as plot description on users' intent was observed for every genre category, results reveal a significant correlation between the film selection based on thumbnails and age as well as gender.

Keywords: Video-on-Demand, Netflix, Tailored Thumbnails, Genre, Film Selection, User Behavior, Recommender Systems, Machine Learning, Personalization