Social Studies Learning

Contemporary Issues
Netflix

April 17, 2020

Contemporary Issues
Lesson #20: April 17

Objective/Learning Target: I can determine the impact of Netflix on society during COVID-19.

Who's watching?

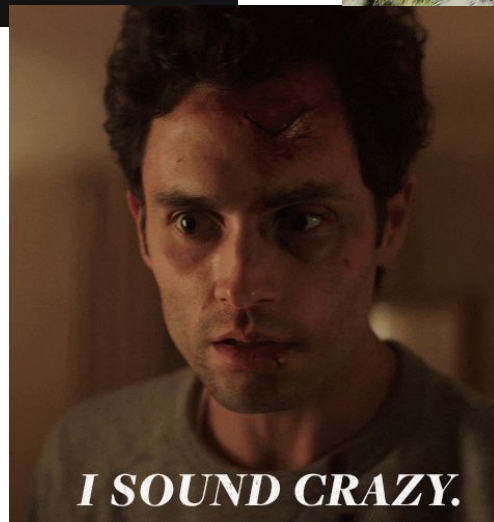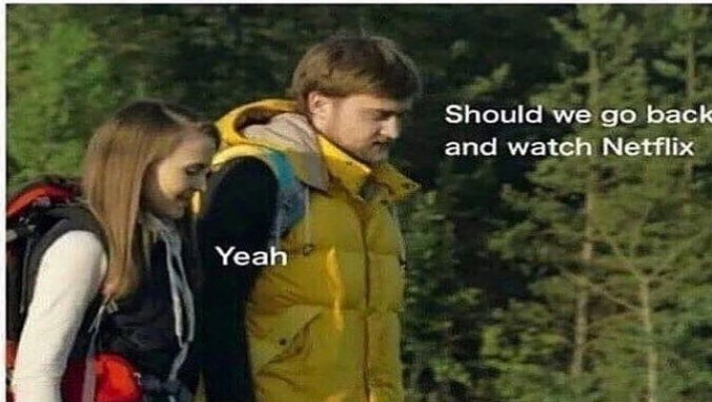Person who pays for the account | parasite 1 | parasite 2 | parasite 3

When you go outside for more than 5 seconds

Should we go back and watch Netflix

Yeah

I SOUND CRAZY.

Nick, I want you to have this five dollars.

What?

Go buy yourself something special, like a burrito.

I love burritos.

Warm Up

On a piece of paper, write down FIVE things you have done since we have been out of school. If you have Netflix/Disney+/another streaming service, list five things you have watched since we have been out of school as well. My list is on the right

After your list is complete, answer the following discussion questions:

1. Which was harder to create- things you have done or shows you have binged?
2. Why are we so into streaming services, such as Netflix? .

5 things I've done

1. Paint all wood trim white in my house
2. Remodeled two bathrooms
3. Got yard ready for spring
4. Cleaned garage
5. Petted dog (Grizzly)
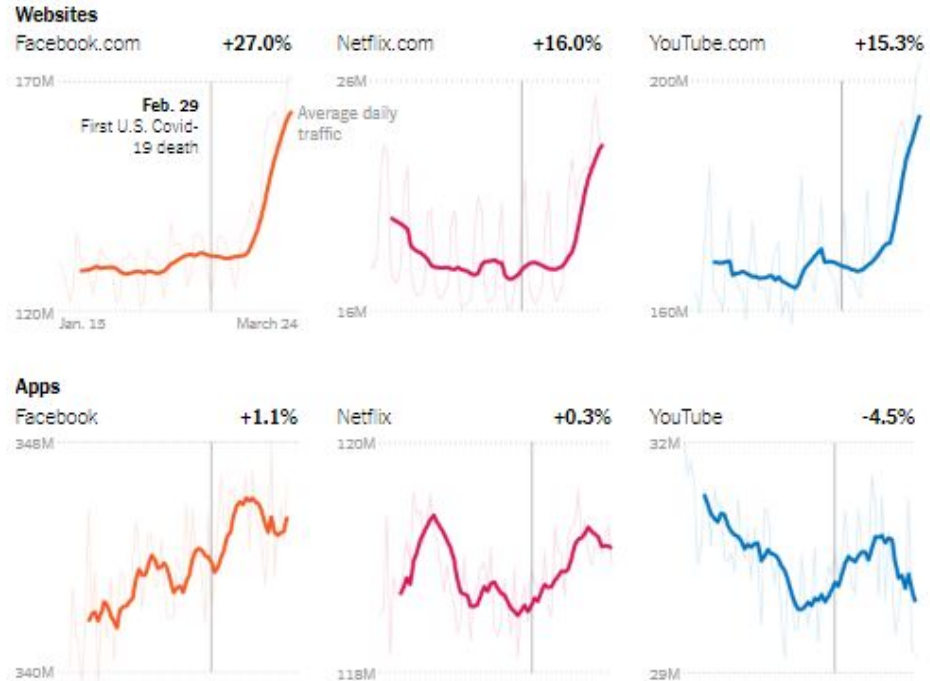
5 Netflix shows/movies I've watched

1. Spencer Confidential
2. Tiger King
3. Tidying up with Marie Kondo
4. Ozark
5. 3 out of 7 seasons of New Girl

Lesson Activity

Since we have been out of school, stay-at-home orders are continually being issued by state governors. With so many quarantined and working from home, one can expect Netflix and other online services to rise in viewership. Just looking at the graph on the right, websites and app viewership has risen.

Ask yourself- how will Netflix be impacted by COVID-19? Are/Were they prepared? Economically, will increased viewership lead to growth and success?

We are looking to connect and entertain ourselves, but are turning away from our phones

Websites

Facebook.com +27.0%
Netflix.com +16.0%
YouTube.com +15.3%

Feb. 29 First U.S. Covid-19 death
Average daily traffic

Apps

Facebook +1.1%
Netflix +0.3%
YouTube -4.5%

Note: Averages are calculated with traffic numbers from each date and the six days preceding it in order to smooth out weekly variations (recreational internet use, for example, often spikes on the weekends). Percent change is from the average on Jan. 21 to the average on March 24. Daily app traffic is measured in sessions — the number of times the app is opened — and one user can have multiple sessions in a day. - Sources: SimilarWeb, Apptopia

Practice

Watch the following video from Netflix CCO Ted Sarandos & read the article from Forbes to answer the following questions on the same sheet of paper from the warm up activity.

1. How has the pandemic impacted Netflix economically?
2. How has Netflix adapted new ways to reach viewers? Any new ideas?
3. Detail "traffic" of Netflix since stay-at-home orders began being issued in the US
4. How has Netflix done in the stock market since COVID-19? Is this surprising?

Video

https://www.cnn.com/videos/business/2020/03/22/netflix-is-making-staying-at-home-a-little-more-bearable.cnn

-Questions #1 & 2

Article

https://www.forbes.com/sites/simonchandler/2020/03/24/netflix-traffic-hits-all-time-highs-amid-coronavirus-pandemic-says-att/#1dcad8463adc

-Questions #3 & 4

Practice Answers

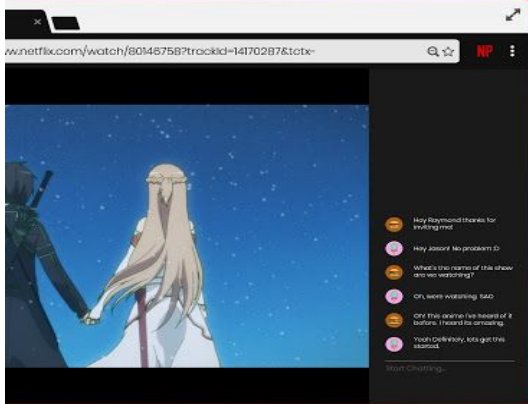1. How has the pandemic impacted Netflix economically?
   a. Production has halted on all shows/movies internationally. They have been paid 2 weeks, but it is getting close to being up.
2. How has Netflix adapted new ways to reach viewers? Any new ideas?
   a. Netflix table reads, streaming Netflix Party.
3. Detail "traffic" of Netflix since stay-at-home orders began being issued in the US
   a. Netflix viewership has peaked in the last two weeks, mostly after stay-at-home orders were issued.
4. How has Netflix done in the stock market since COVID-19? Is this surprising?
   a. Risen 20% while the Dow Jones (stock market) has gone down significantly.

Reflection

One way Netflix has tried to adapt to stay-at-home orders is Netflix Party, where you can watch together with a group of people and chat all at the same time.

Two college art students in Hamburg, Germany placed spoiler billboards around mass transit to try and keep people to follow quarantine procedures.

In your opinion, which is more effective for keeping people safe and at home- streaming live and interacting with friends or spoiler billboards? Explain in one paragraph on same sheet of paper.

Get the Netflix Party extension and . . .

Stay in sync with friends while watching netflix videos.

Chat while streaming with friends.

Enjoy watching Netflix together anywhere remotely.

SPOILER: Only two couples say 'I do'. And no, Kenny and Kelly aren't one of them.

You should've #Staythefuckhome | NETFLIX