

MEDIA AND COMMUNICATION STUDIES

with Professor Amanda Lotz



Talking points

KNOWLEDGE

1. What are SVOD services?

COMPREHENSION

2. Why is the US domination of streaming platforms of concern to some?
3. What are some of the main differences between how we consume media today, compared to twenty years ago?
4. What are some possible roles for regulation of streaming services?

APPLICATION

5. The article says that studying interactions between consumers and streaming services is complex. Why is this the case? Can you think of possible additional reasons beyond those mentioned in the article?
6. What questions would you ask Amanda to learn about important findings of her work with the ARC Discovery Project?

ANALYSIS

7. Why do you think Amanda is not convinced that regulation is the answer to ensuring availability of local content on streaming platforms?
8. What advice do you think Amanda gives to a) media organisations and b) national governments?

EVALUATION

9. The way we consume media has changed within your lifetime. From your perspective, do you think these changes have provided more benefits or disadvantages to society as a whole? Make sure to consider points from both sides of the argument in your answer.
10. What would you propose as potential solutions – rooted in either government policy, market forces, or a mixture – to ensure that local media production remains viable into the future? Consider possible unintended consequences of proposed solutions.

Activity

Design a survey to understand how your classmates consume television programmes and whether this has changed within the last three years. Before getting started, read these ten steps to good survey design: www.questionpro.com/features/survey-design/

The first step is to think about what you want to identify. If you were a researcher like Amanda, how would you use your anticipated findings? Build your questions with this in mind.

You can also choose how you intend to distribute your survey. You can conduct surveys face-to-face, writing participants' answers for them; you can hand them surveys to fill out; or you can send them a link to a digital survey.

It is also important to think ahead to how you are going to analyse your results. Closed-ended questions, for instance ticking boxes or rating something on a scale, are easier to show on graphs and figures. Open-ended questions, however, may yield more interesting or surprising insights. A mixture of both is likely ideal for your purposes.

On your survey, include questions that cover:

- Demographics (age, gender, etc) if appropriate
- How often participants watch television
- How participants watch television (e.g., SVOD services, other streaming services, satellite TV, social media)
- More specific questions to dig deeper into what you want to learn

Analyse and display your results. This may involve calculating averages of answers, or plotting answers on graphs or charts, or presenting answers to open-ended questions in more creative ways.

Present your findings to your classmates and watch their presentations. How were your approaches similar or different?

More resources

- You can find out more about Amanda, as well as her research, books, podcasts, and other media, on her website: www.amandalotz.com
- This press release focuses on Amanda's work into how SVOD services compete with one another and with existing broadcast services. research.qut.edu.au/dmrc/2022/08/11/media-release-not-all-streaming-services-create-content-equally-qut-research/

- This episode of the Innovation for All podcast features Amanda discussing Netflix's unique role in the media industry and why it matters. anchor.fm/innovation-for-all/episodes/Is-Netflix-a-tech-company-or-a-media-company--Amanda-Lotz-explains-why-it-matters-e30r0q
- This public lecture from Amanda introduces her recent book, 'Media Disrupted', and its interesting lessons about the changing media industry in the face of ever-more sophisticated technology. www.youtube.com/watch?v=WfloG4PGiu8