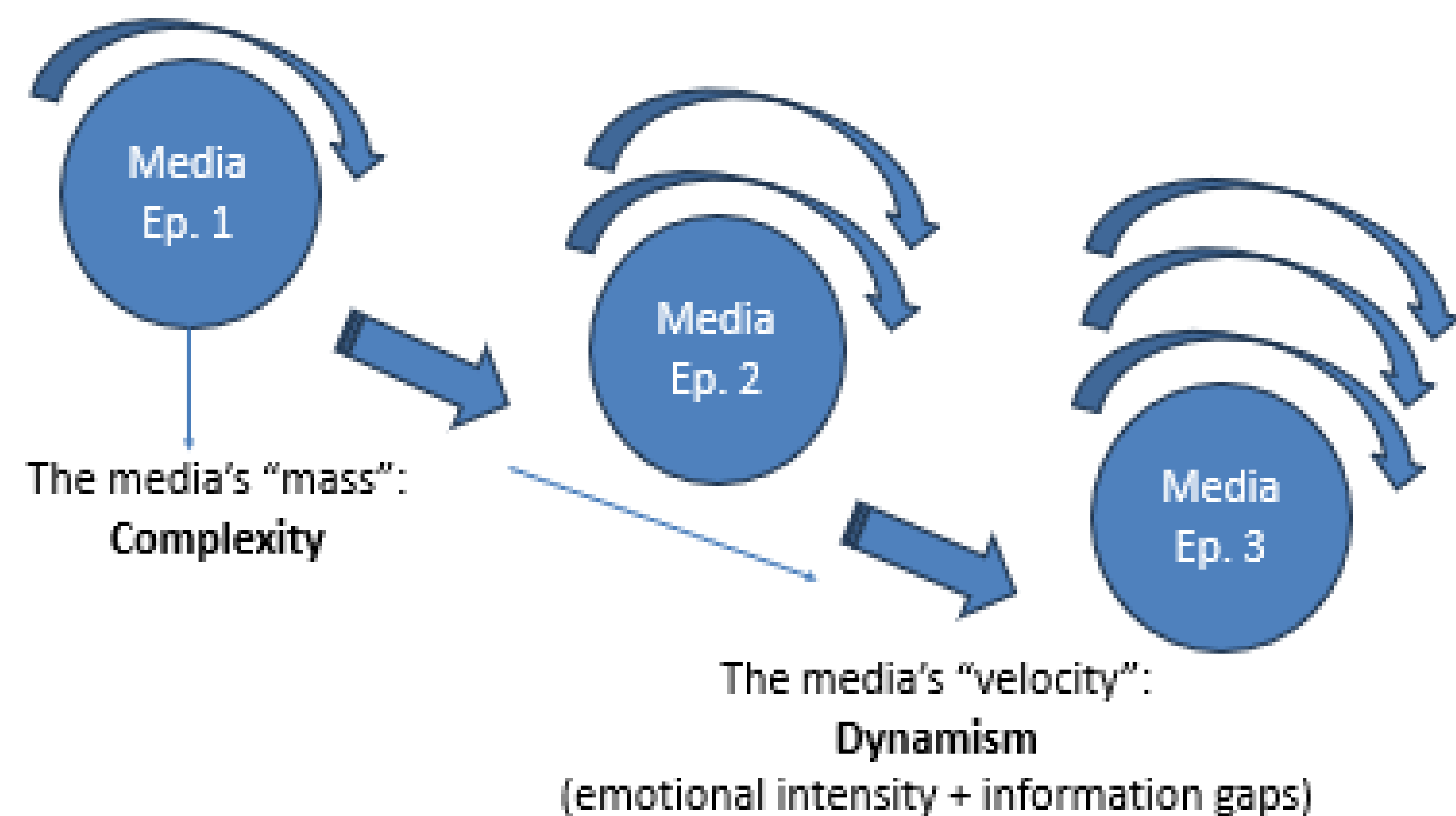


Motivation and research question:

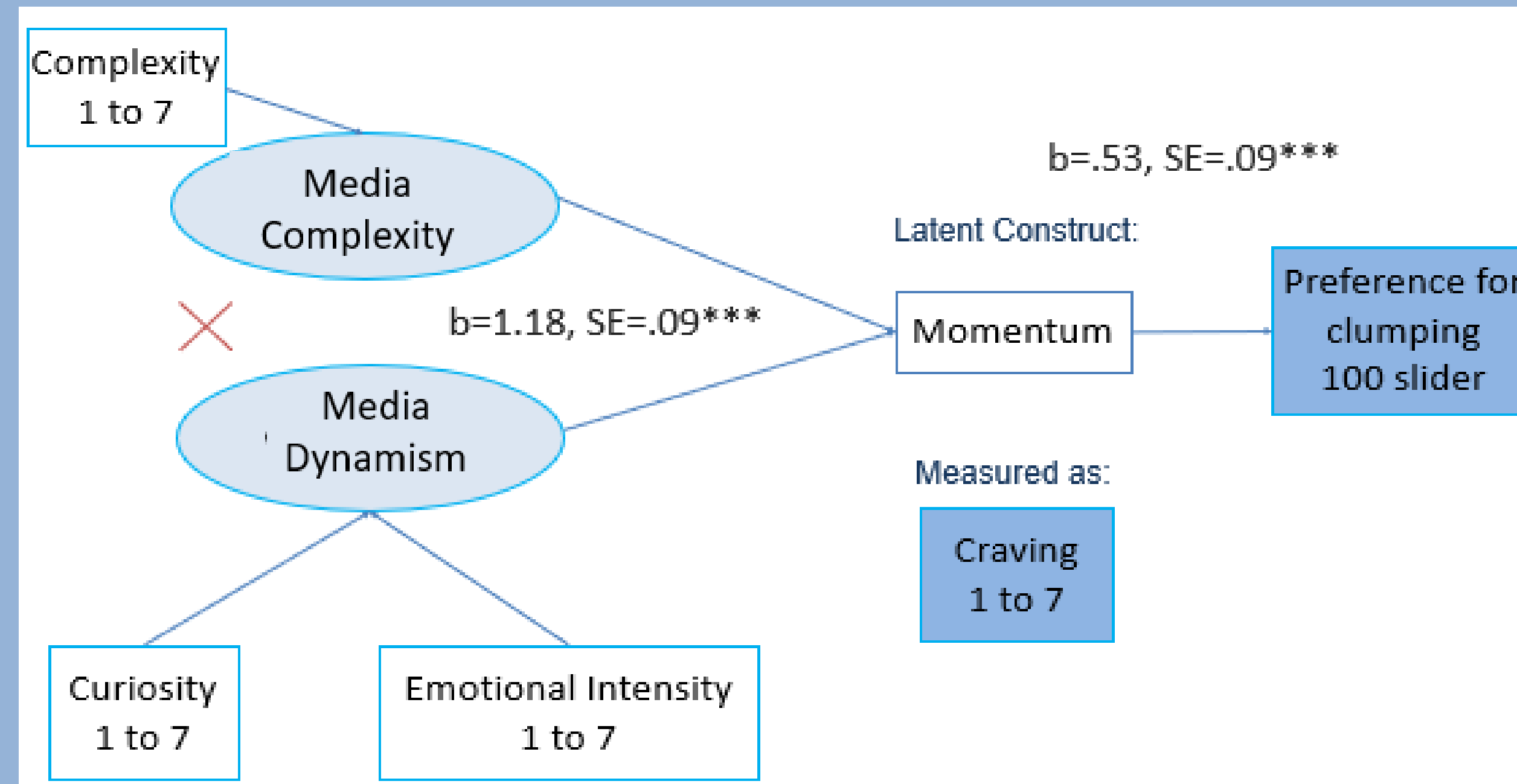
Many media platforms aim to build satisfaction by promoting binge-worthy content. But what characteristics make media “binge-worthy,” such that consumers want to watch the next episode as soon as one is finished, and are more satisfied when they do so instead of waiting?

Theory:

- Content that is both more complex and more dynamic creates high **media momentum**, a tendency to adopt a behavior – watch the next episode – even in the absence of its original cause (Nevin & Shahan, 2011) – what made us watch episode 1.
- When one episode ends, dynamic content creates **craving**, while complex content that is interrupted has a high **restarting cost**.
- Hence, the **utility** derived from clumping content high in complexity and dynamism is higher than the utility derived from spreading it out.



Exploring the Media Momentum Construct: Study 1a (n=304), 1b (n=297)



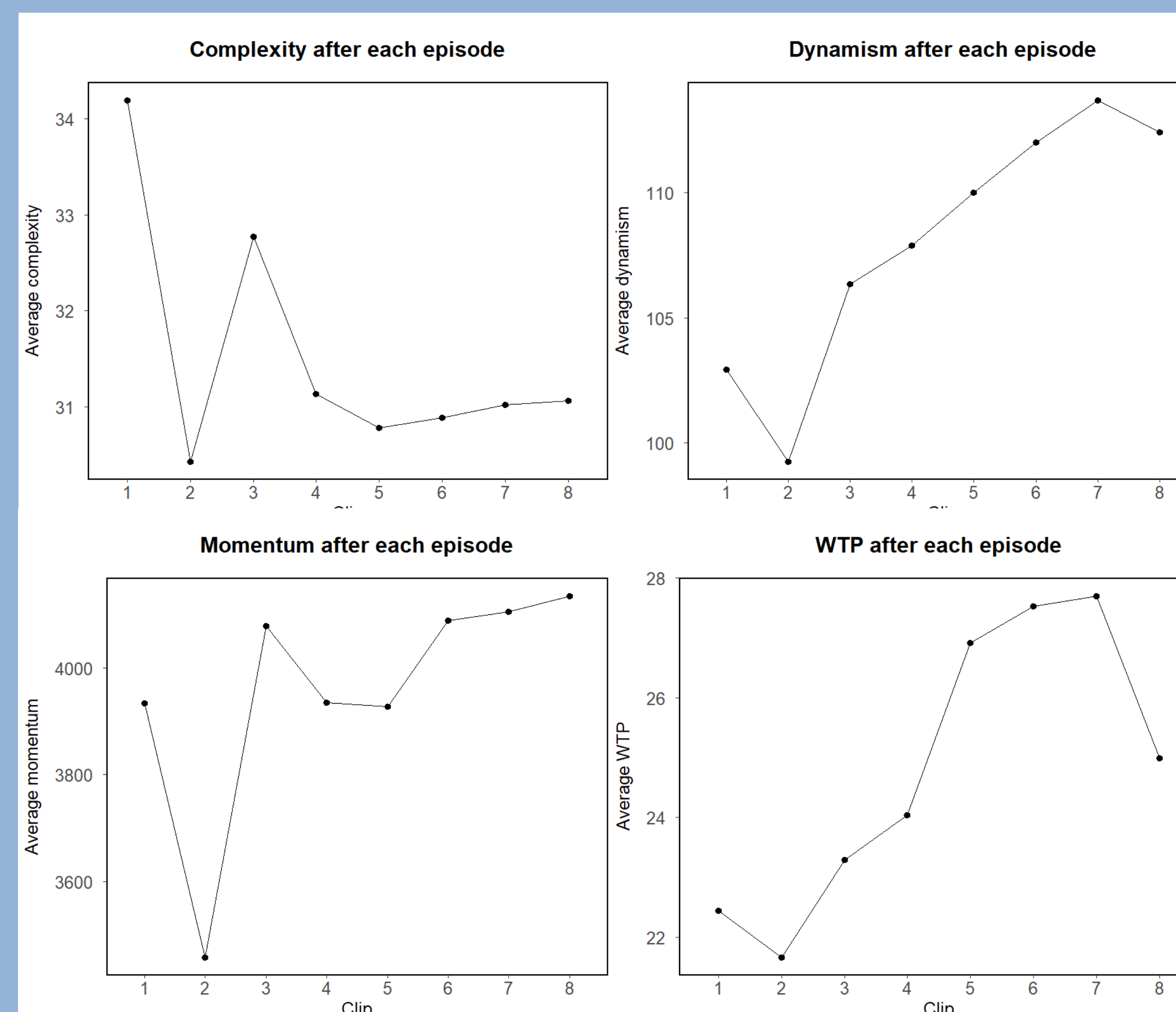
Conclusion: Media that is higher in complexity and dynamism creates more craving, which leads to a preference for clumping, whether we use a latent construct (Study 1a) or use measured craving (1b).

Does Media Momentum Determine Experienced Utility from Clumped Consumption? Study 2 (N=292)

After each clip of “Gravity Falls”:

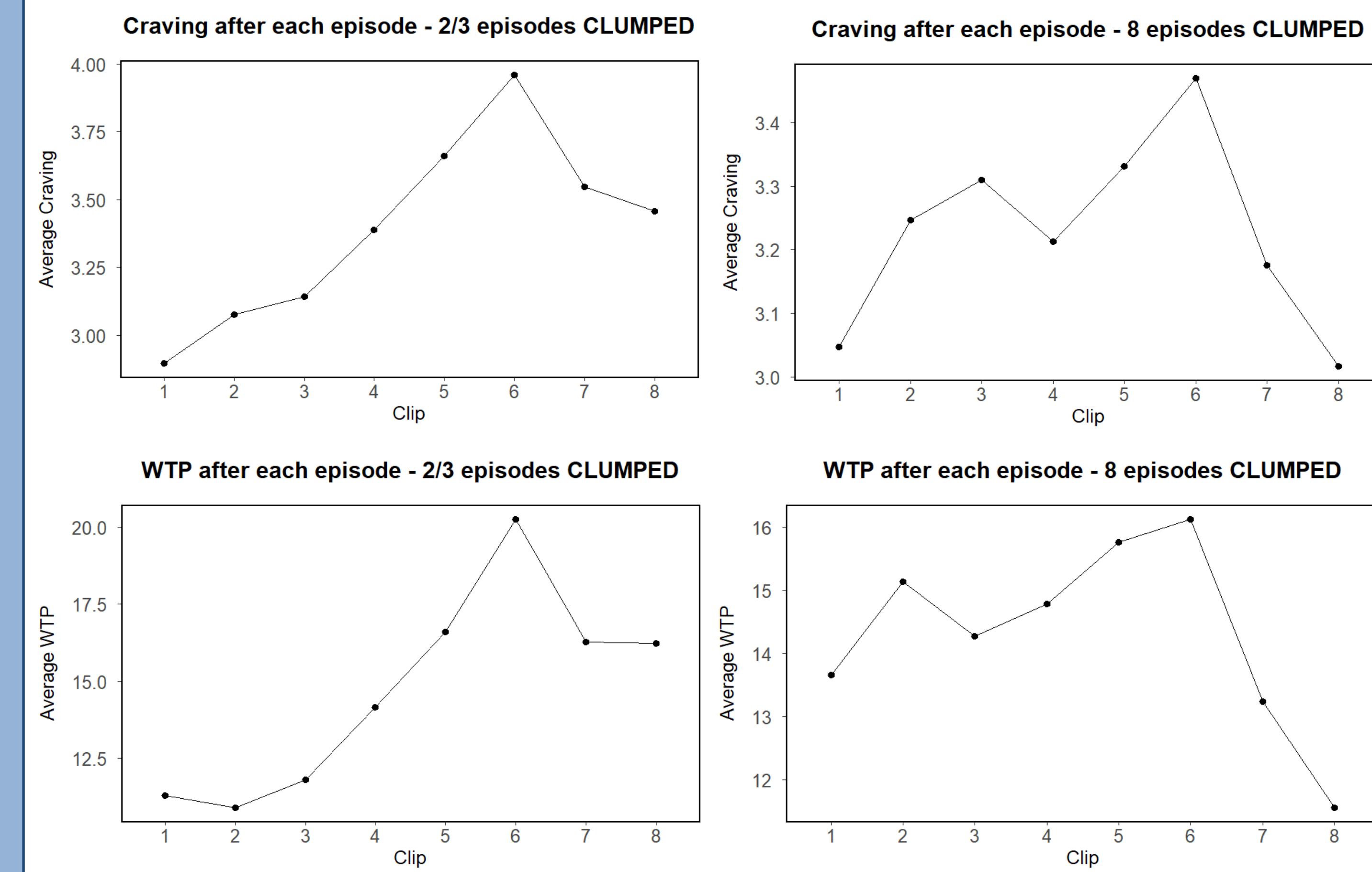
- Velocity (narrative dynamism); 0-100
- Mass (complexity); 0-100
- Utility: WTP to continue; 0 to 100 cents

$$WTP(t_2): c(t) \times d(t) \rightarrow b=.004, t(2039)=4.77***$$



Conclusion: The positive interaction of narrative dynamism and complexity predicts expected utility convexly, s.t. each complex and dynamic episode gives greater WTP than the previous one.

Is the cost of stopping predicting higher utility for clumping complex and dynamic content? Study 3 (N=791)



WTP(t₂): $crav(Lc)p=.83$ v. $crav(Hc)b=2.93, t(2662)=2.24^*$

WTP(t₂): $b(mc)=5.82, t(2273)=2.05^*$ v. $b(c)=11.61, t(2665)=3.99***$

Conclusion: When complex and dynamic content is highly clumped, craving is significantly predicting WTP in a convex way compared to when the same content is only mildly clumped.

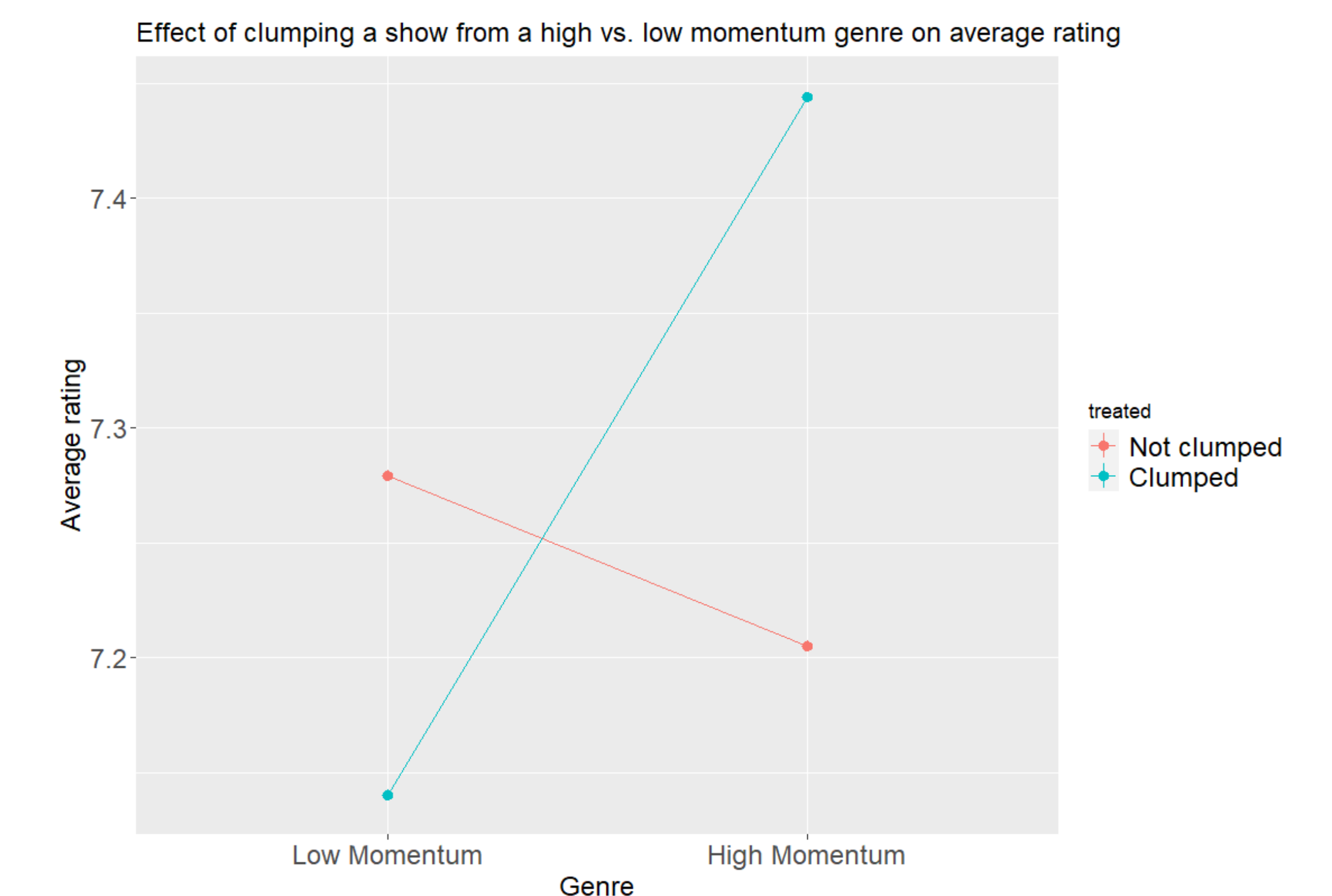
Study 4 (N=2,112,615)

App MyAnimeList: interactions between 73 shows and 500,520 users;

Clumped if watched >9 episodes per day;

Genres: Study 1a, 1b;

DV: Ratings (1-10)



Ratings: viewing style x genre: $b=.34, SE=.04, t(296973)=8.94***$

Conclusion: When content from a dynamic and complex genre is clumped, the average ratings are higher than when it is not, controlling for consumers fixed effects.