

## **What to engage when you are engaging: College students consuming Netflix in México**

The convergence of media industry has significantly influenced the interaction that audiences have with internet platforms, and as a part of the transition from the television to the content market, it has increased the need to understand the complexities and the faces of a new and evolving consumer that is characterized not only as a content viewer, but as a technology user, because with the rise and ubiquity of audiovisual platforms, content viewing has enhanced viewer engagement.

It is for this reason that in recent years, executives and scholars have deepened in the way of studying the audience, incorporating new dimensions that allow them to know details such as emotions and experiences. Current researchers have been sought to further advance in fully define engagement as an audience measurement construct, selecting experiences and dimensions that comprise engagement, and to improve engagement metrics in media consumption.

Even if engagement has been difficult concept to define, it is encompassed as an active and relational commitment of audiences with media: content, advertising and products. The emotional richness and connection of the public with media obligates the industry to change the paradigms of audience research, in a way of predicting, interpreting and even motivating consumption.

From the perspective of the content creators, actors from internet, have emerged and added to the characteristic lineal map of communication companies that used to dominate the environment of media industry. In this sense, companies such as Google, Facebook and Netflix, etc., have integrated into the media market, gaining public attention, which other players have lost, or provoking, at least, a fragmentation of audiences.

Netflix is a platform of production, distribution and exhibition of audiovisual content that is already consolidated among the public. This research work has the purpose of describing the consumption of this platform in the market of the Metropolitan Area of Guadalajara in México and the type of engagement that specifically college students perceive when consuming Netflix.

Engagement measurement model of Davis Mersey, Calder and Malthouse has been used through a quantitative methodology (n=574) in order to better understand the way young people engage with Netflix. It has been established that, among the studied population, this platform excels in use in comparison with other platforms It was also proved millennials' willingness to pay and to accept new business models that give to them strong personal dimensions of satisfaction, stimulation, and provokes primarily intrinsic enjoyment, temporality and social ease to them.

As the consumption of audiovisual platforms are a daily and natural activity for many people, this study it is a search for the use of more accurate ways to meet the needs of the public, and moreover, in the looking of how people consume and interact with content, we can also know what rational and emotional forces move societies, which can also help media industry to

ensure the validity, relevance and social responsibility of the products we tailor for audiences in the construction of a less polarized world.

Keywords: Engagement, college students, Netflix, audiovisual consumption.