

## Research Article

# Examining Cultural Identity Representation in Global Streaming Services and Its Influence on Audience Perception

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This study examines the role of global streaming platforms such as Netflix, Amazon Prime, and Disney+ in shaping cultural perspectives through the representation of different cultures in their content. The research aims to explore how cultural identity is expressed in different fields and fields, exploring the balance between realistic representations and the persistence of stereotypes. Primary objectives include examining cultural iconography patterns in selected shows and films and assessing their impact on intercultural understanding, empathy, and prejudice among audiences. Research through content analysis of qualitatively, audience research, and focus groups reveal that while positive cues lead to greater appreciation and empathy for cultural diversity. The study offers recommendations for streaming services and content producers to promote a more nuanced and accurate portrayal of cultural diversity, as well as recommendations for future research on the role of AI in content production and strategies has enhanced intercultural understanding through global media and concludes.

**1. INTRODUCTION**

In recent years, global streaming services like Netflix, Amazon Prime and Disney+ have grown rapidly, changing the way media is consumed around the world. These platforms have dramatically changed the entertainment industry, and have viewers have access to a wide variety of content from different countries at will and culture. This facilitated cross-cultural communication that was sometimes hindered by geographical and linguistic barriers. As a powerful vehicle for cultural formation, identity, media plays an important role in the expression of social norms, values and experiences [1]. It affects how individuals view themselves and others in their community and world. As people continue to consume media through streaming services, the content offered by these platforms helps shape these perceptions [2]. The importance of representation in contemporary media cannot be underestimated, as the way multiculturalism is depicted on screen has the power to challenge or challenge stereotypes, prejudices and cultural misunderstandings intensify. In a globalized world where diverse audiences interact with multicultural media, accurate and appropriate representation is critical to fostering cross-cultural empathy and understanding [3]. This study focuses on the expression of cultural identity in global streaming services and seeks to investigate how these representations influence audience perceptions of different cultures. Specifically, it examines whether cultural identities presented in films and series on these platforms present authentic, complex images or simplified images and the routine continues. By analyzing content provided through major streaming services, this study aims to understand the broader social and cultural impact of these images [4]. In doing so, it explores how such representations affect not only how audiences perceive foreign cultures but how individuals in those cultures perceive their identities as shaped by the analysis through the mediation of global platforms: How are cultural identities represented on global streaming platforms? And what is the impact of this positioning on the perceptions of multicultural audiences? Addressing these questions will shed light on the dynamic relationship between media representation and cultural meaning in global transmission activities [5]. The thesis of this study emphasizes that the representation of cultural identity in global streaming services shapes audience perceptions to a great extent, reinforcing or challenging existing cultural stereotypes [6]. This, in turn, has significant implications for cross-cultural understanding, as audience consumption of news content can lead to greater cultural empathy or exacerbation of divisions based on misinformation when global information is transmitted. It continues to expand their reach and role in the formation of cultural identity and consciousness [7]. It is ever necessary to

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nurture. These figures illustrate a theoretical model that integrates use-satisfaction theory and agricultural theory to explain how TV game consumption affects cultural awareness, acceptance, and knowledge [8]. The chart based on the consumption and satisfaction theory on the left shows how individuals seek certain satisfactions (H1) that lead to consuming TV shows. The theory suggests that after consuming content, viewers are satisfied obtained (H2), resulting from exposure to TV shows. This revelation is linked to personal motivation and interest, which represents the active role of audience in media [9]. The right side of the diagram uses augmentation theory, suggesting that constant media exposure can shape long-term attitudes and behaviors. Viewers' cultural awareness (H3a) and cultural acceptance (H4) are acquired through consumption of TV programs (H3b) [10]. A series of interventions (H5), such as emotional sharing or intellectual investment, further enhance this cultural acceptance, leading to greater cultural competence (H6). H7, H8) Cultural competence is the ultimate outcome of these factors, reflecting a deeper understanding of other cultures based on prolonged and independent content exposure fill in the blanks. The arrows in the figure show how the consumption of TV programs and the seeking or experiencing of gratification can lead to greater awareness, acceptance, engagement, and ultimately greater cultural awareness Figure 1 of active media consumption (use and satisfaction theories) and globalization when The world describes the power of mass media intervention theories (agricultural theories), in particular, draw focus on how TV shows play a role in cultural understanding and decision-making [11].

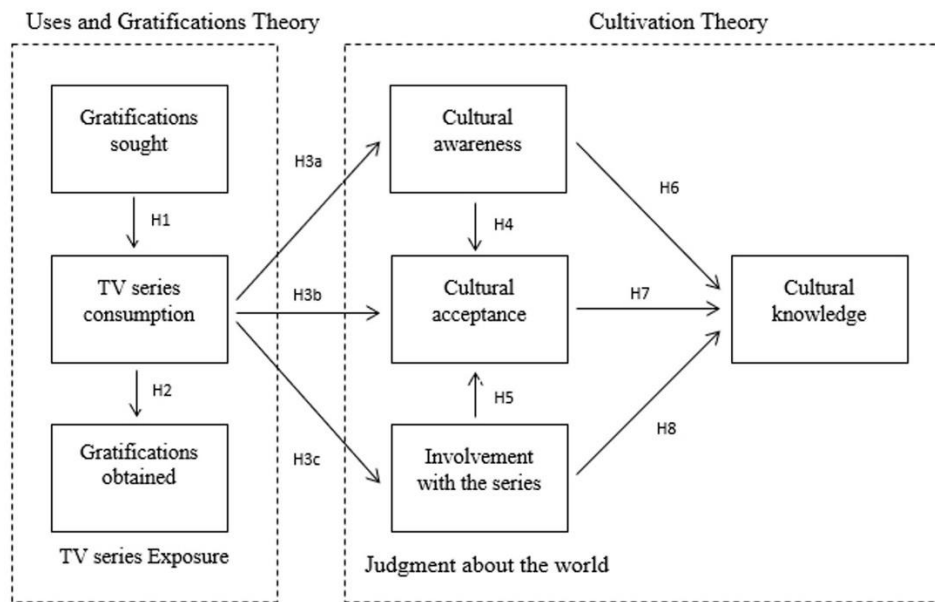


Fig 1. Integration of Uses and Gratifications Theory and Cultivation Theory in Understanding TV Series Consumption and Cultural Impact

## 2. RELATED WORK

Cultural identity refers to a sense of belonging to a group based on shared values, customs, language, and other cultural markers. Cultural identity is important in the media because it determines how a person views themselves and how others perceive them. The representation of cultural identities in the media—particularly film and television—plays an important role in reinforcing or challenging cultural stereotypes and social norms. Historically, the media has often perpetuated simplified or stereotyped representations of cultural groups, particularly marginalized communities [12]. These images reinforced social hierarchies and prejudices by presenting one-dimensional representations of racial, ethnic, and gender categories. As media evolved the need for a nuanced and authentic portrayal of multiculturalism to foster greater understanding and integration was being recognized Increased globalization dramatically changed the media landscape, especially globally streaming platforms such as Netflix, Amazon Prime and Disney+ promotions and cultural content could participate [13]. The global reach of streaming services has led to a shift from a predominantly local media to a global experience. As a result, audiences are now more exposed to international content that has the potential to broaden their understanding of different cultures [14]. However, this also raises concerns about Western discourses in global forums of collective cultural expression, which can marginalize local narratives and constrain representations Several theories have been developed to explain into how media positioning influences audience perceptions. A prime example is Stuart Hall's encoding/decoding theory, which posits that media producers write messages in content, but audiences decode these messages based on their cultural, experience, and psychological abilities [15]. Representative theories also deal with the issue of stereotyping, which refers to the repeated portrayal of certain groups in overly simplistic and often negative ways especially marginalized groups have historically been the victims of in the media, reinforcing social bias and discrimination [16]. The media is a powerful tool in shaping public opinion, especially when it comes to cultural understanding. Repeated

exposure to certain images in film and television can influence how audiences view particular cultural groups in a positive or negative light. High-quality images that provide nuanced and human representations of different cultures can foster empathy and reduce prejudice [17]. On the other hand, negative images, often accompanied by stereotypes and misinformation, can reinforce cultural biases and contribute to the perpetuation of harmful stereotypes [18]. The impact of mass media on cultural perceptions highlights the importance of accurate responsible representation, as it has the potential to bridge or further divide intercultural understanding in a globalizing world de no mu na s Existence Each method offers unique insights but comes with its own limitations, such as whether there is a bias in subjective analysis or difficulties with scalability and generalizability [19]. These techniques are applied in a variety of fields, from analyzing cultural images in the media to analyzing audience reactions, as well as the impact of media on cultural understanding over time understanding Despite their lack of limitations, taking these approaches together provides a comprehensive view of how media shape cultural perceptions [20].

TABLE I. METHODS AND LIMITATIONS IN ANALYZING MEDIA REPRESENTATION AND CULTURAL PERCEPTION

| Method  | Limitations  | Application Areas  |
|---|--|--|
| <b>Content Analysis</b>                                   | <ul style="list-style-type: none"> <li>- Can be subjective and prone to bias.</li> <li>- Limited by the sample size of media analyzed.</li> </ul>                  | <ul style="list-style-type: none"> <li>- Analyzing media portrayals of different cultures.</li> <li>- Identifying patterns of stereotyping or cultural narratives.</li> </ul>                              |
| <b>Audience Surveys and Questionnaires</b>                | <ul style="list-style-type: none"> <li>- Self-reported data can lead to inaccuracies.</li> <li>- Limited by respondent diversity and reach.</li> </ul>             | <ul style="list-style-type: none"> <li>- Gauging audience perceptions of cultural representations.</li> <li>- Assessing impact of media on cultural understanding.</li> </ul>                              |
| <b>Focus Groups</b>                                       | <ul style="list-style-type: none"> <li>- Can be influenced by groupthink or social desirability bias.</li> <li>- Limited in scalability.</li> </ul>                | <ul style="list-style-type: none"> <li>- Deep exploration of audience reactions to specific media content.</li> <li>- Identifying cultural sensitivities.</li> </ul>                                       |
| <b>Interviews</b>   | <ul style="list-style-type: none"> <li>- Time-consuming and may not generalize to larger populations.</li> </ul>   | <ul style="list-style-type: none"> <li>- In-depth understanding of individual media interpretations.</li> <li>- Exploring audience identification with characters and cultural narratives.</li> </ul>      |
| <b>Reception Studies</b>                                  | <ul style="list-style-type: none"> <li>- Limited by cultural and regional differences in media consumption.</li> <li>- Difficult to generalize results.</li> </ul> | <ul style="list-style-type: none"> <li>- Exploring how different cultural groups interpret media messages.</li> <li>- Understanding varied cultural readings based on context.</li> </ul>                  |
| <b>Comparative Cross-Cultural Studies</b>                 | <ul style="list-style-type: none"> <li>- Difficult to control for all variables influencing media perception across cultures.</li> </ul>                           | <ul style="list-style-type: none"> <li>- Examining how different cultural identities are represented across countries.</li> <li>- Identifying universal vs. local media trends.</li> </ul>                 |
| <b>Social Media Analysis</b>                              | <ul style="list-style-type: none"> <li>- Can lead to skewed data due to algorithmic biases.</li> <li>- Lack of demographic control in user samples.</li> </ul>     | <ul style="list-style-type: none"> <li>- Monitoring real-time reactions to media content.</li> <li>- Understanding global audience engagement with cultural media.</li> </ul>                              |
| <b>Longitudinal Studies</b>                               | <ul style="list-style-type: none"> <li>- Expensive and time-consuming.</li> <li>- Difficult to maintain consistent sample size over time.</li> </ul>               | <ul style="list-style-type: none"> <li>- Studying long-term effects of media representation on cultural perceptions.</li> <li>- Examining evolving media narratives.</li> </ul>                            |
| <b>Textual Analysis (Narrative or Discourse Analysis)</b> | <ul style="list-style-type: none"> <li>- Subjective and may not capture audience perception.</li> <li>- Limited in quantifying media impact.</li> </ul>            | <ul style="list-style-type: none"> <li>- Analyzing cultural discourse in scripts and dialogues.</li> <li>- Identifying underlying ideologies in media representations.</li> </ul>                          |
| <b>Ethnographic Research</b>                              | <ul style="list-style-type: none"> <li>- Highly time-consuming and may be limited in scope.</li> <li>- Requires deep cultural immersion.</li> </ul>                | <ul style="list-style-type: none"> <li>- Understanding how media consumption influences real-world cultural practices.</li> <li>- Examining the role of media in everyday life across cultures.</li> </ul> |
| <b>Eye-Tracking and Neuromarketing</b>                    | <ul style="list-style-type: none"> <li>- Expensive and technologically complex.</li> <li>- May not capture broader cultural perceptions.</li> </ul>                | <ul style="list-style-type: none"> <li>- Analyzing immediate visual and emotional responses to media content.</li> <li>- Studying attention patterns toward cultural representation.</li> </ul>            |

### 3. METHOD

The research design for this study incorporates mixed methods, combining qualitative content analysis with audience research and focus groups, to explore how cultural identities are represented in the world both channels and how this representation influences audience perceptions Qualitative content analysis can be focused on a selected ratings and movies from major content sources such as Netflix , Amazon Prime, and Disney+. These will have a diverse range of cultures including Korean drama, Indian films and Western shows, ensuring a greater global context [21]. This research will require a critical examination of the themes, characters, narratives and cultural elements depicted in each medium to assess how cultural identity is constructed and whether there are any stereotypes or biases. In parallel, audience surveys will be used to gather quantitative data on cultural perspectives before and after viewing the selected episodes. This study will measure audience knowledge, attitudes and attitudes towards multiculturalism, with the aim of identifying any changes in

understanding or bias affected by media exposure [22]. Focus groups provide a qualitative contribution to the research findings by capturing in-depth perspectives and emotional responses from a small, highly engaged group of participants on the snow. This discussion will delve into how participants interpret the cultural cues they encounter, and provide a greater understanding of the nuances of audience reception. Data analysis will include a thematic approach to content analysis, to identify and share recurring themes and patterns of cultural identity representation. This allows them to refine how different cultures are presented in shows and movies [23]. In listening research, statistical analysis will be used to compare responses before and after viewing, using measures such as mean difference tests or correlation analyses to detect any significant changes in cultural attitudes. This combination of qualitative and quantitative approaches aims to provide a comprehensive view of media content and its impact on viewers, for insights into the potential of global water transport fluid roles in the formation of cultural meanings. Table II shows the various methods used to study media representation and its impact on audience perception, including qualitative content analysis, audience research, focus groups on, along with experimental systems [24]. Each method presents unique limitations, such as subjectivity in content analysis, small sample sizes with focus groups, or difficulties in accurately measuring audience behavior in real-world settings but these methods are important for understanding how media shapes cultural identity. By applying these methods in different contexts, researchers can gain a deeper understanding of the role of the media in shaping cultural perceptions [25].

TABLE II. RESEARCH METHODS IN MEDIA REPRESENTATION AND AUDIENCE PERCEPTION

| Method   | Limitations  | Application Areas   |
|--|--|---|
| <b>Qualitative Content Analysis</b>            | <ul style="list-style-type: none"> <li>- Subjectivity in analysis.</li> <li>- Limited by the scope of selected content.</li> </ul>                 | <ul style="list-style-type: none"> <li>- Identifying recurring themes in cultural representation.</li> <li>- Exploring stereotypes in media.</li> </ul>   |
| <b>Audience Surveys</b>                        | <ul style="list-style-type: none"> <li>- Self-reported data may lead to inaccuracies.</li> <li>- Limited to specific populations.</li> </ul>       | <ul style="list-style-type: none"> <li>- Gauging audience perceptions of cultural content before and after viewing.</li> <li>- Measuring changes in attitudes and biases.</li> </ul>                        |
| <b>Focus Groups</b>                            | <ul style="list-style-type: none"> <li>- Group dynamics may influence responses.</li> <li>- Small sample size limits generalizability.</li> </ul>  | <ul style="list-style-type: none"> <li>- In-depth exploration of audience emotional reactions and opinions on specific media.</li> </ul>  |
| <b>Thematic Analysis</b>                       | <ul style="list-style-type: none"> <li>- Time-consuming.</li> <li>- May miss subtle patterns in complex narratives.</li> </ul>                     | <ul style="list-style-type: none"> <li>- Analyzing cultural identity representation across various media forms.</li> <li>- Categorizing patterns of portrayal in different cultures.</li> </ul>             |
| <b>Statistical Analysis (Surveys)</b>          | <ul style="list-style-type: none"> <li>- Relies on accurate survey design.</li> <li>- Limited in capturing complex emotional responses.</li> </ul> | <ul style="list-style-type: none"> <li>- Measuring changes in audience perception.</li> <li>- Identifying correlations between media exposure and cultural understanding.</li> </ul>                        |
| <b>Comparative Cultural Studies</b>            | <ul style="list-style-type: none"> <li>- Difficulty in controlling for different cultural variables.</li> </ul>                                    | <ul style="list-style-type: none"> <li>- Comparing representation of cultural identities across multiple regions or countries.</li> </ul>   |
| <b>Ethnographic Research</b>                   | <ul style="list-style-type: none"> <li>- Highly time-intensive.</li> <li>- Limited to small-scale studies.</li> </ul>                              | <ul style="list-style-type: none"> <li>- Understanding how specific cultural groups engage with media in everyday life.</li> </ul>  |
| <b>Textual Analysis</b>                        | <ul style="list-style-type: none"> <li>- Can be subjective.</li> <li>- Focuses primarily on media text, not audience impact.</li> </ul>            | <ul style="list-style-type: none"> <li>- Examining underlying cultural messages within media scripts or dialogues.</li> </ul>   |
| <b>Experimental Design (Pre/Post Exposure)</b> | <ul style="list-style-type: none"> <li>- May not reflect real-world media consumption patterns.</li> </ul>   | <ul style="list-style-type: none"> <li>- Testing audience reaction to cultural content in controlled environments.</li> <li>- Measuring direct impact of specific media portrayals on attitudes.</li> </ul> |
| <b>Neuromarketing/Eye-Tracking</b>             | <ul style="list-style-type: none"> <li>- Expensive and technologically complex.</li> <li>- Focuses on short-term reactions.</li> </ul>             | <ul style="list-style-type: none"> <li>- Analyzing immediate visual and emotional responses to media portrayals.</li> <li>- Tracking audience engagement with cultural content.</li> </ul>                  |

#### 4. RESULT

The study reveals patterns in the representation of cultural identities in different mediums and communities, with notable differences in how cultural narratives are constructed. Drama, comedy, and action films vary greatly in the elements of from non-Western sources between realistic and radical representations of audiences. While dramatic or romantic, realistic images tend to exercise equal dissipation of power, especially in theater and film forms that seek to present a complex and multidimensional portrait of cultural identity, thereby challenging traditional stereotypes. Fortunately, some shows and movies do a good job of portraying diverse cultures in subtlety and depth. These examples present people from different backgrounds which gives them a greater understanding and appreciation of their culture. For example, showing engaging in exotic cultural practices or describing daily life within a particular cultural framework can give viewers insight into the nuances of that culture, inspire empathy and encourage appreciation of different cultures. In contrast, negative or stereotypical images are common, especially in mainstream shows. Such images often reduce complex cultures to one-dimensional images or oversimplified tropes, perpetuating harmful stereotypes. These include the frequent misrepresentation of ethnic groups as "foreign" or "backward," reinforcing existing biases, and feeding cultural misunderstandings. Such facilitation this excess can have a profound effect on audiences' perceptions, especially when such scenes are repeated in many shows or films. For example, if a particular group is consistently portrayed as aggressive or condescending, it can reinforce social prejudice and exacerbate cultural divisions. The study also highlights the significant impact of media

representation on audience perceptions. After exposure to content that effectively and accurately reflects different cultures, listeners often report greater understanding and empathy for those cultures. Conversely, when negative images are produced, viewers are more likely to hold biased or simplistic views, which may reinforce pre-existing stereotypes. This suggests that about information information plays a major role in shaping public perceptions of cultural diversity and bridging gaps in understanding between cultures. Has the ability to disseminate. Furthermore, the study shows regional differences in how audiences interpret cultural images. For example, Western audiences often transfer preconceived notions that their own culture has located and shaped to non-Western media, resulting in interpretations of truth or fantasy whereas the in contrast, non-Western audiences may look at Western media through a critical lens and see where they misrepresent or marginalize their own culture. These regional differences suggest that caregiver culture plays an important role in how they interpret cultural cues and act culturally, with differential impact on their perceptions of diversity, authenticity and cultural complexity. Table III shows key findings on how cultural identity is represented in different media and communities, with common themes such as myths, stereotyping, and authenticity. Positive indicators highlight cultural complexity and diversity, and contribute to greater understanding and appreciation, while negative images facilitate too much stereotypes and does in the perceptions of the audience. Media has a greater impact, with positive images increasing intercultural empathy and negative reinforces prejudice. Local differences also play a role, as Western audiences tend to interpret non-Western media through the lens of their own culture, whereas non-Western audiences consider how their culture is portrayed in Western media the details of the.

TABLE III. KEY FINDINGS ON CULTURAL REPRESENTATION AND AUDIENCE PERCEPTION IN MEDIA

| Findings and Discussion                           | Result Values  |
|---|--|
| <b>Patterns in Cultural Representation</b>        | - Cultural identities vary by genre and region.<br>- Common themes include exoticism, stereotyping, and authenticity.  |
| <b>Positive Representations</b>                   | - Shows and films that emphasize cultural complexity foster empathy and understanding.<br>- Accurate depictions highlight diversity and foster appreciation of various cultures.   |
| <b>Negative or Stereotypical Representations</b>  | - Mainstream shows often reinforce cultural stereotypes through oversimplified or exotic portrayals.<br>- Misrepresentations contribute to perpetuating cultural biases and misunderstanding.  |
| <b>Influence on Audience Perception</b>           | - Positive portrayals enhance cross-cultural understanding and empathy.<br>- Negative representations increase stereotypes and reinforce biases.   |
| <b>Impact on Cross-Cultural Understanding</b>     | - Media plays a crucial role in shaping cultural empathy, either improving or deepening cultural divides depending on representation quality.  |
| <b>Regional Differences in Audience Reception</b> | - Western audiences may interpret non-Western media through a preconceived lens, affecting their view of authenticity.<br>- Non-Western audiences critically assess Western portrayals of their own cultures, often identifying misrepresentations or marginalization. |

## 5. CONCLUSION

The findings of this study reiterate the important role of global streaming services, such as Netflix, Amazon Prime, and Disney+, in shaping cultural consciousness around the world as a powerful vehicle for cultural dissemination issues across boundaries as these forums dominate the role of entertainment landscape, thereby influencing how different audiences understand and interpret different cultures. Studies have highlighted the positive and negative effects of cultural representation at this forum these types of emphasis. On the positive side, shows and films that depict deep and nuanced cultures foster a more nuanced empathy, appreciation and understanding of different cultures. These positions can help break stereotypes and foster cross-cultural relations. But the study also highlights the negative effects of oversimplified or stereotyped images that often reinforce existing biases and perpetuate harmful cultural misunderstandings. Reducing cultural identity to narrow stereotypes can incite prejudice and hinder cross-cultural empathy. The implications for streaming services are clear: there is an urgent need for a more balanced and authentic cultural representation in global media. As custodians of content consumed by millions around the world, streaming platforms have a responsibility to prioritize authentic and inclusive portrayals of cultures and avoid falling back on damaging stereotypes or tropes overcome the role of event producers and producers and instead invest in a thoughtful and transcendental history of cultural identities. Obviously. A variety of behind-the-scenes promotions—in writers' rooms, production teams, and decision-making bodies—can help ensure that on-screen stories are more representative and fair. Streaming platforms should also consider using their algorithmic capabilities to highlight a wider range of voices to further enhance the availability of cultural content to audiences, especially from underrepresented or marginalized communities. Should the research is done. As AI technology is increasingly integrated into media, it is important to understand how these tools can affect the way culture is represented on screen. Additionally, more research is needed to explore how streaming platforms can use their massive reach and data-driven algorithms to actively promote cross-cultural understanding by finding ways to find and recommend content that is inclusive and culturally creative protecting the divide, streaming services have the potential to not only entertain a global audience, but also make a meaningful contribution to a more connected and empathetic world.

## Conflicts Of Interest

The authors declare no conflicts of interest regarding the publication of this research.

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