

Karen Schrier

## Assignment #2

Question #1:

See file LutzBerlinSchrier.pdf

Question #2: Currently different companies have devised different approaches to rank experience. (<http://www.gamerankings.com>; <http://www.rottentomatoes.com>, <http://www.amazon.com>, <http://www.tradesports.com>) Do you use any of these sites to find experiences you wish to have or to contribute to common knowledge about these experiences? If so why? if not, why not?

Often I will look at rottentomatoes.com or imdb.com to see where films that I have already experienced rank. I am looking at how other people perceived this experience, and whether my experience was similar. In a way, I am enhancing and deepening my relationship with the piece of media by searching for others' opinions, and then reflecting on how my opinion matches. I am also reshaping my opinion, and my overall experience with a piece of media, by reading others' opinions.

I also use film review sites like rottentomatoes.com or imdb.com to see how the "experts" have ranked or rated possible media experiences. In a world of information overload, where there is limited time and numerous possibilities, it helps to find someone who can edit down the possibilities. I can search for an expert who has had similar insights or "tastes" as I have had on past media experiences, and read how they have ranked current ones. Then, I can more easily select which experiences will more likely engage me personally, intellectually, and/or emotionally.

Similarly, on Amazon.com, I often look at the recommendations for books/DVDs based on the books/DVDs I have recently clicked on, or added to my shopping cart. I buy into Amazon.com's assumption that the other people on the site who have selected the same media as me will have overlapping interests, and will also choose other media that I would enjoy.