



Part 1 of 6

# CURATE EXPECTATIONS

★ SCROLL  
STOPPERS ★

# 1. CURATE EXPECTATIONS

The paradox of choice is a funny thing: the idea that having **too much choice** or too many options actually makes us more miserable. And with all the splendour that the content world has to offer—films, tweets, vlogs, newsletters, podcasts, Netflix originals, the list goes on—**feeling overwhelmed and overstimulated** is nothing new for modern-day audiences. A dilemma that only escalated during the pandemic.

As we navigated extended periods of lockdown, many of us not only had the **time and freedom to engage with more content**, but as the whole world moved online, we suddenly had a lot more to choose from.

Now, as our work and social lives get increasingly busier, habits like online learning, infinite scrolling, and late-night Google holes are difficult to maintain.

**We've developed a self-awareness** in the way we consume content and our research points to a reliance on others to help **cut through the noise**.

Without the time, will, or headspace to trudge through masses of media, audiences are actively seeking out people and platforms to curate content for them.

**“We need somebody else to tell us what’s interesting. Newsletters are the new water cooler talks.”**

And there's proof in the proverbial pudding. Our survey respondents explicitly called out newsletters as a go-to for curated content, alongside platforms like Mubi and Axios. Podcasts, articles, Instagram, and newsletters ranked as the four most popular types of content—all of which are frequently used for **rounding up or recommending content**, particularly from a personal point of view.

**Ditching the algorithm** in favour of more personalised recommendations could also be a symptom of remote or hybrid working.

**“When I was working in a studio space five days a week we'd have many of these moments where we shared recommendations, it just kind of happens in the moment. And I feel like that's something that we lost when we moved to working from home.”**

Whether it's a resistance to information overload or an attempt to offset the loss in face-to-face recommendations, seeking out curated content is a behaviour we're going to see a lot more of.

**When asked what content qualities they are most drawn to, responses were:**

- 1. Well curated**
- 2. Thought provoking**
- 3. Visually striking**

*“We need somebody else to tell us what is interesting. Newsletters are the new water cooler talks.”* (Interviewee)

**Takeaway:**

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Think about how you can curate experiences for audiences. **Good curation adds context and lets people know why the thing you want them to see or hear is important.**

The range of content you include, and how you talk about it, defines your voice and personality over time. Becoming a smart filter is a brilliant way for building loyalty.