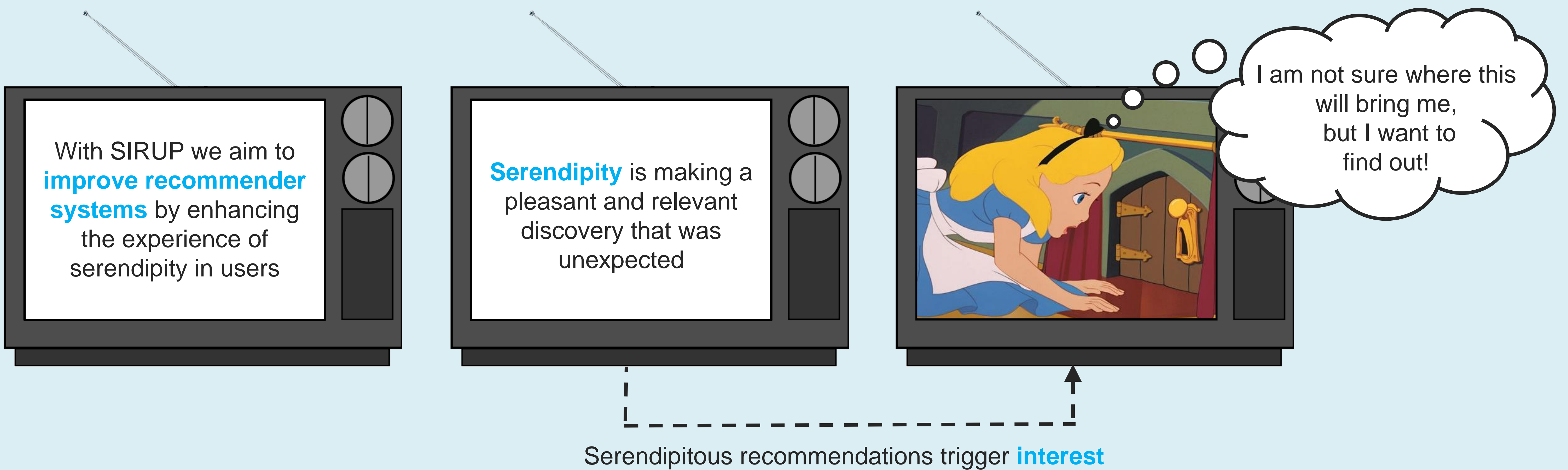
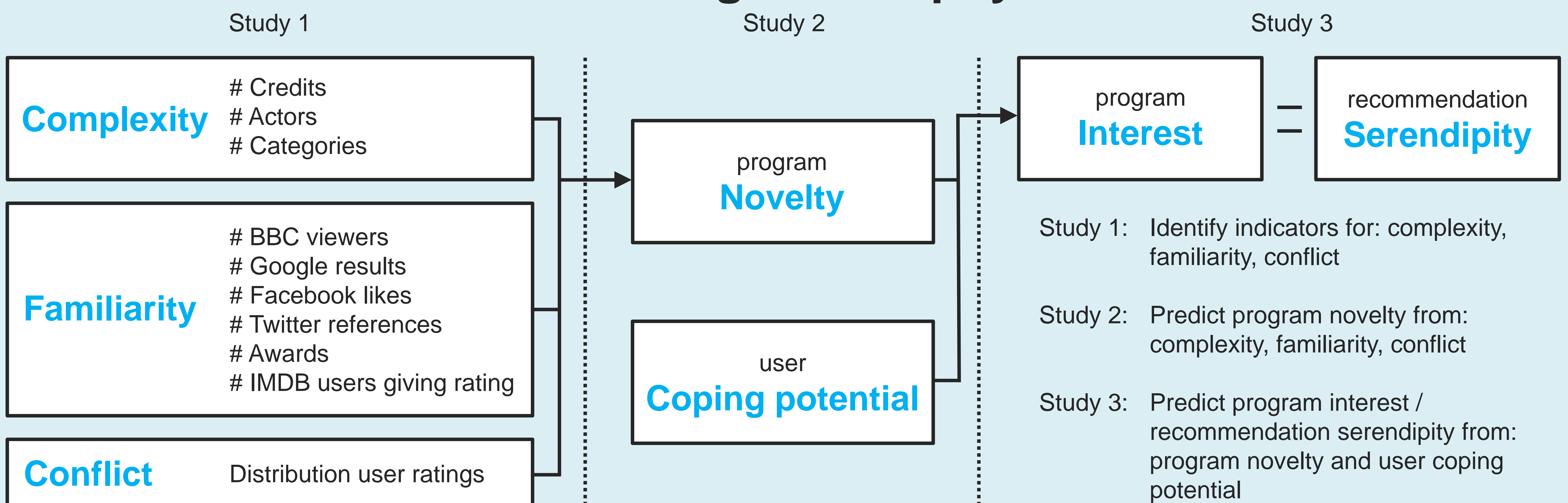


Objective and Approach



Defining serendipity

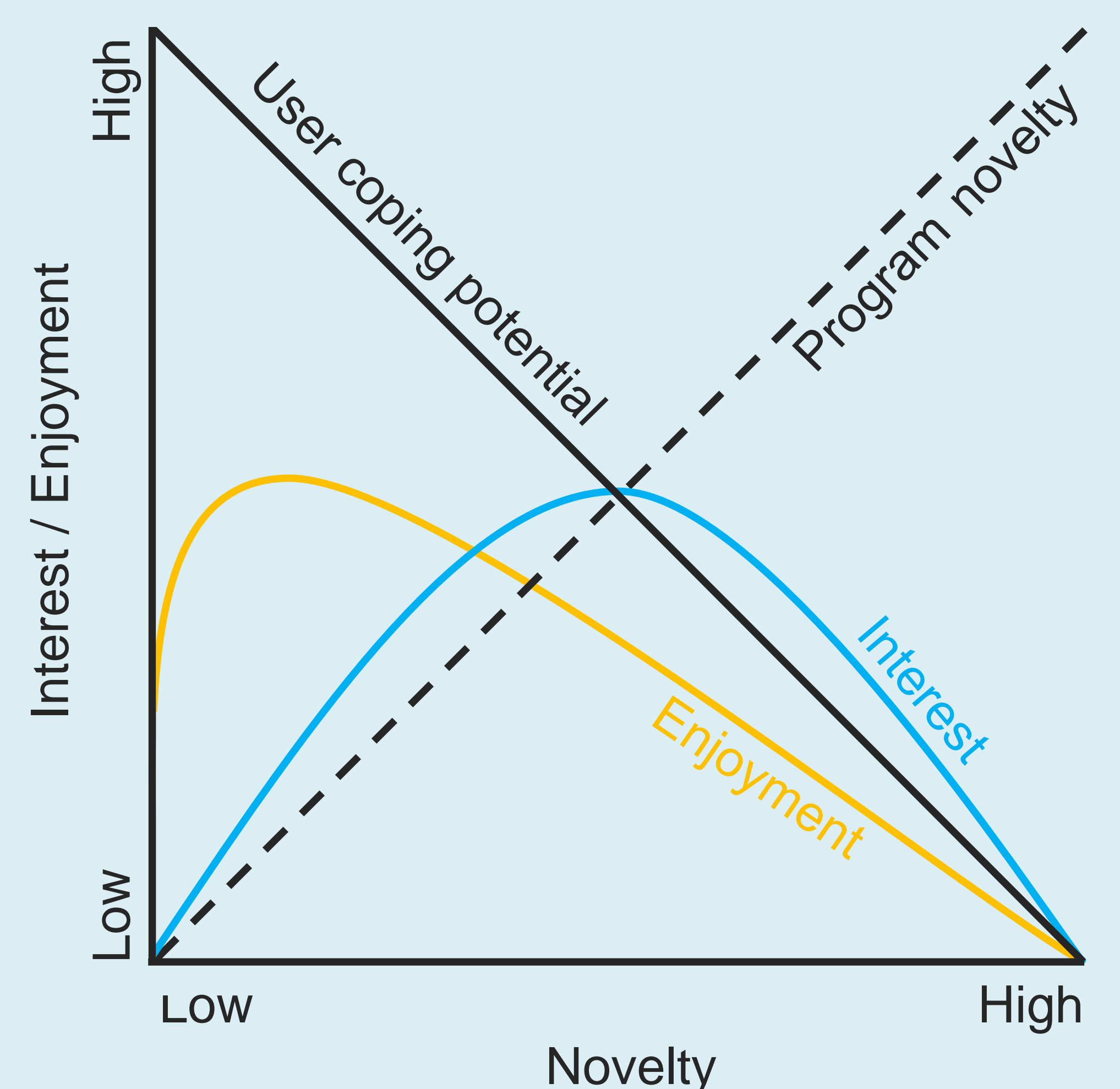


Intended results

Program complexity, familiarity, and conflict predict perceived *program novelty*.

The amount of novelty that a user can cope with is their *coping potential*.

Together, *program novelty* and *coping potential* predict program interest and recommendation serendipity.



Family Guy – Series 3
 Episode 4. North by North Quahog

Animated comedy series about family life. Peter and Lois decide to go on a second honeymoon to spice up their marriage, while Brian is left at home to take care of the kids. When Peter crashes the car, he decides to pose as Mel Gibson to stay in his fancy hotel suite, where they find a hidden room.

Genre Comedy, Sitcoms
 Format Animation, Series
 Year 2005

Have you ever heard of this television show?
 Yes
 No

Have you ever watched this television show?
 Yes
 No

Based on the description of the television show episode, please rate the television show along the following dimensions:

Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Novel
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex