

## **SIRUP: Preliminary study familiarity - Television programs, codes, and meaning**

Codes per selected television program

| <b>Code</b> | <b>Television program</b>                               |
|-------------|---|
| L_BB_P1     | The Dumping Ground                                      |
| L_BB_P2     | 'Allo 'Allo   |
| L_BB_P3     | All At Sea  |
| L_BB_P4     | Flog It!  |
| L_BB_P5     | Shaun the Sheep   |
| H_BB_P1     | Match of the Day  |
| H_BB_P2     | EastEnders  |
| H_BB_P3     | Mrs Brown's Boys  |
| H_BB_P4     | Waterloo Road   |
| H_BB_P5     | The Graham Norton Show                                  |
| L_GR_P1     | TMi Are You Scareder Than a 10 Year Old?                |
| L_GR_P2     | Paul Merton's Weird and Wonderful World of Early Cinema |
| L_GR_P3     | Siunhlachan / Time Traveller                            |
| L_GR_P4     | Murdaidh  |
| L_GR_P5     | Cuide ri Cathy  |
| H_GR_P1     | Big and Small   |
| H_GR_P2     | A Little Later  |
| H_GR_P3     | Show Me Show Me   |
| H_GR_P4     | Our World   |
| H_GR_P5     | Press for Time  |
| L_FL_P1     | Citizen Kane  |
| L_FL_P2     | The Paraoah Who Conquered the Sea                       |
| L_FL_P3     | Fraochy Bayt  |
| L_FL_P4     | Victoria Wood's Midlife Christmas                       |
| L_FL_P5     | Electric Proms  |
| H_FL_P1     | The Tudors  |
| H_FL_P2     | Gavin and Stacey  |
| H_FL_P3     | Tron  |
| H_FL_P4     | Madagascar  |
| H_FL_P5     | Finding Nemo  |

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|         |                             |
|---------|-----------------------------|
| L_TR_P1 | Britain and the Sea         |
| L_TR_P2 | Top Gear                    |
| L_TR_P3 | Wanted Down Under           |
| L_TR_P4 | Pointless                   |
| L_TR_P5 | Wallace and Gromit          |
| H_TR_P1 | Sherlock                    |
| H_TR_P2 | Antiques Road Trip          |
| H_TR_P3 | Strictly Come Dancing       |
| H_TR_P4 | Doctor Who                  |
| H_TR_P5 | Pretty Woman                |
| L_IR_P1 | Viva Knievel                |
| L_IR_P2 | Teletubbies                 |
| L_IR_P3 | Carry On England            |
| L_IR_P4 | Black Eagle                 |
| L_IR_P5 | Norbit                      |
| H_IR_P1 | Planet Earth                |
| H_IR_P2 | I, Claudius                 |
| H_IR_P3 | Fawlty Towers               |
| H_IR_P4 | Wonders of the Solar System |
| H_IR_P5 | Only Fools and Horses       |

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Codes and meaning: general

| <b>Code</b> | <b>Meaning</b>     |
|-------------|--------------------|
| L           | Low                |
| H           | High               |
| BB          | BBC viewers        |
| GR          | Google results     |
| FL          | Facebook likes     |
| TR          | Twitter references |
| IR          | IMDB ratings       |

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Codes and meaning: measures

| <b>Code</b> | <b>Meaning</b> |
|-------------|----------------|
|-------------|----------------|

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|                            |   |
|----------------------------|---|
| L/H_BB/GR/FL/TR/IR_P#_PR   | Program episode description                         |
| L/H_BB/GR/FL/TR/IR_P#_HE   | Heard of program                                    |
| L/H_BB/GR/FL/TR/IR_P#_WA   | Watched program                                     |
| L/H_BB/GR/FL/TR/IR_P#_MY_1 | Interest if watched (based on experience)           |
| L/H_BB/GR/FL/TR/IR_P#_MY_2 | Popularity if watched (based on experience)         |
| L/H_BB/GR/FL/TR/IR_P#_MY_3 | Novelty if watched (based on experience)            |
| L/H_BB/GR/FL/TR/IR_P#_MY_4 | Complexity if watched (based on experience)         |
| L/H_BB/GR/FL/TR/IR_P#_MN_1 | Interest if not watched (based on recommendation)   |
| L/H_BB/GR/FL/TR/IR_P#_MN_2 | Popularity if not watched (based on recommendation) |
| L/H_BB/GR/FL/TR/IR_P#_MN_3 | Novelty if not watched (based on recommendation)    |
| L/H_BB/GR/FL/TR/IR_P#_MN_4 | Complexity if not watched (based on recommendation) |
| L/H_BB/GR/FL/TR/IR_P#_SE_1 | Pleasant recommendation (serendipity measure 1)     |
| L/H_BB/GR/FL/TR/IR_P#_SE_2 | Relevant recommendation (serendipity measure 2)     |
| L/H_BB/GR/FL/TR/IR_P#_SE_3 | Unexpected recommendation (serendipity measure 3)   |

Codes and meaning: control measures and demographics

| <b>Code</b> | <b>Meaning</b>  |
|-------------|---|
| Ability     | Ability to rate programs as interesting, novel, complex                   |
| Open_Int.   | In general, what do you think makes a program interesting? Open question. |
| Open_Pop.   | In general, what do you think makes a program popular? Open question.     |
| Open_Nov.   | In general, what do you think makes a program novel? Open question.       |
| Open_Comp.  | In general, what do you think makes a program complex? Open question.     |
| Throw_up    | Is there anything else you want to share about the study? Open question.  |
| Gender      | Gender  |
| Age         | Age   |
| Education   | Years of education completed (including primary and secondary schooling)  |
| TV_workday  | Hours watching television normal week/school day                          |
| TV_weekend  | Hours watching television weekend day                                     |
| Openness_1  | Openness to experiences measure 1   |
| Openness_2  | Openness to experiences measure 1 (R)                                     |