

SIRUP: Preliminary study familiarity – Selected television programs

Low	High
Number of BBC viewers	Number of BBC viewers
<ul style="list-style-type: none"> • The Dumping Ground (800) • ‘Allo ‘Allo (802) • All At Sea (803) • Flog It! (804) • Shaun the Sheep (805) 	<ul style="list-style-type: none"> • Match of the Day (77912) • EastEnders (40003) • Mrs Brown’s Boys (39739) • Waterloo Road (28494) • The Graham Norton Show (26439)
Number of Google results	Number of Google results
<ul style="list-style-type: none"> • TMI Are You Scareder Than a 10 Year Old? (1690) • Paul Merton’s Weird and Wonderful World of Early Cinema (1740) • Siubhlachan / Time Traveller (2650) • Murdaidh (4970) • Cuide ri Cathy (7130) 	<ul style="list-style-type: none"> • Big and Small (2580000000) • A Little Later (3040000000) • Show Me Show Me (6030000000) • Our World (6680000000) • Press for Time (6790000000)
Number of Facebook likes	Number of Facebook likes
<ul style="list-style-type: none"> • Citizen Kane (1) • The Pharaoh Who Conquered the Sea (1) • Fraochy Bay (2) • Victoria Wood’s Midlife Christmas (4) • Electric Proms (5) 	<ul style="list-style-type: none"> • The Tudors (1176690) • Gavin & Stacey (1752851) • Tron (6398184) • Madagascar (13836924) • Finding Nemo (19682171)
Number of Twitter references	Number of Twitter references
<ul style="list-style-type: none"> • Britain and the Sea (1) • Top Gear (1) • Wanted Down Under (1) • Pointless (1) • Wallace and Gromit (1) 	<ul style="list-style-type: none"> • Sherlock (154488) • Antiques Road Trip (152562) • Strictly Come Dancing (34881) • Doctor Who (11297) • Pretty Woman (10741)
IMDB rating	IMDB rating
<ul style="list-style-type: none"> • Viva Knieval (2.6) • Teletubbies (3.2) • Carry on England (3.3) • Black Eagle (3.5) • Norbit (3.9) 	<ul style="list-style-type: none"> • Planet Earth (9.5) • I, Claudius (9.1) • Fawltly Towers (8.9) • Wonder of the Solar System (8.9) • Only Fools and Horses (8.9)