

SIRUP Preliminary study 2, Familiarity – Statistical results

Paired samples t-test

Table 1. Paired samples t-test for # BBC viewers

Pair	<i>M</i>	<i>N</i>	<i>M</i> diff	<i>SD</i>	<i>SE</i>	<i>t</i>	Sig. (2-tailed)
Low # BBC viewers Interest ALL	4.75	164	0.08	2.12	0.17	0.48	.63
High # BBC viewers Interest ALL	4.67	164					
Low # BBC viewers Interest Watched	6.25	24	-0.29	1.20	0.24	-1.19	.25
High # BBC viewers Interest Watched	6.54	24					
Low # BBC viewers Interest Not Watch	4.11	104	0.08	2.26	0.22	-0.36	.73
High # BBC viewers Interest Not Watch	4.03	104					
Low # BBC viewers Popularity ALL	4.65	164	-0.49	1.75	0.14	-3.57	.00
High # BBC viewers Popularity ALL	5.14	164					
Low # BBC viewers Popularity Watched	6.00	24	-0.38	0.92	0.19	-1.99	.06
High # BBC viewers Popularity Watch	6.38	24					
Low # BBC viewers Popularity Not Watched	4.20	104	-0.54	1.84	0.18	-2.98	.00
High # BBC viewers Popularity Not Watched	4.74	104					
Low # BBC viewers Novelty ALL	4.50	164	0.20	1.94	0.15	1.29	.20
High # BBC viewers Novelty ALL	4.30	164					
Low # BBC viewers Novelty Watched	5.71	24	-0.21	1.50	0.31	-0.68	.50
High # BBC viewers Novelty Watched	5.92	24					
Low # BBC viewers Novelty Not Watch	4.14	104	0.27	1.99	0.19	1.38	.17
High # BBC viewers Novelty Not Watch	3.88	104					
Low # BBC viewers Complexity ALL	4.06	163	-0.23	1.65	0.13	-1.75	.08
High # BBC viewers Complexity ALL	4.28	163					
Low # BBC viewers Complexity Watch	5.88	24	-0.17	1.13	0.23	-0.72	.48
High # BBC viewers Complexity Watch	6.04	24					
Low # BBC viewers Complexity Not Watched	3.61	103	-0.16	1.70	0.17	-0.93	.36
High # BBC viewers Complexity Not Watched	3.77	103					
Low # BBC viewers Pleasant ALL	3.35	162	-0.04	1.16	0.09	-0.41	.69
High # BBC viewers Pleasant ALL	3.38	162					
Low # BBC viewers Relevant ALL	3.36	163	-0.01	1.32	0.10	-0.06	.95
High # BBC viewers Relevant ALL	3.37	163					
Low # BBC viewers Unexpected ALL	3.43	162	0.12	1.08	0.09	1.38	.17
High # BBC viewers Unexpected ALL	3.31	162					

Table 2. Paired samples t-test for # Google results

Pair	<i>M</i>	<i>N</i>	<i>M</i> diff	<i>SD</i>	<i>SE</i>	<i>t</i>	Sig. (2-tailed)
Low # Google results Interest ALL	4.82	160	0.15	2.06	0.16	0.92	.36
High # Google results Interest ALL	4.67	160					
Low # Google results Interest Watched	6.50	26	0.00	0.63	0.12	0.00	1.00
High # Google results Interest Watched	6.50	26					
Low # Google results Interest Not Watched	4.30	109	0.29	2.23	0.21	1.38	.17
High # Google results Interest Not Watched	4.01	109					
Low # Google results Popularity ALL	4.66	159	0.14	1.60	0.13	1.14	.26
High # Google results Popularity ALL	4.51	159					
Low # Google results Popularity Watch	6.31	26	0.15	1.05	0.21	0.75	.46
High # Google results Popularity Watch	6.15	26					
Low # Google results Popularity Not Watched	4.22	109	0.27	1.67	0.16	1.66	.10
High # Google results Popularity Not Watched	3.95	109					
Low # Google results Novelty ALL	4.46	160	-0.06	1.91	0.15	-0.37	.71
High # Google results Novelty ALL	4.51	160					
Low # Google results Novelty Watched	5.58	26	0.19	1.27	0.25	0.78	.45
High # Google results Novelty Watched	5.38	26					
Low # Google results Novelty Not Watched	4.17	109	-0.14	2.14	0.20	-0.67	.50
High # Google results Novelty Not Watched	4.31	109					
Low # Google results Complexity ALL	4.27	160	0.13	2.07	0.16	0.80	.43
High # Google results Complexity ALL	4.14	160					
Low # Google results Complexity Watch	5.50	26	-0.04	0.87	0.17	-0.23	.82
High # Google results Complexity Watched	5.54	26					
Low # Google results Complexity Not Watched	3.92	109	0.18	2.29	0.22	0.84	.40
High # Google results Complexity Not Watched	3.73	109					
Low # Google results Pleasant ALL	3.39	163	-0.01	1.22	0.10	-0.13	.90
High # Google results Pleasant ALL	3.40	163					
Low # Google results Relevant ALL	3.25	162	-0.07	1.14	0.09	-0.76	.45
High # Google results Relevant ALL	3.32	162					
Low # Google results Unexpected ALL	3.52	164	0.10	1.10	0.09	1.21	.23
High # Google results Unexpected ALL	3.41	164					

Table 3. Paired samples t-test for # Facebook likes

Pair	<i>M</i>	<i>N</i>	<i>M</i> diff	<i>SD</i>	<i>SE</i>	<i>t</i>	Sig. (2-tailed)
Low # Facebook likes Interest ALL	4.92	163	-0.47	2.11	0.17	-2.82	.01
High # Facebook likes Interest ALL	5.39	163					
Low # Facebook likes Interest Watched	6.03	29	0.21	1.01	0.19	1.10	.28
High # Facebook likes Interest Watched	5.83	29					
Low # Facebook likes Interest Not Watched	4.40	75	-0.21	2.41	0.28	-0.77	.45
High # Facebook likes Interest Not Watched	4.61	75					
Low # Facebook likes Popularity ALL	4.86	163	-0.50	1.80	0.14	-3.53	.00
High # Facebook likes Popularity ALL	5.36	163					
Low # Facebook likes Popularity Watched	6.03	29	0.07	1.25	0.23	0.30	.77
High # Facebook likes Popularity Watched	5.97	29					
Low # Facebook likes Popularity Not Watched	4.21	75	-0.33	2.01	0.23	-1.44	.16
High # Facebook likes Popularity Not Watched	4.55	75					
Low # Facebook likes Novelty ALL	4.78	163	0.23	2.26	0.18	1.28	.20
High # Facebook likes Novelty ALL	4.55	163					
Low # Facebook likes Novelty Watched	5.69	29	0.52	1.70	0.32	1.63	.11
High # Facebook likes Novelty Watched	5.17	29					
Low # Facebook likes Novelty Not Watched	4.32	75	0.25	2.30	0.27	0.95	.34
High # Facebook likes Novelty Not Watched	4.07	75					
Low # Facebook likes Complexity ALL	4.46	163	-0.12	2.17	0.17	-0.69	.49
High # Facebook likes Complexity ALL	4.58	163					
Low # Facebook likes Complexity Watched	5.59	29	0.21	1.34	0.25	1.25	.22
High # Facebook likes Complexity Watched	5.28	29					
Low # Facebook likes Complexity Not Watched	3.89	75	-0.13	2.30	0.27	-0.50	.62
High # Facebook likes Complexity Not Watched	4.03	75					
Low # Facebook likes Pleasant ALL	3.49	164	-0.25	1.19	0.09	-2.68	.01
High # Facebook likes Pleasant ALL	3.74	164					
Low # Facebook likes Relevant ALL	3.47	162	-0.24	1.24	0.10	-2.48	.01
High # Facebook likes Relevant ALL	3.71	162					
Low # Facebook likes Unexpected ALL	3.38	164	0.10	1.33	0.10	1.00	.32
High # Facebook likes Unexpected ALL	3.28	164					

Table 4. Paired samples t-test for # Twitter references

Pair	<i>M</i>	<i>N</i>	<i>M</i> diff	<i>SD</i>	<i>SE</i>	<i>t</i>	Sig. (2-tailed)
Low # Twitter references Interest ALL	5.13	159	-0.03	2.22	0.18	-0.18	.86
High # Twitter references Interest ALL	5.16	159					
Low # Twitter references Interest Watch	6.29	27	0.15	1.54	0.30	0.50	.62
High # Twitter references Interest Watch	6.15	27					
Low # Twitter references Interest Not Watched	4.68	75	0.20	2.35	0.27	0.74	.46
High # Twitter references Interest Not Watched	4.48	75					
Low # Twitter references Popularity ALL	4.91	160	-0.50	2.14	0.17	2.95	.00
High # Twitter references Popularity ALL	5.41	160					
Low # Twitter references Popularity Watched	6.22	27	.04	1.58	0.30	0.12	.90
High # Twitter references Popularity Watched	6.19	27					
Low # Twitter references Popularity Not Watched	4.33	75	-0.68	2.31	0.27	-2.55	.01
High # Twitter references Popularity Not Watched	5.01	75					
Low # Twitter references Novelty ALL	4.72	160	0.05	2.08	0.16	0.30	.76
High # Twitter references Novelty ALL	4.67	160					
Low # Twitter references Novelty Watch	5.63	27	0.15	1.41	0.27	0.55	.59
High # Twitter references Novelty Watch	5.48	27					
Low # Twitter references Novelty Not Watched	4.57	75	0.40	2.24	0.26	1.55	.13
High # Twitter references Novelty Not Watched	4.17	75					
Low # Twitter references Complexity ALL	4.47	159	-0.18	1.92	0.15	-1.20	.23
High # Twitter references Complexity ALL	4.65	159					
Low # Twitter references Complexity Watched	5.08	26	-0.04	1.00	0.20	-0.20	.85
High # Twitter references Complexity Watched	5.12	26					
Low # Twitter references Complexity Not Watched	4.29	75	-0.03	1.96	0.23	-0.12	.91
High # Twitter references Complexity Not Watched	4.32	75					
Low # Twitter references Pleasant ALL	3.61	163	-0.01	1.21	0.09	-0.07	.95
High # Twitter references Pleasant ALL	3.61	163					
Low # Twitter references Relevant ALL	3.51	164	-0.05	1.38	0.11	-0.45	.65
High # Twitter references Relevant ALL	3.55	164					
Low # Twitter references Unexpected ALL	3.25	162	0.09	1.33	0.10	0.89	.38
High # Twitter references Unexpected ALL	3.15	162					

Table 5. Paired samples t-test for # IMDB ratings

Pair	<i>M</i>	<i>N</i>	<i>M</i> diff	<i>SD</i>	<i>SE</i>	<i>t</i>	Sig. (2-tailed)
Low # IMDB ratings Interest ALL	4.80	164	-0.14	2.28	0.18	-0.79	.43
High # IMDB ratings Interest ALL	4.95	164					
Low # IMDB ratings Interest Watched	5.76	25	-0.48	2.00	0.40	-1.20	.24
High # IMDB ratings Interest Watched	6.24	25					
Low # IMDB ratings Interest Not Watched	4.55	97	0.01	2.21	0.22	0.05	.96
High # IMDB ratings Interest Not Watched	4.54	97					
Low # IMDB ratings Popularity ALL	5.09	164	0.29	2.07	0.16	1.81	.07
High # IMDB ratings Popularity ALL	4.80	164					
Low # IMDB ratings Popularity Watched	6.00	25	-0.44	1.58	0.32	-1.39	.18
High # IMDB ratings Popularity Watched	6.44	25					
Low # IMDB ratings Popularity Not Watched	4.84	97	0.56	1.97	0.20	2.79	.01
High # IMDB ratings Popularity Not Watched	4.28	97					
Low # IMDB ratings Novelty ALL	4.31	163	-0.43	2.15	0.17	-2.56	.01
High # IMDB ratings Novelty ALL	4.74	163					
Low # IMDB ratings Novelty Watched	5.29	24	-0.71	1.73	0.35	-2.00	.06
High # IMDB ratings Novelty Watched	6.00	24					
Low # IMDB ratings Novelty Not Watched	4.21	97	-0.32	1.99	0.20	-1.58	.12
High # IMDB ratings Novelty Not Watched	4.53	97					
Low # IMDB ratings Complexity ALL	3.87	163	-0.95	2.12	0.17	-5.73	.00
High # IMDB ratings Complexity ALL	4.82	163					
Low # IMDB ratings Complexity Watched	5.48	25	-0.484	2.10	0.42	-2.01	.06
High # IMDB ratings Complexity Watched	6.32	25					
Low # IMDB ratings Complexity Not Watched	3.64	97	-0.79	2.15	0.22	-3.64	.00
High # IMDB ratings Complexity Not Watched	4.43	97					
Low # IMDB ratings Pleasant ALL	3.31	162	-0.20	1.26	0.10	-2.00	.05
High # IMDB ratings Pleasant ALL	3.51	162					
Low # IMDB ratings Relevant ALL	3.22	163	-0.28	1.45	0.11	-2.48	.01
High # IMDB ratings Relevant ALL	3.50	163					
Low # IMDB ratings Unexpected ALL	3.40	163	0.25	1.38	0.11	2.32	.02
High # IMDB ratings Unexpected ALL	3.15	163					

Table 6. Pearsons correlations between all variables for Familiarity

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. BBC viewers	1																			
2. Google results	.01	1																		
3. Facebook likes	-.11	-.03	1																	
4. Twitter references	.60**	-.10	-.07	1																
5. IMDB ratings	.10	-.11	.14	-.09	1															
6. Interest ALL	.18	-.12	-.12	.03	.41**	1														
7. Interest W	.33*	.29*	.12	.12	.28	.22	1													
8. Interest NW	.04	-.17	-.17	-.07	.23	.86**	-.04	1												
9. Popularity ALL	.16	-.23	.07	.05	.37*	.64**	-.02	.43*	1											
10. Popularity W	.23	.02	-.12	-.04	.32*	.35*	.64**	.15	.23	1										
11. Popularity NW	.07	-.28	.18	.01	.15	.47**	-.19	.52**	.79**	-.02	1									
12. Novelty ALL	.22	-.04	-.17	.03	.31*	.69**	.23	.63**	.26	.37**	.16	1								
13. Novelty W	.24	-.12	-.14	.12	.03	.06	.31*	.05	-.07	.24	-.11	.37**	1							
14. Novelty NW	.18	-.01	-.15	-.13	.13	.58**	.03	.63**	.18	.27	.17	.83**	.02	1						
15. Complexity ALL	.25	-.06	-.24	.06	.37*	.62**	.20	.50**	.30*	.31	.19	.76**	.47**	.57**	1					
16. Complexity W	.14	-.19	-.17	-.03	.09	-.04	.29*	-.03	-.14	.22	-.17	.20	.86**	-.08	.47**	1				
17. Complexity NW	.19	-.07	-.21	.02	.29	.66**	.07	.72**	.34*	.27	.32*	.76**	.22	.72**	.92**	.19	1			
18. Pleasant	.08	-.02	-.74	.12	.31*	.76**	.21	.57***	.44**	.29*	.20	.52**	.02	.42**	.42**	-.11	.45**	1		
19. Relevant	.24	-.12	-.13	.10	.42**	.73**	.18	.59**	.46**	.32*	.23	.59**	.33	.45**	.63**	.07	.63**	.64**	1	
20. Unexpected	-.18	.07	.06	-.06	-.16	-.30*	-.02	-.22	-.45**	-.16	-.37**	-.26	-.03	-.21	-.31*	.04	.36*	.00	-.26	1

Note. * Correlation is significant at $p < .05$ (one-tailed); ** correlation is significant at $p < .01$ (one-tailed)

ALL

	Interest	Popularity	Novelty	Complexity	Pleasant	Relevant	Unexpected
Interest	1						
Popularity	.64**	1					
Novelty	.69**	.26	1				
Complexity	.62**	.30*	.76**	1			
Pleasant	.76**	.44**	.52**	.42**	1		
Relevant	.73**	.46*	.59**	.63**	.64**	1	
Unexpected	-.30*	-.45**	-.26	-.31*	.00	-.26	1

WATCHED

	Interest	Popularity	Novelty	Complexity	Pleasant	Relevant	Unexpected
Interest	1						
Popularity	.64**	1					
Novelty	.31*	.24	1				
Complexity	.29*	.22	.86**	1			
Pleasant	.21	.29	.02	-.11	1		
Relevant	.18	.32*	.22	.07	.64**	1	
Unexpected	-.02	-.16	-.03	.04	.00	-.26	1

NOT WATCHED

	Interest	Popularity	Novelty	Complexity	Pleasant	Relevant	Unexpected
Interest	1						
Popularity	.52**	1					
Novelty	.63**	.17	1				
Complexity	.72**	.32*	.72**	1			
Pleasant	.57**	.20	.42**	.45*	1		
Relevant	.59**	.23	.45**	.62**	.64**	1	
Unexpected	-.22	-.37**	-.21	-.36**	.00	-.26	1