

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

Codes per selected television program

<b>Code</b>	<b>Television program</b>
LSDI_P1	Call the Midwife
LSDI_P2	Bluestone
LSDI_P3	Atlantis
LSDI_P4	Andrew Marr's History of the World
LSDI_P5	BBC Proms
HSDI_P1	Casualty
HSDI_P2	Arthur
HSDI_P3	Africa
HSDI_P4	Breakfast
HSDI_P5	BBC Children in Need
LSDB_P1	Family Guy
LSDB_P2	The Story of Tracy Beaker
LSDB_P3	Pingu
LSDB_P4	American Dad!
LSDB_P5	Tweenies
HSDB_P1	Pirates of the Caribbean: The Curse of the Black Pearl
HSDB_P2	What's New Scooby Doo?
HSDB_P3	Life in the Freezer
HSDB_P4	Wainwright Walks
HSDB_P5	Antiques Roadshow

Codes and meaning: general

<b>Code</b>	<b>Meaning</b>
L	Low
H	High
SDI	Standard deviation IMDB ratings
SDB	Standard deviation BBC ratings

Codes and meaning: measures

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

---

L/H_SDI/SDB_P#_PR	Program episode description
L/H_ SDI/SDB _P#_HE	Heard of program
L/H_ SDI/SDB _P#_WA	Watched program
L/H_ SDI/SDB _P#_MY_1	Interest if watched (based on experience)
L/H_ SDI/SDB _P#_MY_2	Popularity if watched (based on experience)
L/H_ SDI/SDB _P#_MY_3	Novelty if watched (based on experience)
L/H_ SDI/SDB _P#_MY_4	Complexity if watched (based on experience)
L/H_ SDI/SDB _P#_MN_1	Interest if not watched (based on recommendation)
L/H_ SDI/SDB _P#_MN_2	Popularity if not watched (based on recommendation)
L/H_ SDI/SDB _P#_MN_3	Novelty if not watched (based on recommendation)
L/H_ SDI/SDB _P#_MN_4	Complexity if not watched (based on recommendation)
L/H_ SDI/SDB_P#_CO_1	Controversy (conflict measure)
L/H_ SDI/SDB _P#_SE_1	Pleasant recommendation (serendipity measure 1)
L/H_ SDI/SDB _P#_SE_2	Relevant recommendation (serendipity measure 2)
L/H_ SDI/SDB _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_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.
Open_Conf.	In general, what do you think makes a program controversial? 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)

---