

## SIRUP Preliminary study 3, Conflict – Statistical results

Paired samples t-test

**Table 1.** Paired samples t-test for SD 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 SD IMDB Ratings Interest ALL	4.61	158	-0.05	1.15	0.09	-0.56	.57
High SD IMDB Ratings Interest ALL	4.66	158					
Low SD IMDB Ratings Interest Watched	5.78	39	-0.14	0.96	0.15	-0.89	.38
High SD IMDB Ratings Interest Watched	5.91	39					
Low SD IMDB Ratings Interest Not Watched	4.36	138	-0.05	1.23	0.10	-0.44	.66
High SD IMDB Ratings Interest Not Watched	4.41	138					
Low SD IMDB Ratings Popularity ALL	4.47	158	-0.38	1.19	0.09	-4.02	.00
High SD IMDB Ratings Popularity ALL	4.85	158					
Low SD IMDB Ratings Popularity Watched	5.60	39	-0.12	1.26	0.20	-0.59	.56
High SD IMDB Ratings Popularity Watched	5.72	39					
Low SD IMDB Ratings Popularity Not Watched	4.23	139	-0.35	1.26	0.11	-3.26	.00
High SD IMDB Ratings Popularity Not Watched	4.58	139					
Low SD IMDB Ratings Novelty ALL	4.59	158	0.43	1.38	0.11	3.95	.00
High SD IMDB Ratings Novelty ALL	4.16	158					
Low SD IMDB Ratings Novelty Watched	5.38	39	0.35	1.62	0.26	1.34	.19
High SD IMDB Ratings Novelty Watched	5.04	39					
Low SD IMDB Ratings Novelty Not Watched	4.44	139	0.47	1.50	0.13	3.68	.00
High SD IMDB Ratings Novelty Not Watched	3.97	139					
Low SD IMDB Ratings Complexity ALL	4.46	158	0.43	1.24	0.10	4.32	.00
High SD IMDB Ratings Complexity ALL	4.03	158					
Low SD IMDB Ratings Complexity Watched	5.15	39	0.61	1.40	0.22	2.70	.01

High SD IMDB Ratings Complexity Watched	4.55	39						
Low SD IMDB Ratings Complexity Not Watched	4.32	139	0.32	1.32	0.11	2.83	.01	
High SD IMDB Ratings Complexity Not Watched	4.01	139						
Low SD IMDB Ratings Conflict ALL	5.14	159	-0.22	1.18	0.09	-2.41	.02	
High SD IMDB Ratings Conflict ALL	5.36	159						
Low SD IMDB Ratings Pleasant ALL	3.30	159	-0.08	0.70	0.06	-1.36	.18	
High SD IMDB Ratings Pleasant ALL	3.38	159						
Low SD IMDB Ratings Relevant ALL	3.28	159	-0.09	0.82	0.06	-1.36	.18	
High SD IMDB Ratings Relevant ALL	3.36	159						
Low SD IMDB Ratings Unexpected ALL	3.25	159	-0.11	0.86	0.07	-1.55	.12	
High SD IMDB Ratings Unexpected ALL	3.35	159						

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**Table 2.** Paired samples t-test for SD BBC 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 SD BBC Ratings Interest ALL	4.62	158	-0.36	1.30	0.10	-3.47	.00
High SD BBC Ratings Interest ALL	4.98	158					
Low SD BBC Ratings Interest Watched	5.57	100	-0.12	1.41	0.14	-0.84	.40
High SD BBC Ratings Interest Watched	5.69	100					
Low SD BBC Ratings Interest Not Watched	3.92	137	-0.53	1.60	0.14	-3.85	.00
High SD BBC Ratings Interest Not Watched	4.45	137					
Low SD BBC Ratings Popularity ALL	4.96	158	-0.10	1.05	0.08	-1.23	.22
High SD BBC Ratings Popularity ALL	5.06	158					
Low SD BBC Ratings Popularity Watched	5.89	100	-0.12	1.08	0.11	-1.14	.26
High SD BBC Ratings Popularity Watched	6.01	100					
Low SD BBC Ratings Popularity Not Watched	4.25	137	-0.15	1.37	0.12	-1.26	.21
High SD BBC Ratings Popularity Not Watched	4.40	137					
Low SD BBC Ratings Novelty ALL	4.18	158	-0.32	1.28	0.10	-3.17	.00
High SD BBC Ratings Novelty ALL	4.50	158					
Low SD BBC Ratings Novelty Watched	4.54	100	-0.23	1.79	0.18	-1.26	.21
High SD BBC Ratings Novelty Watched	4.76	100					
Low SD BBC Ratings Novelty Not Watched	3.92	137	-0.37	1.61	0.14	-2.67	.01
High SD BBC Ratings Novelty Not Watched	4.29	137					
Low SD BBC Ratings Complexity ALL	3.68	158	-0.49	1.18	0.09	-5.22	.00
High SD BBC Ratings Complexity ALL	4.17	158					
Low SD BBC Ratings Complexity Watched	3.89	100	-0.43	1.69	0.17	-2.55	.01
High SD BBC Ratings Complexity Watched	4.32	100					
Low SD BBC Ratings Complexity Not Watched	3.49	137	-0.48	1.64	0.14	-3.44	.00
High SD BBC Ratings Complexity Not Watched	3.97	137					

Low SD BBC Ratings Conflict ALL	5.39	159	-0.25	1.33	0.11	-2.38	.02
High SD BBC Ratings Conflict ALL	5.64	159					
Low SD BBC Ratings Pleasant ALL	3.36	159	-0.23	0.75	0.06	-3.93	.00
High SD BBC Ratings Pleasant ALL	3.59	159					
Low SD BBC Ratings Relevant ALL	3.32	159	-0.25	0.80	0.06	-3.93	.00
High SD BBC Ratings Relevant ALL	3.57	159					
Low SD BBC Ratings Unexpected ALL	3.21	159	0.03	0.84	0.07	0.47	.64
High SD BBC Ratings Unexpected ALL	3.17	159					

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**Table 6.** Pearsons correlations between all variables for Conflict

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. SD IMDB ratings	1																	
2. SD BBC ratings	-.45*	1																
3. Interest ALL	-.02	.59**	1															
4. Interest W	.05	.40	.68**	1														
5. Interest NW	.15	.45*	.85**	.52**	1													
6. Popularity ALL	-.01	.47*	.77**	.45*	.44	1												
7. Popularity W	.12	.38	.72**	.68**	.38	.86**	1											
8. Popularity NW	.12	.45*	.76**	.41	.61**	.91**	.70	1										
9. Novelty ALL	.06	.28	.27	-.02	.49*	.01	-.10	.20	1									
10. Novelty W	.24	.05	-.08	-.08	.17	-.27	-.25	-.13	.63**	1								
11. Novelty NW	.07	.12	.06	-.12	.43	-.26	-.35	.02	.90**	.48*	1							
12. Complexity ALL	.19	.14	.30	.24	.67**	-.11	-.11	.19	.75**	.60**	.79**	1						
13. Complexity W	.28	-.03	-.02	.18	.32	-.34	-.23	-.09	.53*	.68**	.58**	.82**	1					
14. Complexity NW	.15	.01	.12	.10	.50*	-.30	-.27	-.02	.65**	.53*	.76**	.94**	.76**	1				
15. Conflict	-.17	.65**	.71**	.60**	.35	.83**	.79**	.71**	-.03	-.29	-.27	-.20	-.32	-.38	1			
16. Pleasant	.08	.61**	.90**	.55*	.74**	.79**	.69**	.81**	.26	-.18	.09	.17	-.07	-.00	.79**	1		
17. Relevant	.04	.63**	.91**	.57**	.81**	.71**	.64**	.74**	.20	-.16	.05	.24	-.08	.07	.68**	.93**	1	
18. Unexpected	-.02	-.35	-.71*	-.41	-.47*	-.65**	-.55*	-.52*	-.13	.03	.10	-.07	.31	.09	-.45*	-.55*	-.57**	1

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

ALL

	Interest	Popularity	Novelty	Complexity	Conflict	Pleasant	Relevant	Unexpected
Interest	1							
Popularity	.77**	1						
Novelty	.27	.01	1					
Complexity	.30	-.11	.75**	1				
Conflict	.71**	.83**	-.03	-.20	1			
Pleasant	.90**	.79**	.26	.17	.79**	1		
Relevant	.91**	.71**	.20	.24	.68**	.93**	1	
Unexpected	-.71**	-.65**	-.13	-.07	-.45*	-.55*	-.57**	1

WATCHED

	Interest	Popularity	Novelty	Complexity	Conflict	Pleasant	Relevant	Unexpected
Interest	1							
Popularity	.68**	1						
Novelty	-.08	-.25	1					
Complexity	.18	-.23	.68**	1				
Conflict	.60**	.79**	-.29	.32	1			
Pleasant	.55*	.69**	-.18	-.07	.79**	1		
Relevant	.57**	.64**	-.16	-.08	.68**	.93**	1	
Unexpected	-.41	-.55*	.03	.31	-.45*	-.55*	-.57**	1

NOT WATCHED

	Interest	Popularity	Novelty	Complexity	Conflict	Pleasant	Relevant	Unexpected
Interest	1							
Popularity	.61**	1						
Novelty	.43	.02	1					
Complexity	.50*	-.02	.76**	1				
Conflict	.35	.71**	-.27	-.38	1			
Pleasant	.74**	.81**	.09	-.00	.79**	1		
Relevant	.81**	.74**	.05	.07	.68**	.93**	1	
Unexpected	-.47*	-.52*	.10	.09	-.45*	-.55**	-.57	1