Survey design for serendipity construct: **conflict.**

Part 1. Preferences

1. What is your most favourite TV programme?
2. What are your favourite TV genres?
3. What are your favourite TV formats?
4. Which devices do you typically watch TV?
5. On which days do you typically watch TV?

Part 2. Coping potential + serendipity + conflict

1. Indicate how you generally feel about the following statements:

(PC/D)   - I like to discover new places to go to
(PC/D)   - I like to listen to new or unusual kinds of music
(PC/S)   - When I hear a strange sound, I usually try to find out what caused it
(EC/D)   - I enjoy learning about unfamiliar subjects
(EC/S)   - When I see a complicated piece of machinery, I ask someone how it works.
(EC/S)   - I try to imagine the final solution when I see an incomplete puzzle.

2. Serendipity questions

1. I would select to watch an unexpected but intriguing TV recommendation despite the fact that it seems to be outside the scope of my interests.
2. I enjoy getting unexpected recommendations from my TV guide or other online streaming services.
3. Unexpected recommendations could give me useful ideas and information I was not looking for.

Part 3. Demographics
1. Gender
2. Age
3. Education
4. Country of residence
5. Work situation

Part 4. Recommendations

Participants will have to rate 10 movies, based on their user profiles:
-   2 actor related
-   2 genre related
-   2 format related
-   2 topic related
-   2 random/ related

For each recommendation, participants are asked:

- Have you watched it before? yes/no
  If yes:
  I watched this programme because of
    - the actors
    - the genre
    - the format
    - the topic
    - → popularity
  If no:
- Would you watch this programme? yes/no
  if yes:
  I would watch this programme because of ..
  if no:
  I will not watch this programme because I don't like …

Conflict/ serendipitous questions:

- I am surprised to get this TV programme recommended.   (surprise)
- I did not think of this TV programme, but it seems interesting to me (interest)
- This TV programme is something what I usually like to watch.   (conflict/diversity)
- This TV programme does not seem interesting to me.   (check question on spam)
- I do not understand why I get this TV programme recommended. (surprise?)