TV preferences

1. Favourite TV programme(s): an auto-complete text input field suggests TV programmes' titles which are in the dataset. Participants are free to answer with any TV programme title;
2. favourite genre(s) and format(s): these are two multiple-choice questions, which include all BBC formats and genres;
3. favourite VOD service: a multiple choice question which enlisted an exhaustive list of VOD services (HBO, Netflix, Hulu, Amazon Prime, Crackle, Sling.TV, BBC iPlayer, YouTube, local catch-up service). Participants could also indicate whether they don't use them;
4. wo questions about typical time and duration of watching TV during the day/week: 5-point Likert scale questions (Never, Occasionally, Less than 1 hour, 1 - 2 hours, 2 – 4 hours, More than 4 hours).

Curiosity Attitude

Curiosity and exploratory behaviour. An indication of the individual curiosity and exploratory attitude is determined by multiple Likert scale questions:

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

Attitude and experiences with TV recommendations. The following (5-point Likert scale) questions are included in the survey to have a better understanding of the influence a TV programme recommendation has on what the individual eventually chooses to watch:

11. Automatic recommendations for TV programmes, videos or other products, typically influence what I eventually choose to watch, read or buy.
12. I would select to watch an unexpected, but intriguing TV recommendation, despite the fact that it seems to be out of scope of my interest.
13. I usually enjoy when I get an unexpected recommendation from my TV guide or other online streaming services.
14. Unexpected recommendations could give me useful ideas and information that I was initially not looking for.

Next, the participant is asked to answer (5-point Likert scale) questions about experiences with recommended TV programmes that she has not watched before:

15. I would probably watch a TV recommendation about something I haven't seen before, if . . .
    (1) it is of my favourite genre.
    (2) it has my favourite actor.

(3) it has my favourite director.
(4) the description or the trailer intrigues me.
(5) it is something I am in the mood for.
(6) it is something that I had in mind.