

Pre-survey Questions	Possible Responses
Age	18-19; 20-29; 30-39; 40-49; 50-59; 60-69; 70+
Gender: How do you identify?	Man; Woman; Non-binary; Prefer not disclose; Other
Have you ever used Netflix (or a similar TV/Movie streaming service)?	Yes; No
Have you used Netflix (or a similar TV/Movie streaming service) in the past month?	Yes; No
How often do you use Netflix (or a similar TV/Movie streaming service)?	Every day; 5 or more times per week; 3-4 times per week; 1-2 times per week; 1-2 times per month
How often do you watch Movies (including all forms of theaters and streaming services)?	Every day; 5 or more times per week; 3-4 times per week; 1-2 times per week; 1-2 times per month
Of the following 10 movie genres, which would you say are your preferred?	Preferred; Not preferred (One preferred checkbox per genre)
Rate the 10 genres from 1 stars to 5 stars. 1-star being the worst to 5-star being the best rating.	1 star - Awful; 2 stars - Poor; 3 stars - Ok; 4 stars - Good; 5 stars - Must Watch (One rating per genre)
If you had to select one genre, which would be your top or most preferred?	Action; Animation; Comedy; Crime; Drama; Fantasy; Horror; Romance; Science Fiction; Thriller
When finding a movie close to watch on a streaming service, what types of carousel topics have you found (or think) would be most helpful for you?	
- Genre (Animation, Horror)	
- Content (Post-good Movies, Exciting Movies)	
- Personalized (We think you will love these, Gems for you)	
- Item-based (Because you watched _____)	
- User-based (Popular with similar viewers)	Very unhelpful; Unhelpful; Neutral; Helpful; Very Helpful; I do not know (One response per topic on left)
- Expert-based (Critically Acclaimed, Award-winning)	
- Regional Top/Popular (Top movies in Slovakia, Top Movies in Europe)	
- Global Top/Popular (Trending now, Popular Movies)	
- Temporal (New releases, Released in the last year)	
- Exclusive (Only on Netflix, Anime Originals & Exclusives)	
Post-survey Questions	
Rate from 1 to 10, the experience of the 30 screens of free browsing task (1-lowest, 5-neutral, 10-highest)	1; 2; 3; 4; 5; 6; 7; 8; 9; 10
How tired/exhausted do you feel now after completing the user study tasks?	Very exhausted; Exhausted; Somewhat exhausted; Slightly exhausted; Not exhausted at all
At any point, did you feel overwhelmed by the number of genres	Yes, I felt overwhelmed; No I did not feel overwhelmed
Were there enough genres for you to be satisfied with your decision in picking a movie to watch?	Yes, the amount of genres was sufficient; No, I would have liked to see an additional 1-2 genres; No, I would have liked to see an additional 3-4 genres; No, I would have liked to see an additional 5 or more genres
At any point, did you feel overwhelmed by the number of movies in each genre?	Yes, I felt overwhelmed; No, I did not feel overwhelmed
Were there enough movies in each genre for you to be satisfied with your decision in picking a movie to watch?	Yes, the amount of movies was sufficient; No, I would have liked another 1-2 sets of movies in each genre (5-10 movies total); No, I would have liked another 3-4 sets of movies in each genre (15-20 movies total); No, I would have liked another 5 or more sets of movies in each genre (25+ movies)
Would you have liked to see other types of carousel topics/explanations? (i.e. "critically acclaimed," "trending right now," "Popular in Slovakia," "Gems for you")	Yes, in addition to the genres carousel; Yes, replacing some of the genre carousel; No, genres were sufficient;
Do you have any comments or suggestions for improving the interface, so that it would be easier for you to find a movie?	Open response with no limit
If you had the option to customize your Netflix homepage (or similar service) selecting what type of topics you would see, would you do so?	Yes, I would customize my homepage; No, I would not customize my homepage; I'm not sure;
Post-movie Selection (free-browsing & semi-free-browsing) Questions	
Movie Familiarity (select the first true statement)	I have seen the entire movie; I have seen part of the movie; I have seen a trailer/clip; I have seen another part of the series or version of the movie; I have heard of the movie; I have never heard of the movie; I did not select a movie; I selected a movie by accident; I don't remember;
Why did you pick this movie? (check all that apply)	Because of the poster; Because of the details; I already wanted to watch it; I want to watch it again or finish it; I have enjoyed another part of the series or version of the movie; I have been recommended this movie or heard good things about ( ratings, reviews, etc.); I am not sure/ I don't know; I did not select a movie by accident; I don't remember; Other (with free response);

Table 1: Survey questions with possible responses