

Linear regression analysis results n=336									
	B	SE	Beta	t	P	VIF	R ²	Adjusted R ²	F
Constant	1.35	0.218	-	6.202	0.000**	-			
MSV	0.203	0.033	0.346	6.155	0.000**	1.632			
Social appeal	-0.113	0.483	-0.01	-0.234	0.815	1.035			
Threat appeal	0.322	0.124	0.123	2.588	0.010*	1.167			
Humor appeal	0.989	0.157	0.324	6.315	0.000**	1.357	0.367	0.352	F=23.739
Psychological benefit	0.106	0.157	0.033	0.676	0.500	1.256			P<0.001
Economic benefit	0.724	0.23	0.148	3.144	0.002**	1.146			
Video types	0.029	0.022	0.07	1.329	0.185	1.419			
Creator type	0.188	0.063	0.149	2.986	0.003**	1.286			
Dependent variable: Overall effect									

Linear regression analysis results n=337									
	B	SE	Beta	t	P	VIF	R ²	Adjusted R ²	F
Constant	0.034	0.155	-	0.221	0.826	-			
MSV	0.135	0.023	0.33	5.766	0.000**	1.624			
Social appeal	-0.209	0.344	-0.028	-0.608	0.543	1.034			
Threat appeal	0.318	0.088	0.174	3.591	0.000**	1.168			
Humor appeal	0.581	0.112	0.273	5.21	0.000**	1.355	0.337	0.321	F=20.867
Psychological benefit	0.108	0.111	0.049	0.974	0.331	1.251			P<0.001
Economic benefit	0.713	0.164	0.209	4.351	0.000**	1.142			
Video types	0	0.015	0.002	0.029	0.977	1.424			
Creator type	0.05	0.045	0.057	1.113	0.266	1.285			
Dependent variable: Communication Participation									

Table 8 The Linear regression results of Communication Recognition, Bilibili 2022(N=337)

Linear regression analysis results n=337									
	B	SE	Beta	t	P	VIF	R ²	Adjusted R ²	F
Constant	1.321	0.22	-	6.005	0.000**	-			
MSV	0.205	0.033	0.346	6.171	0.000**	1.624			
Social appeal	-0.126	0.488	-0.012	-0.258	0.797	1.034			
Threat appeal	0.33	0.125	0.125	2.633	0.009**	1.168			
Humor appeal	0.988	0.158	0.32	6.248	0.000**	1.355	0.364	0.348	F=23.429
Psychological benefit	0.126	0.158	0.04	0.802	0.423	1.251			P<0.001
Economic benefit	0.712	0.232	0.144	3.064	0.002**	1.142			
Video types	0.029	0.022	0.069	1.303	0.193	1.424			
Creator type	0.189	0.063	0.149	2.978	0.003**	1.285			
Dependent variable: Communication Recognition									

Table 9 The Linear regression results of Communication Breadth, Bilibili 2022(N=337)

Linear regression analysis results n=336									
	B	SE	Beta	t	P	VIF	R ²	Adjusted R ²	F
Constant	-0.644	0.181	-	-3.561	0.000**	-			
MSV	0.164	0.027	0.344	5.973	0.000**	1.632			
Social appeal	-0.19	0.401	-0.022	-0.473	0.636	1.035			
Threat appeal	0.356	0.103	0.168	3.453	0.001**	1.167			
Humor appeal	0.68	0.13	0.275	5.231	0.000**	1.357	0.334	0.317	F=20.478
Psychological benefit	0.063	0.13	0.024	0.479	0.632	1.256			P<0.001
Economic benefit	0.76	0.191	0.192	3.974	0.000**	1.146			
Video types	0.038	0.018	0.114	2.113	0.035*	1.419			
Creator type	0.076	0.052	0.074	1.453	0.147	1.286			
Dependent variable: Communication Breadth									