

Supplementary Table S1. Multivariable Linear Regression Predicting Views (log10-transformed)

Variables	β Coefficient	Standard Error	95% CI	P-value
Intercept	0.557	0.129	[0.302, 0.812]	<0.001
Platform (Bilibili=1/YT=0)	1.827	0.054	[1.721, 1.933]	<0.001*
Released days (per 30 days)	0.003	0.001	[0.001, 0.005]	0.011*
Likes (log10)	0.943	0.048	[0.849, 1.037]	<0.001*
Comments (log10)	-0.008	0.052	[-0.110, 0.094]	0.879
Uploader subscriptions (log10)	-0.083	0.028	[-0.139, -0.027]	0.004*
Video length (per minute)	-0.000	0.001	[-0.001, 0.001]	0.396
Professional certification (Yes=1)	-0.010	0.062	[-0.132, 0.112]	0.874

Note: $R^2=0.951$; adjusted $R^2=0.948$. $P<0.05$.

Supplementary Table S2. Multivariable Linear Regression Predicting Likes (log10-transformed)

Variables	β Coefficient	Standard Error	95% CI	P-value
Variables	β Coefficient	Standard Error	95% CI	P-value
Intercept	-0.347	0.117	[-0.579, -0.116]	0.003
Platform (Bilibili=1/YT=0)	-1.265	0.090	[-1.443, -1.088]	<0.001*
Released days (per 30 days)	-0.001	0.001	[-0.003, 0.001]	0.179
Views (log10)	0.736	0.037	[0.662, 0.809]	<0.001*
Comments (log10)	0.274	0.041	[0.193, 0.354]	<0.001*
Uploader subscriptions (log10)	0.120	0.024	[0.073, 0.168]	<0.001*
Video length (per minute)	0.000	0.000	[-0.001, 0.001]	0.541
Professional certification (Yes=1)	-0.030	0.054	[-0.138, 0.077]	0.578

Note: $R^2=0.931$; adjusted $R^2=0.927$. $P<0.05$.

Supplementary Table S3. Multivariable Linear Regression Predicting Positive Comment Ratio (%)

Variables	β Coefficient	Standard Error	95% CI	P-value
Variables	β Coefficient	Standard Error	95% CI	P-value
Intercept	67.159	9.668	[48.075, 86.244]	<0.001
Platform (Bilibili=1/YT=0)	-26.267	10.627	[-47.243, -5.290]	0.014*
Released days (per 30 days)	-0.022	0.079	[-0.178, 0.134]	0.782
Views (log10)	-5.819	5.428	[-16.533, 4.895]	0.285
Likes (log10)	11.158	5.482	[0.336, 21.980]	0.043*
Uploader subscriptions (log10)	-3.915	2.066	[-7.993, 0.162]	0.060
Video length (per minute)	0.049	0.037	[-0.025, 0.122]	0.191
Professional certification (Yes=1)	2.786	4.390	[-5.879, 11.451]	0.527

Note: $R^2=0.434$; adjusted $R^2=0.411$. $P<0.05$.

Supplementary Table S4. Multivariable Linear Regression Predicting DISCERN Total Score

Variables	β Coefficient	Standard Error	95% CI	P-value
Variables	β Coefficient	Standard Error	95% CI	P-value
Intercept	0.542	0.528	[-0.501, 1.585]	0.306
Platform (Bilibili=1/YT=0)	0.320	0.245	[-0.165, 0.805]	0.194
Released days (per 30 day)	-0.009	0.006	[-0.021, 0.003]	0.141
Likes (log10)	-0.365	0.224	[-0.808, 0.078]	0.106
Comments (log10)	0.231	0.246	[-0.255, 0.717]	0.350
Uploader subscriptions (log10)	0.468	0.119	[0.233, 0.703]	<0.001*
Video length (per minute)	-0.019	0.144	[-0.302, 0.264]	0.895
Professional certification (Yes=1)	0.082	0.289	[-0.489, 0.653]	0.778

Note: $R^2=0.188$; adjusted $R^2=0.149$. $P<0.05$