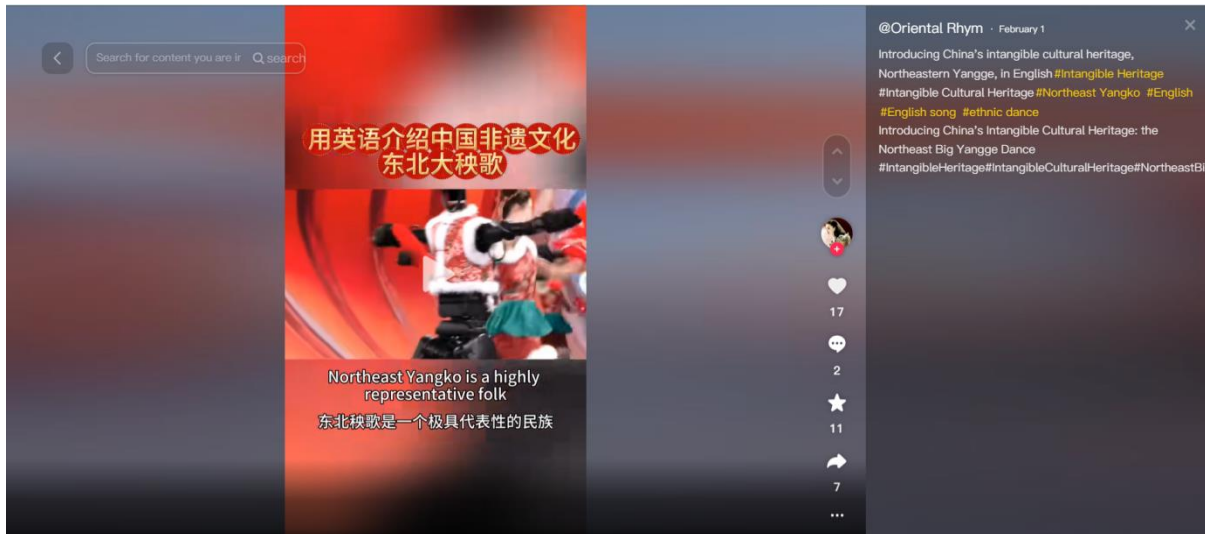


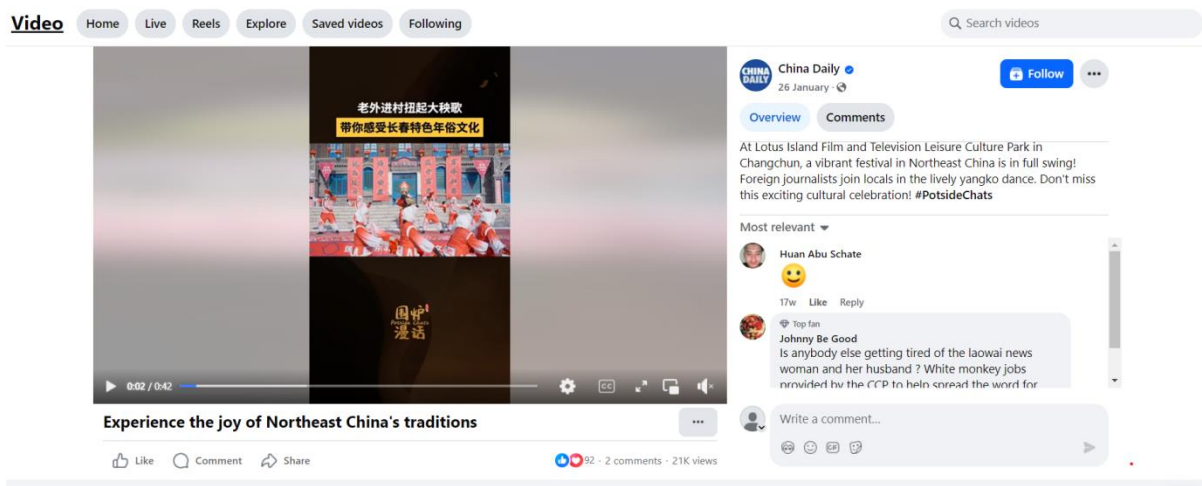
Appendix A

Video 1:

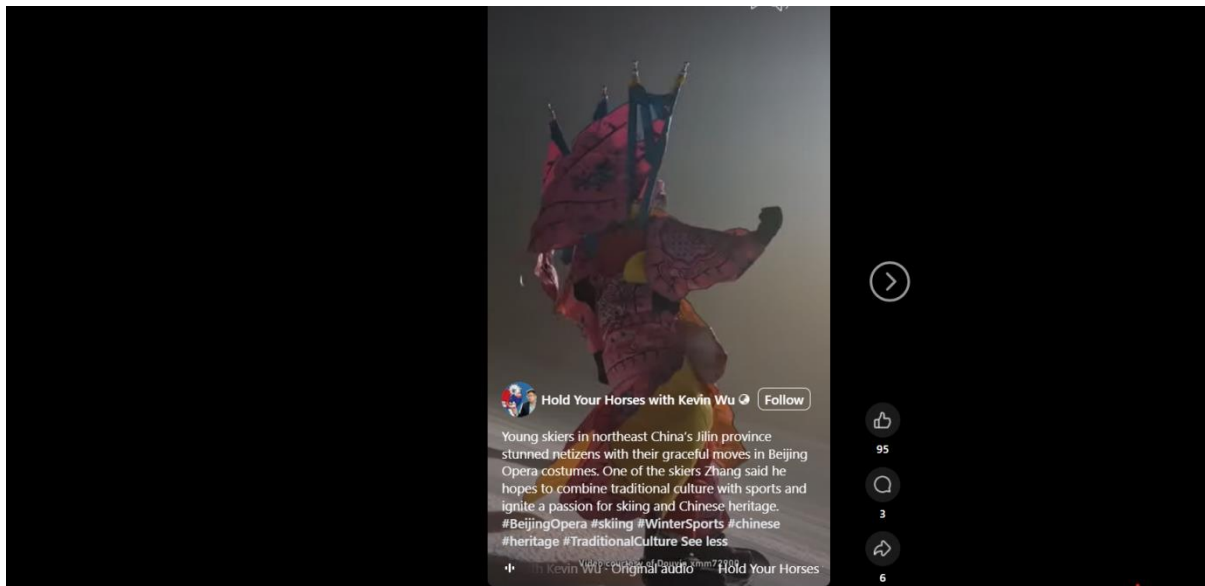


(Oriental Rhym, 2025)

Video 2:



(China Daily, 2025)

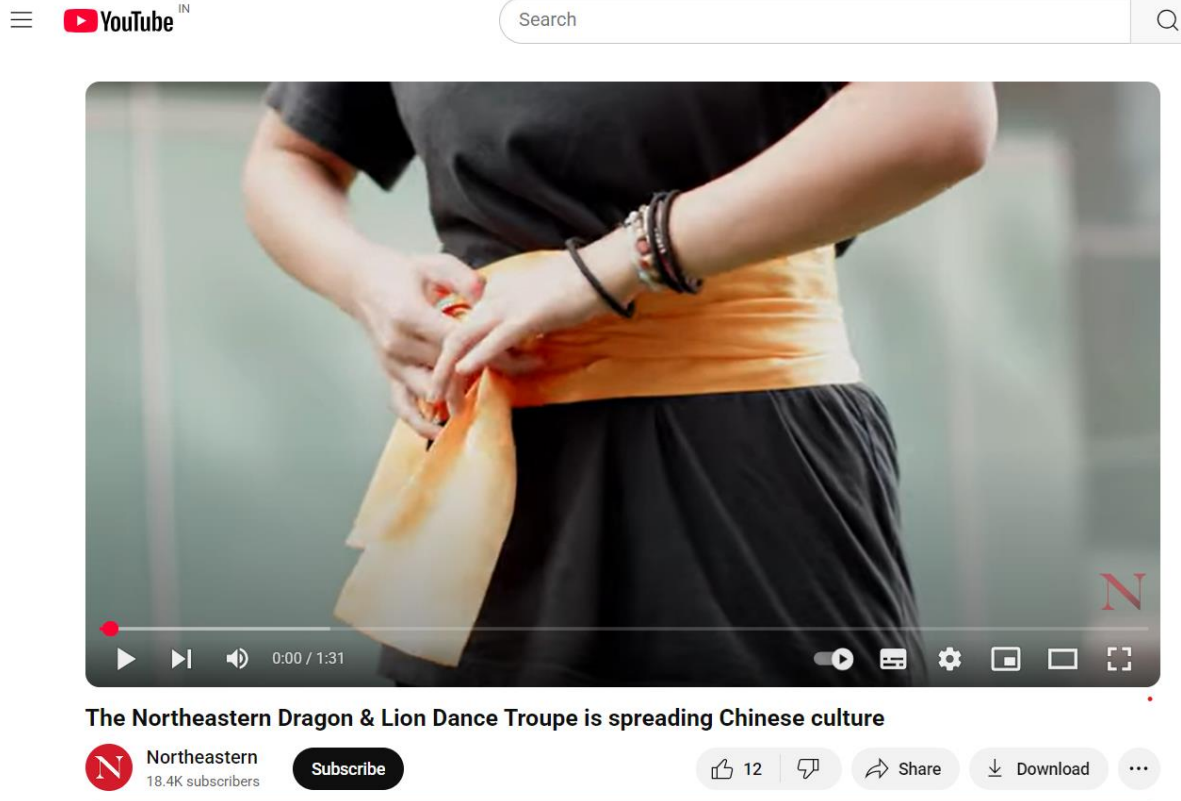
Video 3:

(Hold Your Horses with Kevin Wu, 2024)

Video 4:

(CGTN Frontline, 2025)

Video 5:

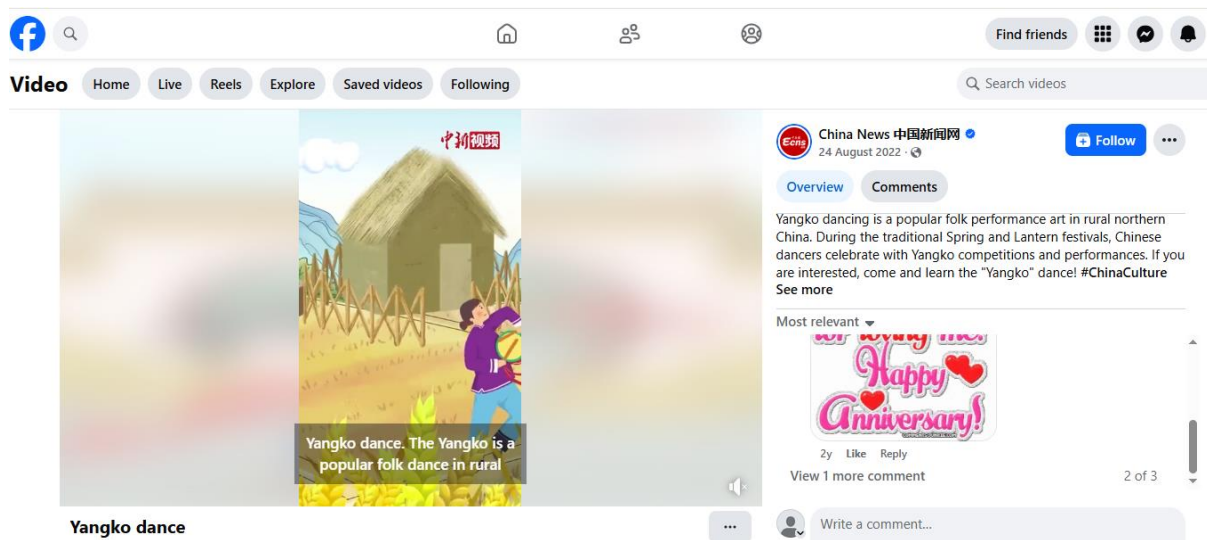


(Northeastern, 2024)

Video 6



Folk customs in the foothills of the Changbai Mountains



Yangko Dance

Video 7

Appendix B

By folk cultural videos from Northeastern China, we mean short online videos depicting traditional customs, dances, festivals, rural life, or cultural heritage.

Section A:

In the past month, have you watched any short videos about Northeastern China's folk culture?

Yes

No

If no, please watch the video in the link before continuing.

Section B: Perceived technical quality

1. The picture in the video is clear and sharp.
2. The audio is clean and easy to hear.
3. Lighting makes cultural details easy to see.
4. The video plays smoothly, without stutter.

Perceived content quality

5. The storyline is logical and flows well.

6. Cultural elements are representative and respectful.
7. This video is informative about Northeastern folk culture.
8. Overall, the content is interesting and quite enjoyable.

Attitude toward engaging

9. Viewing such videos this week would be: Harmful – Beneficial.
10. Exposure to these videos during this week would have been: Displeasing – Pleasing

Subjective norms

11. People who are important to me think I should engage with such videos this week.
12. My friends would appreciate it if I shared those videos.

Perceived behavioural control

13. Engaging with such videos this week would be easy for me.
14. It is up to me whether I will watch such videos.

Behavioural intention

15. I plan to interact with at least one Northeastern folk-cultural video in the next 7 days.