**Appendix**

***A. Clustered pull factors***

| **Cluster** | **Cluster name** |
| --- | --- |
| 0 | Ease of Use and Accessibility |
| 1 | Mandarin Learning and Cultural Connection with China |
| 2 | Positive and Enhanced User Experience |
| 3 | Diverse, High-Quality, and Personalised Content Experience |
| 4 | TikTok Comparison and Alternative Platform Appeal |
| 5 | Strong Positive Sentiment and User Delight |
| 6 | App Affection and Brand Loyalty |
| 7 | Holistic Satisfaction and Cultural Appeal of the Platform |
| 8 | Welcoming and Supportive Community Experience |
| 9 | Abundant Learning and Informational Value |
| 10 | Platform Values and Aspirations: Freedom, Trust, and Global Belonging |
| 11 | Positive Perception and Migration Momentum Toward REDnote |
| 12 | Language Accessibility and Translation Features for Global Engagement |
| 13 | Feature-Rich Platform with Superior Functionality and Global Connectivity |

***B. Clustered mooring factors***

| **Cluster** | **Cluster name** |
| --- | --- |
| 0\* | Geolocation, Device Usage, and Access Constraints in Platform Experience |
| 1 | Transitional User Experiences: Learning, Adapting, and Belonging |
| 2 | Social Ties and Community Influence in Platform Transition |
| 3\* | Demand for In-App Translation and English Language Support |
| 4\* | User Expectations, Support Needs, and Hopes for Platform Improvement |
| 5 | Personal Values, Identity, and Emotional Motivations in Platform Engagement |
| 6\* | Perceived Risks and Fears of Switching Platforms |
| 7\* | Language Barriers and Adaptation to Chinese-Language Platforms |
| 8\* | Onboarding and Technical Frustrations During Platform Transition |
| 9\* | App Habituation and Frustrated Loyalty |
| 10\* | Phone Verification and Country Code Barriers |
| 11\* | Platform Switching Barriers and Attachment to Existing Habits |
| 12 | TikTok Refugee Identity and Platform Transition |

**Note:** An asterisk (\*) indicates that the factor is not considered a mooring factor.