

1 SURVEY

Survey on Internet Users' Short Video Behaviour and Immersion Experience

Dear Sir/Madam,

Hello! Thank you for taking the time out of your busy schedule to complete the questionnaire. There are no right or wrong answers to the questions, and the survey results will be used solely for academic research. Your information will be kept strictly confidential and will not be used for any commercial purposes.

This survey investigates users' browsing habits and immersive experiences with short internet videos. It will take approximately 5 minutes to complete the survey, please answer the questionnaire truthfully according to your situation. \$0.7 will be sent after the questionnaire collection quality is reviewed and approved.

To ensure the authenticity of the questionnaire, you may encounter questions with instructions such as "Please select the option 'xx'." Please choose accordingly as instructed. Thank you for your support and assistance!

1. Your gender:

A. Male B. Female C. Other

2. Your age group:

A. Under 18 B. 18-25 C. 26-30 D. 31-40 E. 41-50 F. 51-60 G. Over 60

3. Your highest degree (including current reading) is:/ scientific qualification:

A. Under high school B. High school / Technical secondary school C. Bachelor's degree / Junior college / Undergraduate / Graduate D. Master's degree / Master's student / Postgraduate E. Ph.D. degree Ph.D. student / Ph.D.

4. Your current occupation is: _____

5. How long has it been since you first came into contact with short videos?

A. Less than 3 months B. 3 to 6 months C. 6 months to 1 year D. More than 1 year

6. How often do you interact with the short video?

A. Less than once a week B. Once a week C. 2 to 3 times a week D. 4 to 5 times a week E. Almost every day

7. On average, how many hours do you spend viewing short videos per day?

A. Less than 1 hour B. 1 to 2 hours C. 2 to 3 hours D. 3 to 4 hours E. More than 4 hours

8. What is the preferred duration of short videos you like to watch?

A. Less than 15 seconds B. 15 to 30 seconds C. 30 seconds to 1 minute D. 1 minute to 2 minutes E. 2 minutes to 3 minutes F. More than 3 minutes

9. On average, how long do you view short videos continuously each time?

A. Less than 15 minutes B. 15 minutes to 30 minutes C. 30 minutes to 45 minutes D. 45 minutes to 60 minutes E. More than 60 minutes

10. How long has it been since you last used short videos?

A. Less than 2 hours B. More than 2 hours, less than a day C. 2 to 3 days D. More than 3 days, less than a week E. More than one week

11. How long did your last short video viewing session last?

A. Less than 15 minutes B. 15 minutes to 30 minutes C.

30 minutes to 45 minutes D. 45 minutes to 60 minutes E. More than 60 minutes

12. Did the last video you viewed change your plans for subsequent activities?

A. Went to bed later than planned B. Intention to give up sports C. Postponed studying or working D. No impact

13. During the last viewing of the short video...

(chose the corresponding rating for every description)

Not at all			Very much so		
(1) I feel the time fly by.					
1	2	3	4	5	
(2) I was totally absorbed in the short video and ignored the people around me.					
1	2	3	4	5	
(3) I forgot about the passage of time.					
1	2	3	4	5	
(4) My mind remained clear during the browsing process.					
1	2	3	4	5	
(5) I could notice what was happening in my surroundings.					
1	2	3	4	5	
(6) When viewing short videos, I was aware of my surroundings.					
1	2	3	4	5	
(7) I felt that the content of the videos caught my attention strongly.					
1	2	3	4	5	
(8) Please select 'not at all' for this question.					
1	2	3	4	5	
(9) I felt the time passing slowly.					
1	2	3	4	5	
(10) I was captivated by the music of the short videos.					
1	2	3	4	5	
(11) I couldn't take my eyes off the short videos.					
1	2	3	4	5	
(12) I would forget what I would normally have done.					
1	2	3	4	5	

14. During the last viewing of the short video...
(chose the corresponding rating for every description)

Strongly disagree	Strongly agree			
(1) I feel very comfortable and enjoyable after viewing the short videos.				
1	2	3	4	5
(2) Viewing short videos provides me with intense emotional experiences.				
1	2	3	4	5
(3) I was satisfied with the experience.				
1	2	3	4	5
(4) I forgot about everyday anxieties or worries.				
1	2	3	4	5
(5) At the end of this experience, I couldn't get enough.				
1	2	3	4	5
(6) Viewing short videos was more captivating to me more than other activities.				
1	2	3	4	5
(7) I felt that the passage of time while watching short videos seemed different from usual.				
1	2	3	4	5
(8) I felt that the content of the short videos aligned closely with my interests.				
1	2	3	4	5

2 SESSION IMMERSION SCALE

The session immersion scale is the questions 13-14 in the survey above.

3 SESSION SATISFACTION SCALE

During the session of viewing short videos...
(chose the corresponding rating for every description)

Strongly disagree			Strongly agree	
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(1) The content of short videos meets my interests				
1	2	3	4	5
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(2) Viewing short videos makes me feel enriched (gain knowledge, relax, etc.)				
1	2	3	4	5
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(3) The experience was pleasantly satisfying				
1	2	3	4	5
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