

Measure of scales

Subscales	Sources
Information Quality (IQ)	Adapted from Gao et al. (2014)
IQ1. MOP provides me with relevant traditional pottery-making information to my needs.	
IQ2. MOP provides me with sufficient traditional pottery-making information.	
IQ3. MOP provides me with accurate traditional pottery-making information.	
IQ4. MOP provides me with up-to-date traditional pottery-making information	
System Quality (SQ)	Adapted from Gao et al. (2014)
SQ1. MOP quickly loads all the text and graphics.	
SQ2. MOP is easy to get start with.	
SQ3. MOP is visually attractive.	
SQ4. I could conduct traditional pottery-making on MOP at anytime, anywhere I want.	
Critical Mass (CM)	Adapted from Yoon et al. (2013)
CM1. MOP is enjoyed by many people.	
CM2. MOP is a popular topic among many people.	
CM3. MOP is well-known to many people.	
CM4. My friends and colleagues are aware of MOP.	
Social Interaction (SI)	Adapted from Choi & Kim (2004) and M. Lee (2009)
SI1. I enjoy interacting with the friends I make while playing MOP.	
SI2. Communicating with others is useful for playing MOP.	
SI3. Communicating with others makes MOP more enjoyable.	
Utilitarian Performance Confirmation (UPC)	Adapted from Abbasi et al. (2024)
UPC1. I find MOP is more useful for learning traditional pottery-making than I initially expected.	
UPC2. I find MOP enable traditional pottery-making learning more quickly and conveniently than I initially expected.	
UPC3. I find MOP enable me to reduce the cost of learning traditional non-heritage than I initially expected.	
Hedonic Performance Confirmation (HPC)	Adapted from Abbasi et al. (2024)
HPC1. Using MOP is more fun than I initially expected.	
HPC2. Actual process of using MOP is more pleasant than I initially expected.	
HPC3. Learning traditional pottery-making by MOP is more enjoyable than I initially expected.	
Cultural Identity (CI)	Adapted from Chan et al. (2023)
CI1. I have a strong curiosity about this intangible cultural heritage.	
CI2. I have an inexplicable sense intimacy with elements of this intangible cultural heritage.	
CI3. I like spending time on learning about this intangible cultural heritage.	
Value co-creation (VOC)	Adapted from Hu et al. (2024)
VOC1. I enjoyed the co-creation from the interaction with game elements.	
VOC2. I find MOP enable me to realise self-creativity.	
VOC3. The game allowed me to co-create and disseminate cultural values effectively.	
Continuous intention (INT)	Adapted from Lee and

INT1. If I have time, I would like to play this game again.

Tsai (2010)

INT2. I would like to find more time to play this game in order to learn more.

INT3. I will recommend my friends to play this game with me.
