cause

Cronbach reliability analysis name	Total correlation of correction items (CITC) ②	The α coefficient ② is deleted	Cronbach α coefficient
1.I use short videos to meet my social needs, such as participating in hot topic discussions. (Social needs)	0.564	0.936	
2.I look for content on TikTok to motivate me to enhance my self-esteem and sense of self-worth. (Self-actualization needs)	0.643	0.935	
3.I watch short videos to regain personal respect and recognition in the virtual world. (Respect requires)	0.534	0.936	
4.I often watch videos on TikTok related to health and safety guidelines. (Safety needs)	0.575	0.936	
5.I use short videos to satisfy my need for security, such as understanding news and current events. (Safety needs)	0.527	0.936	
6.I watch short videos to meet basic physiological needs, such as looking for food making tutorials. (Physiological needs)	0.516	0.936	
7.I follow personal growth related content on TikTok.(Self-actualization needs)	0.574	0.936	
8.I watch short videos to learn new skills to help solve practical problems. (Physiological needs)	0.583	0.936	
9.I use TikTok to find communities that are interested in me. (Social needs)	0.582	0.936	
10.I use short videos to fulfill my need for self-actualization, such as creating and sharing personal work. (Self-actualization needs)	0.514	0.936	
11.I often watch funny or spoof videos on TikTok to release repressed emotions. (The id)	0.396	0.938	
12.I use short videos to explore and express my subconscious desires. (The id)	0.561	0.936	
13.I watch short videos to satisfy the ego's reality principle, such as learning practical information. (Self)	0.580	0.936	
14.I follow content on TikTok that reflects my moral standards and values. (Superior Self)	0.542	0.936	
15.I satisfy my curiosity and desire to explore by watching short videos. (This me)	0.542	0.936	0.938
16.I use TikTok to find content that inspires my creativity. (Super-ego)	0.608	0.935	
17.I watch short videos to satisfy my aesthetic needs and artistic appreciation. (Superior Self)	0.603	0.935	
18.I follow videos on TikTok that can help me solve problems in real life. (Self)	0.582	0.936	
19.I use short videos to seek emotional resonance and understanding with others. (Id)	0.566	0.936	
20.I use TikTok to balance my work and personal life. (Self)	0.578	0.936	
21.I watch short videos for instant gratification.	0.485	0.937	
22.I use TikTok to find videos that satisfy my specific interests.	0.529	0.936	
23.I watch short videos to escape from the stress and problems in real life.	0.484	0.937	
24.I use TikTok to find content that inspires my inner potential.	0.606	0.935	
25.I satisfy my thirst for knowledge and curiosity by watching short videos.	0.604	0.935	
26.I follow content on TikTok that offers new perspectives and thinking.	0.598	0.935	
27.I watch short videos for the satisfaction of communicating and sharing with others.	0.602	0.935	
28.I use TikTok to find content that improves the quality of my life.	0.612	0.935	
29.I watch short videos to satisfy my desire for novelty.	0.564	0.936	
30.I follow videos on TikTok that help me achieve my personal goals.	0.565	0.936	

◎ Analytical recommendations by

Credibility analysis is used to study the reliability and accuracy of responses to quantitative data (especially attitude scale questions);

First: First analyze the α coefficient. If this value is higher than 0.8, it indicates high reliability; if the value is between 0.7 and 0.8, it indicates good reliability; if the value is between 0.6 and 0.7, it indicates acceptable reliability; if the value is less than 0.6, it indicates poor reliability;

Second: if the CITC value is lower than 0.3, it can be considered to delete this item;

Third: If the value of the "α coefficient that has been deleted" is significantly higher than the α coefficient, it is possible to consider deleting the item and re-analyzing it.

Fourth: summarize the analysis.

Out smart analytics field

As shown in the table above, the reliability coefficient value is 0.938, exceeding the 0.9 threshold, indicating high reliability quality of the research data. Regarding the "α coefficient for deleted items", removing any item does not significantly increase the reliability coefficient, suggesting that such deletions should be avoided.

Regarding the "CITC value": 11. I frequently watch humorous or parody videos on Douyin to release suppressed emotions (ego). The corresponding CITC value for this is less than 0.4. For pre-test analysis, adjustments can be made before collecting formal data (for formal data analysis, this item may be removed or retained as needed). In summary, the research data reliability coefficient exceeds 0.9, indicating high-quality data that is suitable for further analysis.

Cronbach's reliability analysis-simplified format Tian

number of terms	sample capacity	Cronbach α coefficient ②
30	521	0.938

Summary of sample missing information

Item	sample number	proportion
Valid samples	521	100.0%
Remove invalid samples	0	0.0%
amount to	521	100%

◎ Analytical recommendations were returned

The table above shows the effective samples and invalid samples excluded from the algorithm model.

First: In the above table, I valid sample refers to the total number of samples with data for all analysis items, and invalid sample refers to the total number of samples with missing any analysis item;

Second: If there is missing data in any analysis item of a sample (that is, invalid samples are excluded), such samples cannot be included in the model analysis, and the model can only be analyzed for valid samples;

Third: The sample situation of each analysis item can be analyzed and checked through the description in the general method, or the specific data can be viewed in the upper right corner.

i references

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【3】Eisinga R,Te Grotenhuis M,Pelzer B.The reliability of a two-item scale:Pearson,Cronbach,or Spearman-Brown?[J].International Journal of Public Health,2013,58(4):637-642.

【4】 Zhou Jun. Questionnaire Data Analysis: Decoding SPSS's Six Analytical Approaches [M]. Electronic Industry Press, 2017.