

Supplementary Table 1. The brief introductions of BiliBili and Douyin

Online Video Platform	Introduction
BiliBili	Founded: June 26, 2009. Positioning: A leading video community and cultural brand for young generations in China. Core Feature: Known for its unique “bullet comment” (danmu) function, which creates a strong sense of interactive community. User Base: Predominantly young users, with an average age of 24. It had over 102 million daily active users as of the first quarter of 2024. Content Ecosystem: Hosts a diverse range of content, with knowledge-sharing videos constituting a significant portion of its offerings.
Douyin (Chinese version of Tik-Tok)	Founded: September 2016 by ByteDance. Positioning: A short-video platform designed for a broad, all-age audience in China. Core Mechanism: Characterized by a full-screen, vertical video design and powered by a sophisticated algorithm-driven content recommendation system. User Base: Has a massive user base with high daily engagement, appealing across age groups. Content & Features: Enables easy creation and sharing of short videos with built-in tools. It has evolved to include live streaming and e-commerce functionalities.

Table 1. Characteristics of Oseltamivir-Related Videos on Douyin and Bilibili

Characteristic	Douyin (n=100)	Bilibili (n=88)	Total(n=188)
Video metrics (mean ± SD)			
Likes	26927.48±95272.2	1310.64±4542.	14936.62±70563.
	5	54	64
Collections	14460.32±43966.0	533.35±1423.9	7941.31±32754.4
	2	7	4
Comments	1225.04±3734.08	198.89±417.9	744.71±2779.68
Shares	24752.58±103189.	780.45±3713.7	13531.59±76075.
	66	7	59
Video length (seconds)	92.57±55.03	173.86±168.91	130.62±128.57
Uploader type, n (%)			
Professional physician	47(47.0%)	16 (18.2%)	63(33.5%)
Non-professional physician	37 (37.0%)	17 (19.3%)	54(28.7%)
Individual	6(6.0%)	38 (43.2%)	44(23.4%)
News media or organization	10 (10.0%)	17 (19.3%)	27(14.4%)
Professionals	83(83%)	33(35.2%)	116(61.7%)
non-professionals	17(17%)	55(64.8%)	72(38.3%)

Content quality scores (mean $\pm$ SD)

GQS score (1–5)	2.92 $\pm$ 0.66	2.47 $\pm$ 0.9	2.71 $\pm$ 0.81
mDISCERN score (1–5)	2.06 $\pm$ 0.42	2.01 $\pm$ 0.63	2.04 $\pm$ 0.53
PEMAT-U (%)	77.49 $\pm$ 16.46	67.74 $\pm$ 17.47	72.93 $\pm$ 17.58
PEMAT-A (%)	64.1 $\pm$ 20.6	48.06 $\pm$ 24.68	56.59 $\pm$ 23.93
JAMA score (1–4)	2.04 $\pm$ 0.35	1.57 $\pm$ 0.6	1.82 $\pm$ 0.54
Content coverage, n (%)			
Introduction	77 (77.0%)	65 (73.9%)	142(75.5%)
Usage and contradictions	74 (74.0%)	54 (61.3%)	128(68.1%)
Effect evaluation	40 (40.0%)	38 (43.2%)	78(41.5%)
Safety	50 (50.0%)	45 (51.1%)	95(50.5%)
Pharmacological actions	47 (47.0%)	44 (50.0%)	91(48.4%)

Values are presented as mean $\pm$ standard deviation (SD) for continuous variables and as number (percentage) for categorical variables. Video engagement metrics include likes, collections, comments, shares, and video length (in seconds). Uploader types were categorized as professional physicians, non-professional physicians, individuals, and news media or organizations; professional uploaders include all physicians, whereas non-professional uploaders include individuals and media/organizational accounts. Content quality was assessed using the Global Quality Score (GQS; range 1–5), modified DISCERN (mDISCERN; range 1–5), Patient Education Materials Assessment Tool for Understandability (PEMAT-U; expressed as percentage), Patient Education Materials Assessment Tool for Actionability (PEMAT-A; expressed as percentage), and the Journal of the American Medical Association (JAMA) benchmark criteria (range 1–4). Content coverage indicates whether videos addressed the following domains: basic introduction, usage and contraindications, effect evaluation, safety information, and pharmacological actions. Each video could cover more than one content domain.