**Supporting Materials**

Appendix A.

Separate model testing results with Weibo news exposure and Weibo discussion exposure as the independent variable

Table A1. Regression coefficients

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Cognitive elaboration  (Mediator 1) | Effects on self  (Mediator 2) | Effects on public  (Mediator 3) | Effects on female  (Mediator 4) | Supportive opinion (Criterion) | | |
|  | Model1 | Model2 | Model3 | Model4 | Model5a | Model5b | Model5c |
| **Predictors and mediators** | | | | | | | |
| Weibo news exposure | .06 (.02) \*\* | .01 (.05) | .02 (.04) | .08 (.05) | -.00 (.04) | -.06 (.03) | -.06 (.03) |
| Cognitive elaboration |  | .37 (.07) \*\*\* | .25 (.07) \*\*\* | .25 (.07) \*\*\* | .19 (.06) \*\* | -.34 (.14) \* | -.38 (.14) \*\* |
| Effects on self |  |  |  |  | -.24 (.04) \*\*\* | -.14 (.03) \*\*\* | .01 (.10) |
| Effects on public |  |  |  |  | -.17 (.04) \*\*\* | -.12 (.03) \*\*\* | -.02 (.11) |
| Effects on female |  |  |  |  | -.25 (.04) \*\*\* | -.16 (.03) \*\*\* | -.28 (.11) \*\* |
| **Moderator** | | | | | | | |
| Institutional trust (W) |  |  |  |  |  | .13 (.19) | .30 (.25) |
| **Interactions** | | | | | | | |
| Mediator 1 \* W |  |  |  |  |  | .14 (.05) \*\* | .15 (.05) \*\* |
| Mediator 2 \* W |  |  |  |  |  |  | -.05 (.03) |
| Mediator 3 \* W |  |  |  |  |  |  | -.03 (.03) |
| Mediator 4 \* W |  |  |  |  |  |  | .04 (.03) |
| **Control variables** | | | | | | | |
| Age | -.01 (.00) | .02 (.01) | -.00 (.01) | .01 (.01) | .02 (.01) \* | .01 (.01) \* | .01 (.01) \* |
| Gender (female =1) | -.02 (.05) | .20 (.11) \* | .07 (.10) | .57 (.10) \*\*\* | -.05 (.07) | -.02 (.07) | -.02 (.07) |
| Household income | .08 (.02) \*\*\* | -.09 (.05) | -.02 (.05) | -.05 (.05) | .05 (.04) | .03 (.03) | .03 (.03) |
| Education level | -.10 (.04) \* | .01 (.09) | .12 (.08) | .19 (.09) \* | -.05 (.07) | -.04 (.06) | -.04 (.06) |
| Website news exposure | .10 (.03) \*\* | .06 (.07) | -.06 (.06) | .02 (.06) | .03 (.05) | .01 (.04) | .01 (.04) |
| Issue importance | .16 (.02) \*\*\* | -.12 (.05) \* | -.11 (.05) \* | -.17 (.05) \*\*\* | .29 (.04) \*\*\* | .14 (.03) \*\*\* | .14 (.03) \*\*\* |
| **Constant** | 3.04 (.26) \*\*\* | 3.73 (.59) \*\*\* | 4.17 (.54) \*\*\* | 3.33 (.57) \*\*\* | 4.56 (.46) \*\*\* | 4.21 (.69) \*\*\* | 3.58 (.87) \*\*\* |
| ***R²*** | .11 \*\*\* | .04 \*\*\* | .03 \*\*\* | .08 \*\*\* | .42 \*\*\* | .59 \*\*\* | .59 \*\*\* |
| **Predictors and mediators** | | | | | | | |
| Weibo discussion exposure | .05 (.02) \* | -.00 (.05) | -.04 (.04) | .04 (.04) | .03 (.03) | -.04 (.03) | -.03 (.03) |
| Cognitive elaboration |  | .37 (.07) \*\*\* | .25 (.07) \*\*\* | .26 (.07) \*\*\* | .19 (.06) \*\* | -.35 (.14) \* | -.39 (.14) \*\* |
| Effects on self |  |  |  |  | -.24 (.04) \*\*\* | -.14 (.03) \*\*\* | .01 (.10) |
| Effects on public |  |  |  |  | -.17 (.04) \*\*\* | -.13 (.03) \*\*\* | -.02 (.11) |
| Effects on female |  |  |  |  | -.25 (.04) \*\*\* | -.16 (.03) \*\*\* | -.28 (.11) \*\* |
| **Moderator** | | | | | | | |
| Institutional trust (W) |  |  |  |  |  | .13 (.19) | .29 (.25) |
| **Interactions** | | | | | | | |
| Mediator 1 \* W |  |  |  |  |  | .14 (.05) \*\* | .15 (.05) \*\* |
| Mediator 2 \* W |  |  |  |  |  |  | -.05 (.03) |
| Mediator 3 \* W |  |  |  |  |  |  | -.03 (.03) |
| Mediator 4 \* W |  |  |  |  |  |  | .04 (.03) |
| **Control variables** | | | | | | | |
| Age | -.01 (.00) | .02 (.01) | -.00 (.01) | .01 (.01) | .02 (.01) \* | .01 (.01) \* | .01 (.01) \* |
| Gender (female =1) | -.02 (.05) | .21 (.11) \* | .08 (.10) | .58 (.10) \*\*\* | -.05 (.08) | -.02 (.07) | -.02 (.07) |
| Household income | .09 (.02) \*\*\* | -.09 (.05) | -.02 (.05) | -.04 (.05) | .04 (.04) | .03 (.03) | .03 (.03) |
| Education level | -.09 (.04) \* | .01 (.09) | .12 (.08) | .20 (.09) \* | -.06 (.07) | -.04 (.06) | -.04 (.06) |
| Website news exposure | .11 (.03) \*\* | .06 (.07) | -.05 (.06) | .03 (.06) | .02 (.05) | .01 (.04) | .00 (.04) |
| Issue importance | .16 (.02) \*\*\* | -.12 (.05) \* | -.12 (.05) \* | -.17 (.05) \*\*\* | .29 (.04) \*\*\* | .14 (.03) \*\*\* | .14 (.03) \*\*\* |
| **Constant** | 3.08 (.26) \*\*\* | 3.75 (.59) \*\*\* | 4.30 (.54) \*\*\* | 3.42 (.57) \*\*\* | 4.47 (.46) \*\*\* | 4.17 (.69) \*\*\* | 3.57 (.87) \*\*\* |
| ***R²*** | .11 \*\*\* | .04 \*\*\* | .03 \*\*\* | .08 \*\*\* | .42 \*\*\* | .59 \*\*\* | .59 \*\*\* |

*Notes*. Cell entries are unstandardized coefficient with standard errors in parentheses; \**p*<.05; \*\**p*<.01; \*\*\*p<.001.

Table A2. Indirect effects of Weibo news exposure / Weibo discussion exposure on supportive opinion.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Paths | Effect | BootSE | BootLLCI | BootULCI |
| Weibo news exposure→Supportive opinion | -.0554 | .0303 | -.1149 | .0040 |
| Weibo news exposure→Elaboration→Supportive opinion | | | | |
| Institutional trust = mean-1SD | -.0023 | .0038 | -.0116 | .0037 |
| Institutional trust = mean | .0060 | .0039 | -.0001 | .0149 |
| Institutional trust = mean+1SD | .0143 | .0074 | .0022 | .0306 |
| Weibo news exposure→Effects on self→Supportive opinion | -.0012 | .0066 | -.0150 | .0115 |
| Weibo news exposure→Effects on public→Supportive opinion | -.0023 | .0059 | -.0145 | .0094 |
| Weibo news exposure→Effects on female→Supportive opinion | -.0136 | .0082 | -.0308 | .0016 |
| Weibo news exposure→Elaboration→Effects on self→Supportive opinion | -.0032 | .0017 | -.0070 | -.0006 |
| Weibo news exposure→Elaboration→Effects on public→Supportive opinion | -.0019 | .0012 | -.0046 | -.0003 |
| Weibo news exposure→Elaboration→Effects on female→Supportive opinion | -.0025 | .0014 | -.0058 | -.0004 |
| Weibo discussion exposure→Supportive opinion | -.0351 | .0283 | -.0906 | .0204 |
| Weibo discussion exposure→Elaboration→Supportive opinion | | | | |
| Institutional trust = mean-1SD | -.0019 | .0031 | -.0096 | .0026 |
| Institutional trust = mean | .0043 | .0031 | -.0004 | .0118 |
| Institutional trust = mean+1SD | .0105 | .0063 | .0006 | .0248 |
| Weibo discussion exposure→Effects on self→Supportive opinion | .0002 | .0061 | -.0123 | .0123 |
| Weibo discussion exposure→Effects on public→Supportive opinion | .0045 | .0057 | -.0061 | .0169 |
| Weibo discussion exposure→Effects on female→Supportive opinion | -.0068 | .0073 | -.0215 | .0072 |
| Weibo discussion exposure→Elaboration→Effects on self→Supportive opinion | -.0024 | .0014 | -.0057 | -.0002 |
| Weibo discussion exposure→Elaboration→Effects on public→Supportive opinion | -.0015 | .0010 | -.0038 | -.0001 |
| Weibo discussion exposure→Elaboration→Effects on female→Supportive opinion | -.0020 | .0012 | -.0047 | -.0001 |

*Notes*.Bootstraps resample = 10,000. Estimates were calculated using the PROCESS macro (Model 81). Control variables are included in the analysis.

Appendix B.

Separate model testing results with WeChat exposure and Douyin exposure

Table B1. Regression coefficients

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Cognitive elaboration  (Mediator 1) | Effects on self  (Mediator 2) | Effects on public  (Mediator 3) | Effects on female  (Mediator 4) | Supportive opinion (Criterion) | | |
|  | Model1 | Model2 | Model3 | Model4 | Model5a | Model5b | Model5c |
| **Predictors and mediators** | | | | | | | |
| WeChat exposure | .08 (.03) \*\*\* | .02 (.06) | -.02 (.06) | -.06 (.06) | .08 (.05) | .01 (.04) | .01 (.04) |
| Cognitive elaboration |  | .37 (.07) \*\*\* | .25 (.07) \*\*\* | .27 (.07) \*\*\* | .19 (.06) \*\*\* | -.35 (.14) \* | -.39 (.14) \*\* |
| Effects on self |  |  |  |  | -.25 (.04) \*\*\* | -.14 (.03) \*\*\* | .01 (.10) |
| Effects on public |  |  |  |  | -.17 (.04) \*\*\* | -.12 (.03) \*\*\* | -.02 (.11) |
| Effects on female |  |  |  |  | -.24 (.04) \*\*\* | -.17 (.03) \*\*\* | -.30 (.11) \*\* |
| **Moderator** | | | | | | | |
| Institutional trust (W) |  |  |  |  |  | .13 (.19) | .27 (.25) |
| **Interactions** | | | | | | | |
| Mediator 1 \* W |  |  |  |  |  | .14 (.05) \*\* | .15 (.05) \*\* |
| Mediator 2 \* W |  |  |  |  |  |  | -.05 (.03) |
| Mediator 3 \* W |  |  |  |  |  |  | -.03 (.03) |
| Mediator 4 \* W |  |  |  |  |  |  | .04 (.03) |
| **Control variables** | | | | | | | |
| Age | -.01 (.00) \* | .02 (.01) \* | -.00 (.01) | .01 (.01) | .02 (.01) \* | .01 (.01) \* | .01 (.01) \* |
| Gender (female =1) | -.01 (.05) | .21 (.11) | .07 (.10) | .59 (.10) \*\*\* | -.05 (.08) | -.03 (.07) | -.03 (.07) |
| Household income | .09 (.02) \*\*\* | -.09 (.05) | -.02 (.05) | -.03 (.05) | .04 (.04) | .02 (.03) | .02 (.03) |
| Education level | -.09 (.04) \* | .01 (.09) | .12 (.08) | .21 (.09) \* | -.06 (.07) | -.05 (.06) | -.05 (.06) |
| Website news exposure | .10 (.03) \*\*\* | .06 (.07) | -.06 (.06) | .05 (.06) | .02 (.05) | .00 (.04) | -.01 (.04) |
| Issue importance | .15 (.02) \*\*\* | -.12 (.05) \* | -.11 (.05) \* | -.17 (.05) \*\*\* | .28 (.04) \*\*\* | .14 (.03) \*\*\* | .14 (.03) \*\*\* |
| **Constant** | 3.06 (.26) \*\*\* | 3.72 (.59) \*\*\* | 4.25 (.54) \*\*\* | 3.62 (.56) \*\*\* | 4.41 (.46) \*\*\* | 4.07 (.69) \*\*\* | 3.54 (.87) \*\*\* |
| ***R²*** | .11 \*\*\* | .04 \*\*\* | .03 \*\*\* | .08 \*\*\* | .42 \*\*\* | .58 \*\*\* | .59 \*\*\* |
| **Predictors and mediators** | | | | | | | |
| Douyin exposure | .07 (.03) \*\* | -.01 (.05) | -.09 (.05) | -.07 (.05) | .11 (.04) \*\* | .02 (.03) | .02 (.03) |
| Cognitive elaboration |  | .38 (.07) \*\*\* | .26 (.07) \*\*\* | .28 (.07) \*\*\* | .18 (.06) \*\* | -.35 (.14) \* | -.39 (.14) \*\* |
| Effects on self |  |  |  |  | -.25 (.04) \*\*\* | -.14 (.03) \*\*\* | .01 (.10) |
| Effects on public |  |  |  |  | -.17 (.04) \*\*\* | -.12 (.03) \*\*\* | -.02 (.11) |
| Effects on female |  |  |  |  | -.25 (.04) \*\*\* | -.16 (.03) \*\*\* | -.30 (.11) \*\* |
| **Moderator** | | | | | | | |
| Institutional trust (W) |  |  |  |  |  | .13 (.19) | .27 (.25) |
| **Interactions** | | | | | | | |
| Mediator 1 \* W |  |  |  |  |  | .14 (.05) \*\* | .15 (.05) \*\* |
| Mediator 2 \* W |  |  |  |  |  |  | -.05 (.03) |
| Mediator 3 \* W |  |  |  |  |  |  | -.03 (.03) |
| Mediator 4 \* W |  |  |  |  |  |  | .04 (.03) |
| **Control variables** | | | | | | | |
| Age | -.01 (.00) \* | .02 (.01) | -.00 (.01) | .01 (.01) | .02 (.01) \*\* | .01 (.01) \* | .01 (.01) \* |
| Gender (female =1) | -.01 (.05) | .21 (.11) \* | .08 (.10) | .59 (.10) \*\*\* | -.05 (.08) | -.03 (.07) | -.02 (.07) |
| Household income | .09 (.02) \*\*\* | -.09 (.05) | -.02 (.05) | -.04 (.05) | .05 (.04) | .03 (.03) | .02 (.03) |
| Education level | -.08 (.04) | .01 (.09) | .11 (.08) | .20 (.09) \* | -.04 (.07) | -.05 (.06) | -.05 (.06) |
| Website news exposure | .11 (.03) \*\* | .06 (.07) | -.06 (.06) | .04 (.06) | .02 (.05) | -.01 (.04) | -.00 (.04) |
| Issue importance | .15 (.02) \*\*\* | -.12 (.05) \* | -.10 (.05) \* | -.16 (.05) \*\*\* | .27 (.04) \*\*\* | .14 (.03) \*\*\* | .14 (.03) \*\*\* |
| **Constant** | 2.96 (.27) \*\*\* | 3.78 (.61) \*\*\* | 4.53 (.56) \*\*\* | 3.80 (.58) \*\*\* | 4.14 (.47) \*\*\* | 4.03 (.69) \*\*\* | 3.49 (.88) \*\*\* |
| ***R²*** | .11 \*\*\* | .04 \*\*\* | .03 \*\*\* | .08 \*\*\* | .43 \*\*\* | .58 \*\*\* | .59 \*\*\* |

*Notes*. Cell entries are unstandardized coefficient with standard errors in parentheses; \**p*<.05; \*\**p*<.01; \*\*\*p<.001.

Table B2. Indirect effects of WeChat exposure / Douyin exposure on supportive opinion.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Paths | Effect | BootSE | BootLLCI | BootULCI |
| WeChat exposure→Supportive opinion | .0138 | .0392 | -.0632 | .0908 |
| WeChat exposure→Elaboration→Supportive opinion | | | | |
| Institutional trust = mean-1SD | -.0035 | .0049 | -.0154 | .0046 |
| Institutional trust = mean | .0069 | .0051 | -.000 | .0189 |
| Institutional trust = mean+1SD | .0173 | .0098 | .0022 | .0398 |
| WeChat exposure→Effects on self→Supportive opinion | -.0026 | .0094 | -.0217 | .0164 |
| WeChat exposure→Effects on public→Supportive opinion | .0027 | .0075 | -.0117 | .0185 |
| WeChat exposure→Effects on female→Supportive opinion | .0096 | .0107 | -.0116 | .0312 |
| WeChat exposure→Elaboration→Effects on self→Supportive opinion | -.0040 | .0023 | -.0096 | -.0006 |
| WeChat exposure→Elaboration→Effects on public→Supportive opinion | -.0024 | .0016 | -.0063 | -.0003 |
| WeChat exposure→Elaboration→Effects on female→Supportive opinion | -.0035 | .0021 | -.0087 | -.0004 |
| Douyin exposure→Supportive opinion | .0167 | .0340 | -.0501 | .0834 |
| Douyin exposure→Elaboration→Supportive opinion | | | | |
| Institutional trust = mean-1SD | -.0030 | .0041 | -.0126 | .0040 |
| Institutional trust = mean | .0058 | .0043 | -.0005 | .0161 |
| Institutional trust = mean+1SD | .0146 | .0079 | .0024 | .0331 |
| Douyin exposure→Effects on self→Supportive opinion | .0011 | .0081 | -.0155 | .0174 |
| Douyin exposure→Effects on public→Supportive opinion | .0111 | .0071 | -.0005 | .0267 |
| Douyin exposure→Effects on female→Supportive opinion | .0132 | .0088 | -.0033 | .0316 |
| Douyin exposure→Elaboration→Effects on self→Supportive opinion | -.0035 | .0018 | -.0078 | -.0006 |
| Douyin exposure→Elaboration→Effects on public→Supportive opinion | -.0021 | .0013 | -.0052 | -.0003 |
| Douyin exposure→Elaboration→Effects on female→Supportive opinion | -.0030 | .0017 | -.0070 | -.0005 |

*Notes*.Bootstraps resample = 10,000. Estimates were calculated using the PROCESS macro (Model 81). Control variables are included in the analysis.