International Journal of Environmental Sciences
ISSN: 2229-7359
Vol. 11 No. 15s,2025
https://theaspd.com/index.php

The Factors Impacting Audiences' Subjective Well-Being In The Context Of Dog Short Videos

Jiancheng Xia[1], Prakaikavin Srijinda[2]
[1,2] College of Communication Arts, Suan Sunandha Rajabhat University, Thailand
Corresponding author: prakaikavin.sr@ssru.ac.th

Abstract
This study investigates the key factors influencing audiences' subjective well-being in the context of dog short videos. Based on a sample of 384 participants and employing structural equation modeling (SEM) via SPSS and AMOS, the research examines the relationships among emotional experience, media satisfaction, interaction rituals, media contact degree, audience situation, media dependency, and subjective well-being. The findings reveal that emotional experience, media satisfaction, and interaction rituals exert significant positive effects on audiences' subjective well-being, while the degree of media contact has a significant negative impact. Furthermore, the audience situation positively moderates the relationships between these variables and subjective well-being, whereas media dependency plays a significant negative moderating role. The results underscore the emotional and interactive value of dog short videos as a lightweight digital medium for enhancing psychological well-being, while also cautioning against excessive media dependency.
Keywords: *Dog Short Video, Subjective Well-being, Emotional Communication, Audience, Media Satisfaction, Structural Equation Modeling (SEM)*

INTRODUCTION

China has become the world's second-largest pet market. In 2024, the number of dogs as pets reached a staggering 52.58 million. Within the Chinese short video industry, dog short videos have rapidly gained popularity in the short term and have become a trendy phenomenon. In the thematic realms of pet short videos on platforms like Tiktok and Kwai, a substantial volume of content predominantly features dogs as the central protagonists. Within this phenomenon, dogs are recognized as visual communication and cultural symbols, actively engaging in people's social circles and daily lives.

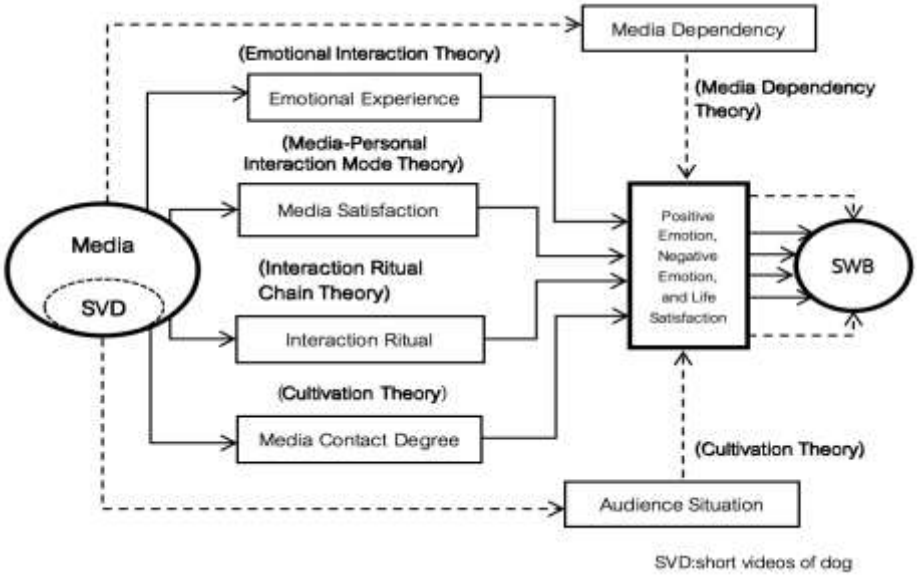
In China, the fast-paced lifestyle has generally increased the pressure on people's lives and work, and the lack of emotional, loving, or other companionship in daily life can lead to an increase in loneliness and a decrease in subjective well-being. Accompanying life, transforming emotions, and regulating emotions are one of the most basic human needs (Gross, 2015). Liu (2023) pointed out that in the era of media, widespread social anxiety, emotional stress, and emotional loneliness are becoming the diseases of the times, and phenomena such as dog short videos actually reflect the objective need of modern people for emotional compensation.

Levinson (1997) proposed the concept of compensatory media, pointing out that the evolution of media gradually presents a distinct anthropotropic principle, and that media development ultimately serves and satisfies human needs. By watching and experiencing dog short videos, individuals are essentially a new medium to compensate for the physical and mental needs of the audience. Therefore, it can present such a scene: on the one hand, the audience enjoys the visual enjoyment brought by dog pets in short videos, and on the other hand, they also gain emotional communication, social interaction, and spiritual comfort

through participation. A longitudinal survey of a study showed that users who watch pet short videos for a long time (≥5 hours/week) have a 22% decrease in the UCLA-LS score and an 18% increase in life satisfaction (Zhang, 2023). Consequently, an increasing number of viewers are engaging in digital interactions with dogs through the dissemination of pet short videos on platforms like Tiktok and Kwai. This suggests that dog short videos may be subtly influencing the subjective well-being of their audiences.Despite the growing popularity of dog short videos driven by short media experience economy marketing technology, there remains a lack of comprehensive consensus regarding their impact on audiences' subjective well-being. Key questions persist: What are the primary factors influencing this well-being? Which of these factors play a dominant role, and how are the various pathways and chains of influence interconnected? In response to these questions, this study aims to identify and evaluate the main factors through the construction of a structural equation model, with a focus on analyzing both the effects and the specific paths through which these factors influence the subjective well-being of viewers. By addressing these gaps, the research seeks to provide a clearer understanding of how the emotional, interactive, and media-related dynamics of dog short videos shape users' psychological outcomes.

In order to provide a more comprehensive perspective and better describe the factors that influence the subjective well-being of audiences in dog short videos, this study attempts to propose a hypothetical model. The construction of this hypothetical model is based on an integrated theoretical framework, as shown in Figure 1.

Figure 1. Theoretical Integration Framework Correlation



Centered around the Diener Subject Well Being Model (Diener, 1984), linking and integrating Emotional Interaction Communication Theory (Cooley, 1902), Media-Personal Interaction Mode Theory (McQuail et al, 1972), Interaction Ritual Chain Theory (Collins, R. , 2004), Cultivation Theory (Gerbner, 1969), Media Dependency Theory (Ball-Rokeach & DeFleur, 1976). In the exploration of this theoretical framework, this study proposed a total of 12 hypothesesas shown in Table 1, ultimately forming the hypothesis model of this study, as shown in Figure 2.

H1: The emotional experiences elicited by dog short videos has a positive impact on audiences' subjective well-being.

H2: The media satisfaction derived from dog short videos has a positive impact on audiences' subjective well-being.

H3: Interaction ritual of dog short videos has a positive impact on the subjective well-being of the audiences.

H4: The degree of media contact to dog short videos has a negative impact on audiences' subjective well-being.

H5a: The moderating effect of audience situation on the relationship between emotional experience and audiences' subjective well-being is positive.

H5b: The moderating effect of audience situation on the relationship between media satisfaction and audiences' subjective well-being is positive.

H5c: The moderating effect of audience situation on the relationship between interaction ritual and audiences' subjective well-being is positive.

H5d: The moderating effect of audience situation on the relationship between media contact degree and audiences' subjective well-being is positive.

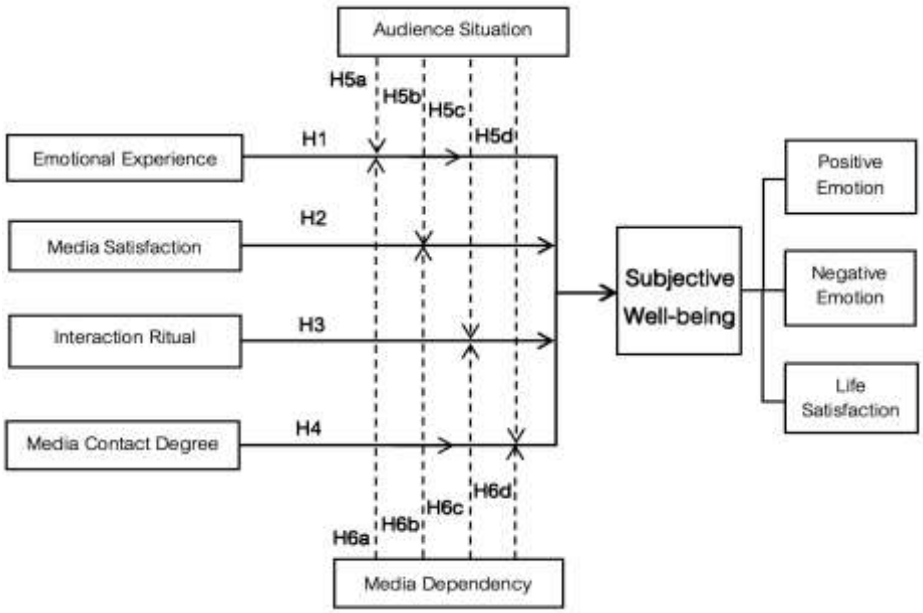
H6a: The moderating effect of media dependency on the relationship between emotional experience and audiences' subjective well-being is negative.

H6b: The moderating effect of media dependency on the relationship between media satisfaction and audiences' subjective well-being is negative.

H6c: The moderating effect of media dependency on the relationship between interaction ritual and audiences' subjective well-being is negative.

H6d: The moderating effect of media dependency on the relationship between media contact degree and audiences' subjective well-being is negative.

Figure 2 Hypothetical Model



METHOD

Sample

Tiktok and Kwai dog short video users aged 18-64 in Kunming city were selected as the survey subjects, with a sample size of 384 people. Survey and data collection time: the survey was conducted from 5 October to 15 November 2024 online. A total of 384 questionnaires were sent out during this period, and a total of 384 valid questionnaires were collected. In the sample population, 181 participants (47.1%) were male and 203 participants (52.9%) were female. 81 participants (21.1%) were aged between 18-24 years old, 131 participants (34.1%) were aged between 25-34 years old, and 97 participants (25.3%) were aged between 35-44 years old, 58 participants (15.1%) were aged between 45-54 years old, and 14 participants (4.4%) were aged between 55-64 years old. 47 participants (12.2%) had a high school education or below, 216 participants (56.3%) had a bachelor's degree, 89 participants (23.2%) had a master's degree, and 32 participants (8.3%) had a doctoral degree or above. 50 participants (13%) had a monthly income of RMB 2000-5000, 93 participants (24.2%) had a monthly income of RMB 5001-8000, 143 participants (37.2%) had a monthly income of RMB 8001-12000, 66 participants (17.2%) had a monthly income of RMB 12001-15000, and 32 participants (8.3%) had a monthly income of RMB 15001 or more.

Measures

The survey instrument consisted of two main sections comprising a total of 60 items. The first section collected demographic information, including gender, age, education level, occupation, and monthly income. The second section assessed observed variables related to the hypothesized model, covering nine constructs: emotional experience, media satisfaction, interaction ritual, media contact degree, audience situation, media dependency, positive emotion, negative emotion, and life satisfaction.

All items were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), with higher scores indicating stronger agreement or higher levels of the construct being measured. The measurement scales were adapted from validated instruments in previous studies and modified to suit the context of dog short video consumption. Reliability and validity analyses were conducted to ensure the robustness of the measurement model.

Data Analysis

In order to validate the complex model of multiple levels of influence of direct and moderated effects, this study examined the reliability and validity of the analysed questionnaire scale using SPSS 27.0. Combining the characteristics of factor analysis and regression analysis, AMOS 26.0 software was used to perform validation factor analysis, model fit, model parameter estimation and hypothesis testing in order to derive the direct and indirect moderating relationships of the effects between the research variables and to fully quantify the model factors and measure the degree of correlation and significance of the effects of influences and path relationships between the variables. The ultimate goal is to obtain more scientific results and valid conclusions in the study of the influence of short dog videos on the subjective well-being of the audience.

RESULTS

Reliability Analysis

This study assessed the internal reliability of the questionnaire using Cronbach's Alpha, where higher coefficients indicate stronger internal consistency. Each construct within the scale was tested separately,

and the results demonstrated that all Cronbach's Alpha values exceed 0.8, confirming that the questionnaire meets established reliability standards. These findings indicate that the scale exhibits strong internal consistency and stability across all latent variables, including Emotional Experience (α = 0.847), Media Satisfaction (α = 0.882), Interaction Ritual (α = 0.879), Media Contact Degree (α = 0.857), Audience Situation (α = 0.832), Media Dependency (α = 0.922), Positive Emotion (α = 0.927), Negative Emotion (α = 0.935), and Life Satisfaction (α = 0.909).

Validity Analysis

This article analyzed the composition of each dimension using SPSS 27.0 software.The results of the test showed that the KMO test value of the survey data was 0.936, which is greater than 0.70, indicating that the questionnaire is suitable for factor analysis.The results of the Bartlett's test of sphericity showed an approximate chi-square value of 14040.331, which is a value greater than 0, and the probability of significance is 0.000 ($p < 0.01$) , thus rejecting the null hypothesis of the Bartlett's test of sphericity, this result is considered to have a better validity structure.

Confirmatory Factor Analysis

Confirmatory factor analysis is used to test whether the relationship between a factor and its corresponding observed variable conforms to the theoretical relationship predetermined by the researcher. Using AMOS 26.0 to perform confirmatory factor analysis (CFA) on the scale in this article, establish a confirmatory factor model based on the results of exploratory factor analysis, and judge whether the constructed CFA model is suitable by judging the structural equation fit indexHere is a refined and integrated version of your paragraph and table description. If the model satisfies the benchmark criteria, it indicates that the constructed model effectively measures the intended latent variables. The model's goodness-of-fit was evaluated based on widely accepted standards, as summarized in Table 2. These benchmarks include a Chi-square ratio of degrees of freedom (NC value) between 1 and 3 for good model fit, GFI and AGFI values greater than 0.8, and IFI, CFI, TLI, and NFI values exceeding 0.9. Additionally, an RMSEA value below 0.08 indicates a reasonable approximation error, supporting the adequacy of the model's fit to the observed data.

Table 1 below, X^2/df is 1.762, less than 3, GFI is 0.888, greater than 0.8, AGFI is 0.868, greater than 0.8, IFI is 0.949, greater than 0.9, CFI and TLI are both greater than 0.9, and RMSEA is 0.045, less than 0.08. According to the criteria for model fit indicators, the model fit indicators all meet the requirements.

Table 1 Fit Index

Reference Index	X^2/df	GFI	AGFI	IFI	TLI	CFI	RMSEA
Statistical Value	1.762	0.888	0.868	0.949	0.943	0.948	0.045
Reference Value	<3	>0.8	>0.8	>0.9	>0.9	>0.9	<0.08

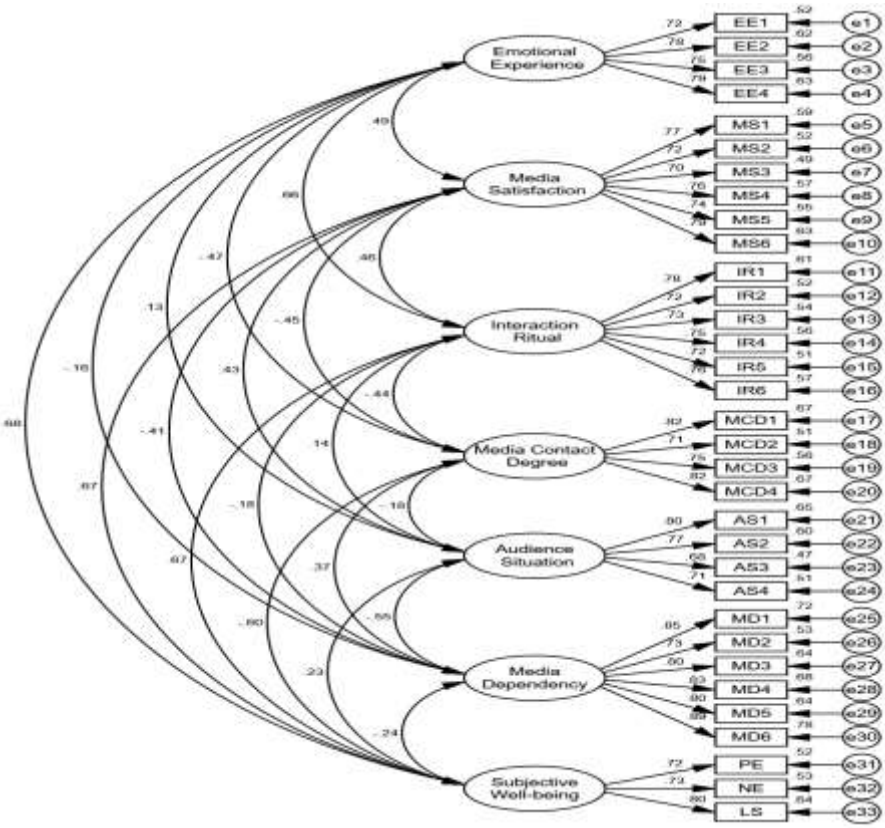


Figure 3: Confirmatory Factors Analysis of Model Graph

To ensure the accuracy of statistical analysis results, the commonly used Harman single factor method is used to perform a common method bias test on the data, which involves conducting exploratory factor analysis on all scale items together and using principal component analysis to extract components with eigenvalues greater than 1. The test results are shown in Table 2, A total of 9 common factors with eigenvalues greater than 1 were extracted, with a cumulative variance explanatory power of 66.937%, and the explanatory power of the first factor was 31.118%. Below 40%, there is no common factor that explains most of the variation. This indicates that there is no serious common method bias issue in this study, and empirical result analysis can be conducted.

Table 2 Eigenvalues

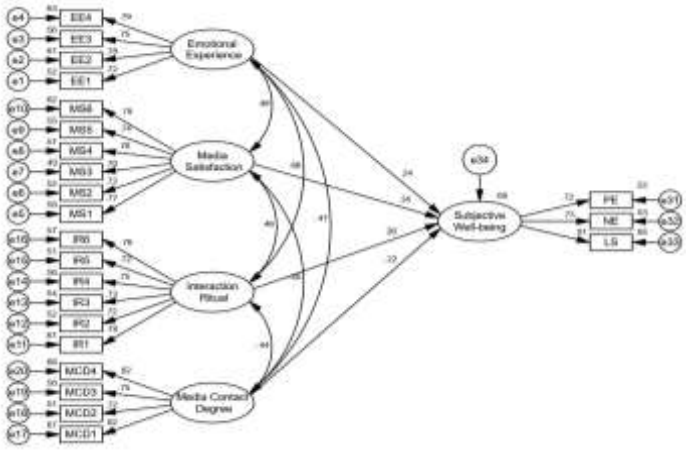
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.115	31.118	31.118	17.115	31.118	31.118
2	5.629	10.234	41.352	5.629	10.234	41.352
3	2.955	5.372	46.724	2.955	5.372	46.724
4	2.525	4.591	51.315	2.525	4.591	51.315
5	2.207	4.013	55.328	2.207	4.013	55.328
6	1.922	3.494	58.822	1.922	3.494	58.822

7	1.663	3.024	61.846	1.663	3.024	61.846
8	1.426	2.593	64.438	1.426	2.593	64.438
9	1.374	2.499	66.937	1.374	2.499	66.937

Structural Equation Modeling Test

According to the structural equation model adaptation test indicators: the ratio of chi square degrees of freedom NC should be between 1-3. The RMSEA (Residual mean square error of approximation) values for asymptotic residuals should be between 0.05-0.08, with values below 0.05 indicating excellent adaptation. The adaptability index GFI value is generally believed to be greater than 0.9, and a value above 0.8 is acceptable. The CFI value of value-added adaptability index should be greater than 0.9. The TLI value for non-standard adaptation indicators should be above 0.9. It is generally believed that the sample size should be greater than 200. The main path results of the model are shown in Figure 4.

Figure 4 Standardized Path Estimation



The model run Fit indicators are shown in Table 3, and the Fit indicators are: $x^2/df=1.707$, less than 3. GFI=0.924, AGFI=0.904, greater than 0.8, IFI=0.966, TLI=0.966, CFI=0.960, greater than 0.9, and RMSEA=0.034, and against the fit criteria of the table, the model's fit indicators all meet the requirements, so the path of the model is analysed.

Table 3 Goodness-of-fit Index

Reference Index	X^2/df	GFI	AGFI	IFI	TLI	CFI	RMSEA
Statistical Value	1.707	0.924	0.904	0.966	0.966	0.960	0.043
Reference Value	<3	>0.8	>0.8	>0.9	>0.9	>0.9	<0.08

The critical ratio value, path coefficient reflects the influence relationship and degree between variables, and the critical ratio (CR). The value can determine whether the regression coefficient is significant or not, and it is generally believed that CR. A value greater than or equal to 1.96 indicates a significant impact at the 0.05 significance level (Hou & Wen, 2005). The standardized regression coefficients and variance parameter estimates of the structural equation model in this study are shown in Table 7.

Table 4 Path Coefficient

Path	β	SE	CR	p
SWB → EE	0.205	0.059	3.474	< 0.001
SWB → MS	0.223	0.038	5.881	< 0.001
SWB → IR	0.18	0.045	4.012	< 0.001
SWB → MCD	-0.145	0.037	-3.977	< 0.001

The path coefficient of emotional experience on subject well-being is 0.205, with a CR value of 3.474 ($p < .001$). Emotional experience has a significant positive impact on subject well-being, and the H1 is valid. The path coefficient of media satisfaction on subjective well-being is 0.223 and the CR value is 5.881 ($p < .001$). Media satisfaction has a significant positive effect on subjective well-being, so the H2 is established. The path coefficient of interaction ritual on subjective well-being is 0.180 and the CR value is 4.012 ($p < .001$). Interaction ritual has a significant positive effect on subjective well-being, so the H3 is accepted. The path coefficient of media contact degree on subjective well-being is -0.145 and CR value is -3.977 ($p < 0.001$). Media contact degree has a significant negative effect on subjective well-being, so the H4 is valid. The regression coefficient of the control variable in Model 1 is not significant, indicating that the control variable has a significant controlling effect on the Subject Well-being. The regression coefficient of the interaction term of EE × AS in Model 3 is (β=0.191, $p < 0.01$), indicating that the interaction term has a significant impact on Subject Well-being. The R^2 of Model 2 is 0.330, and the R^2 of Model 3 is 0.365, indicating a significant improvement in the explanatory power of the model. Therefore, it is proven that the moderating variable AS has a significant positive moderating effect on the relationship between EE and Subject Well-being, and therefore the H5a is valid.

Table 5 The Moderating Effects of AS on EE and Subjective Well-being

	Model 1		Model 2		Model 3	
	β	t	β	t	β	t
Gender	0.032	0.623	0.056	1.312	0.047	1.126
Age	0.089	1.732	0.025	0.576	0.029	0.693
Education Level	-0.018	-0.349	-0.003	-0.081	-0.004	-0.100
Occupation	-0.054	-1.047	-0.035	-0.822	-0.049	-1.172
Monthly Income	0.063	1.231	0.043	1.002	0.055	1.327
EE			0.543	12.691	0.574	13.586
AS			0.111	2.596	0.129	3.071
EE×AS					0.191	4.518
R^2	0.016		0.330		0.365	
Adjusted R^2	0.003		0.318		0.351	
F	1.206		26.500		26.936	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 4 are not significant, indicating that the control variables have a significant controlling effect on the Subject Well-being. The regression coefficient of the interaction term between MS and AS in Model 6 is (β=0.203, $p < 0.01$), indicating that the

interaction term has a significant impact on Subject Well-being. The R^2 of Model 5 is 0.314, and the R^2 of Model 6 is 0.353, indicating a significant improvement in the explanatory power of the model. Therefore, it is proven that the moderating variable AS has a significant positive moderating effect on the relationship between MS and Subject Well-being, and the H5b is therefore valid.

Table 6 The Moderating Effects of AS on MS and Subjective Well-being

	Model 4		Model 5		Model 6	
	β	t	β	t	β	t
Gender	0.032	0.623	0.039	0.907	0.039	0.946
Age	0.089	1.732	0.055	1.273	0.053	1.277
Education Level	-0.018	-0.349	0.020	0.463	0.004	0.103
Occupation	-0.054	-1.047	-0.021	-0.495	-0.017	-0.412
Monthly Income	0.063	1.231	0.027	0.619	0.019	0.453
MS			0.565	12.185	0.563	12.496
AS			-0.041	-0.888	0.003	0.057
MS×AS					0.203	4.761
R^2	0.016		0.314		0.353	
Adjusted R^2	0.003		0.302		0.340	
F	1.206		24.619		25.616	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 7 are not significant, indicating that the control variables have a significant controlling effect on the Subject Well-being. The regression coefficient of the interaction term between IR and AS in Model 9 is (β=0.123, $p < 0.01$), indicating that the interaction term has a significant impact on Subject Well-being. The R^2 of Model 8 is 0.334, and the R^2 of Model 9 is 0.349, indicating a significant improvement in the explanatory power of the model. Therefore, it is proven that the moderating variable AS has a significant positive moderating effect on the relationship between IR and Subject Well-being, and therefore the H5c is valid.

Table 7 The Effect of AS on IR and Subjective Well-being

	Model 7		Model 8		Model 9	
	β	t	β	t	β	t
Gender	0.032	0.623	-0.004	-0.107	-0.005	-0.126
Age	0.089	1.732	0.033	0.787	0.033	0.792
Education Level	-0.018	-0.349	-0.006	-0.145	-0.004	-0.090
Occupation	-0.054	-1.047	-0.017	-0.398	-0.016	-0.380
Monthly Income	0.063	1.231	0.047	1.118	0.047	1.111
IR			0.547	12.820	0.567	13.238
AS			0.106	2.489	0.115	2.714
IR×AS					0.123	2.898
R^2	0.016		0.334		0.349	
Adjusted R^2	0.003		0.322		0.335	
F	1.206		26.988		25.129	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 8 are not significant, indicating that the control variables have a significant control effect on Subjective Well-being. The regression coefficient of the interaction term of MCD×AS in Model 12 is (β=-0.125, $p < 0.01$), indicating that the interaction term has a significant effect on Subjective Well-being. And the R^2 of model 11 is 0.268, and the $R^2$of model 12 is 0.284, which is a significant improvement, indicating that the model explanation ability is enhanced. Therefore, it proves that the moderating variable AS has a significant negative moderating effect on the effect of MCD and Subjective Well-being, so the H5d is valid.

Table 8 The Effect of AS on MCD and Subjective Well-being

	Model 10		Model 11		Model 12	
	β	t	β	t	β	t
Gender	0.032	0.623	0.056	1.258	0.058	1.319
Age	0.089	1.732	0.035	0.792	0.043	0.970
Education Level	-0.018	-0.349	-0.010	-0.230	-0.013	-0.306
Occupation	-0.054	-1.047	-0.009	-0.212	-0.008	-0.183
Monthly Income	0.063	1.231	0.044	1.000	0.043	0.967
MCD			-0.485	-10.753	-0.484	-10.843
AS			0.095	2.117	0.114	2.528
MCD×AS					-0.125	-2.808
R^2	0.016		0.268		0.284	
Adjusted R^2	0.003		0.255		0.268	
F	1.206		19.711		18.549	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 13 are not significant, indicating that the control variables have a significant control effect on Subjective Well-being. The regression coefficient of the interaction term of EE×MD in Model 15 is (β=-0.189, $p < 0.01$), indicating that the interaction term has a significant effect on Subjective Well-being. And the R^2 of model 14 is 0.328, and the R^2 of model 15 is 0.362, which is significantly improved, indicating that the explanatory power of the model is enhanced. Therefore, it proves that the moderating variable MD has a significant negative moderating effect on the effect of EE and Subjective Well-being, so the H6a is valid.

Table 9 The Effect of MD on EE and Subjective Well-being

	Model 13		Model 14		Model 15	
	β	t	β	t	β	t
Gender	0.032	0.623	0.051	1.197	0.030	0.728
Age	0.089	1.732	0.023	0.526	0.035	0.835
Education Level	-0.018	-0.349	-0.008	-0.188	0.010	0.242
Occupation	-0.054	-1.047	-0.030	-0.714	-0.043	-1.034
Monthly Income	0.063	1.231	0.055	1.290	0.062	1.500
EE			0.540	12.566	0.549	13.071
MD			-0.102	-2.378	-0.130	-3.063
EE×MD					-0.189	-4.444
R^2	0.016		0.328		0.362	
Adjusted R^2	0.003		0.316		0.348	

F	1.206	26.273	26.604

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 16 are not significant, indicating that the control variables have a significant control effect on Subjective Well-being. The regression coefficient of the interaction term of MS×MD in Model 18 is (β=-0.145, $p < 0.01$), indicating that the interaction term has a significant effect on Subjective Well-being. And the R^2 of model 17 is 0.314, and the R^2 of model 18 is 0.334, which is significantly improved, indicating that the explanatory power of the model is enhanced. Therefore, it is proved that the moderating variable MD has a significant negative moderating effect on the effect of MS and Subjective Well-being, so the H6b is valid.

Table 10 The Effect of MD on MS and Subjective Well-being

	Model 16		Model 17		Model 18	
	β	t	β	t	β	t
Gender	0.032	0.623	0.040	0.933	0.031	0.724
Age	0.089	1.732	0.055	1.282	0.062	1.451
Education Level	-0.018	-0.349	0.021	0.493	0.021	0.487
Occupation	-0.054	-1.047	-0.023	-0.533	-0.023	-0.539
Monthly Income	0.063	1.231	0.023	0.524	0.027	0.628
MS			0.561	12.099	0.551	12.001
MD			0.031	0.664	-0.002	-0.053
MS×MD					-0.145	-3.355
R^2	0.016		0.314		0.334	
Adjusted R^2	0.003		0.301		0.319	
F	1.206		24.546		23.471	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 19 are not significant, indicating that the control variables have a significant control effect on Subjective Well-being. The regression coefficient of the interaction term of IR×MD in Model 21 is (β=-0.187, $p < 0.01$), indicating that the interaction term has a significant effect on Subjective Well-being. And the R^2 of model 20 is 0.332, and the R^2 of model 21 is 0.365, which is significantly improved, indicating that the explanatory power of the model is enhanced. Therefore, it proves that the moderating variable MD has a significant negative moderating effect on the effect of IR and Subjective Well-being, so the H6c is valid.

Table 11 The Effect of MD on IR and Subjective Well-being

	Model 19		Model 20		Model 21	
	β	t	β	t	β	t
Gender	0.032	0.623	-0.009	-0.204	-0.018	-0.432
Age	0.089	1.732	0.032	0.741	0.040	0.958
Education Level	-0.018	-0.349	-0.010	-0.247	0.009	0.211
Occupation	-0.054	-1.047	-0.013	-0.298	-0.019	-0.450
Monthly Income	0.063	1.231	0.059	1.394	0.068	1.645

IR		0.545	12.690	0.561	13.323
MD		-0.096	-2.243	-0.130	-3.052
IR×MD				-0.187	-4.408
R^2	0.016	0.332		0.365	
Adjusted R^2	0.003	0.320		0.352	
F	1.206	26.742		26.975	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

The regression coefficients of the control variables in Model 22 are not significant, indicating that the control variables have a significant control effect on Subjective Well-being. The regression coefficient of the interaction term of MCD×MD in model 24 is (β=0.145, $p < 0.01$), indicating that the interaction term has a significant effect on Subjective Well-being. And the R^2 of model 23 is 0.260, and the R^2 of model 24 is 0.278, which is significantly improved, indicating that the explanatory power of the model is enhanced. Therefore, it proves that the moderating variable MD has a significant positive moderating effect on the effect of MCD and Subjective Well-being, so the H6d is valid.

Table 12 The Effect of MD on MCD and Subjective Well-being

	Model 22		Model 23		Model 24	
	β	t	β	t	β	t
Gender	0.032	0.623	0.056	1.265	0.051	1.158
Age	0.089	1.732	0.038	0.857	0.054	1.199
Education Level	-0.018	-0.349	-0.013	-0.296	-0.008	-0.178
Occupation	-0.054	-1.047	-0.008	-0.170	-0.012	-0.280
Monthly Income	0.063	1.231	0.054	1.225	0.064	1.449
MCD			-0.493	-10.419	-0.483	-10.309
MD			-0.020	-0.418	-0.071	-1.429
MCD×MD					0.145	3.074
R^2	0.016		0.260		0.278	
Adjusted R^2	0.003		0.246		0.263	
F	1.206		18.880		18.073	

Note: $p < 0.05$, $p < 0.01$, $p < 0.001$.

DISCUSSION

The emotional symbols provided by dog short videos can effectively enhance the subjective well-being of the audiences. The happy behaviour of pets in dog short videos and happy scenes trigger the audiences' sense of pleasure through audio-visual channels. Dog short videos inspire positive emotions (such as happiness, warmth, and healing) in the audience by showcasing cute, loyal, or humorous images of pet dogs, forming positive emotional resonance. Fredrickson (2001) states that the short-term pleasure triggered by dog short videos can accumulate as long-term psychological resources (such as optimism). The accumulation of positive emotions can enhance psychological resilience; therefore, emotional experience is the core driving force for improving the audiences' subjective well-being of dog short videos.

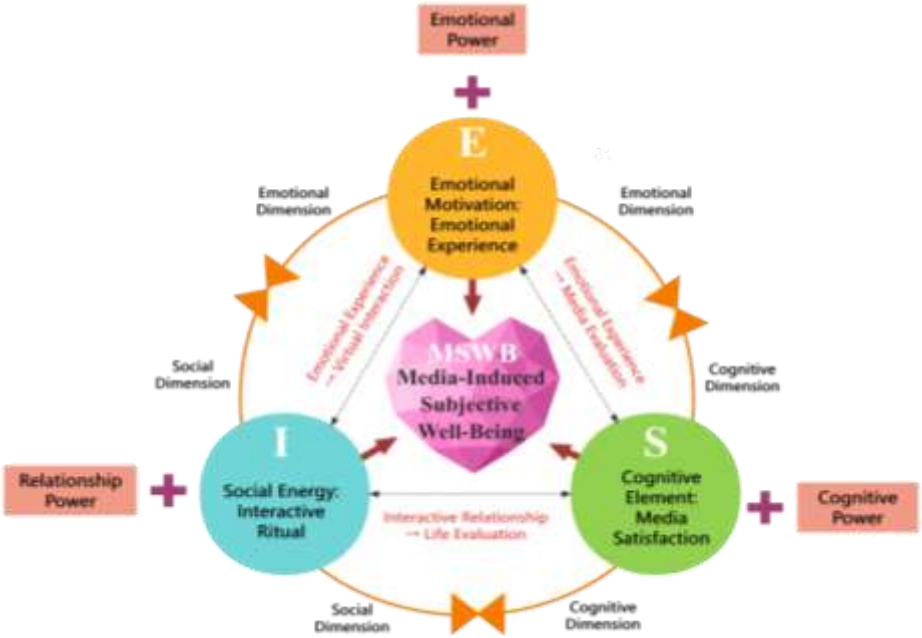
The ritualised behaviour of the cloud ritual chain from physical co-presence to virtual co-presence can generate short-term emotional surges and can be transformed into long-term emotional energy (Shao &

Pan, 2022). In dog short videos, this chain can be formed: continuous participation in interaction → formation of ritual chain → identity recognition → long-term happiness. Therefore, interactive rituals can make dog short videos a lightweight medium for audiences to obtain or increase social emotional sources. Through emotional compensation, self-realisation, hedonic satisfaction, and actualisation satisfaction, it influences the audience of dog short videos on their primary evaluation of life (such as "I have enough fun in my life"), secondary evaluation (such as "I can get happiness through dog short videos"), and reconstruction of life recognition (such as "The happiness obtained through dog short videos is important for my life" , "I think experiencing dog short videos is a worthwhile leisure activity"), making dog short video an important medium for effectively improving the subjective well-being of audiences.

Long-term exposure to dog short videos may gradually reduce the subjective will-being of the audiences through cognitive bias, emotional dulling, and demand alienation, thus confirming the negative warning of the cultivation theory.Virtual interaction relying on dog short videos replaces real social interaction, easily leads to a decline in the quality of interpersonal relationships, exacerbating loneliness and eroding the subjective well-being of the audiences. Meanwhile, if highly dependent for a long time, it can also easily lead to cognitive narrowing and emotional regulation failure, thereby exacerbating the loss of audiences' subjective well-being. The behavioral addiction and detachment from media anxiety caused by media dependency can reduce the ability to recover positive emotions.

This study verified the main factors and pathways of the structural equation of the impact of dog short videos on the audiences' subjective well-being. Focusing on the central issue of the dissemination of dog short videos and the improvement of the audiences' subjective well-being through the induction of the positive driving mechanism of media-induced subjective well-being, it was found that emotional experience, interactive ceremony and media satisfaction were the three main elements of the audiences' subjective well-being effectiveness in the process of media dissemination and use represented by dog short videos.

Figure 5. EIS-MSWB: Audience Subjective Well-being Efficacy Model



The discovery perspective is fully focused on the positive influencing factors that enhance the subjective well-being of the audiences. The innovative proposal is EIS-MSWB: Audience Subjective Well-Being Efficacy Model. The model is presented in Figure 5. In this theoretical model, E represents emotional experience, I represents interaction ritual, S represents media satisfaction, MSWB represents media-induced subject well-being, → represents the logical relationship of dimensions, ~> represents the combined force of the different efficacies produced by the two dimensions, and + represents a positive potency relationship.

The logic of the EIS-MSWB model is that the immediate emotional experience, social interaction, and media satisfaction obtained through consuming specific media content (such as dog short videos) can enhance the subjective well-being of the audiences (manifested as positive emotions and increased long-term life satisfaction). The level of enhancing subjective well-being efficacy depends on the power of the three dimensions of emotion-cognition-society and the synergy formed by their interaction. The fundamental efficacy forces generated by these three dimensions correspond to emotional power, cognitive power and relationship power.

The theoretical model proposed herein has the capacity to integrate the closely related core findings in empirical research into a new framework, aiming to address the problem of insufficient explanatory power in the impact of dog short videos on audiences' subjective well-being in the field of communication.

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