1. What types of contents do you normally see on TikTok?
   1. I normally watch the following videos: Funny trendy videos, Coffee shop and restaurant or food stall reviews, Videos relevant to marketing knowledge and university students, Videos promoting charity works, Tips to create videos to promote products, Learn on TikTok about how to make trending videos, Viral videos, especially about most recent dramas, Food and business: how to manage food , Videos about trending dancing moves, Inspiring quotes and books. As a marketing student, I want to learn from TikTok how to manage food and drink businesses.
2. What do you see when you look at trending dancing TikTok videos?
   1. Whenever I see a dancing trend on TikTok, it seems to have reached a large audience. So, if I look at 10 videos, I will see around 8 videos of people doing that trend. Then, I start to feel FOMO, and I really want to cover or copy the trend to make TikTok videos. Most of the time, the trends that I follow are videos where people make dancing movements with their hands, not their entire body.
3. What is it about these videos that capture your attention?
   1. I think it’s the hand movements and the facial expressions. When I watch these videos, I tell myself “Oh wow, these women look so pretty”. Their facial expression is all smiley, transmitting positive energy. They create their own vibe. And then, I start to like her and then I follow her. About the hand movements, if I see that the hand movements are very cute, I really want to copy and look as cute when I do these movements as I film myself. Overall, I feel a cuteness overload when I see these videos. I also feel inspired. To me, I feel very happy when I see these women smile and small children copy these trends. What strikes me the most about these women are their vibes. Each of them has their own vibe. So, even if they cover the same trend (same music and hand movements), each one of them shows it their own way. This makes me want to copy them. What I want to copy is their style. For instance, makeup style. An example is that there is a female TikTok creator that I like that puts on light or mild makeup and wears a simple white shirt. I really like this simple and light style. My vibe is energetic yet gentle. I don’t like heavy makeup. I prefer women who either don’t do makeup at all or put on light makeup.
4. How often do you see TikTok videos about viral events or dancing trends?
   1. I think about 50-70% of the videos are dancing trends. For viral dramas, if a drama is getting lots of public attention, then I will see videos about them everywhere. About food review, inspiring talks, or information about my studies, they only show up on my feed when I actively search for them or if I actively follow the creators who make these types of contents.
5. When do you normally use TikTok? Especially when you see dancing trend videos.
   1. I normally use TikTok at night. After I am done with housework and I have free time, I will use TikTok. I feel like I am so absorbed into watching TikTok videos that I do it for about 30 minutes to 1 hour. The dancing trends appear a lot on my feed. As they gain in popularity, more and more people cover these trends. So, I come across these videos more and more on my feed. For viral dramas, I normally come across videos about dramas that people talk a lot about at night. And I feel intrigued and want to know more about drama, but I don’t want to get too involved or know too much about it. I think it is not my business to waste too much time on such dramas.
6. Who do you follow on TikTok that create these dancing trends and viral dramas?
   1. Yes, I do follow people who do these dancing dramas. I like women who look cute. So, when I see them, I will follow them to learn about their dressing styles, their vibes, how they combine different sets of clothes. For viral dramas, I don’t follow any people who make videos about such contents. I simply come across them on my feed, such as newspaper channel.
7. What is your mood when you use TikTok?
   1. I normally use TikTok when I am quite relaxed. I make sure that I have already completed all my tasks before using TikTok. If I have too much homework, I will try my best to go through as many post as possible in a short amount of time so that I can resume my studies.
8. Can you describe some settings you use on TikTok?
   1. I can multitask. So, I turn on auto play so that I can browse TikTok while I am doing something else, such as washing the dishes. I also use the setting that hide my profile when I stalk someone’s TikTok account so that they don’t know that I viewed their profiles. I set my TikTok account as public. I also use the “saved videos” to see all the videos that I saved to watch later.
9. Other than save to watch later, what else do you do with the videos that you like?
   1. For very funny videos, I will share these videos into the groups that I am maintaining a streak with. I don’t know if my friends view these videos I share or not, but I feel happy because I feel like I pass on happiness to my friends. For trendy dancing videos, I just save them instead of sharing them with my friends. Later, when I have already dressed up, I will go to the “saved videos” and find them to make TikTok videos covering these trends. I find this “saved videos” very useful. I don’t normally “heart” videos.
10. What other TikTok settings that you use, such as screen time limit, or sleep reminder?
    1. I am aware of these settings. I use screen time limit to set a limit of 1 hour. So, when I use TikTok pass that limit, TikTok will notify me, requesting me to fill in my password. I simply fill in my password and continue using TikTok, especially when I am too absorbed in using TikTok, or when I don’t have anything else to do, I just can’t stop using it. I am not aware of sleep reminder.
11. How about filter?
    1. I use filters that I think beautiful. I learn on TikTok how to use these TikTok filters to make my videos more beautiful.
12. How about the setting filter keywords, where you input some keywords and TikTok will automatically block these videos from your feed?
    1. I am not aware of this.
13. Where on TikTok do you normally come across dancing trends or viral dramas?
    1. For the viral dramas, almost all the small news channels on TikTok post these types of contents. For these trendy dancing, I feel like whenever I want to see something, TikTok will show me such contents. For instance, whenever I search for something, TikTok will show me such contents. So, after searching for something, when I scroll TikTok, I see lots of videos related to the content that I search. For instance, one day I searched for Dookki. Then, that day, whenever I scrolled TikTok feed, I kept seeing videos about Dookki, making me want to go eat Dookki. Another instance is when I searched for a dancing trend. At first, I found that trend quite cute. But then later, I saw a lot of the videos showing that dancing trend on TikTok. I feel like TikTok knows what I am interested in seeing, and will limit the contents on my feeds to show me more of what I am interested in.
14. How do you and your friends interact on TikTok?
    1. Whenever I post a video on TikTok, my friends will react with hearts. I don’t usually post videos on TikTok. Maybe 1 to 2 videos from time to time. I normally re-post posts from TikTok. For instance, when I watch a Korean drama and I came across some short clips about that drama, I repost that video. Then, my friends will react with “heart”. My friends and I only share videos that we find useful or funny on TikTok. For the groups that I am particular close with, we share videos every day to keep the fire streak in these groups. I view all the videos that my friends share with me. I also have individual chat rooms with some friends. I am currently in charge of marketing for a coffee shop. Whenever the staff of that coffee shop came across some funny videos, they share it with me so that we can cover those videos to make marketing videos for the TikTok account of this coffee shop. For trendy dancing videos, in addition to save to watch later, I also share them with my friends so that we can cover those trends together later.
15. You mentioned fire streak. What is it?
    1. Every day, 2 people in the same individual chat room have to send some messages in the chat room. If only person doesn’t do that, we will lose the fire streak. If a fire streak is 100 days, it means that 2 people have been sending messages 100 days consecutively. If I were too busy that day to not log in to TikTok to send messages to my friends, we would lose that streak. That streak is like a testament of our friendship. If you are in a relationship, then that streak is a testament to our relationship. But recently, TikTok introduce a new feature that allows us to resume our streaks. So, even if we don’t send messages for 1 day, we can still resume the streak. So, I feel less pressured. Imagine you have a 1000-day streak with someone. But then you lose that streak, that person (either your friend or your romantic relationship partner) would grumble at me. So, I feel pressured to keep the streak. So, I normally share videos on TikTok simply just to maintain the streak. It’s not about sharing videos to view anymore. Sometimes, I simply share some random videos just to maintain the streak. But if I come across some videos that I really like on TikTok, I will share it with my friends instantly.
16. What do you discuss with your friends about TikTok?
    1. I normally discuss with my friends about viral dramas or reviews of new coffee shops or restaurants and food stalls that we see on TikTok. For the cute dancing trends that we want to cover, we simply make videos about them without discussing in-depth about them. If we want to cover some funny trends we see on TikTok, we will discuss how to modify the content of our videos to match with our purposes, such as marketing the coffee shop we work at. As we make those videos, from time to time we become “trending” on TikTok. Becoming trending means that our videos receive so much more views. Normally my TikTok videos only receive about 1000 to 2000 views. If my videos become trendy, our views reach 30000 or 50000.
17. What are the rules for videos to become trendy?
    1. I actively search on TikTok how to make trendy videos. They share small tips about this, the majority of which are widely known. However, there are some tricks that are very useful. I notice that when we apply these tricks, our videos are more likely to become trendy. For instance: using currently trending soundtrack, making very hilarious contents, etc. I think the likelihood of videos becoming trendy is very small. I think if you post quite often, then your videos are more likely to be trendy.
18. Where do you make videos?
    1. We normally do videos at the coffee shop we work at to promote for the coffee shop. We feel very happy if our videos become trendy. Mostly because we want our coffee shop to be more popular. For the trendy videos that we make just for fun, we do it when we hang out someone. These times, I will browse the “saved videos” to select which one I want to do. Then, tell my friends to do it with me.