1. What types of contents do you normally see on TikTok? How often do you see each of these types of contents?
   1. I often see videos about pets, skincare and makeup, trends (5%) and study (15%). I think I mostly see skincare and makeup. If I watch many videos about this topic continuously, then I see a lot of videos about this topic later on. From time to time, I come across a livestream about pet and I watch it, I then see a lot of videos about pet later on. I think in general, most of the videos I see is about skincare and makeup because I watch a lot of these videos. Second is pets and study. From time to time, I will see videos about trends, but not a lot because I don’t view these videos that often. If I have to put a percentage for each type of content, it is skincare and makeup (50%), pets (30%), study (15%) and trends (5%).
2. What is it about skincare and makeup TikTok videos that impress you the most?
   1. I am very impressed by the creators’ beauty, which intrigues me to view the video to know the steps they take to put on makeup. The way that these creators talk in the videos are also very appealing. They subtly insert promotional lines among their speech, making the product sounds very appealing. When I look at the way they apply the product on their skin, I want to buy the product right away. They also seamlessly promote the products while applying it on their body, such as the price (if it’s affordable for students). I really like these videos, which makes me want to buy these products. Or at least I will notice and pay more attention to these products later on.
3. Can you describe the entire process you go through from the time you see a product until the time you buy it?
   1. After viewing the entire video, I will search for more information on the product. Take the case of eye coloring powder for instance. In the video, the creator will introduce the product and apply the product directly on their eyes. Then I will read the comments of the other users. They will request for comparison between this featured product and other products that they like and are using. Other users also ask the compatibility of this product on different skin types.
4. How do you often feel when you view these videos and read the comments?
   1. For instance, when I see a video that I like, I feel an urge to buy the product. But then, if I read the comments and see that the product is not compatible with my skin type, then I will move on. But, if I read the comments and see that the product is compatible with my skin, and is also affordable for me, then I will add that product to my basket.
5. How do you add this product to your basket?
   1. I will click on the link that take me to the product, and then I will add the product to my basket. Then, I will search for a couple more similar products to compare and decide if I buy it or not. On TikTok, there are usually direct links to the product on. These links either take you to the TikTok Shop, or Shopee, page of the featured product.
6. How else do you interact with these videos?
   1. I react with hearts and save these videos so that I can retrieve it and compare with other products.
7. How do you search for other similar products after spotting a product that you like?
   1. For example, I use the search phrase “eye coloring powder”. I will see products by different TikTok creators within the same price range. I will look around for products like that.
8. After interacting with a video showing a product that you are interested in, and looking at similar products, how often do you come across videos showing the same products on your TikTok feed?
   1. I notice a lot of videos showing similar products of the same type as the one that I interact with. For instance, I will see many videos about eye coloring powders, both expensive and cheap. I will also see many videos featuring the particular eye coloring powder item that I look at but by different creators. I also see other relevant makeup products, such as cheek powder, cushion, etc. Overall, I will see many makeup product videos. I notice that as long as I surf TikTok, I see these makeup videos. And I will not see other videos about pets, trends or study.
9. How do you feel when you see so many makeup videos like this?
   1. I will go to the search function on TikTok and search for a different topic because I feel like I’m overfed with makeup contents. For instance, I will search for pet or study videos. And as I scroll my TikTok feed, if I come across a video about makeup, then I will scroll pass the video without viewing it. I notice that if I keep passing without viewing these makeup videos and spend time watching videos about topics other than makeup such as pets, eventually I will see more videos of other topics like pets. Moreover, as I view more video about pets, when I use the search function on TikTok, there are recommendations about pet videos for me. And then, I will see more videos about pets.
10. What makes you try to look videos that is not about makeup?
    1. Viewing too many makeup videos makes me feel overfed. Besides, I don’t need to buy the makeup-related products that TikTok show me, other than the ones that I am interested in. So, I eventually feel bored and forget my initial intention to buy the product that I am interested in. So, as I get overfed, I will look for something else to watch.
11. When do you often use TikTok?
    1. For instance, after studying for about 30 minutes, I will give myself 5 to 10 minutes to surf TikTok to relax. I tend to do this at quiet place, such as at home. At school, in between 2 class, which last for about 50 minutes, there is a 5-to-10-minute break. I will use TikTok at during these breaks. I also use TikTok whenever I go to a coffee shop. I rarely use TikTok before bed because I surf Shopee or watch movies instead during this time.
12. What settings do you use on TikTok?
    1. I like the activity center the most because I want rewatch the videos that I am interested in. I also view my order on TikTok Shop. I also frequently use “save for later” function so I can retrieve the videos that I like.
13. How about filters?
    1. They are absolutely gorgeous. They are very funny too. I often use these filters to make videos with my friends. For instance, the filter about fruits and speaking English, or the one that distort our face in a funny way.
14. What do you do with the TikTok videos that you make with your friends?
    1. I upload them to TikTok. I really enjoy the part where I receive hearts and comments from viewers for my videos. Making these videos with my friends is also fun. We also share these videos among one another so we can also post them on other social media platforms, such as Facebook.
15. How about sleep reminder, screen time break or screen time limit?
    1. I have never heard of these features. I usually surf TikTok until I don’t want to anymore. I will stop then.
16. How about filter keywords?
    1. I have never heard of this feature. I am only aware of the searching function, which will recommend to me many more keywords to search that are relevant to the search phrase that I put in.
17. How else do you and your friends interact on TikTok?
    1. We tag each other’s names in the comment section of the videos that we want to share. For instance, some clips about study or cats. There is also a message function on TikTok, where share videos.
18. How often do you share contents with your friends in these ways?
    1. Pretty much every day because we use TikTok every day. If we see something funny or interesting, we mention our names or share it in our TikTok chat room.
19. Are you familiar with fire streak?
    1. Yes, I am. The fire streak means that we have to share videos or text each other in these TikTok chat room to keep the streak. If I happen to forget and cause us to lose the streak, my friends will grumble at me heavily.
20. What drives you to keep these streaks?
    1. It’s mostly because I don’t want my friends to complain at me for not keeping the streaks. Besides, many people are showing off these fire streaks across TikTok. This makes me want to keep my streaks so that I can share them on TikTok to show off with people. It’s mostly external drives. Personally, I’m not too attached to these fire streaks.
21. What if your TikTok account is locked and cannot be retrieved? How will you feel?
    1. I notice that many famous TikTok creators lose their accounts. For instance, there is this one TikToker with 5 million followers who lost their account. She made an online announcement about the request of 300,000,000 VND to retrieve her account, to which she complied. Another instance is with another TikToker who built her TikTok account for 1 or 2 years. Her account locked by TikTok because a knife appears on one of her videos. She makes videos about cooking, so it is understandable that a knife appears. She accepted her faith and created a new account. For me, since I don’t make money from my TikTok account, I will accept my faith.
    2. Regarding feelings, I will be very shocked. I would wonder why I lose my TikTok account. I will also feel regret because I have so many posts on TikTok I make with my friends and of my pets. Besides, I make some friends on TikTok. TikTok is the only for me to keep in contact with them. If I lose my TikTok account, I will also lose these contacts.
22. Who do you follow on TikTok?
    1. I follow singers, news channels such as 14 news, TikTok influencers who does contents about promoting products, trends, or study tips.
23. What do you think about the female TikTokers?
    1. They always look stunning on their videos. Moreover, they put a lot of efforts into making their videos appealing. They cover a wide range of topics. They also know how to create appealing scripts for their videos. I really like it because these people know how to insert subtle promotional lines into their videos in a natural way. Besides, I like their narratives when they make their videos.
24. Can you describe the styles of the female TikTokers that you find attractive?
    1. For instance, there is this TikToker that dress in an overly revealing way. Her clothes are erotic, sometimes even too sexual, but she still looks very attractive. For instance, when she wears a skirt that is too short, I will wonder, “is this some sort of a new trend?”. But if I see someone else puts on that dress in real life, I will find it repulsive. For other people, they dress up beautifully and elegantly in their videos. Some people dress in a way that I find very appropriate for my current student status, so I want to buy the clothes that they wear. I will then search for the clothes that they wear to buy them.
25. What is your clothing style?
    1. I like girly and elegant clothes, such as flowery long dress. I will look at how people combine clothes with accessory. I will also want to know what clothing sets are suitable for meeting friends at coffee shops. I also like something slightly bold, such as string top, but not too revealing. Between this elegant and the sexy style of the TikToker I describe earlier, I lean towards the elegant style. For instance, my mother will find the sexy revealing style inappropriate or repulsive. Personally, even though I find the sexy revealing style attractive, I don’t dress like that. This is because I feel like since I have been dressing in a girly elegant way, if I suddenly change to the sexy revealing style, people will judge me. And I don’t like this kind of judgement from other people.
26. Right after you search for clothing items on TikTok, do you happen to see many TikTok posts about clothes?
    1. I don’t search for clothes that often on TikTok, so I don’t see many posts about this topic that often. Besides, I don’t follow many people who promote clothes. So, I see more contents about makeup and skincare than clothes because I follow so many people who create these contents. Whenever these people release any new posts, I always see them. So, as I watch many videos about beauty products, I see lots of videos about this topic.
27. What is your typical mood or emotion right before the moment you use TikTok?
    1. I tend to feel released because I use TikTok during study breaks. During these breaks, I surf TikTok alongside my friends.
28. What if your phone is broken and you cannot surf TikTok?
    1. Then, I will surf TikTok with my friends on their phone. I will view whatever content they view at that time. My friends also often watch beauty products, so I can also see these contents on their phone with them.
29. How would you feel if your phone is broken, and you cannot use TikTok?
    1. I would feel very shocked and concerned. I will try to fix it by myself. Then, I will ask around for help. Eventually, I will feel very distressed let down by this.
30. What if your phone is not broken, but TikTok cannot be open on your phone?
    1. I will simply surf another social media. Many times, in the past my TikTok app was broken so I couldn’t use it. I resorted to surfing Facebook. I personally felt disappointed and let down by the app. I cursed the app for not functioning when I needed to use it during my short study breaks. Then, I used other social media platforms. I could use it later when I went home.
31. Does TikTok send you notifications?
    1. Yes, TikTok sends me notifications about recommendations, or videos that my friends share or tag me in, or the status of my TikTok order. They appear on my phone automatically. If I see in-app notifications, I will ignore it I am in the middle of an interesting video. If I see app notification on my lockscreen, I can see the content of the notification. So, I just view the notification and ignore it without opening TikTok.
32. How would you rate your overall experience with TikTok?
    1. I think TikTok is very good. TikTok brings to me many experiences. Thanks to the videos showing me how to do makeup and match clothes, I can become more beautiful. Besides, I can learn so much knowledge related to my studies. There are videos on TikTok that provide in-depth explanations for my in-class exercise. For instance, my major is foreign language. At school, there are no classes teaching me how to apply my language skills in tourism. But then there are TikTok videos that show me how to use the language related to tourism. Additionally, there are no classes at school that teach me soft skills. But I find videos on TikTok that shows me soft skills such as teamwork, work-related, translation, etc. I also appreciate that people share their experiences in an honest and realistic way, such as job search and application. They also post information about open positions. I think these creators put a lot of efforts into creating informative, insightful, concise and interesting videos with high quality. The videos on TikTok cannot be long because people only view short videos. People get bored easily by long videos. So, the TikTok creators must focus on the delivering the main points in their videos. So, I can quickly grasp the information or knowledge I need. I find so many videos giving me in-depth insights that I cannot find at school. On the other hand, I think that TikTok should eliminate videos introducing video games to children. I think TikTok should also eliminate videos with blasphemous language. I think TikTok is targeting children, so there shouldn’t be any coarse language on TikTok.
33. What is it that you are proud of yourself?
    1. I am glad that I select Chinese as my major. I am strong at learning foreign languages. I am also thankful that my family is very supportive of me.