1. What types of TikTok contents do you normally see?
   1. I often view funny entertaining videos, reviews of beauty products, and religious contents. Funny entertaining videos feature people making daily vlog and teasing one another. Reviews of beauty products feature skincare and makeup products, and especially the products that meet my current skin conditions.
2. How often do you come across these contents?
   1. I think funny videos will take 50%, reviews of beauty products 30% and religious contents 20%. Depending on my needs, I search for particular topics, these videos will appear at different frequency on my feed.
3. When is it about these beauty product review videos that impress you the most?
   1. There is no element that impresses me from these videos. I like videos where the creators review the products in an honest way and doesn’t involve too much seeding. They must talk about all the relevant information about the product. They must have a wealth of experience in beauty products. I will select the videos with those characters to view because I can trust them more.
4. Can you describe the TikTokers who review beauty products that you like?
   1. I think they are honest and straightforward. They have to pay for and experience the products by themselves. From time to time, some people receive commissions from promoting certain products, so they will say unreliable comments for those products. So, I don’t trust them. Regarding their clothes, I think it is normally elegant and well-prepared. I don’t pay too much attention on their clothes. For instance, they can wear suit or blazers. They can wear professional blouse, but definitely not string or sleeveless tops because these items are very repulsive.
5. For the videos featuring a product that you like, how do you interact with it?
   1. I often save those videos. I rarely react hearts or save videos. I only do so for the videos that I really like. On TikTok, there is a place for me to view the videos that I previously save or react with hearts. I can compare all these videos.
6. What are the steps that you take from the time you view a product until the time you decide whether to buy it or not?
   1. I will look at a few videos of the same products by different TikTok creators. I will then review the prices on different ecommerce platforms. I also need to review my financial status for that month. If I already buy many things during that month, I will save the product for the following month. If I don’t buy too many things, then I can buy it right away. Overall, it depends on how much I need the product and my financial status.
7. Can you describe the steps you take when you decide to buy?
   1. I will compare the price across TikTok Shop and Shopee and choose the cheaper option.
8. How do you review products on TikTok?
   1. Most people insert a link to the featured products on their videos. I happen to know that if people put the direct link to the product, it is very likely that the video is flopped. So, they normally share the link to their TikTok Shop page where they show all products they are selling. On that page, I can search for the product I just view and am interested in.
9. How often do you come across videos about products that you interact with like you describe? How does it make you feel?
   1. I definitely see many more videos about that product. But, since I already buy the product and my need is satisfied, I simply skip those videos. If I skip these videos, then they will stop showing up. I think this repetition is quite normal because they are shown based on my needs. TikTok tends to recommend videos based on my needs. When this repetition happens, I usually see videos featuring that product by different creators. Additionally, they can promote other relevant beauty products in their videos.
10. Where do you usually see these types of contents?
    1. I normally see these contents on the “For You” page. This is because I don’t follow to many people. And I don’t have many followers either. So, I normally look at these contents on the “For You” page.
11. What do you normally search on TikTok?
    1. I don’t actively search on TikTok. I only use TikTok for entertainment, so I will view whatever is shown to me. If I come across something that I am not interested in, I will just skip it.
12. What contents are appropriate for you?
    1. Contents that are funny and fit my mood at the time I use TikTok. For instance, if I am stressed or distressed and I see some videos in which people argue, I will skip them because they lower my mood.
13. Do you actively look for videos that show beauty product reviews or do they appear on your feed by themselves?
    1. From time to time, they appear on my feed. But when I need something, I will search for it.
14. What is your emotion or mood when you view such videos?
    1. For the videos that I view, the creators must show the final results, i.e showing me their beautiful facial skin. As I am intrigued by the results, I wonder if the product is that good. I read the comments of other viewers to verify my inquiries. I think that internet users have quite decent knowledge on these products, so they can give me the information I need. If I can’t find the information I need on the product, then I will compare among 2 to 3 products to decide which one fits me.
15. When do you use TikTok?
    1. I use TikTok during breaks, such as lunch break between 11am to 12pm. At night, I use TikTok before bed. During study breaks, I can also surf TikTok. I often use a combination of different social media platforms. So, I surf TikTok for entertainment, and I use other social media platform to text my friends (Zalo, Facebook Messenger). If there is no urgent issue, I use TikTok.
16. How do you and your friends use TikTok?
    1. There is something called streak on TikTok. When 2 people message each other for 3 consecutive days on TikTok, then we can unlock the streak. When we see some funny videos on TikTok, we share them on TikTok to maintain the streak. The number of the streak denotes the number of days we have been messaging each other on TikTok. I quite like this feature. Because it is a good way to stay connected with friends, especially when we can’t talk daily due to different schedules. Each day, we are reminded that we need to send something to our friends on TikTok to retain our streak, which in turn retain our connection.
17. What drives you to maintain these streaks?
    1. It starts out unintentionally. As I see some funny videos, I simply just want to share them with my friends so they can also have a laugh at it. Sometimes, I am too busy to log in to TikTok, I forget to share videos to my friends. I don’t think keeping the streak is that important. If I don’t message with my friends for 1 or 2 days, we can still recover the streak. So, keeping it is not that important for me.
18. How do you and your friends interact on TikTok?
    1. When my friends and I meet in person, we don’t talk about TikTok.
19. Can you describe the steps you take to use TikTok?
    1. I simply open my phone and use TikTok.
20. What if your TikTok account is locked and you cannot retrieve it?
    1. I think I will be slightly sad. This is because as I have used it for quite some time, it knows my interests and preferences, so it can recommend to me the contents that I like to view. Now that I have to create a new account, TikTok will recommend everything to me, including the contents that I don’t like. So, I find it quite annoying.
21. What if you cannot access TikTok app?
    1. If I cannot use TikTok, then I can use other social media platforms such as Facebook. On Facebook, there are also short videos, but the interactions are much less than TikTok. Additionally, the search results on Facebook are not as accurate as the ones on TikTok. But I don’t mind it too much.
22. What are your emotions and moods right before you open TikTok?
    1. I normally feel bored. Because entertainment is my main purpose for using TikTok, I use it whenever I feel bored, and I am free.
23. How do you rate your experience using TikTok?
    1. On the scale of 10, I give it an 8. This is because TikTok meets quite a few personal needs. Such as entertainment, staying connected with friends and shopping. I can do all of these in 1 platform, which is quite convenient. I subtract 2 points because there are some promoting contents where people over-exaggerate certain products because they receive commissions from selling these products. So, I can’t trust these videos. Overall, I think we need to stay vigilant when viewing contents on TikTok and select which contents to view and trust. It takes time to do so.
24. What are you proud of?
    1. I am quite thoughtful, and I view a problem from different perspectives. But this can also lead to overthinking. Still, since my view is quite broad, I can empathize with many people.