1. What types of contents do you normally see on TikTok?
   1. I normally see contents about music, movies or daily topics.
2. What do you see in these contents?
   1. I see normally see idols. I also see videos from my students.
3. What is it that you see in the videos by Kpop idols? How do they dress?
   1. They summarize their music videos. Their outfits are very well-prepared, such as shirts and A-shaped skirts, or T-shirts and suits.
4. How are these styles compared to your own style?
   1. I apply the styles I see to myself. I will buy the clothes that they wear or similar items for myself.
5. How do you interact with these videos?
   1. I will view the videos, react with hearts and leave comments. If I really like these videos, then I will save the videos for later. I do it so that I can re-watch these videos and increase the interaction scores for my idols.
6. What do they wear that make you like to follow?
   1. Even though I can’t look like them, I can still learn from the way they dress to improve my look. For instance, if they wear a white shirt, then I will also buy a white shirt or a shirt that look similar enough.
7. When you see the shirt that your idols wear that you like, what are your emotions?
   1. I find that shirt very beautiful. I am quite intrigued, and I want to own it. Then, I want to search for it to buy it.
8. What steps do you take to buy that shirt?
   1. I will first search for the brand. This is because popular idols cannot insert a link to the products that they wear, so I have to search for the product myself. I take a screen capture of the product to search for it on other ecommerce platforms. I can even search for it on TikTok.
9. Where can you find the links to the products?
   1. The product links can be found on the same videos featuring the product. These links take us to TikTok Shop.
10. How do you interact with the videos showing clothing items?
    1. I definitely react with hearts to the videos showing clothing items that match my style. I also save them so that I can re-watch them later and buy the product.
11. What steps do you take when you consider buying products you find on TikTok?
    1. I will buy the outfits that I absolutely love. I will ask around my friends about the products that I am uncertain about.
12. What items that you absolutely love and want to buy right away?
    1. If I come across a shirt that I like and have been searching for, and the creators have similar styles as mine, and that I have enough money, then I will buy it.
13. How about items that you are uncertain about?
    1. I am uncertain about clothing items that I am not sure if I already have in my closet, or if it will fit me because the body shape of the model is different from mine. So, I will ask around my friends and family members about these items.
14. What else do you do with these products while you are considering?
    1. I will add them to my basket to save for later while I am considering buying it. If many people tell me to buy it, then I will buy it.
15. After having interacted with these videos and products, do you come across TikTok posts about similar products?
    1. Yes, I do. If I interact with the videos and products, then I will come across similar products, even on other social media platforms, such as Facebook. But the listed price might be not as affordable as the one I found on TikTok. On TikTok, the prices are slightly cheaper and there are free-delivery discounts. On TikTok, after interacting with certain products, I see many videos showing the same products. For instance, I see a post where the product is rated 4.9. The next post, I see the same product but is rated 4.8 with less orders. It is the same product but sold by different creators.
16. How does these repetitions make you feel? Especially for the items that you are considering.
    1. I feel like TikTok is trying to hypnotize me to buy the item. I feel quite normal about it. During this time, if I see so many posts about the same products, I can simply buy them without waiting for the responses from my friends or relatives. This is because viewing so many videos make me feel reassured that I will look fine wearing the product.
17. How about items that you already buy?
    1. I notice that if I already buy an item, I don’t see that item anymore. I have to go back to my history to find it and buy it again. I don’t similar products either.
18. When do you usually use TikTok?
    1. I use TikTok quite a lot. I also interact with my students on TikTok. I also use TikTok because there are many interesting contents on TikTok, such as sad podcasts, contents by my students. Since they are in secondary schools, their videos are quite funny. I also see videos about beauty product reviews.
19. What do you see on these videos about beauty products?
    1. These creators usually hold livestreams at fixed time of the day, for example 8am. They prepare really well for these livestream sessions.
20. How do these videos make you feel?
    1. I feel like these videos are very well-prepared. They must have prepared the scripts very well, so they don’t make mistakes like normal conversations. They invest a lot of effort into making these contents. I feel quite neutral when I view these videos.
21. Do you buy these products?
    1. I only buy beauty products that are suitable for me. These livestreams sessions are like online review sessions, where the creators tell the audience information about the products, including skin type. For instance, my skin is normal, not oily. So, if the creators say that some products are suitable for normal skin, I will buy it. If it is for oily skin type, then I don’t buy it and just skip it.
22. How often do you buy on TikTok shop during these livestreams?
    1. I think I only buy 1 item out of 10 items I see. I only buy items that I need. If I run low on some products, then I will try to find substitutions.
23. How about items that you still have quite a lot at home, but you really like the product?
    1. If the product is on sale, and the price is really affordable, then I will buy it.
24. Who do you follow on TikTok?
    1. I follow friends, celebrities, and my idols. They are Korean, Vietnamese, models, and mostly women.
25. What do you think about the appearance of these women?
    1. I think they are very well-dressed. They really put a lot of effort into their clothes. They also have beautiful body. I really enjoy viewing their videos because I am their fan. I also prioritize my idols.
26. What do you mean by well-dressed?
    1. They don’t dress in an overly revealing way. So, they don’t show a lot of their bare skin.
27. How do you feel about the videos where your idols dress in a sexy?
    1. I find these videos quite revolting. I don’t find the sexy dressing style appropriate for the videos they make. I will simply skip those videos without reacting with hearts.
28. How about you, would you choose to dress sexy?
    1. I don’t want to dress sexy because it is not my style. It is not appropriate for me, so I can’t apply the sexy style to myself.
29. When do you normally use TikTok?
    1. When I go to coffee shops, I will use TikTok. Between 10pm to 12am, I use TikTok before falling asleep because I sleep quite late. I also surf TikTok during mealtimes, between 7pm to 9pm.
30. What are your emotions right before you open TikTok?
    1. I am quite curious about what I will see on TikTok. If I am happy, then I will watch normal videos. If I am sad, I also want to view sad videos to match with my mood.
31. What if your TikTok app is inaccessible then, how would you feel?
    1. I will feel sad because I use TikTok quite a lot. I will feel regret that I can’t see the interesting contents on TikTok of the day.
32. What if your account is locked?
    1. I will have to create another TikTok account. I will feel quite sad, and creating a new account is also tiring.
33. How do you and your friends interact on TikTok?
    1. I text them quite often. There is something called streak on TikTok. If a friend and I message each other for several consecutive days, our streak will increase equaling the number of days we have been consecutively messaging each other. If we stop messaging each other, we will lose our streaks.
34. How do you feel about this streak?
    1. I think it strengthens our friendships. Also, it prompts us to message each other more often.
35. What drives you to maintain these streaks with your friends?
    1. I think it is mostly to remind my friends the count of our streaks and to maintain our streaks.
36. How would you feel if you lose the streaks?
    1. TikTok allow us to resume the streak once in case we forget to message each other one day. If I lose the streak, I will feel quite sad. But still, I restart the streaks with my friends.
37. How important is it for you to maintain these streaks?
    1. I try my best to maintain these streaks with the people I am close to. For others, I don’t care if our streaks are maintained or not.
38. What settings do you use on TikTok?
    1. I set my account to be private. I also disable comments. I only allow people who are following me to view my contents.
39. How about filters?
    1. I do use filters on TikTok. I think filters are quite diverse and pleasing. I often use funny filters to make funny videos with my students. I use the pre-made filters, then I add the soundtracks, and then I post them on my TikTok to share with everyone.
40. What drives you to post your videos on TikTok?
    1. If I have a beautiful picture, then I want to share it with my friends.
41. How does posting on TikTok make you feel?
    1. I often feel curious and excited to see how many people view, react with hearts and comment on my posts.
42. What will make you feel happy about these videos?
    1. High interaction rate, many people react with hearts.
43. How about videos with low interaction rate?
    1. I will try to post more often so that my interaction rate can be improved. I won’t be too sad in this case.
44. Does TikTok send you notifications? What do you do with them?
    1. If I am not busy, then I will look at them. If I am too busy, then I will read them later. TikTok often sends me notification telling me how someone interacts with my posts.
45. Are you aware that you can block contents you don’t want to see on TikTok?
    1. Yes, I do. I know that if I press on a content and select that I am not interested in that content, similar contents will not show up on my feed.
46. What types of contents that you are not interested in?
    1. Contents with coarse language and behaviors, or bully contents.
47. Are you aware of sleep reminder, screen time break or screen time limit?
    1. I am not aware of these features. This is the first time I have ever heard of these features.
48. When you and your friends meet in person and discuss about TikTok, what do you normally discuss about?
    1. We will discuss which creators will have livestream sessions at what hour, and what products we want to buy from TikTok.
49. Do you share contents promoting or selling products with your friends on TikTok? After you share, do you see that these items appear quite often on your feed? How does it make you feel?
    1. Yes, I do share them with my friends. And yes, after sharing them, I notice that these products appear quite often on my feed. Then, I feel like TikTok is nudging me to buy these products. For the products that I want to buy, then I will buy it. For the products that I am still considering, then I will keep considering. I am quite annoyed by this repetition. But since it is just suggesting me the products that I need, I feel okay with it.
50. How do you rate your overall experience with TikTok?
    1. I think I am neutral about TikTok. Not all videos are sad. Nor all videos are happy. I think it’s a good mix between sad and happy. So, I am neutral.