1. What contents do you normally see on TikTok?
   1. I normally see the following types on contents: Trends on TikTok: these videos normally depict recent hits, like new dancing trends, or new funny quotes. Recent dramas: any drama that attract the most public attention. Fashion: I normally see beauty queens, fashion shows, KOL and their daily lives. Product reviews: Big brands send their products to KOL, celebrities, models or actresses to review their products on TikTok. Example: Sunscreen. Then, these KOL review these products: how they use them, their effectiveness, etc.
2. How do you feel when you look at these videos?
   1. Product review: When I see such contents, I feel curious about the featured products. Then, I will want to know more about them, and finally I want to buy them. Fashion: I just want to watch just for fun. I normally want to see what they do: charity works, their working life. Trends: If I see some cute trends, I create some videos to redo those trends.
3. What do you think about the female creators doing product reviews?
   1. I think that they are very talented because I think that is the reason why big brands reach out to them to promote their products. I quite admire them. I think that beauty queens (miss Vietnam, miss world) are very friendly because they do a lot of charity work to support children in poor remote mountainous areas.
4. What else that drive you to admire these female creators?
   1. I think that they can be financially independent, they don’t have to count on anyone, and they have their own opinions.
5. What do you think about the dressing styles of these female creators?
   1. Beauty queens normally have a team to help them prepare what to wear. For some, in their daily life, they dress quite comfortably and casually. For KOL, I think their style is more alluring because they are KOL to review products. They can wear whatever they like that matches their styles, such as baby T or crop tops.
6. How about beauty products?
   1. For skincare products, they make videos showing them using these products on their bare skin. For makeup products, they will already put on makeup.
7. How do you feel when you see people dressing up and putting on makeup in these videos?
   1. I feel like I wish I could be like them. For instance, I would like to have such beautiful skin like theirs. Then, I would want to know more about the beauty and skincare products that they use to get the skin like theirs.
8. Can you describe how you use TikTok?
   1. Right after getting back home from school, I will lie on my bed and use TikTok. Then I make dinner. Normally I use TikTok multiple times a day. After dinner and cleaning up, I use TikTok before bed. I frequently use TikTok, maybe 4-5 times per day. At school, during break in between classes, I use TikTok.
9. When you use TikTok, how often do you come videos about product review or fashion?
   1. The order is more or less like this: I see 1 fashion, then 1 dancing, and then 1 product review. Then it repeats. From time to time, there will be something else, such as news.
10. Where on TikTok do you see these videos?
    1. I see on the For You page. I don’t see it on following because on this page it’s mostly my friends.
11. Among these female TikTok creators, who do you follow?
    1. I only follow my friends on TikTok. I don’t follow anyone else. I will only choose to follow a female TikTok creator if I really really like them.
12. When you watch these [beauty, fashion, etc] videos how do you normally interact with these videos?
    1. For things that I find useful or that I really like, I heart and save them for later. Examples: For this month, my sunscreen is running out, so I need to buy another bottle of sunscreen. Then, I see a female TikTok KOL that I like reviews a sunscreen product that is affordable and suitable for my skin. Then, I heart and save the video. Then, I will take a screenshot of the product and search for it on Shopee.
13. How about TikTok Shop?
    1. The price on TikTok Shop is higher than in Shopee, but they have more discount codes.
14. After you interact with these videos about sunscreen, do you see these products more often?
    1. I think after I heart and save these videos, I see the featured products more often, enticing me to buy the products, making me feel like I have to have that sunscreen.
15. For the KOLs that you like and trust, who are likely to persuade you to buy the products that they promote, what are they like? What are their characters?
    1. They must be reliable: many people trust them and their reviews. What make them reliable: they have already tested the products on their skin before reviewing the products. They only promote things they find useful. They must share the entire process of them using the product.
16. How do you and your friends normally interact with each other on TikTok?
    1. There is a new trend on TikTok: we have to message one another on TikTok to keep the streak going to raise a “fire” pet. There is one fire pet for each message room. The more videos and images we send to one another, the bigger the fire pet will grow. We can even give these pets name. We have to complete different missions each day to earn points, which will be used to feed the fire pet. For instance: send 2 videos or images to earn 200 score. When the score reaches a threshold, the fire pet will grow. I normally send funny videos to my friends to raise fire pets. I also send news (traffic, robbery) to remind my friends to be careful when they go outside.
17. How about product review, fashion and trends?
    1. I share product reviews with my friends. I don’t share fashion. For the trends, I will save them for later, so that my friends and I can re-create these trends by making videos.
18. How do you share product review with your friends?
    1. I share these videos directly on TikTok. For some products, there are links in the description of the video that take us directly to the product basket for us to view the products. My friends don’t share product reviews to me. My friends share with me funny videos and videos that are related to our studies.
19. You normally come across these product review on your For You Page. How about the search function on TikTok?
    1. For the search function on TikTok, I mostly come across any dramas that are attracting too much public attention. Whenever I click on the search bar, I normally see the dramas that are searched the most being pushed to the top of the suggestion queue.
20. There are some settings available on TikTok. For instance, there is something called “filter”.
    1. I normally use the filter that adjusting the lighting and colors of my videos so that my makeup looks lighter, or something that distorts my face and makes me look funny.
21. When you first downloaded TikTok, how did you set up the app on your phone?
    1. I changed the language settings, then I sign up for account and link my account to my Facebook.
22. What else did you do?
    1. I saw a search bar for me to select the types of trends I want to see on TikTok. Then, I also need to adjust my camera so that it suits my preferences.
23. How about the keyword filter, where TikTok block contents that are related to certain keywords?
    1. This is the first time I have ever heard of this feature.
24. How about your privacy settings?
    1. I set my account to be private, where only the people I follow and the people who follow me can see my videos.
25. How about something like sleep reminder, screen time limit?
    1. I have never heard of them before.
26. How do you and your friends use TikTok when you meet in person?
    1. When my friends and I go to a coffee shop, my friends and I will make videos of new popular or funny trends. Or, we talk about some beauty queens and their charity works, or some popular dramas that we saw.
27. How do these conversations make you feel?
    1. I feel quite happy when I talk with my friends about this. I am particularly proud when I see that Vietnamese women receive recognitions at international beauty contests.
28. How often do you and your friends use TikTok when you meet in person?
    1. When we go to coffee shops, we spend lots of time talking with each other rather than using TikTok. If we use TikTok, it is only for making videos only.
29. What trends do you normally do with your friends?
    1. I don’t remember all the trends that I did in the past because I did so many. Normally, I make videos copying dancing or cute trends.
30. Other than makeup review, what other products do you normally see on TikTok review?
    1. I also look at contents about clothes to see the latest fashion trends.
31. When you see these videos about clothes, what do you see?
    1. I see that fashion trends change very quickly, depending on the season and styles. There are certain dressing styles that I have never seen before. For instance, there is this one TikTok female creator that dress very differently, even out of the norms.
32. What are your favorite styles?
    1. I like autumn vibe. So, I like cardigan, a shirt and a pair of long jeans.
33. How about the styles you see on TikTok?
    1. I normally see dresses for big events, crop tops, shirts, etc.
34. How do they normally market these pieces of clothing?
    1. They normally put on a different outfit. Then, they will change into each set of clothes while telling the audience about the body shape that these pieces of clothes suit best, and how to put them on.
35. How do you feel when you look at these videos?
    1. Some people look stunning on some sets of clothes, but others don’t. I think I can rely on the truthfulness of the reviews. For instance, there are some pair of jeans that look too long for the reviewers, but they fit me.
36. When you think that some women look stunning when they put on these pieces of clothes, what do you think?
    1. I think people have their own preferences. For instance, I like simply clothes because I think they fit me well. But for instance, [for a female TikTok creator name], because she does street dancing, so her clothing style is more daring. Her hair is curly like princesses’ in movies; her clothes have lots of cuts and are very tight. I still find this very attractive because it suits her very well.
    2. I think different people have their own styles, so I shouldn’t judge them. People can dress however they want as long as it fits them. As for me, because I like simple style, so it doesn’t fit me.
    3. Whenever I see people dressing daringly, I am very impressed.
37. How about buying clothes?
    1. I normally go to the store to try on clothes before buying them. Because I am afraid that some clothes don’t fit my body shape or form, even if other people look beautiful in them.
38. How is your overall mood when you use TikTok? Not good, neutral, or good?
    1. Whenever I return home from school and I feel exhausted, after seeing some funny TikTok videos, I feel that my mood is uplifted, and I feel less tired. Whenever I am exhausted from schoolwork and I see some sad news on TikTok, my mood drops. Overall, I feel happy when I use TikTok.
39. How about videos about product review, like makeup or clothes, or fashion?
    1. I watch them because I like them. But such contents don’t affect my mood too much. So, I can watch them whenever.