Part 1: Practical information

Thank you
very much for participating in this research. Of course, we need to start this interview with some formularies.

Most importantly, do you agree with the fact that I will record this interview in order to create a transcript which serves as data to analyze? The recordings will be anonymized when this transcript is complete, and the transcript will only be used for the purpose of this academic study.

I hereby give you the consent form, which states the objective of this study. Can you read this thoroughly and decide whether you agree with everything stated on this form?

Part 2: Introduction

- Can you tell me a bit about yourself?
- Can you describe your current behavior concerning social media consumption?
- On what media platforms do you spend most of your time?
- Can you describe the media consumption behavior of what you consider to be a typical GenZer?
- Would you consider yourself a typical GenZer when it comes to media consumption?
- Do you perceive a difference in media consumptions between GenZer and other generations?

Part 3: TikTok

- What first comes to mind when you hear the name TikTok?
- Overall, how much do you like TikTok?
- Why do you think TikTok is very popular among young people?
- Do you think TikTok's function is simple and convenient?
- What are your favourite features on TikTok?
- How would you describe the background music on TikTok?

Part 3: Spillover Effect from other Social Media

- How do you explain the popularity of TikTok in the media/press?
- How often do see ads of TikTok app on TV or on the Internet?
- How often do see TikTok videos on other platforms?
- How do you explain this popularity?

Part 4: Content Variety
Interrupt the recording
Go through the list of videos provided, then ask to comment on:

- Gender Fluidity
- Creativity
- Heteronormativity
- Narcissism
- Body Positivity
- Acceptance of Differences
- Inclusivity
- Age Gap

Part 5: Marketing Exploitation
Show the videos on Chipotle and Starbucks

- To what extent TikTok is platform for marketing content?
- Have they ever been exposed to commercial content on TikTok?

Part 6: Fact Checking
Comment the following statements from the press.

- TikTok videos are entertaining.
- TikTok makes full use of your fragmented time and enriches your spare time.
- TIkTok is addictive.
- On other social media you're hiding your flaws, on TikTok you're showing them off.
- Authenticity makes the app so compelling.
- TikTok is a safe space where you can post videos about you being yourself, rather than worrying about being perfect.
- In YouTube and Instagram polished self-presentations are the norm.
- TikTok is a social network that has nothing to do with one's social network.

Part 7: Visual Stimuli
To show before the interview

#allthedifference

https://vm.tiktok.com/VojsUa/

#funfacts

https://vm.tiktok.com/Voyutp/

#wellnesstips

https://www.tiktok.com/tag/wellnesstips

#iusedtobesobeautiful

https://vm.tiktok.com/qRKk1X/

#howgodmademee

https://www.tiktok.com/tag/howgodmademee

#why I am not famous

https://vm.tiktok.com/qR72ny/

https://vm.tiktok.com/qRp1Ax/

https://www.tiktok.com/@robthefrank03/video/6732177814360952070

#shirtlessboys

https://vm.tiktok.com/q8NYfe/

#catchingfeelings

Gender fluidity. This is a popular meme especially for guys; the punch line is a song lyric: “Oh no, I think I’m catching feelings.”

https://vm.tiktok.com/qRWD5o/

https://vm.tiktok.com/qRKFyb/

https://vm.tiktok.com/qRWrq2/

https://vm.tiktok.com/qRcAaU/

Mental illness

https://vm.tiktok.com/qRg7to/

Not young

https://vm.tiktok.com/qRTuNB/

https://vm.tiktok.com/q8d4Ek/

https://vm.tiktok.com/qRnqaH/

https://vm.tiktok.com/q8e2DN/

https://vm.tiktok.com/q8JJ3r/

How brands use TikTok

Chipotle

https://www.tiktok.com/@chipotle

Starbucks

https://vm.tiktok.com/qRcPuL/