

Topics for unstructured interview: Immigrant TikTokers

GENERAL DATA

Name
Nationality
Place of birth
Accounts in other social media
Date of creation of TikTok account

IDENTITY

Cultural

Music genre
Language
Food
Clothing

National

Countries/regions
Politics/economy/social issues in country of origin/residence
Content creation based on political views.

Digital

Digital identity
Identity as a creator
Content and identity
Main goal as content creator

USE OF AFFORDANCES AND FUNCTIONALITIES

Mimesis

Imitation views, practices and purposes
Effect imitation
Audio imitation
Visual imitation
Partial imitation (own version of other's content)

Creation of trending content

Original content for others to imitate
Audio tracks
Creative use of effects
Check! or similar
Others

Strategies to promote interactions

Calls for follows/likes/comments
Interactive formats (Duet/stitch...etc)
Collaboration with other tiktokers to expand reach others

Hashtags

Usage criteria; xyzbca or similar; Audience; Type of content; Popularity hashtags (for you); Identity-based; Location; others.

Emoji/text

Usage criteria; preferences; intentions

ALGORITHMIC VISIBILITY

Learning; adapting; perceptions of the platform and the algorithm
Negotiation with moderation.

RELATIONSHIP WITH FOLLOWERS

Gratefulness; mutual validation; debate/argumentation; hate/silencing; others.