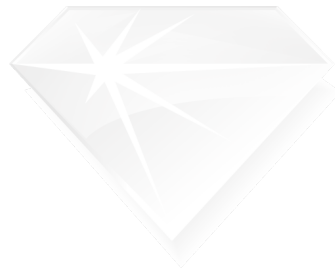


A REFLECTION OF MOTIVATIONS AND LIFESTYLES VIA TIKTOK  
(DOUYIN) AND INSTAGRAM STORY: A CONTENT ANALYSIS AND  
COMPARATIVE STUDY OF THAI AND CHINESE GEN Z USERS



**BANGKOK  
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### ABSTRACT

This research aims to explore the motivations and examine the lifestyles that reflected from short videos. The target population of the research is 400 most liked TikTok (Douyin) videos and 400 most latest Instagram Stories. The total 800 videos was selected from 100 Thai and 100 Chinese Gen Z who were born between 1996 and 2005. This research used quantitative content analysis, and storytelling elements including visuals, sound, character, scenes, and plot to deal with short videos, so as to investigate the hot and high frequency content types, and the Gen Z's motivations and lifestyles.

The findings show that the 100 Chinese Gen Z cared more about own face, aimed to show pretty image by makeup and filter on Douyin and Instagram Story, while the 100 Thai Gen less cared about makeup and editing short videos, mainly shared real image and true life.



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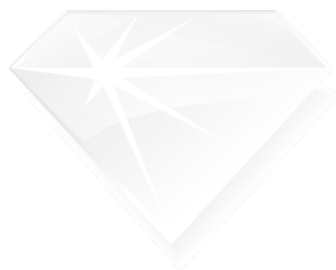
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## CHAPTER 1

### INTRODUCTION

Chapter 1 introduced rationale and problem statement, objectives and scope of study, then presented questions about the research, figured out significance of this research, and definition of terms in this research.

#### 1.1 Rationale and Problem Statement

##### 1.1.1 Gen Z and Short Video

Generation Z has emerged as a population increasingly worthy of attention, especially now as its older members enter young adulthood. Born after 1995, Generation Z (Gen Z) made up one tenth of the 2020 electorate; and while they share a number of characteristics with Millennials, their formative years have been shaped by a drastically different world, resulting in key differences in attitudes, tendencies and outlook. Gen Z are different from older generations, because they are the first consumers to have grown up wholly in the digital era. They're tech-savvy and mobile-first, and they have high standards for how they spend their time online. The core characteristics of Generation Z are 1) first "digital natives"; 2) pragmatic and financially-minded; 3) political progressive and so on (Annie, 2021).

According to the reporter iLuxureport (2021), due to the rapid development of economy, Gen Z who were born after 1995 have great improvement of material life. In the period of the "influencer economy", more and more influencers are active on

TikTok and Instagram that occupy the market of young generation. The lifestyles of Gen Z are deeply influenced by these influencers on social media.

Short video is one of new media at present, the audience is relatively young. According to reporter of Muliadi (2020), SensorTower statistics in August 2020 showed TikTok Generation Z (Gen Z) users (born between 1996 and 2005) is over 26% of its total users, and Statista statistics in August 2020 showed the Instagram Gen Z users is over 33.1% of its total users. Generation Z is a diverse generation with high levels of education, digital nativism, social and cultural awareness, and a high propensity to be more expressive.

Short video is an emerging media content after text, pictures and traditional video. It has the characteristics of low production cost, fast propagation speed and blurred boundaries between producers and consumers (Ma et. al, 2019). Ma, Chen, and Fu (2018) pointed out that short videos first appeared on YouTube in 2005, and the concept of "video sharing platform" was first proposed by YouTube.

Short video is a kind of Internet content transmission, which is generally spread within five minutes of new online media. With the popularity of mobile terminals and the speed of the network, the short-term and high traffic content is gradually spreading (Yan & Zhang, 2019). Wu (2017) believes that short video is a new type of video with video lengths ranging from a few seconds to five minutes. It

relies on mobile intelligent terminals to complete fast shooting and beautification editing and uses new online media as a communication channel.

Since 2017, the short video industry has been on the rise. Because of its rich contents, personalized expression and interactive form, it can meet the social needs of users, and promote short video socialization is more and more popular among netizens. According to the 2017 China Short Video Industry Research Report by iiMedia Research (2017), the size of China's Short Video market reached 5.73 billion in 2017.

Several scholars gave their reasons why short videos can become popular in a short time. Deng and Zhang (2018) believe that they win in short because in the era of information explosion, the attention of the audience has been very limited and fragmented, and the video must be short enough to attract their attention. Gao (2016) analyzed the short video application of mobile terminal from the perspective of uses and gratification and believed that the reason why the short video application of mobile terminal had becoming so popular is that it can activate the demand chain of users and constantly meet the new demands of users.

#### 1.1.2 TikTok (Douyin)

With the popularity of short video apps, many people cannot live without mobile phones every day. They spend a lot of time on short video apps, and more and more people are addicted to short video apps. There are more than 40 short video apps

in China's mobile phone application market in 2019 (Ma et. al, 2019). According to the short video report of MobTech (2021), the top three short video apps in the first half of 2018 are TikTok (called Douyin in China), Fast hand, Watermelon video.

Among these apps, TikTok APP is a music creative short video social software, launched in September 2016, formerly known as A.me. After the name change, the TikTok was fully promoted in the second quarter of 2017, making the TikTok sound shorter and simpler in 2018. The video ranks seventh. The slogan of the TikTok was changed to "record a good life" from the beginning of the online "letting worship from here" to March 19, 2018. The short video in the TikTok APP is usually 3-60 seconds long, and the user can select the short video of the background music, motion editing and special effects processing. In addition, TikTok has also created a distinctive music community, with music as the center for content category division, and also launched the "Dance Dance Machine" with the "Human Key Detection Technology." (Ma et. al, 2019). According to the reporter of Glow Digital (2020), There are 800 million monthly active TikTok users.

According to the statistics of SensorTower on May 2019, TikTok has been popular around the world and has topped the download charts for many times in the U.S., Thailand and so on since it entered overseas markets in 2017 (Sohu, 2019). SensorTower reported that between 2018 and 2019, Thailand ranked in the top three in terms of TikTok users in Southeast Asia. According to the statistics of Glow

Digital, Thailand is one of TikTok's key markets in Southeast Asia. It has already been downloaded here more than 10 million times in 2020 (YuguoNet, 2020).

TikTok has a low threshold and does not require many skills, because many visuals and sounds features are available to edit for the materials of short videos as shown in Table 1.1. Materials of short video includes photo(s), clip(s), the mix of photo(s) and clip(s). Users of TikTok can combine the material of short videos with many features well.

Table 1.1: Features of TikTok (Douyin) Videos

Features of TikTok (Douyin) short videos		
Visuals	Template	Including 2010-2020, Cool Style, Face Magic, Double Exposure etc.
	Effect	Visual effect: including Smog, Gold Power, Smoke, Water etc.
		Transition: including Countdown, Shooting Frame, Switch on etc.
		Split: including Two, Three, Four, Six, Nine, Mix
	Sticker	Including GIFs, Big Face, Panda, Dog, Heart, Time, Star etc.
	Text	Different typefaces and colors, including Classic, Typewriter, Handwriting etc.
	Filter	Different kinds, including Nature, White, Soft etc.

(Continued)

Table1.1 (Continued): Features of TikTok (Douyin) Videos

Sound	Song	Different kinds, different languages, such as Thai & Chinese special songs
	Dub	Different kinds, different languages, such as the dubs about cartoons and dramas
	Absolute music	Different kinds, such as Thai & Chinese traditional music
	original voice	Original voice of the video, adding the sound as the user wants

The challenge in TikTok is to encourage audiences to copy popular ideas. It can make a creative short video work well and be seen by as many users as possible. Tik Tok is tightly regulated. For example, according to the article of Sohu (2019), based on Detailed Rules for the Audit Standards of Short Video Content and Standard for the Management of Short Video Platform in 2019, the TikTok account would be limit or even banned if the brand logo always be showed in the videos of this account. The users can swipe up and down to switch TikTok videos. The 15-second time allows audiences to browse a large number of videos in a short time, which makes audiences cannot stop.

### 1.1.3 Instagram Story

Another very popular platform with short video service selected by this survey is Instagram. After social giant Facebook acquired the company for 1 billion dollars in 2013, Instagram began to introduce video sharing function, and the number of its

users is also increasing. Its video users have increased from 45 million users in 2013 to over 400 million users in March 2019. Instagram increased the length of videos shared from 15 seconds to 60 seconds in 2016, and at the same year, Instagram debuted Story. Instagram Story clips photos or short movies from the past 24 hours into a 15-second VDO that can be easily browsed, and automatically disappears from users' profile 24 hours after publication unless save it as a featured story on the home page. Instagram Stories are a special way to share because they encourage users to post random things they encounter on a daily basis, rather than carefully prepared videos or photos, which are timely for social interaction (Wang, 2019). According to the statistics of 99FIRMS (2021), over 500 million users utilize Instagram Story on a daily basis, approximately 86.6% of Instagram's users post story every day, and roughly 60% of millennials publish or watch Instagram Story.

When users posted an Instagram Story, their profile image will gain a colorful ring around it to notify other users. To view someone's story, simply tap on their profile photo. Their story will appear in full-screen, and the user will be able to view all of the content they've posted within the last 24 hours. When viewing a story, the user can skip backward or forwards by tapping the left and right side of the screens. Finally, unlike most social media posts, Stories have no likes or public comments (Thomas, 2021). In 2017, Instagram introduced Stories highlights as a way to keep your Stories around for more than 24 hours. Stories highlights appear on your profile

below the users' profile (Ash, 2020).

The main characteristics of Instagram Stories are 1) 24 hour lasting videos and photos; 2) option to add filters; 3) option to add time, location, temperature and emoji; 4) option to draw on the photos/videos; and 5) possibility to send a message through the Stories (Amâncio, 2017). Instagram Story also has its special features for editing Stories as shown in Table 1.2.

Table 1.2: Features of Instagram Story Based on Visuals and Sound

Features of Instagram Story		
Visuals	Effects	A lot of kinds, such as shining mask, animal face from different influencers
	Filter	Lots kinds, such as flawless filter, milky way, dark from different influencers
	Text	Different typefaces and colors
	Sticker	Including GIFs, Poll, Question, Location etc.
Sound	Song	different kinds, different languages, such as English and Korean songs
	Absolute music	Different kinds, such as piano instrumental
	Original voice	Original voice of the video

Instagram Story aims to encourage users to create ideas, it means users of Instagram Story need more inspirations and skills. Instagram users can only browse Stories of those who they followed, it means if the user want to watch someone's



Instagram Stories, the user must firstly follow that people on Instagram firstly.

Instagram users can only browse Stories of those who they followed, it means if the user want to watch someone's Instagram Stories, the user must follow that people on Instagram firstly.

#### 1.1.4 Thai Short Videos versus Chinese Short Videos

There are 56 ethnic nations in China, with a large area, a large population, and diverse cultures, thus providing short video users with very rich creative materials.

For example, in addition to Mandarin, there are many interesting dialects. In the past few years, the TikTok influencer called Maomao Jie has gained 33.178 million fans by 2020, because of her interesting Guizhou dialect.

Thailand is a Buddhist country with very high social tolerance. Thais are kind and loving, like singing and dancing. This has caused the difference in short video contents between China and Thailand. For example, the Thai Crab Dance on TikTok and the third-sex user's short video about looking for a dog called Saipan are so popular between Thai and Chinese young audiences, but it is impossible to create such video types in China.

Due to the political, social, and cultural differences between China and Thailand, there are also different regulations. For example, China forbids same-sex kissing, while Thailand forbids pointing feet at the camera.

According to Opinaldo (2021), users can use different features (such as music, effects, and filters) of short video apps to edit the photo(s), clip(s) or the mix of photo(s) and clip(s) to make these video materials looking and sounding better, so as to have high level. And according to the reporter of YuguoNet (2020) mentioned above, due to the rapid development of China's short video industry, the average level of short videos of Chinese users is higher than that of Thai users.

#### 1.1.5 TikTok Videos of Thai Gen Z versus Douyin Videos of Chinese Gen Z

According to the reporter (2020) of Bangkok Post about Pakorn, who is Thailand's head of marketing at TikTok app's primary target users are 17-22 years old, 50% of all total users of TikTok are aged between 13 and 17 in Thailand. And according to the statistic of QuestMobile (2019) from June 2019, 70% are under 35 years old, and 21.7 percent are between 19 and 24 years old in China.

According to the reporter YuguoNet (2020), the contents of TikTok video in China is more diverse. Due to the rise of e-economy, millennials are interested in the contents of fashion and beauty recent years. Compared with China, TikTok in Thailand developed more than a year later. Judging from the current contents of TikTok in Thailand, they are mainly about lip-synching, dancing or funny video, which is like the early years in China.

#### 1.1.6 Instagram Story of Thai Gen Z versus Instagram Story of Chinese Gen Z

Instagram can only be used after connecting to a virtual private network (VPN) that provides online privacy and anonymity by creating a private network from a public internet connection (Symanovich, 2021) in mainland China, which also allows only some young or high educated groups to use it. According to the statistic of NapoleonCat (2021), there were 2.8669 million Instagram users in China in January 2021, which accounted for 0.2% of its entire population. Not every Instagram user uses story feature, so the user number of Instagram Story is less than 0.2% of China's population.

Thailand is heavily influenced by the West, and most Thai celebrities have Instagram accounts, which make Instagram very popular in Thailand. According to the statistic of NapoleonCat (2021), there were 16.47 million Instagram users in Thailand in January 2021, which accounted for 23.6% of its entire population. The user number of using the feature of Instagram Story is less than 23.6% of Thai's popular, but it still huge.

According to the article of Douban(2018), besides some China international celebrities and influencers who use Instagram for working, most young Chinese users on Instagram aims to follow the abroad celebrities. This survey is going to find out what content types Chinese Gen Z users share about their lives on Instagram Story besides the celebrities.

The article also pointed out that some content types on Instagram are popular, such as about celebrity, influencers, travel, beauty, fitness and comedy and so on. Instagram in Thailand is similar to a combination of WeChat and Weibo in China, and it is used to communicate, post the life status and follow favorite celebrities. In some degree, Instagram Stories can represent the lifestyles of young Thai, because so many young Thai people use Instagram to share their lives.

#### 1.1.7 Thai and Chinese Gen Z Use Short Video to Tell Their Stories

According to the article of The EUODS Website that is the website of University of Houston (2013), a digital storyteller can be anyone who has a desire to document life experience, ideas, or feelings through the use of story and digital media. The users of TikTok and Instagram Story are kinds of digital storytellers, they use storytelling elements to tell their Stories by uploading short videos on TikTok and Instagram Story.

Aditya (2014) who has categorized the storytelling elements of the film into eight categories, including 1) character, 2) plot, 3) conflict, 4) resolution, 5) structure, 6) scenes, 7) dialogue, and 8) visuals. The researcher conducted the content types and storytelling elements of short videos shared by young Chinese and Thai users, so as to explore whether Chinese and Thai users have different motivations to use short video apps and whether their short video content reflects different lifestyles.

#### 1.1.8 Conclusion

Gen Z are important part of society, they have emerged as a population increasingly worthy of attention (Annie, 2021). They have been active on TikTok and Instagram Story the two most popular short video apps (Muliadi, 2020). TikTok video and Instagram Stories are diverse between Thai and Chinese Gen Z, because of the differences of cultural, political, and social factors that mentioned above. These short videos are the stories from different Thai and Chinese Gen Z users, they are consisted by different storytelling elements which this study aims to figure out. As stories, these short videos also show different motivations and lifestyles of Thai and Chinese Gen Z users. Through analyzing the storytelling elements in the TikTok videos and Instagram Stories of Thai and Chinese Gen Z, the researcher explored motivations of uploading short videos and examined lifestyle among Thai and Chinese Gen Z users, so as to fill the knowledge gap that a few researcher focused on the comparison between Thai and Chinese Gen Z about the reflected motivations and lifestyles reflected via TikTok and Instagram Story.

## 1.2 Objectives of Study

The users are message-sender and message-receiver with the thriving of short video apps and other Internet channels, the users have more chances to express opinions and share life to other people. The short video contents that shared by Thai and Chinese Gen Z (born between 1996 and 2005) users can reflect their motivations and lifestyles. The research desires to investigate Thai and Chinese Gen Z users'

motivations and lifestyles that be showed on TikTok and Instagram Story as the two popular short video apps. Accordingly, the objectives of this research are:

1) To compare the hot trend and high frequency content types on TikTok and Douyin mostly liked between the Thai and Chinese Gen Z users.

2) To compare the content types on Instagram Story mostly shared between the Thai and Chinese Gen Z users .

3) To compare the storytelling elements of the short videos on TikTok and Douyin between the Thai and Chinese Gen Z users.

4) To compare the storytelling elements of the short videos on Instagram Story between the Thai and Chinese Gen Z users.

5) To compare motivations on TikTok and Douyin between the Thai and Chinese Gen Z users.

6) To compare motivations on Instagram Story between the Thai and Chinese Gen Z users.

7) To compare lifestyles on TikTok and Douyin between the Thai and Chinese Gen Z users.

8) To compare lifestyles on Instagram Story between the Thai and Chinese Gen Z users.

### 1.3 Scope of Study

This is an era of We Media in which the whole nation spreads and expresses. Numerous short video apps provide channels for people to share lifestyles and learn about the lifestyles of others, making people become both message senders and message receivers everyday. In some degree, a message sender is influenced by culture, media ecology, and personal standpoint. What elements will be reflected in the shared contents by short video apps' users? What are the similarities and differences about the shared contents between different users on different short video apps?

The research focuses on the communication behaviors of ordinary communicators in the era of We Media, by selecting two popular short video apps of TikTok and Instagram Story as the research object, and choosing 100 Thai and 100 Chinese Gen Z users who were born between 1996 between 2005, and has less than 1,500 followers on Instagram and TikTok. Those with higher than 1,500 followers were excluded since there may be more commercial elements inserted in the user's video.

TikTok published the number of view and like of each video, and the time of video uploaded. Douyin published the number of like of each video, and the time of video uploaded, however just the video owner can see the number of view of each video. Instagram Story only publishes the time of video uploaded, but not exact date, just shows the time interval comparing between the watching moment and the time of

the story uploaded. The researcher chose the two most liked TikTok videos and the two latest Instagram Stories, selected four short videos from each user between May 1, 2018 and April 30, 2021, so totally 800 short videos were to be analyzed.

This research aims to make a comparison about motivations and lifestyles between Thai and Chinese Gen Z users through analyzing the 200 TikTok videos versus 200 Douyin videos, and 200 Instagram Stories of Thai Gen Z versus 200 Instagram Stories of Chinese Gen Z.

#### 1.4 Research Questions

This study aims to answer the following eight research questions:

RQ#1: Are the hot trend and high frequency content types on TikTok and Douyin shared by the Thai and Chinese Gen Z users similar or different?

RQ#2: Are the high frequency content types on Instagram Story shared by the Thai and Chinese Gen Z users similar or different?

RQ#3: Are the storytelling elements of the short videos that the Thai and Chinese Gen Z shared their lives on TikTok and Douyin similar or different?

RQ#4: Are the storytelling elements of the short videos that the Thai and Chinese Gen Z shared their lives on Instagram Story similar or different?

RQ#5: Are the motivations of the Thai and Chinese Gen Z users' uploaded videos via TikTok similar or different?

RQ#6: Are the motivations of the Thai and Chinese Gen Z users' uploaded



videos via Instagram Story similar or different?

RQ#7: Are the lifestyles showed by the Thai and Chinese Gen Z users on TikTok and Douyin similar or different?

RQ#8: Are the lifestyles showed by the Thai and Chinese Gen Z users on Instagram Story similar or different?

### 1.5. Significance of the Study

This study has several benefits. Firstly, the study filled the knowledge gap of related short video apps' research. There are a few researches that compare shared contents between Thai and Chinese Gen Z users on TikTok and Instagram Story to understand storytelling elements of short videos and content perception in Chinese and Thai society.

Secondly, the study can discover the inside of short video apps' users, such as the motivations of the Thai and Chinese Gen Z users shared videos on TikTok and Instagram Story. It is helpful to the researches about analysis the Gen Z psychological, and makes the society know and understand the insight of Gen Z.

Thirdly, the study examined the lifestyles of Thai and Chinese Gen Z users, it will help to figure out the different customs, habits, and popular cultures among Thai and Chinese Gen Z through analyzing the similarities and differences of lifestyles.

Fourthly, the study found out popular editing features on TikTok and Instagram Story, it would promote the development of short video apps, so as to

create more popular features or platforms.

Finally, according to the Thai and Chinese Gen Z users' motivations and lifestyles on TikTok and Instagram Story in this study, the Thai and Chinese enterprises targeting Gen Z can produce and promote their products better.

## 1.6. Definition of Terms

### 1.6.1 Short Video

According to Baidu, short video is a kind of Internet content transmission, which is generally spread within 5 minutes of new Internet media (Baidu, 2018).

### 1.6.2 TikTok (Douyin)

According to Wikipedia, TikTok, known in China as Douyin, is a Chinese video-sharing social networking service owned by ByteDance. The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from 3 to 60 seconds. It is an international version of Douyin that was originally released in the Chinese market in September 2016 (Shu, 2020). Later, TikTok was launched in 2017 for IOS and Android in most markets outside of mainland China. In this study, the researcher will examine short videos shared on TikTok from May 1, 2018 to April 30, 2021 among Gen Z Thai and Chinese users.

### 1.6.3 Instagram Story

According to Wikipedia, Instagram debuted story in 2016. Instagram Story clips photos or short movies from the past 24 hours into a 15-second video that can be easily browsed, and automatically disappears from the users' profile 24 hours after publication unless users save it as a featured story on the home page. In 2017, Instagram introduced Stories highlights as a way to keep your Stories around for more than 24 hours. Stories highlights appear on your profile below the users' profile. In this study, the researcher will examine short video shared in Instagram Stories highlights from May 1, 2018 to April 30, 2021 among Gen Z Thai and Chinese users.

#### 1.6.4 Generation Z

According to Wikipedia, Generation Z (or Gen Z for short) were born from mid-to-late 1990s to 2010s. This research focuses Chinese and Thai on the Gen Z users who were born in 1996 to 2005.

#### 1.6.5\_Materials of Short Video

The users can combines the photo(s), clip(s) or the mix of photo(s) and clip(s) with different features, such as texts, music, effects, and filters to be a perfect short video (Opinaldo, 2021). The photo(s), clip(s) or the mix of photo(s) and clip(s) are the material of the short videos, this research will find out the differences and similarities about the materials of Thai and Chinese Gen Z users onTikTok and Instagram Story.

#### 1.6.6 Level of Short Video

The level means the quality of short video, Opinaldo (2021) pointed out that users can use different features (such as texts, music, effects, and filters) of short video apps to edit the photo(s), clip(s) or the mix of photo(s) and clip(s), make these materials of video looking and sounding better, so as to have high level. In this research, the level of short video depends on video storytelling techniques, including materials, visuals, and sound of short video.

#### 1.6.7 Story, Digital Story, and Digital Storyteller

- Story: According to the article of Literary Terms (2016), a story or narrative is a connected series of events told through words (written or spoken), imagery (still and moving), body language, performance, music, or any other form of communication.

- Digital story: According to an article of UOW.edu.au that is the website of of University of Wollongong Australia (2020), a digital story is a multimedia presentation combining a variety of digital elements within a narrative structure (a story).

- Digital storyteller: According to the article of The EUODS Website that is the website of University of Houston (2013), a digital storyteller can be anyone who has a desire to document life experience, ideas, or feelings through the use of story and digital media.

#### 1.6.8 Storytelling and Storytelling Elements

- Storytelling: Storytelling is the process of using facts and narratives to communicate and convey specific messages to the audience (Nguyen, 2020).

- Storytelling elements: Storytelling elements refer to narrative elements used to shared various aspects of Stories, including character, plot, conflict, resolution, structure, scenes, dialogue, and visuals (Aditya, 2014). This study conducts five mains storytelling elements of TikTok videos and Instagram Stories based on Based on the main elements of TikTok videos and Instagram Stories in this study, Passi's analysis of Aristotle's seven elements of good storytelling (2019), and the eight storytelling elements of Aditya (2014) in movie, The five elements are:

a) Visuals: The visuals are the look of a video made by editing features or original visuals, such as template, effect, filter, and sticker.

b) Sound: The sound is the what viewers hear made by editing futures or original voice, its types including songs, dubs and so on.

c) Character: A character is a person, or sometimes even an animal in the story.

d) Plot: A plot is a series of character actions, such as showing dancing, skills.

e) Scenes: The scene is the location of the action, such as home, school.

#### 1.6.9 Content types of Short Video

A content type is a reusable container for managing content by common structure and purpose. All content types have attributes, or properties. Each property

has a name and datatype (Hane, 2021). The short videos have the same properties can be categorized into the same content type. According to the article of YuguoNet (2020), content types of Chinese millennials interested are fashion and beauty recent years, while the Thais millennials interested are lip-synching, dancing, and funny video. This research will summarize and compare popular content types between Thai and Chinese Gen Z users on TikTok and Instagram Story.

#### 1.6.10 Uses and gratification of media

Vinney (2019) pointed out the Uses and Gratifications theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their media consumption.

#### 1.6.11 Motivation of Uploading Short Video

This term refers to media users' drive to upload short videos on TikTok and Instagram Story. According to Fu, Wu, and Cho (2016), people share contents for self-promotion, and helping the company. And Bossen, Christina, Kottasz, and Rita (2020) pointed out that users being active in producing videos were significantly more likely for self-identity creation and fame-seeking desires. In addition to, Omar and Wang (2020) found that people participated in TikTok in order to express themselves, interact with others, and escape from day to day pressure. This study conceptualized Thai and Chinese Gen Z's motivations of uploading short video on TikTok (Douyin)

and Instagram Story into six categories, and the researcher also listed some specific motivations belonging to each categories as following:

- 1) Expressing themselves: Show personal interest about dance, lip-sync, idol, food, travel, traditional culture, dialect, pet etc., show personal image about sexy, friendly, cute, makeup etc., show personal opinion about social issue and politics etc., and show personal wealth about luxuries, car etc.;
- 2) Interacting with others: Show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member;
- 3) Escaping from day-to-day pressure: Make fun, share funny moments, such as funny behavior of drunk people, joking, and funny face;
- 4) Fame seeking: For praise, show own skills about music and drawing;
- 5) Creating self-identity: Identify and show own character, gay, lesbian, and the third gender;
- 6) Commercial intention: Self-promotion, and helping own business, such as showing product, company, shop, and website of the business.

#### 1.6.12 Lifestyle Reflected from Short Video

According to Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002), lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture, it could be segmented into attitudes, interests,

opinions, values, aesthetic styles, cultural practice and so on. In this study, lifestyle is the Thai and Chinese Gen Z's interests, opinions, behaviours, and behavioural orientations on TikTok (Douyin) and Instagram Story.

In this study, lifestyle categories included: 1) Cultural practice and aesthetic styles of Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002); 2) future oriented, present oriented, and self-confidence of Hornik's fourteen lifestyle typologies (1989) ; 3) joyful lifestyle of Bayangani, Irandoost, and Ahmadi (2019); 4) flaunting wealth of Almi (2012); and 5) social activism, Bohemianism, groupie lifestyle, musical subculture lifestyles, active lifestyle from the website of Psychology Wiki (2021).

Concluded all lifestyle categories and listed some specific lifestyles from each categories motioned above included:

1. Cultural practice: Love and inherit traditional culture of Thai dance, Thai handcraft, Chinese theater, Chinese custom and so on, and love and spread Chinese dialects;
2. Aesthetic styles: Love own makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter or not;
3. Future oriented: Work hard to create better future, promote own business, show business elements, such as products, photos of shop and website.



4. Present oriented: Live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover, and night club;
5. Self-confidence: Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender;
6. Joyful lifestyle: Gain pleasure by eating food, playing with pets, dancing, lip-synching, and make life funny by sharing funny moments, such as such as sharing funny behaviors of drunk people, joking, and teasing or pranking people;
7. Flaunting wealth: Show off rich life about luxuries, and cars;
8. Social activism: Intentional action about social or political, fight for rights about politics and bully;
9. Bohemianism: Tend to travel a lot, love traveling;
10. Groupie lifestyle: Love and support own idol;
11. Musical subculture lifestyles: Love Thai native music, and English music;
12. Active lifestyle: Socialize with people, love Karaoke with people;

## CHAPTER 2

### LITERATURE REVIEW

This chapter presented related literature, previous research, and related theories. After summarizing all of them, the researcher described the theoretical framework, and hypothesis of this study.

#### 2.1 Related Literature and Previous Studies

##### 2.1.1 The Development of Short Video

Web 2.0 encompasses web technologies and services, including blogs, social network sites, wikis, communication tools, and folksonomies. They all emphasize the sharing of contents among users and online collaboration, which makes Web 2.0 a highly interactive and dynamic application platform for fielding new kinds of applications (Murugesan, 2007). One of the direct applications of Web 2.0 is social media. Social media refers to a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). According to Bowley (2009), social media is also defined as “collaborative online applications and technologies which enable and encourage participation, conversation, openness, creation and socialization amongst a community of users” (p.15). Popular applications like Twitter, Instagram, Wikipedia, WhatsApp, and YouTube are all the derivatives of

Web 2.0. Web 2.0 enables users to collaboratively create information and conduct knowledge sharing in the Internet community (Darwish & Lakhtaria, 2011), and enables the efficient creation and distribution of User-Generated Content (UGC), resulting in vast changes in the online media landscape. User-generated content refers to media content created or produced by the general public rather than by paid professionals and primarily distributed on the Internet. In terms of media use, a user's willingness to experience UGC depends on his or her attitude toward the creation of UGC. However, because individual motivations can vary greatly, more specifically create, UGC for different reasons (Terry, Matthew, & Laura, 2008).

Depending on the types of applications, certain forms of media will be shared and exchanged on social media. YouTube is for video sharing; Instagram is for picture and video sharing; Twitter is mainly for text message sharing. New platforms where users can exchange new kinds of media are developed. Short video has become a popular communication medium, shared in short video platforms. Short video platforms belong to a social media service that provides users with video content, mostly user generated, in short durations from a few seconds to a few minutes (Zhou, 2019).

In China, TikTok is already one of the fastest growing apps and the most popular music video community (Newswire, 2018). It is especially popular among Internet users under the age of 30 in China (Patrick, 2018). Beyond China, it has also

become a phenomenon in North America as well as multiple other Asian markets like South Korea, Japan, and Thailand (Newswire, 2018). In June 2018, TikTok announced that the number of its monthly active users in mainland China has hit 300 million, and the number of its monthly active users worldwide reached to 500 million (Jon, 2018). The videos on TikTok can range from 15 seconds to 60 seconds.

Besides short video platforms, some of the other social media platforms integrate short video as one of the user-generated content sharing media forms. According to the article of GuruFocus (2018), Instagram has released the “Instagram Story” feature, which is a personal feed of photos and videos within Instagram and can only exist for 24 hours. The duration of each story is limited to 15 seconds. The feature has reached a great success, because it has reached more than 400 million monthly active users.

### 2.1.2 The Contents of Short Video and Digital Story

#### 2.1.2.1 The Content of Short Videos

According to reporter of website WayWardKind (2019) short video content is anything short enough to hold a viewer's attention span, but long enough to get one's point across in an engaging way. Typically, this lands in the 15 seconds to two minute time frame. As Meltzer (2019) pointed out short video can come in a variety of different ways: livestreams, Snaps, sizzles, teasers, branded contents and so on. According to Haughey (2021), 17 engaging video content types that people love to

watch are vlog, behind-the-scenes/company culture, interview/Q&A, webinar, event, presentation, tutorial/how to, product review, testimonial, animation, live streaming, brand film, video emails, 360, user-generated content, personalized video, contests/giveaways. According to Bretous (2020), 3 short video trends are: 1) more user-generated content; 2) more behind-the-brand videos; 3) more explainer or educational videos.

The reporter of Sohu (2020) summarized the most popular content types of short video, including contents about beauty, positive attitude, pets, funny moments, skills, and knowledge. According to the reporter of Yuguonet (2020) mentioned above, the contents of TikTok video in China is relatively diverse. Due to the rise of e-economy, millennials are interested in the contents about fashion and beauty recent years. Compared with China, TikTok in Thailand developed more than a year later. Judging from the current contents of TikTok in Thailand, they are mainly about lip-synching, dancing or funny video, which is like the early years in China. And some kinds of content types on Instagram are popular, such as about celebrity, influencers, travel, beauty, fitness and comedy and so on. (Douban, 2018).

#### 2.1.2.2 Digital Stories

TikTok videos and Instagram Stories are kinds of digital stories. According to an article of UOW.edu.au that is the website of University of Wollongong Australia (2020), a digital story is a multimedia presentation combining a variety of digital

elements within a narrative structure (a story). Media may include text, images, video, audio, social media elements (e.g. Tweets) and interactive elements (e.g. digital maps).

According to the article of The EUODS Website that is the website of University of Houston (2013) about the definition of digital storytelling, most digital Stories focus on a specific topic and contain a particular point of view. However, as the name implies, digital Stories usually contain some mixture of computer-based images, text, recorded audio narration, video clips, and/or music. Digital Stories can vary in length, but most of the Stories used in education typically last between 2 and 10 minutes. The topics used in digital storytelling range from personal tales to the recounting of historical events, from exploring life in one's own community to the search for life in other corners of the universe, and literally, everything in between.

The users of TikTok and Instagram Story are kinds of digital storytellers.

According to the article of The EUODS Website that is the website of University of Houston (2013), a digital storyteller can be anyone who has a desire to document life experience, ideas, or feelings through the use of story and digital media. Usually, it is someone with little experience in video production but with time to spend a few days attending a workshop and developing a story with creative support and technical assistance from compassionate, experienced facilitators.

### 2.1.3 Significance of Storytelling Elements in Social Media

Storytelling is the process of using facts and narratives to communicate and convey specific messages to the audience. Stories are revealed through words and actions with improvisation, theatrics, or embellishment. Storytelling always presents a story or narrative. It encourages the listener's active imagination and involves a two-way interaction between a storyteller and one or more listeners. Storytelling happens in many situations and reflects different cultures. However, one common characteristic of all forms of storytelling is that it empowers listeners to visualize vivid, sensory elements of the story based on the storyteller's performance and their own experiences and understandings (Nguyen, 2020).

With the development of technology, the transformation of storytelling to digital storytelling, according to the article of The EUODS Website that is the website of University of Houston (2013) about the definition of digital storytelling, digital storytelling at its most basic core is the practice of using computer-based tools to tell Stories. There are a wealth of other terms used to describe this practice, such as digital documentaries, computer-based narratives, digital essays, electronic memoirs, interactive storytelling, and so on; but in general, they all revolve around the idea of combining the art of telling Stories with a variety of multimedia, including graphics, audio, video, and Web publishing. And according to Atchley (2016), digital storytelling combines the best of two worlds: the "new world" of digitized video, photography and art, and the "old world" of telling Stories.

And now, people are creating many Stories on social media networks.

Lambert (2013) pointed out more people than ever are sharing their own media, social media engagement now represents over 20 percent of total internet use, many millions of hours are being spent by people uploading pictures and videos made by themselves. Many more people, and communities, are waking up to the power of their own voice in the media, and are finding the means to express themselves, for themselves and their communities through the new media.

According to Nguyen (2020), social media storytelling is the process of using social media platforms to tell Stories about brands, products, or whatever to captivate your audience. Social media is a tactic to sell the products or services. It enables users to expose the brand to audiences, tell them what the brand is all about.

According to the article of TASK Marketing (2018), in the period of we media, every user is like a brand in social media. They use social media storytelling to tell audiences what they are and to promote all of them. Storytelling, in the social media marketing sense, means that users use social media to tell their Stories, to convey their voice.

Nowadays, people also create so many short videos on social media.

According to Matthews (2020), video storytelling is a marketing tactic that uses the naturally engaging video format to tell a story about a brand, company or product.

Video storytelling guides viewers through relatable narrative-based content that gets



to the heart of their pain points, ignites an emotional connection, and presents a satisfying solution. People get pulled into what's happening due to a combination of factors, ranging from camera angles to the soundtrack, the characters and the emotion of the story itself. There are some video storytelling tips: 1) use humor to engage the audience; 2) don't be afraid to get creative with video storytelling; 3) create Stories that have a beginning, middle, and an end; 4) show, don't tell; 5) tell one story at a time and so on. (Walters, 2019)

#### 2.1.4 Usage Motivations and Lifestyles on Social Media

##### 2.1.4.1 Usage Motivations

User satisfaction is the most significant factor that affects users' intention to continue using a product or service as stated in the related model of expectation confirmation theory (Bhattacharjee, 2001). According to Fu, Wu, and Cho (2016), media uses and gratification theory, media use is goal directed. Users intentionally select specific media and look for content that fulfills their needs. Content sharing is obviously a specific use of SNS media. Literature has documented that people share contents for psychological incentives, such as reputation, self-promotion, helping the company, or concerning other consumers.

Bossen, Christina, Kottasz, and Rita (2020) found that older Danish adolescent members of the sample who reported being active in producing videos were significantly more likely to agree that they did so to fulfill needs for praise and social

recognition as well as self-identity creation and fame-seeking desires, plus relationship maintenance and building. Indeed, one of the novel and important findings of their study was that both the relationship building and the relationship maintenance needs were sought to be satisfied via the production function of TikTok (rather than the participatory function): Individuals produced videos to get reactions, praise and recognition. Mascheroni and colleagues (2015) argued that adolescents use SNS to present themselves and to display their online identities, and that those SNS that encouraged visual representations – such as TikTok - were the most popular.

Production was more likely to mean a higher number of received likes, and ultimately, a higher probability that content would go “viral” (Khan, 2017; Sheldon & Bryant, 2016). These findings confirmed that the development of identities (Buckingham, 2008; Yau and Reich, 2018) and the strengthening of social positions (Dijkstra et. al., 2010; Lease et. al., 2002; Shao, 2009) became increasingly important as individuals reached adolescence. Moreover, an interesting finding of Bossen and Kottasz (2020) is that the regions of two extremes (Capital region [most urban] and Nord- Jutland [most rural]) were most similar in terms of how they engaged with TikTok (less actively and less seriously). The Capital region has the highest population density, and the most cultural offerings, whereas the Nord-Jutland region has the least of both of these amongst the five key administrative regions.

Another study of Omar and Wang (2020) about TikTok users' motivations used Uses and Satisfaction Theory to analyze a sample of 385 TikTok users and the majority were from China (87.5%) while only a small fraction hailed from other countries (12.5%). The findings revealed that social media users consume or watch TikTok for escapism, social interaction and archiving purposes. Meanwhile, they participated in TikTok in order to express themselves, interact with others, and escape from day to day pressure. The motivations to produce TikTok videos, on the other hand, derived from the desire to fulfill their self-expression and archiving needs.

As to the study of users' motivations on Instagram Story, Ko and Yu (2019) pointed out the SNS users' continuance intention to view Stories-type of short. They studied based on the uses and gratifications theory and the Theory of Reasoned Action. The purpose of this study is to explore the gratifications that may drive Instagram users' continuance intention to view video-type of Instagram Stories. The results showed that entertainment, kill time, bridge social capital, and information value were the gratifications that Instagram users could obtain from viewing Instagram Stories. The gratifications as mentioned earlier further lead to the positive attitude of viewing Instagram Stories, thereby triggering the continuance intention to view video-type of Instagram Stories.

Conclusions of usage motivations on social media:

According to Fu, Wu, and Cho (2016), people share contents for self-promotion, and helping the company. And Bossen, Christina, Kottasz, and Rita (2020) pointed out that users being active in producing videos were significantly more likely for self-identity creation and fame-seeking desires. In addition to, Omar and Wang (2020) found that people participated in TikTok in order to express themselves, interact with others, and escape from day to day pressure.

So, as shown in Table 2.1, the user' motivation categories in this study included:

- 1) Expressing themselves: Show personal interest about dance, lip-sync, idol, food, travel, traditional culture, dialect, pet and so on, show personal image about sexy, friendly, cute, makeup and so on, show personal opinion about social issue and politics and so on, and show personal wealth about luxuries, car and so on;
- 2) Interacting with others: Show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member;
- 3) Escaping from day-to-day pressure: Make fun, share funny moments, such As funny behavior of drunk people, and teasing or pranking people;
- 4) Fame seeking: For praise, show own skills about music and drawing;
- 5) Creating self-identity: Identify and show own character, Gay, lesbian, and the third gender;
- 6) Commercial intention: Self-promotion, and helping own business, show

product, company, shop, and website of the business.

Table 2.1: Motivation Categories of this research

Motivation Categories	Specific	
Express themselves	1) Personal interest	dance, lip-sync, idol, food, travel, traditional culture, dialect, pet and so on.
	2) Personal image	sexy, friendly, cute, makeup and so on.
	3) Personal opinion	social issue, politics and so on.
	4) Personal wealth	luxuries, car and so on.
Interact with others	Show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member	
Self-identity creation	Identify and show characters: The third gender, gay, lesbian etc.	
Fame-seeking desires	For praise, show own skills about music and drawing	
Escaping from day-to-day pressure	Make fun, share funny moments, such as funny behavior, joking, funny face and so on.	
Commercial intention	Self-promotion, helping the company, show product, company, shop, and website of the business.	

#### 2.1.4.2 Usage lifestyles

There are a few studies about lifestyles reflected from social media, the study mentioned above, Bossen, Christina, Kottasz, and Rita (2020) pointed out the different lifestyles between individuals in capital and individuals in rural region. Individuals in the capital live in close proximity to celebrities and fames, have many opportunities for recreational activities, perhaps feel that they are accomplishing things, and gaining recognition from peers in real life. As a result, they may not feel the need to seek out the TikTok social space to prove themselves. Individuals in North-Jutland, primarily a rural region, may have a different lifestyles, where the focus is on being active outside; perhaps the competition for fame is far removed from an adolescent growing up in these circumstances.

This study focuses on the Gen Z' (born 1996-2005) lifestyles, the core characteristics of Generation Z are 1) first “digital natives”; 2) pragmatic and financially-minded; 3) political progressive and so on (Annie, 2021). Due to more and more influencers are active on Tiktok and Instagram that occupy the market of young generation. the lifestyles of Gen Z are deeply influenced by these influencers on social media. Gen Z (born 1996–2012) are coming of age in the Asia–Pacific region, they rely on social media but are thoughtful about how they engage with it. They want it all—and are used to getting it. And they want to be seen as environmentally conscious

(Kim et. al., 2020). According to Fitt Insider (2020), Gen Z's (born 1997–2001) lifestyles are exercising more, eating well, and prioritizing mental health and sleep.

In summary, Gen Z' lifestyles are influenced by the region their live, and influencers on social media. They care about environment, fitness, eating, mental health, and sleep.

According to Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002), Lifestyle could be segmented into attitudes, interests, opinions, values, aesthetic styles, cultural practice and so on. In this study, lifestyle categories included cultural practice and aesthetic styles.

1) Cultural practice: It could be defined as the manifestation of a tradition or custom within a particular culture, such a Morris Dancing in England. In this study, cultural practice included Thai and Chinese culture, such as Thai traditional dance, and Chinese traditional theater, and love dialect.

2) Aesthetic styles: people's opinion to beauty. In this research aesthetic styles included Thai and Chinese thought what is the beautiful image, such as makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter.

As shown in Table 2.2, Hornik's fourteen lifestyle typologies (1989) included:

1) Diet Conscious, 2) Health Anxiety, 3) Future Oriented, 4) Active Sports, 5) Indulger, 6) Environmentalist, 7) Present oriented, 8) Self-confidence, 9) Personal

hygiene, 10) Heavy drinker, 11) The drudge, 12) Quiet family person, 13) Depressed, 14) Risk averse.

Table 2.2: Hornik's fourteen lifestyle typologies (1989)

Lifestyle Typology	Meaning
Diet conscious	People try not to eat foods that are high on cholesterol
Health anxiety	People worry a lot about my health
Future oriented	The successes of tomorrow are the fruits of yesterday's efforts
Active sports	When it comes to sports, they are participants, not spectators
Indulger	When people see something they like, they want to buy it right away
Environmentalism	People are tired of hearing all the complaints about pollution in their cities
Present oriented	Live today, nobody knows what the future will bring
Self-confidence	People have more self-confidence
Personal hygiene	People do not feel clean without a daily bath or shower
Heavy drinker	People drink more than they should
The drudge	People never felt better in my life than they do now
Quiet family person	People are very content to spend all their free time with family
Depressed	People often feel depressed
Risk averse	People never bet money

*Source: Hornik, J. (1989). A Temporal and Lifestyle Typology to Model Consumers'*

*Smoking Behavior, Advances in Consumer Research, 16, 44 – 50.*

In this study, lifestyle categories from Hornik's fourteen lifestyle typologies (1989) included future oriented, present oriented, and self-confidence.



1) Future oriented: Work hard to create better future, show business elements in the videos.

2) Present oriented: Live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover and night club.

3) Self-confidence: Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender.

Bayangani, Irandoost, and Ahmadi (2019) pointed out the joyful lifestyle, people who have this lifestyle, they pay attention to and spend money for fun, food and anything that gives them happiness, they seek happiness and regard entertainment as a basis for their life. In this study, joyful lifestyle meant to gain pleasure by eating food, playing with pets, dancing, and lip-synching, and making life funny by sharing funny moments, such as sharing funny behaviors of drunk people, joking, and teasing or pranking people .

Almi (2012) mentioned the lifestyle of flaunting wealth, people who have this lifestyle, they are eager to purchase and show luxuries. In this study, flaunting wealth meant to show off rich life about luxuries, and cars.

In addition to, the types of lifestyle from the article of the website of Psychology Wiki (2021) included social activism, Bohemianism, groupie lifestyle, musical subculture lifestyles, active lifestyle and so on as shown in Table 2.3.

As shown in Table 2.3, in this study, lifestyle categories of social activism, Bohemianism, groupie lifestyle, musical subculture lifestyles, and active lifestyle based on the article of Psychology Wiki (2021) meant:

A) Social activism: Intentional action about social or political, fight for rights about politics and bully

B) Bohemianism: Tend to travel a lot, love traveling

C) Groupie lifestyle: Be fan, love and support own idol

D) Musical subculture lifestyles: Love different nations, kinds of music, such as love Thai native music, or love English music

E) Active lifestyle: Socialize with people, join groups or clubs, such as loving Karaoke with people.

Table 2.3: Lifestyle list of the article of Psychology Wiki (2021)

Lifestyle Typology	Meaning
Social activism	Intentional action about social or political
Bohemianism	Tend to travel a lot
Groupie lifestyle	Be fan, support own idol
Musical subculture lifestyles	Love different nations, kinds of music
Active lifestyle	Socialize with people, join groups or clubs

Concluded all lifestyle categories motioned above, as shown in Table 2.4, all lifestyle types in this study included:

(1) Cultural practice: Love and inherit traditional culture of Thai dance, Thai

handcraft, Chinese theater, Chinese custom and so on, and love and spread Chinese dialects;

(2) Aesthetic styles: Love own makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter or not;

(3) Future oriented: Work hard to create better future, promote own business, show business elements, such as products, photos of shop and website;

(4) Present oriented: Live today, nobody knows what the future will bring, Enjoy the daily life about school, family, lover, and night club;

(5) Self-confidence: Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender;

(6) Joyful lifestyle: Gain pleasure by eating food, playing with pets, dancing, lip-synching, and make life funny by sharing funny moments, such as such as sharing funny behaviors of drunk people, joking, and teasing or pranking people;

(7) Flaunting wealth: Show off rich life about luxuries, and cars;

(8) Social activism: Intentional action about social or political, fight for rights about politics and bully;

(9) Bohemianism: Tend to travel a lot, love traveling;

(10) Groupie lifestyle: Love and support own idol;

(11) Musical subculture lifestyles: Love Thai native music, and English music;

(12) Active lifestyle: Socialize with people, love Karaoke with people;

Table 2.4: Lifestyle categories of this research

Lifestyle categories	Specific lifestyles
Cultural practice	Love and inherit traditional culture of Thai dance, Thai handcraft, Chinese theater, Chinese custom and so on, and love and spread Chinese dialects;
Aesthetic styles	Love own makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter or not
Future oriented	Work hard to create better future, promote own business, show business elements, such as products, photos of shop and website
Present oriented	Live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover, and night club
Self-confidence	Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender
Joyful lifestyle	Gain pleasure by eating food, playing with pets, dancing, lip-synching, and make life funny by sharing funny moments, such as such as sharing funny behaviors of drunk people, joking, and teasing or pranking people;
Flaunting wealth	Show off rich life about luxuries, and cars
Social activism	Intentional action about social or political, fight for rights about politics and bully
Bohemianism	Tend to travel a lot, love traveling

(continued)

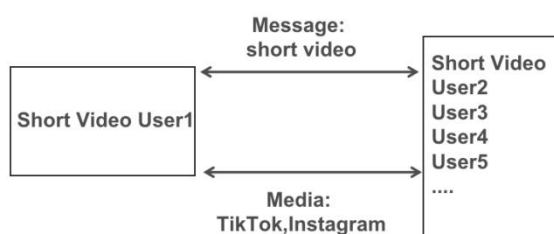
Table 2.4 (continued): Lifestyle categories of this research

Groupie lifestyle	Love and support own idol
Musical subculture lifestyles	Love Thai native music, and love English music
Active lifestyle	Socialize with people, love Karaoke with people

## 2.2 Related Theories

In this era of We Media, people are both the message sender and message receiver. On the daily basis, many users spend a lot of time on short video apps, viewing various short videos, and sharing multiple short videos as shown in Figure 2.1. Different users have different purposes to update short video, but from daily active user of TikTok and Instagram, it can be known that these users are satisfied with these two apps.

Figure 2.1: Communication mode of short video app user



In order to find out the differences and similarities in Thai and Chinese Gen Z users' motivations and lifestyles reflected from the short video content on TikTok and Instagram Story, this research is going to use three theories -- Narrative Theory and Storytelling, Content Perception Theory, and Uses and Gratification Theory to develop a theoretical framework for this study.

### 2.2.1 Narrative Theory and Storytelling

When referring to storytelling previously, a connected definition was narrative as the sequencing of connected events forming a story (Chatman, 1980).

#### 2.2.1.1 Narrative Theory

Narrative theory is based on the concept that people are essentially storytellers. Storytelling is one of the oldest and most universal forms of communication and so individuals approach their social world in a narrative mode and make decisions and act within this narrative framework (Fisher 1984).

Erstad and Wertsh (2008) described that narratives are tools in cultural settings that pre-exist any group or individual use. These tools, especially in the case of narrative forms, they influence people in different ways, and become a part of the repertoire of means people use in our “telling lives”.

#### 2.2.1.2 Story and Storytelling

According to the article of FrogLeaps (2013), a story is a narrative account of an event or a sequence of events. It can be true or fictional. But a good story always has a core element of truth, even if it is fiction. The message the story tells, must be true. It must be consistent and authentic.

Storytelling is an ancient art. Being able to tell a story that audiences will enjoy, remember, and engage with, is both compelling and difficult to accomplish (Passi, 2019). According to Kurniawan (2020), storytelling is a method that has been

around for a long time and is used by prehistoric people to express their daily Stories. The aspects related to storytelling are very broad. Starting from the study of ancient prehistoric culture, making books, making film scripts, conversations that are often heard from friends around even to the realm of promotion which is currently being widely used by leading brands in promoting their products.

Martinus and Chaniago (2017) pointed out storytelling is the act of telling a story by a storyteller to the listener. Basically, Stories are the fundamental activities of every human being. Even when they are talking to themselves means that they are in the process of telling a story. Storytelling can be regarded as the oldest and most recent branch of the literary sciences. Although the goals and requirements of storytelling change each century, from culture to culture, it is sustainable to meet the same basic of social and individual needs. Storytelling aims to provide the information for the listeners so that it can be used to recognize their emotions and able to do problem-solving. Storytelling is delivered without the use of props, but it is relying on vocal quality, facial expression, hand, and body movements.

In another word, storytelling is the art to tell Stories in order to engage an audience. The storyteller conveys a message, information and knowledge, in an entertaining way. Literary techniques and non verbal language are its tools (FrogLeaps, 2013).

#### 2.2.1.3 Digital Story and Digital Storytelling

According to the article of Brighton.ac.uk that is the website of University of Brighton (2020), digital Stories usually contain some mixture of computer-based images, text, recorded audio narration, video clips and/or music. Digital Stories are all singular, personal audio-visual accounts of an individual's story, yet the making of them is shaped by the collaborative experience in the workshop. Each story shows how someone envisages their place in a personal and a public world.

With the rise of the Internet and a more immediate world where transformations happen in one mouse click, storytelling suffered its transformations too. The Internet presents other ways to tell Stories through online platforms. Digital storytelling defined as the practice of telling Stories in online platforms (Amâncio, 2017).

According to the article of The EUODS Website that is the website of University of Houston (2013) about the definition of digital storytelling, British photographer, author, and educator Daniel Meadows defined digital Stories as “short, personal multimedia tales told from the heart.” The beauty of this form of digital expression, he maintained, is that these Stories can be created by people everywhere, on any subject, and shared electronically all over the world. Meadows added that digital Stories are “multimedia sonnets from the people” in which “photographs discover the talkies, and the Stories told assemble in the ether as pieces of a jigsaw



puzzle, a gaggle of invisible hiStories which, when viewed together, tell the bigger story of our time, the story that defines who we are.”

The article of University of Houston from its university website(2013) also introduced that researcher and digital culture consultant, John Seely Brown described digital storytelling this way: I’m particularly interested in digital storytelling, in new ways to use multiple media to tell Stories and in the ability of kids, who are now growing up in a digital world, to figure out new ways to tell Stories. They have the ability to build interpretive movies very simply and to lay sound tracks around the content. They condition or “sculpture” the context around the content. The serious interplay between context and content is key to what film—and rich media in general—are about.

In another article of University of Brighton from its university website called Brighton.ac.uk (2020) pointed out that digital storytelling describes a simple, creative process through which people with little or no experience in computer film-making gain skills needed to tell a personal story as a short film by using images, videos, voiceover and so on. These films can be streamed on the web, broadcast on television or other channels.

Miller (2014) pointed out that digital storytellers should design their Stories and be aware of which elements they can use from classic narrative means. It is important to stress that these definitions will be adapted to “ordinary” users, which are

the participants in this research. On the opposite direction, Miller (2014) clearly refers to professional users wanting to explore the Internet in order to tell Stories for brands, movies, video games, etc.

#### 2.2.1.4 Social Media Storytelling

Storytelling, in the social media marketing sense, means that users use social media to tell the brands story, to convey its voice (Bullas, 2019).

Social media are spaces of storytelling, social media storytelling is using text, photos, videos, and other elements to craft a narrative and engage an audience with a great story, rather than simply presenting facts about products or services (Boogaard, 2021).

#### 2.2.1.5 Video Storytelling

Video Storytelling is a marketing tactic that uses the naturally engaging video format to tell a story about a brand, company or product. (Matthews, 2020). Video storytelling is an important method for educating, entertaining, and making the audiences want to come back for more. It brings life to the ideas, brand purpose, and personalities. It lets people show, not just tell (Stahl, 2020).

#### 2.2.1.6 Elements of TikTok Videos and Instagram Stories

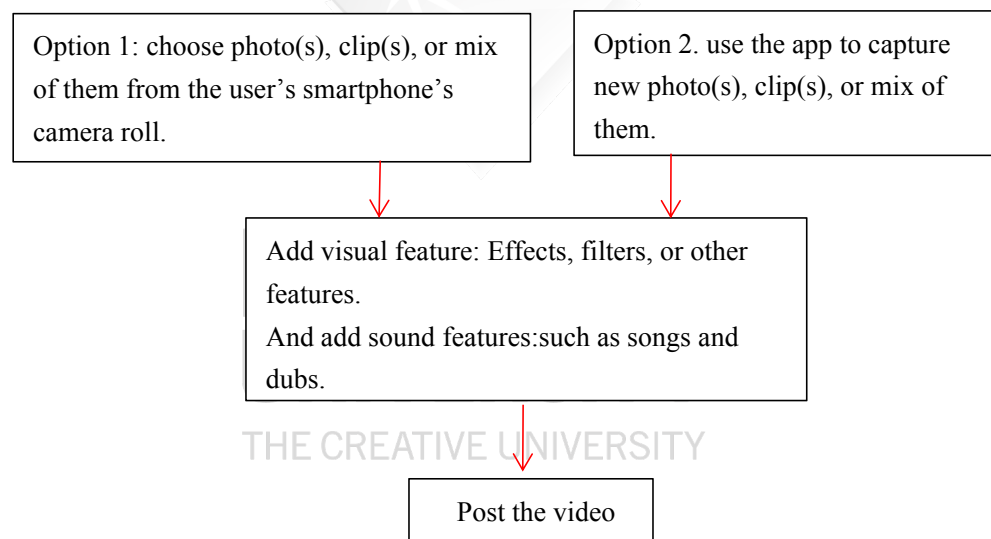
According to Thomas (2021), as shown in Figure 2.2, the process to make a TikTok video and Instagram Story are:

Step 1: The users have two options, including Option 1, choose photo(s), clip(s), or mix of them from the user's smartphone's camera roll; Option 2, use the app to capture new photo(s), clip(s), or mix of them.

Step 2: Add visuals feature: Effects, Filters, or other features. And add sounds features:such as songs and dubs.

Step 3: Post the video

Figure 2.2: The process to make a TikTok video and Instagram Story



According to the article of TikTok.com (2020) and the article of Instagram Help Center (2019), elements of TikTok videos and Instagram Stories are:

1) Materials: The user chooses photo(s), clip(s), or mix of them to create TikTok videos and Instagram Stories.

2) Visuals: Good TikTok videos and Instagram Stories have a particular look and feel. They are often quick to the point, visually interesting made by creative people through template, effect, filter, text, sticker and so on.

3) Sounds: When it comes to making a good TikTok video and Instagram Story, what viewers hear is just as important as what they see. That's why TikTok and Instagram Story has a massive library of sounds to accompany the videos.

4) Story elements: Storytelling is at the heart of TikTok videos and Instagram Stories. Kazoo (2010) pointed out a story has five basic but important elements. These five components are: The characters, the setting, the plot, the conflict, and the resolution.

- Characters: The characters are the individuals that the story is about. A character is a person, or sometimes even an animal, who takes part in the action of a short story or other literary work.

- Setting: The setting is the location of the action. An author should describe the environment or surroundings of the story in such detail, and often use descriptions of landscape, scenery, buildings etc. to provide a strong sense of setting.

- Plot: A plot is a series of events and character actions that relate to the central conflict. A plot should have a very clear beginning, middle, and end, so that the reader can make sense of the action and follow along from start to finish.

- Conflict: The conflict is a struggle between two people or things in a story. The main character is usually on one side of the central conflict.

- Resolution: The resolution is the part of the story's plot where the main problem is resolved or worked out. It is important that the resolution fit the rest of the story in tone and creativity and solve all parts of the conflict.

However, not many TikTok videos and Instagram Stories have all five story elements. According to the reporter of Mediakix (2020), twenty popular content types in TikTok are 1) Food & Beverage; 2) Sport; 3) Performance Skills; 4) Gaming; 5) Fitness & Health; 6) Fashion & Beauty; 7) Dance; 8) Outdoor Activities; 9) Daily Life; 10) Pop Culture; 11) Animation & Fan Culture; 12) Transportation & Vehicle; 13) Science & Education, 14) Professional Life, 15) Family, 16) Oddly Satisfying, 17) Travel, 18) Animal, 19) Celebrity Account, and 20) Comedy. In addition, the reporter of Fanpage karma (2019), described that the top ten most relevant content types on Instagram are fashion, food, design, travel, fitness, nature, inspiration, health, party, and art. According Bump (2020), the preferred Instagram Story formats are:

#### 1) Short narrative Stories with photos or videos

Short narratives are basically articles translated for a more visual audience. They rely on bullet points of text, accompanied by related visuals, to tell a story in a few photos or videos.

#### 2) Stories centered around quizzes or polls

Quizzes or polls might keep viewers engaged, entertained, and in the Instagram Story for longer.

### 3) A mix of content

Add interactive features, such as Quiz or Poll stickers to narratives, tutorials, or other types of Story content. This will add an extra layer of engaging content to a Story that might already be interesting to viewers.

According to the article of Zhihu (2020), specialties of TikTok videos and Instagram Stories are 1) short, they are usually 15 seconds; 2) small, the video topics are usually small; 3) understandable, the video plots are usually easy to understand; and 4) fragmented, the contents of short video are generally fragmented, and audiences also use the fragmented time to watch short videos.

To sum up, TikTok videos and Instagram Stories are fragmented, less care about the structure (beginning, middle, ending) of a story. The video topic and plot are small and simple, the popular content types and relevant topic are about dance, food (cooking), beauty, fashion, animal (pets), and travel etc., they are very easy to understand, less care about conflict and resolution elements of a story. As shown in Table 2.5, accordingly, the main six story elements of TikTok and Instagram in this research are:

1) Materials: The users use materials, including a photo, photos, clip, clips or mix of photo(s) and clip(s) to create TikTok videos and Instagram Stories.

2) Visuals: The visuals are the look of a video made by editing features or original visuals, such as template, effect, filter, and sticker.

3) Sound: The sound is the what viewers hear made by editing futures or original voice, its types including songs, dubs and so on.

4) Character: A character is a person, or sometimes even a plant, an animal.

5) Plot: A plot is a series of character actions.

6) Scenes: The scene is the location of the action.

Table 2.5: The main elements of TikTok videos and Instagram Stories

The main elements of TikTok videos and Instagram Stories	
Elements	Meaning
Materials	The users use materials, including a photo, photos, clip, clips or mix of photo(s) and clip(s) to create TikTok videos and Instagram Stories.
Visuals	The visuals are the look of a video made by editing features or original visuals, such as template, effect, filter, and sticker.
Sound	The sound is the what viewers hear made by editing futures or original voice, its types including songs, dubs and so on.

(continued)

Table 2.5 (continued): The main elements of TikTok videos and Instagram Stories

Story elements	Character	A character is a person, or sometimes even an animal.
	Plot	A plot is a series of character actions.
	Scenes	The scene is the location of the action.

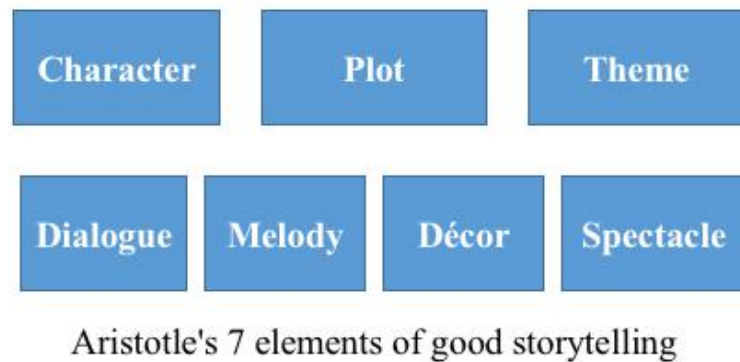
#### 2.2.1.7 Aristotle's Seven Elements of Good Storytelling and Aditya's Eight Storytelling Elements of Film

Passi analyzed (2019) of the Aristotle's seven elements of good storytelling as shown in Figure 2.3, including:

- 1) Character: Characters are the elements who are living in the story.
- 2) Plot: Plot sets up the motivations, challenges, the goal, and the road people are taking to fulfill it.
- 3) Theme: Theme make differences, including setting where the story is taking place.
- 4) Dialogue: Dialogue enables the story to resonate with the intended audience.
- 5) Décor: The decor translates to the visual aesthetics of the theme.
- 6) Melody: The music, the tune or some audio.
- 7) Spectacle: The spectacle is something of an event that is memorable, unexpected and left the audience wondering about its appearance.



Figure 2.3: Aristotle's seven elements of good storytelling



*Source: Interaction-design.org*

In addition, As shown in Table 2.6, Aditya (2014) pointed out eight storytelling elements of the film as followings:

- 1) Character: Characters determines the trajectory of events, such as heroes.
- 2) Plot: Plot defines the narrative summary or story synopsis of a film.
- 3) Scenes: Everything that happens in one place in the film is a scene.
- 4) Dialogue: Dialogue reflects the speaker's mood, reveals the character and takes the story ahead in a film,
- 5) Visuals: Visual deals with what the audience sees, and how they see it.
- 6) Structure: A structure is the beginning, the middle, and the end of a film.
- 7) Conflict: Conflict is the engine that drives one story forward. It provides the power and movement of a film.
- 8) Resolution: Resolution is the ending of plot or the film.

Table 2.6: The seven elements of good storytelling and the eight storytelling elements of film

Aristotle's seven elements of good storytelling	Meaning	Aditya's Eight Storytelling Elements of Film	Meaning
Characters	Characters are the elements who are living in the story.	Character	Characters determines the trajectory of events, such as heroes.
Plot	Plot sets up the motivations, challenges, the goal, and the road people are taking to fulfill it.	Plot	Plot defines the narrative summary or story synopsis of a film.
Theme	Theme make differences, including setting where the story is taking place.	Scenes	Everything that happens in one place in the film is a scene.

(continued)

Table 2.6 (continued): The seven elements of good storytelling and the eight storytelling elements of film

Dialogue	Dialogue enables the story to resonate with the intended audience.	Dialogue	Dialogue reflects the speaker's mood, reveals the character and takes the story ahead in a film,
Décor	The decor translates to the visual aesthetics of the theme.	Visuals	Visual deals with what the audience sees, and how they see it.
Melody	The music, the tune or some audio.	Structure	A structure is the beginning, the middle, and the end of a film.

(continued)

Table 2.6 (continued): The seven elements of good storytelling and the eight storytelling elements of film

Spectacle	The spectacle is something of an event that is memorable, unexpected and left the audience wondering about its appearance.	Conflict	Conflict is the engine that drives one story forward. It provides the power and movement of a film.
		Resolution	Resolution is the ending of plot or the film.

#### 2.2.1.8 Storytelling Elements of Short Videos on TikTok and Instagram Story

Based on the main elements of TikTok videos and Instagram Stories in this study, Passi's (2019) analysis of Aristotle's seven elements of good storytelling, and the eight storytelling elements of Aditya (2014) in movie, the researcher summarized the main storytelling elements of short videos on TikTok and Instagram Story.

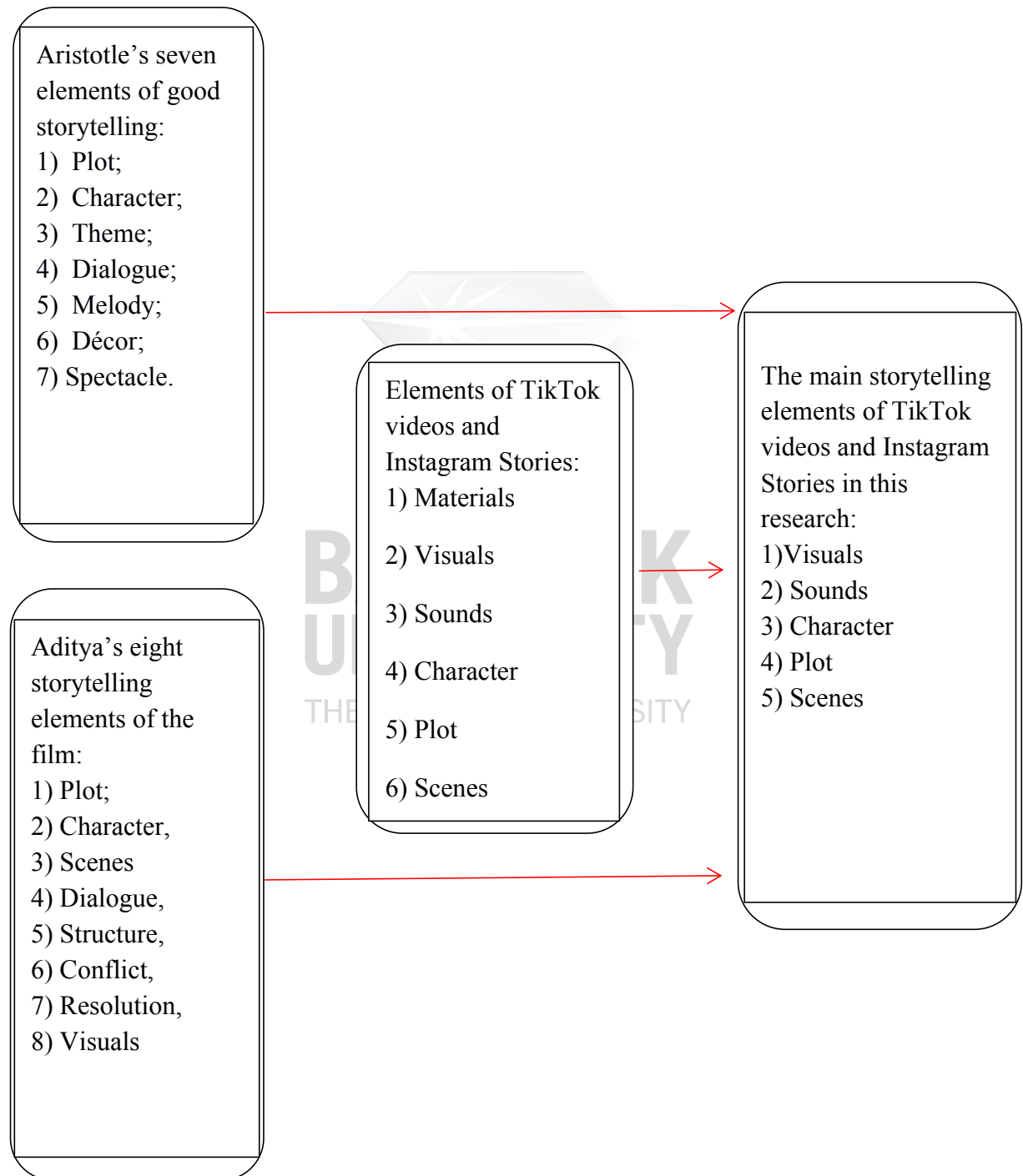
Mentioned above, TikTok videos and Instagram Stories are fragmented. It is just a piece of a story, less care about the structure (beginning, middle, ending) of a story, the main six story elements of TikTok and Instagram that the research focuses

are materials, visuals, sound, character, plot, and scenes. And due to the rise of e-economy, Chinese millennials are interested in the contents of fashion, beauty recent years, while Thai millennials prefer to upload the content about lip-synching, dancing or funny moments. In addition to the lack of a concrete structure, these kinds of contents do not focus on dialogue in the way that movies and long Stories do, just edit with music or dubs. Last but not least, the storytelling elements do not contain materials, so as shown in Figure 2.4, the main storytelling elements of TikTok videos and Instagram Stories are:

- 1) Visuals: The visuals are the look of a video made by editing features or original visuals, such as template, effect, filter, and sticker.
- 2) Sound: The sound is the what viewers hear made by editing futures or original voice, its types including songs, dubs and so on.
- 3) Character: A character is a person, or sometimes even a plant, an animal.
- 4) Plot: A plot is a series of character actions, such as show dancing, singing, lip-synching and skills, or share funny moments.
- 5) Scenes: The scene is the location of the action, such as home, school.

Figure 2.4: Sources of main storytelling elements of TikTok videos and Instagram

Stories in this research



## 2.2.2 Content Types and Content Perception Theory

### 2.2.2.1 Content Types

Content is a fundamental component that comprises SNSs. Peters, Chen, Kaplan, Ognibeni, and Pauwels (2013) proposed three major aspects of content that determine online content effectiveness based on literature reviews:

- (1) Content quality is shaped by the content characteristics, content domain, and narrative style;
- (2) Content valence involves emotional tonality;
- (3) Content volume involves counts and volume.

Specifically, content with the characteristics of vividness, interactivity, information, entertainment, position, and valence can generate a higher number of likes and comments on social media (Devries, Gensler, & Leeftang, 2012).

A content type is a reusable container for managing content by common structure and purpose. All content types have attributes, or properties. Each property has a name and datatype (Hane, 2021). The short videos have the same property can be categorized into the same content type.

### 2.2.2.2 Content Perception Theory

According to Gazzaniga (1998), Perception Theory is for describing the application of neurological research. By addressing how the mind/brain receives information, processes it, derives meaning from it, and uses it, this theoretical

approach helps us assess the efficacy of existing theories of communication derived from social research. Because much of our visual experience today comes vicariously through media, an understanding of how perception works is fundamental to ongoing communication research, particularly in terms of media effects. As media violence becomes the central focus of much social concern today, for example, it is important to note that much of the finger-pointing for assigning blame is beside the point: Whatever experience a child has will build the pattern of his or her future response. Family interaction, formal education, and media are all a part of the stream of influence that builds and reinforces certain brain synapses. If one influence is stronger, this will sway perception in a particular direction. If one is weaker, it will eventually go the route of all unreinforced and therefore ineffectual synapses and be reabsorbed into the system.

Content Perception Theory is based on Perception Theory, offers theoretical basis for the users to create or share contents of short videos. The users' content perception reflects the users' attitudes to contents of short videos. Nowadays, the short video platform is filled with huge different contents, and the users will browse their favorite contents according to their own perception. At the same time, the users also create different short videos according to their own perception and storytelling techniques. In a word, the short video users share the video contents based on their own perception. Due to the different perception, contents of short video are diversity.



Content Perception Theory will help to investigate the popular content types between Thai and Chinese Gen Z users on TikTok and Instagram Story in this research.

### 2.2.3 Uses and Gratification Theory

The Uses and Gratification Theory is an extension of needs and motivations theory (Maslow, 1970), which posited that people actively seek to satisfy a hierarchy of needs, including physical needs, security/safety needs, social/belonging needs, ego/self-respect needs, and self-actualization needs. Schramm (1954) sought to make clear that audience members judge level of reward (gratification) they expect from a given medium or message against how much effort they must make to secure that reward—an important component of what called Uses and Gratification perspective.

The Uses and Gratification Theory provides a framework for understanding when and how individual media consumers become more or less active and the consequence of the increased or decreased involvement.

- 1) The audience is active and its media use is goal oriented.
- 2) The initiated in linking need gratification to a specific medium choice rest with the audience member.
- 3) The media compete with other sources for need satisfaction.
- 4) People have enough self-awareness of their media use, interest, and motives to be able to provide researcher with an accurate picture of that use.

5) Value judgments of media contents can only be assessed by the audience.

Blumber (1979) offered several suggestions as the kind of audience activity in which media consumer could engage.

- 1) Utility—People used media to accomplish specific task.
- 2) Intentionality occurs when people's prior motives determine use of media.
- 3) Selectivity refers to audience members' use of media may reflect their existing interest and preferences.
- 4) Imperviousness to influence refers to audience members' constructing their own meaning from media content.

Basing on the hierarchy of needs from the Uses and Gratification Theory, including physical needs, security/safety needs, social/belonging needs, ego/self-respect needs, and self-actualization needs, and adapting from media uses and gratifications, there are six motivations that TikTok and Instagram Story users may involve:

- 1) Expressing themselves: Show personal interest about dance, lip-sync, idol, food, travel, traditional culture, dialect, pet and so on; show personal image about sexy (naked upper body, dressed little, and sexy dance), friendly (smiling), cute (winking), makeup and so on; show personal opinion about social issue and politics; and show personal wealth about luxuries and car.
- 2) Interacting with others: Show daily lifestyle about school, family, lover, and

night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member

3) Escaping from day-to-day pressure: Make fun, share funny moments, such as funny behavior of drunk people, joking, and funny face.

4) Fame seeking: For praise, show own skills about music and drawing;

5) Creating self-identity: Identify and show own character of Gay, lesbian, and the third gender;

6) Commercial intention: Self-promotion, and helping own business, show product, shop, and website of the business.

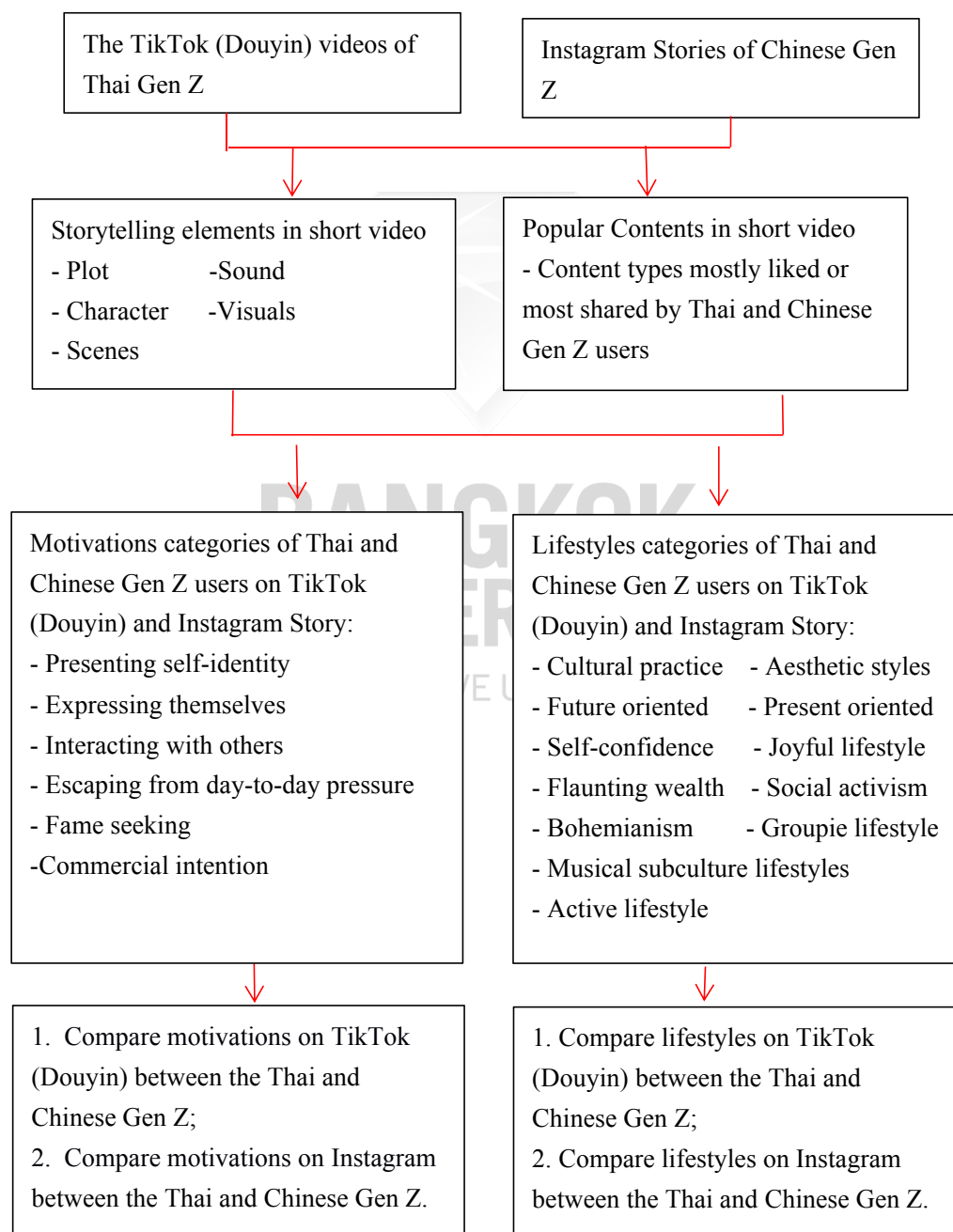
### 2.3 Theoretical Framework

This study selected the short videos released by Gen Z users who were born between 1996 and 2005 in China and Thailand, as to summarize and compare the video contents they shared on TikTok and Instagram Story from May 1, 2018 to April 30, 2021.

The researcher used: 1) Storytelling elements in short videos to categorize contents of TikTok videos and Instagram Stories; 2) the Content Perception Theory to investigate popular content types between the Thai and Chinese Gen Z users; 3) the Uses and Gratification Theory to explore the various motivations that these users who are eager to create short videos on TikTok and Instagram Story. Then according to the summarized content types and motivations, the researcher expected to discover the

lifestyles reflected by the short videos of the Chinese and Thai Gen Z users on TikTok and Instagram Story. The theoretical framework of users' motivations and lifestyles in this research was shown in Figure 2.5.

Figure 2.5: Theoretical framework of users' motivations and lifestyles



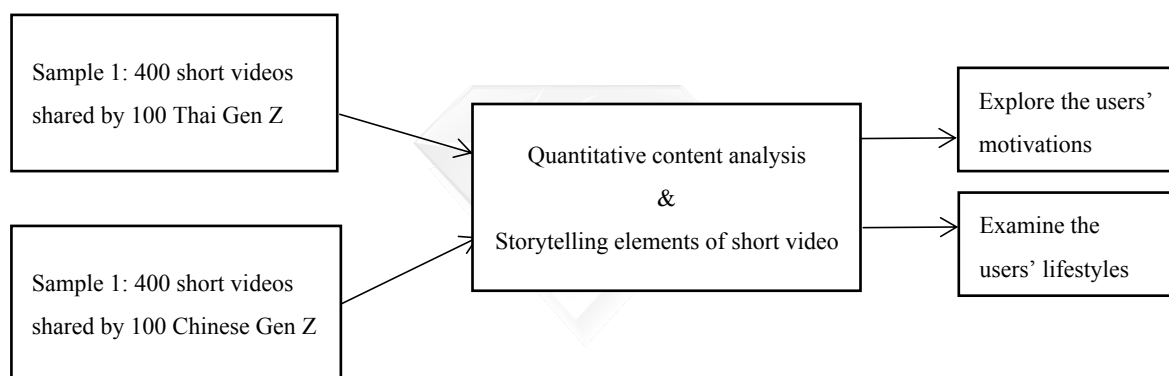
For the selection of 800 short videos from 100 Thai Gen Z users and 100 Chinese Gen Z users, the criteria for the sample selection are:

- 1) The 800 short videos were posted from May 1, 2018 to April 30, 2021.
- 2) The 100 Thai users are who have TikTok and Instagram, and have fewer than 1,500 followers on both two apps (Those with higher than 1500 followers will be excluded since there may be more commercial elements inserted in the user's video.).
- 3) The 100 Chinese users who have Douyin and Instagram, and have fewer than 1,500 followers on both two apps.
- 4) The 200 TikTok videos were selected from the 100 Thai users. The researcher selected the two most liked videos from each Thai user.
- 5) The 200 Douyin videos were selected from the 100 Chinese users. The researcher selected the two most liked videos from each Chinese user.
- 6) The 400 Instagram Stories were selected from the 100 Thai users and the 100 Chinese users. The research selected the two latest Instagram Stories from each Thai and Chinese user.

After that, using quantitative content analysis method, the researcher summarized storytelling elements contained in these short videos. Users of short video apps share the short videos out with different positions and motives in the media environment, and finally got some gratifications. This study is actually the reverse process of this theoretical framework, through using the contents of short

videos to examine the motivations of different users, and to explore their lifestyles, and then to make comparison between Thailand and China Gen Z, in terms of their use of TikTok and Instagram Story. The Process of this research was shown in Figure 2.6.

Figure 2.6: Process of this research



## CHAPTER 3

### METHODOLOGY

This chapter presented research methodology, including research design, population and sample selection, research instrument, and data collection procedure, and data analysis.

#### 3.1 Research Design

According to Babbie (2010) and Muijs (2010), quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

This research aims to examine the storytelling elements in short videos that were shared by young Chinese and Thais, to make a comparison about the users' motivations and lifestyles. Therefore, quantitative approach is used to control variables to obtain more accurate comparison results, to summarize the similarities and differences of short videos shared by young Thai and Chinese Gen Z users on the same app.

According to Luo (2020), quantitative content analysis is a research method in which features of textual, visual, or aural material are systematically categorized and recorded so that they can be analyzed. Content analysis is a research method used to identify patterns in recorded communication. To conduct content analysis, researchers systematically collected data from a set of texts, which can be written, oral, or visual: 1) Books, newspapers and magazines, 2) speeches and interviews, 3) web contents and social media posts, 4) photographs and films and so on.

People use short video app to share their lives, and the contents they share actually represents some part of their lives. This research used storytelling elements of short videos and quantitative content analysis to discover the different motivations and lifestyles of Chinese and Thai Gen Z users on TikTok (Douyin) and Instagram Story.

### 3.2 Population and Sample Selection

Short videos is one of new media at present, and the audience is relatively young. SensorTower statistics in August 2020 shows TikTok Gen Z users (born between 1996 and 2005) is over 26%, and Statista statistics in August 2020 shows the Instagram Gen Z users is over 33.1%. And mentioned above, Generation Z is a diverse generations, with high levels of education, digital nativism, social and cultural awareness and a high propensity to be more expressive. So, this research selected Gen Z from Thailand and Chinese as target audience.



### 3.2.1 Research Population

The population of this research is the 800 short videos that were shared by the Thai and Chinese Gen Z users on TikTok (Douyin) and Instagram Story from May 1, 2018 to April 30, 2021.

### 3.2.2 Research Sample

The research sample included the 200 most liked TikTok videos, the 200 most liked Douyin videos, and the 400 latest Instagram Stories as shown in Table 3.1.

Table 3.1: Research sample

The users	No.	No. of Most liked videos on TikTok between from May 1, 2018 to April 30, 2021	No. of latest Instagram Stories from May 1, 2018 to April 30, 2021
Thai Gen Z users	100	200 (TikTok)	200
Chinese Gen Z users	100	200 (Douyin)	200
Total No.	200	400	400

### 3.3 Research Instrument

3.3.1 Instrument for Identifying Target Users (the 100 Thai users and the 100 Chinese users): questionnaire

A short survey was designed to figure out whether the audience were the target user or not. Choosing the option of “Yes” gets one point, otherwise choosing the option of “No” gets zero point. If the audiences get five points, they are qualified to be the target users and could write down the users’ name as shown in Table 3.2 and

Table 3.3.

Table 3.2 Selection criteria

Selection Criteria	Choose “Yes”	Score
Be Thai or Chinese	<input checked="" type="checkbox"/>	1
Be the user of TikTok (Douyin) and Instagram	<input checked="" type="checkbox"/>	1
Be Gen Z	<input checked="" type="checkbox"/>	1
Has fewer than 1500 followers on both Instagram and TikTok (Douyin)	<input checked="" type="checkbox"/>	1
Have uploaded more than two videos on TikTok (Douyin) and two Stories on Instagram from May 1, 2018 to April 30, 2021	<input checked="" type="checkbox"/>	1

Table 3.3: The survey score of target users

Score	Meaning
5	Be target user
4-0	Not the target user

### 3.3.2 Instrument for Content Analysis: Coding Sheets for Analyzing Short Videos

The coding sheets for content analysis of target videos selected from the target audience are designed to discover the motivations and lifestyles of Thai & Chinese Gen Z users. The coding sheets cover the following topics:

#### 3.3.2.1 Coding Sheets for Information of TikTok Videos and Instagram

Stories

TikTok published the number of view and like of each video, and the time of video uploaded. Douyin published the number of like of each video, and the time of video uploaded, however just the video owner can see the number of view of each video. Instagram Story only published the time of video uploaded, but not exact date, just show the time interval comparing between the watching moment and the time of the story uploaded, such as 10 minutes ago, 1 day ago. This research calculated the percentage of uploaded time distribution and likes distribution as shown in Table 3.4.

Table 3.4: Coding Sheets for Information of TikTok Videos and Instagram Stories

Uploaded time	Percentage (%)	No. of likes	Percentage (%)
1/5/2018-30/4/2019		0-500	
1/5/2019-30/4/2020		500-1000	
1/5/2020-30/4/2021		> 1000	

### 3.3.2.2 Coding Sheets for Material of TikTok Videos and Instagram Stories

The materials of TikTok videos and Instagram Stories consisted by one photo, photos, a clip, clips or mix of photo(s) and clip(s) as shown in Table 3.5.

Table 3.5: Coding Sheets for Material of TikTok Videos and Instagram Stories

Material	Percentage (%)
a photo	
photos	
a clip	
clips	
Mix of photo(s) and clip(s)	

### 3.3.2.3 Coding Sheet for Content Types of Short Videos

According to the reporter of Mediakix (2020), twenty popular content types in TikTok are 1) Food & Beverage; 2) Sport; 3) Performance Skills; 4) Gaming; 5) Fitness & Health; 6) Fashion & Beauty; 7) Dance; 8) Outdoor Activities; 9) Daily Life; 10) Pop Culture; 11) Animation & Fan Culture; 12) Transportation & Vehicle; 13) Science & Education, 14) Professional Life, 15) Family, 16) Oddly Satisfying, 17) Travel, 18) Animal, 19) Celebrity Account, and 20) Comedy. In addition, the reporter of Fanpage karma (2019) described that the top ten most relevant content types on Instagram are fashion, food, design, travel, fitness, nature, inspiration, health, party, and art.

The short videos have the same property can be categorized into the same content type (Hane, 2021). And according to twenty popular content types in TikTok of the reporter of Mediakix (2020) and the top ten most relevant content types of the reporter of Fanpage karma (2019), the researcher summarized some content types according to the property of short videos: 1) Beauty about personal image, such as makeup; 2) daily life, such as school life; 3) pet; 4) skill, such as drawing, singing; 5) food; 6) idol; 7) travel; 8) cultures, such as traditional culture as shown in Table 3.6. Because one video can contain not only a content type, the researcher counted how many videos have the same content type.

Table 3.6: Coding Sheet for Content Types

Content types	Frequency
Beauty	
Daily life	
Pet	
Skill	
Food	
Idol	
travel	
Culture	
Other types	

#### 3.3.2.4 Coding Sheets for Storytelling Elements of TikTok Videos and

##### Instagram Stories

Storytelling elements of short videos on TikTok and Instagram Story in this research were:

1) Visuals included elements of functions of TikTok and Instagram Story, such as template, effect, text, stickers, and filter etc. as shown in Table 3.7.

Table 3.7: Coding sheet for visuals

Visuals	Percentage (%)
Template	
Effect	
Sticker	
Text	
Filter	
Other functions	

2) Sound include elements of music, dubs made by functions of of TikTok and Instagram Story and other voice in the videos as shown in Table 3.8.

Table 3.8: Coding sheet for sound

Sound	Percentage (%)
Thai/Chinese popular song	
Thai/Chinese traditional song	
English song	
Dub	
Original sound of the video	
Other sound	

Note: Thai/Chinese special song, such as Thai and Chinese rural song.

### 3) Scene

The scene is the location of the action (Kazoo, 2010). In this research, scenes include elements of home, school, restaurant, seaside, night club etc. as shown in

Table 3.9.

Table 3.9: Coding sheet for scenes

Scenes	Frequency
Home	
School	
Restaurant	
Seaside	
Night club	
Other scenes	

### 4) Character

The characters are the individuals that the story is about. A character is a person, or sometimes even an animal (Kazoo, 2010). In this research character included user themselves, friend, classmate, family member, idol, pet etc. From the scene, text, action, sound, dressing etc. in the short videos, the researcher could know

the relationship between the Gen Z and other people in the videos as shown in Table 3.10.

Table 3.10: Coding sheet for characters

Characters	Frequency
Users themselves	
Friend	
Classmate	
Family member	
Idol	
Pet	
Other characters	

#### 5) Plot

A plot is a series of character actions (Kazoo, 2010). In this research, plot were actions of the Thai and Chinese, including: 1) Showing the interests about dance, lip-sync, idol, travel, traditional culture, dialects and Karaoke with people; 2) showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, and cute (winking) image; 3) expressing opinion about bully, and politics; 4) showing luxury, and car; 5) showing and identify own character of gay, lesbian, and the third gender; 6) sharing daily life about family, school, and lover; 7) sharing funny moments, such as sharing funny behaviors of drunk people, joking, and teasing or pranking people; 8) showing skills about music (singing and playing music instrument), and drawing; 9) showing own products, shop photos, and website photos as shown Table 3.11.

Table 3.11: Coding sheet for plot

Plot	Frequency
Showing the interests about dance, lip-sync, idol, travel, traditional culture, and dialects	
Showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image	
Expressing opinion about bully, and politics.	
Showing luxury, and car	
Showing and Identifying own character of gay, lesbian, and the third gender	
Sharing daily life about family, school, and lover	
Sharing funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people	
Showing skills about music (singing and playing music instrument), and drawing	
Showing own products, shop photos, and website photos	

### 3.3.2.4 Coding Sheet for Video Level

The criterion of evaluating the level of the short videos in this research are including materials of a short video, visuals of a short video, and sound of a short video. A high level short video should:



- 1) have diverse material, such as a lot of photos, or clips, or the mix of photo(s) and clip(s);
- 2) have varied visuals, such as using template, effect, sticker, text, or be edited well;
- 3) sounds well, in other words, the sound of the video must match the visuals.

Therefore, the coding sheet of video level includes the followings as shown Table 3.12 and Table 3.13:

Table 3.12: Coding sheet for video score

Category	Score		
Material	2 (photos, clip, clips, worth watching)	1 (a photo)	0 (nothing, such as a black background)
Visuals	2 (more the two kinds of template, effect, sticker, filter, and text )	1 (at least one kind of template, effect, sticker, filter, and text )	0 (no template, effect, sticker, filter, and text)
Sound	2 (have sound and matching the visuals)	1 (have sound)	0 (no voice)

Table 3.13: Coding sheet for video level

Video Level	Score	Percentage (%)
Level 1 (Low)	1, 2	
Level 2 (Middle)	3, 4	
Level 3 (High)	5, 6	

### 3.3.2.6 Coding Sheet for Users' Motivations

According to Fu, Wu, and Cho (2016), people share contents for self-promotion, and helping the company. And Bossen, Christina, Kottasz, and Rita (2020) pointed out that users being active in producing videos were significantly more likely for self-identity creation and fame-seeking desires. In addition to, Omar and Wang (2020) found that people participated in TikTok in order to express themselves, interact with others, and escape from day to day pressure.

So, as shown in Table 3.14, the user' motivation categories in this study included:

- 1) Expressing themselves: Show personal interest, image, opinion, and wealth;
- 2) Interacting with others: Show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member;
- 3) Escaping from day-to-day pressure: Make fun, share funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people;
- 4) Fame seeking: For praise, show own skill, such as skill about music and drawing;
- 5) Creating self-identity: Gay, lesbian, and the third gender;
- 6) Commercial intention: Self-promotion, and helping own business, show

product, company, shop, and website of the business.

Table 3.14: Coding sheet for users' motivations

Motivation Categories	Specific		Frequency
Express themselves	1) Personal interest	dance, lip-sync, idol, food, travel, traditional culture, dialect, pet etc.	
	2) Personal image	sexy, friendly, cute, makeup etc.	
	3) Personal opinion	social issue and politics etc.	
	4) Personal wealth	luxuries, car etc.	
Interact with others	Show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member		
Creating Self-identity	Identify characters: The third gender, gay, lesbian etc.		
Fame-seeking desires	For praise, show own skills about music and drawing		

(continued)

Table 3.14 (continued): Coding sheet for users' motivations

Escaping from day-to-day pressure	Make fun, share funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people	
Commercial intention	Self-promotion, helping the company, show product, company, shop and website of the business.	

### 3.3.2.7 Coding Sheet for Users' Lifestyles

In this study, lifestyle categories included:

1. Cultural practice and aesthetic styles of Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002);
2. Future oriented, present oriented, and self-confidence of Hornik's fourteen lifestyle typologies (1989) ;
3. Joyful lifestyle of Bayangani, Irandoost, and Ahmadi (2019);
4. Flaunting wealth of Almi (2012);
5. Social activism, Bohemianism, groupie lifestyle, musical subculture lifestyles, and active lifestyle from the article of Psychology Wiki (2021).

Concluded all lifestyle categories motioned above, as shown in Table 3.15, all lifestyle types in this study included:

- (1) Cultural practice: Love and inherit traditional culture of Thai dance, Thai

handcraft, Chinese theater, Chinese custom and so on, and love and spread Chinese dialects;

(2) Aesthetic styles: Love own makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter or not;

(3) Future oriented: Work hard to create better future, promote own business, show business elements, such as products, photos of shop and website;

(4) Present oriented: Live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover, and night club;

(5) Self-confidence: Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender;

(6) Joyful lifestyle: Gain pleasure by eating food, playing with pets, dancing, lip-synching, and make life funny by sharing funny moments, such as such as sharing funny behaviors of drunk people, joking, and teasing or pranking people;

(7) Flaunting wealth: Show off rich life about luxuries, and cars;

(8) Social activism: Intentional action about social or political, fight for rights about politics and bully;

(9) Bohemianism: Tend to travel a lot, love traveling;

(10) Groupie lifestyle: Love and support own idol;

(11) Musical subculture lifestyles: Love Thai native music, and English music;

(12) Active lifestyle: Socialize with people, love Karaoke with people;

There are a few studies focused on lifestyles that reflected from short video apps. Because one video can show not only a lifestyle, the researcher counted how many videos have the same lifestyle.

Table 3.15: Coding sheet for users' lifestyles

Lifestyle Categories	Specific lifestyles	Frequency
Cultural practice	Love and inherit traditional culture of Thai dance, Thai handcraft, Chinese theater, Chinese custom and so on, and love and spread Chinese dialects	
Aesthetic styles	Love own makeup image, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, cute (winking) image, and edit video with filter or not	
Future oriented	Work hard to create better future, show business elements, such as own products, and shop or website photos	
Present oriented	Live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover, and night club;	
Self-confidence	Be confident to show own skill, be confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender	

(continued)

Table 3.15 (continued): Coding sheet for users' lifestyles

Joyful lifestyle	Gain pleasure by eating food, playing with pets, dancing, lip-synching and so on.  Make life funny by sharing funny moments, such as sharing funny behaviors of drunk people, joking, and teasing or pranking people	
Flaunting wealth	Show off rich life about luxuries, and cars	
Social activism	Intentional action about social or political, fight for rights about politics and bully	
Bohemianism	Love traveling	
Groupie lifestyle	Love and support own idol	
Musical subculture lifestyles	Love Thai native music, and love English music	
Active lifestyle	Socialize with people, love Karaoke with people	

### 3.3.2.8 Coding Sheet for Comparing Specific Motivations of the Thai and

#### Chinese Gen Z Users

The researcher compared and counted frequency of specific motivations from the 400 TikTok(douyin) videos and the 400 Instagram Stories as shown in Table 3.16.

Table 3.16: Coding sheet for comparing specific motivations of the Thai and Chinese Gen Z users

Motivations on TikTok (Douyin) or Instagram Story	
Similar motivations	
Specific motivations	Frequency of TikTok (Douyin) videos or Instagram Stories
Show dancing	
Show lip-synching	
Show idols	
Other motivations	
Different motivations	
Specific motivations of the 100 Thai users & frequency	Specific motivations of the 100 Chinese users & frequency
Show sexy image (naked upper body, dressed little, and sexy dance) (frequency)	Show makeup image (frequency)
Share funny moments (frequency)	Show luxuries, cars (frequency)
Express opinion about bully and politics (frequency)	Show dialects (frequency)
Other motivations	



### 3.3.2.9 Coding Sheet for Comparing Specific Lifestyles of the Thai and

#### Chinese Gen Z Users

The researcher compared and counted frequency of specific lifestyles from the 400 TikTok(douyin) videos and the 400 Instagram Stories as shown in Table 3.17.

Table 3.17: Coding sheet for comparing specific lifestyles of the Thai and Chinese Gen Z users

Lifestyles on TikTok (Douyin) or Instagram Story	
Similar specific lifestyles	
Specific lifestyles	Frequency TikTok (Douyin) videos or Instagram Stories
Gain pleasure by eating food, playing with pets, dancing, lip-synching	
Love traveling	
Love and support idols	
Other lifestyles	

(continued)

Table 3.17 (continued): Coding sheet for comparing specific lifestyles of the Thai and Chinese Gen Z users

Different specific lifestyles	
Specific lifestyles of the 100 Thai users & frequency	Specific lifestyles of the 100 Chinese users & frequency
Love sexy image (naked upper body, dressed little, and sexy dance) (frequency)	Love makeup image (frequency)
Fight for rights about politics and bully (frequency)	Love Karaoke with people (frequency)
Make life funny by sharing funny moments (frequency)	Show off rich life (frequency)
Other lifestyles	

### 3.3.2.10 Coding Scheme

Summarized all variables motioned above in the coding sheets, as shown as shown in Table 3.18:

Table 3.18: Coding scheme

Item NO.	Appeal Item	Meaning
1	Uploaded time	Uploaded time of Instagram Stories, this study chooses two latest Instagram Stories from 100 Thai and 100 Chinese Gen Z users from between May 1, 2018 and April 30, 2021
2	Number of likes	Number of likes of TikTok (Douyin) videos, this study chooses two most liked TikTok (Douyin) videos from 100 Thai and 100 Chinese Gen Z users from from May 1, 2018 to April 30, 2021
3	Materials	The users use materials, including a photo, photos, clip, clips or mix of photo(s) and clip(s) to create TikTok videos and Instagram Stories.
4	Visuals	The visuals are the look of a video made by editing features or original visuals, such as template, effect, filter, and sticker.
5	Sounds	The sounds are the what viewers hear made by editing futures or original voice, its types including songs, dubs and so on.
6	Video level	The video level is the a criterion of evaluating the materials, visuals, and sounds of a short video. A high level video should have diverse materials, visuals, and sounds well.

(continued)

Table 3.18 (continued): Coding scheme

7	Character	A character is a person, or sometimes even an animal.
8	Plot	A plot is a series of character actions, such as showing dancing, skills, or sharing funny moments.
9	Scenes	The scene is the location of the action, such as home, school.
10	Content types	All content types have properties. Each property has a datatype. The short videos have the same property can be categorized into a content type.
11	Motivations	This term refers to media users' drive to upload short videos on TikTok and Instagram Story, such as expressing themselves, interact with others, and escape from day to day pressure.
12	Lifestyles	In this study, lifestyle is is the Thai and Chinese Gen Z's interests, opinions, behaviours, and behavioural orientations on TikTok (Douyin) and Instagram Story, such as cultural practice, aesthetic styles, and future oriented.

### 3.4 Data Collection Procedure

The process of collecting target Gen Z Chinese and Thai users is really hard, because not many audiences use both of the two apps. It took more than two months to find the 200 target Thai and Chinese Gen Z users. The followings describe the data collection procedure of this study.

### 3.4.1 Survey and Sending Personal Message on Social Media

The purpose of the questionnaire is to seek out the target user, so as to get the short videos from them.

The questionnaire was divided into two sections, the section 1 was to figure out whether the audience be the target user or not, the section 2 was to make the audience introduce the target users.

The researcher put the English & Thai & Chinese version survey on Google Form, Xing Survey (a China's app for surveying), and also put the link of the survey on social media, including Wechat, Weibo, Facebook, TikTok, Douyin, Instagram, Twitter, Hellotalk (an app of studying language) from March 3 to April 30, 2021. The result was shown in Table 3.19.

Table 3.19: Target users from survey

	responses	No. of target users
Xing Survey	55	0
Google Form	3	0

### 3.4.2 Sending Personal Message on Social Media

The second way to get the account of target users is to talk with them on the apps by sending the personal message. Then, the researcher chatted with the target TikTok & Douyin users to acquire their Instagram account on TikTok & Douyin, their TikTok & Douyin account on Instagram, and their TikTok & Douyin and Instagram

account on Hellotalk from March 3 to April 30, 2021. The result was shown in Table 3.20.

Table 3.20: Target users from sending personal message on social media

	User No. of chatting	User No. of replying	User No. of having the two apps	No. of target users
Chatting with Thai users on Instagram	615	135	50	5
Chatting with Chinese users on Instagram	150	11	5	2
Chatting with Thai users on TikTok	60	0	0	0
Chatting with Chinese users on Douyin	290	24	5	2
Chatting with Thais and Chinese on Hellotalk	52	37	8	3
Total No.	1167	207	68	12

#### 3.4.3 Focusing on Users Who Showed Account of the Other One App as Their Profile

During the process, the researcher found that the users of TikTok can set the Instagram link on the profile, and the users of Douyin can write down the Instagram account on the profile. So the researcher focused on finding out this kind of users who put the Instagram link or wrote down Instagram account on TikTok and Douyin. Then

the researcher communicated with them if they did not mention their age. The process of collecting data completed before April 30, 2021.

After collecting the target users, need to select the 400 most liked TikTok videos and 400 latest Instagram Stories from them between May 1, 2018 and April 30, 2021 were collected.

### 3.5 Data Analysis

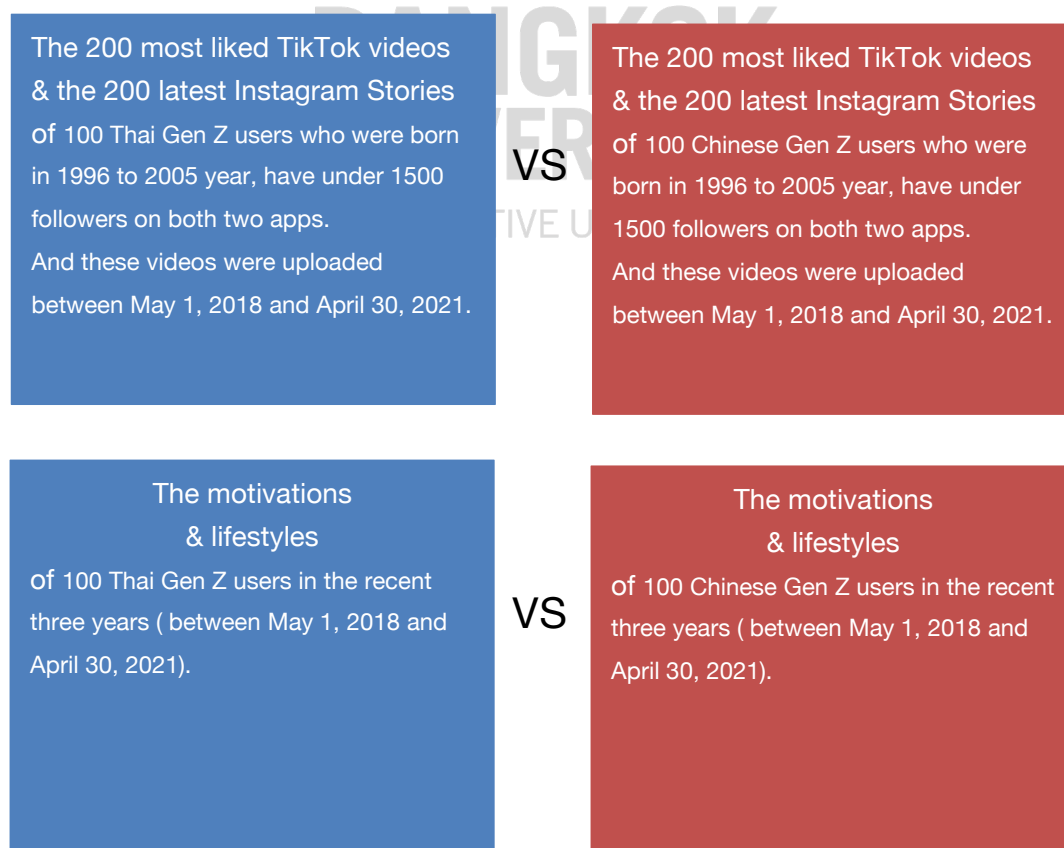
According to the variables of this study, including message sender (the short video sender), channel of communication (TikTok and Instagram Story), and message (the contents of short video), the researcher coded the data. Then, frequency and percentage were calculated to interpret the meaning of the data. After that, the researcher would find out the users' motivations and lifestyles based on the coding schemes and the relative theories in this study.

## CHAPTER 4

### FINDINGS

Chapter 4 presented the findings that have compared the 200 most liked Thai TikTok videos with the 200 most liked Chinese Douyin videos, and the 200 latest Thai Instagram Stories with the 200 latest Chinese Instagram Stories. According to the findings, the researcher discovered and compared the motivations and lifestyles between the 100 Thai Gen Z users and the 100 Chinese Gen Z users during May1, 2018 to April 30, 2021.

Figure 4.1: Comparison categories of the research





This Chapter aimed to answer the following research questions:

Part 1: TikTok (Douyin) part

RQ#1: Are the hot trend and high frequency content types on TikTok and Douyin shared by the Thai and Chinese Gen Z users similar or different?

RQ#2: Are the storytelling elements of the short videos that the Thai and Chinese Gen Z shared their lives on TikTok and Douyin similar or different?

RQ#3: Are the motivations of the Thai and Chinese Gen Z users' uploaded videos via TikTok similar or different?

RQ#4: Are the lifestyles showed by the Thai and Chinese Gen Z users on TikTok and Douyin similar or different?

Part 2: Instagram Stories

RQ#1: Are the high frequency content types on Instagram Story shared by the Thai and Chinese Gen Z users similar or different?

RQ#2: Are the storytelling elements of the short videos that the Thai and Chinese Gen Z shared their lives on Instagram Story similar or different?

RQ#3: Are the motivations of the Thai and Chinese Gen Z users' uploaded videos via Instagram Story similar or different?

RQ#4: Are the lifestyles showed by the Thai and Chinese Gen Z users on Instagram Story similar or different?

#### 4.1 Findings of part 1: the 200 Most Liked Thai TikTok Videos versus the 200 Most Liked Chinese Douyin Videos

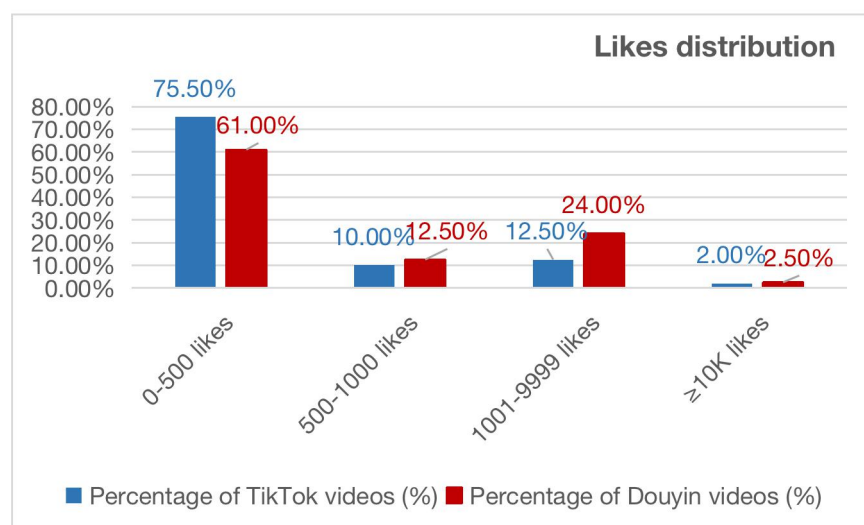
##### 4.1.1 Summary of Content Types that Most Users Liked TikTok (Douyin)

Videos: 100 Thai Gen Z verses 100 Chinese Gen Z

##### 4.1.1.1 Likes Distribution

- 1) The number of Douyin videos that have below 500 likes (61.00%) is lower than that of TikTok videos (75.50%);
- 2) The number of Douyin videos that have 500-1000 likes (12.50%) is higher than that of TikTok videos (10.00%);
- 3) The number of Douyin videos that have 1001-9999 likes (24.00%) is higher than that of TikTok videos (12.50%);
- 4) The number of Douyin videos that have over 9999 likes (2.50%) are higher than that of TikTok videos (2.00%).

Figure 4.2: Likes distribution between the TikTok videos and the Douyin videos



#### 4.1.1.2 Hot Trend Content Types (likes over 9999)

According to the likes distribution of these videos, the researcher concluded the popular kinds (likes over 9999) of videos that were shared by the 200 Gen Z users. The videos about idols were popular on both TikTok and Douyin during May 1, 2018 to April 30, 2021. As shown in Table 4.1, variety shows and makeup were hot trends on Douyin, while hot issues about society and politics etc., Thai traditional culture, and funny moments were hot trends on TikTok.

Table 4.1: The hot trend content types between the TikTok videos and the Douyin videos

The 100 Thai Gen Z users	The 100 Chinese Gen Z users
Hot trend content types of TikTok videos & frequency (likes over 9999)	Hot trend content types of Douyin videos & frequency (likes over 9999)
Similarity	
1) Celebrities: Thai man-man lover idols (1 video)	1) Idols: Thai and Chinese man-man lover idols (2 videos)
Differences	
1) Hot issues: politics (“Three Fingers”) (1 video)	1) Hot variety show: picking idols up by audiences themselves (2 videos)
2) Cultures: Thai traditional culture (handcraft) (1 video)	2) Makeup: influencer styles makeup (1 video)
3) Share funny moments: the funny behavior of drunk friends (1 video)	

#### 4.1.1.3\_The High Frequency Content Types Between the TikTok videos and the Douyin videos

1. As shown in Table 4.2, the content types of the 200 most liked TikTok videos are: 1) Lip-sync (30 videos), 2) dance (30 videos), 3) funny moments (funny behavior and funny face, 29 videos), 4) sexy image (naked upper body, dressed little, and sexy dance) (25 videos), and 5) smiles (smiling or friendly image) (21 videos). The 100 Thai Gen Z users cared less about looking better through editing and makeup, mainly showed true life and natural image comparing with the 100 Chinese users. So the 200 TikTok videos used less editing, less beautifying than the 200 Douyin videos.

The content types of the 200 most liked Douyin videos are: 1) Makeup (49 videos), 2) dance (21 videos), 3) skills (singing, playing music instrument, and drawing, 15 videos), 4) lip-sync (14 videos), and 5) travel (12 videos). The 100 Chinese Gen Z users highly cared about looking better through editing and makeup comparing with the 100 Thai users. The 100 Chinese users were eager to upload the kinds of videos that have varied visuals, and be worth watching through editing.

The similarities of high frequency content types between the 200 most liked TikTok videos and the 200 Douyin videos are dance (30 TikTok videos, 21 Douyin videos) and lip-sync (30 TikTok videos, 14 Douyin videos). But the differences of most content types are funny moments (funny behavior and funny face, 29 TikTok videos), sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok

videos), and smiles (friendly or smiling image) (21 TikTok videos) for the 100 Thai Gen Z users, while makeup (49 Douyin videos), skills (singing, playing music instrument, and drawing, 15 Douyin videos), and travel (12 Douyin videos) for the 100 Chinese Gen Z users.

Table 4.2: High frequency content types between the TikTok videos and the Douyin videos

The 100 Thai Gen Z users		The 100 Chinese Gen Z users	
Content types of TikTok videos	Frequency	Content types of Douyin videos	Frequency
Similarities			
Dance	30	Dance	21
Lip-sync	30	Lip-sync	14
Differences			
Funny moments, funny behavior and funny face	29	Makeup	49

(continued)

Table 4.2 (continued): High frequency content types between the TikTok videos and the Douyin videos

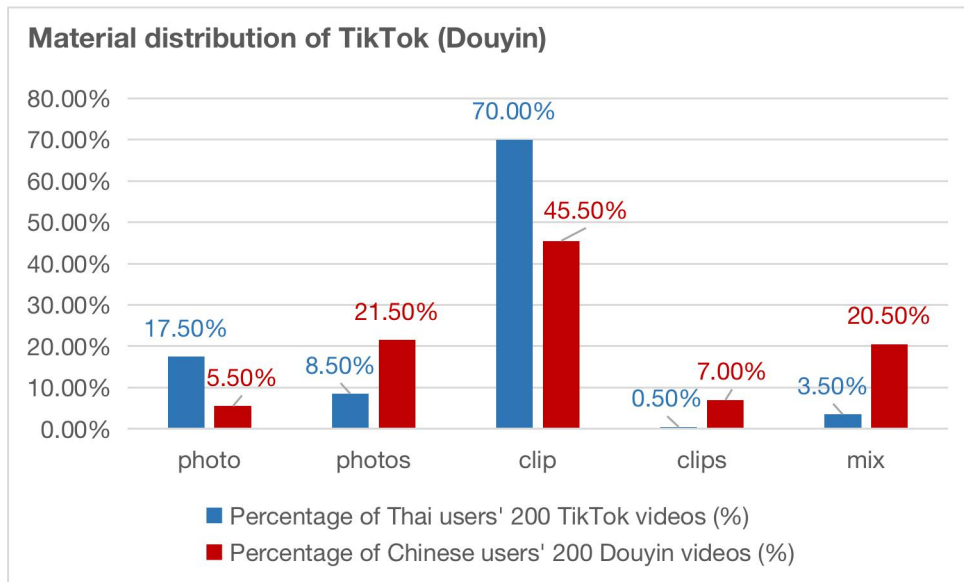
Sexy image (naked upper body, dressed little, and sexy dance)	25	Skills about music (singing and playing music instrument) and drawing	15
Smiles (smiling or friendly image)	21	Travel	12

#### 4.1.2 Motivations and Lifestyles Reflected from the Materials, Visuals, Sound, Character, Scenes, and Video Level

##### 4.1.2.1\_Materials

The Chinese users used to upload relatively abundant materials (photos (21.50%), the mix of photo(s) and clip(s) (20.50%), clips (7.00%)) comparing with the Thai users (a clip (70%), a photo (17.50%) ).

Figure 4.3: Material distribution between the TikTok videos and the Douyin videos

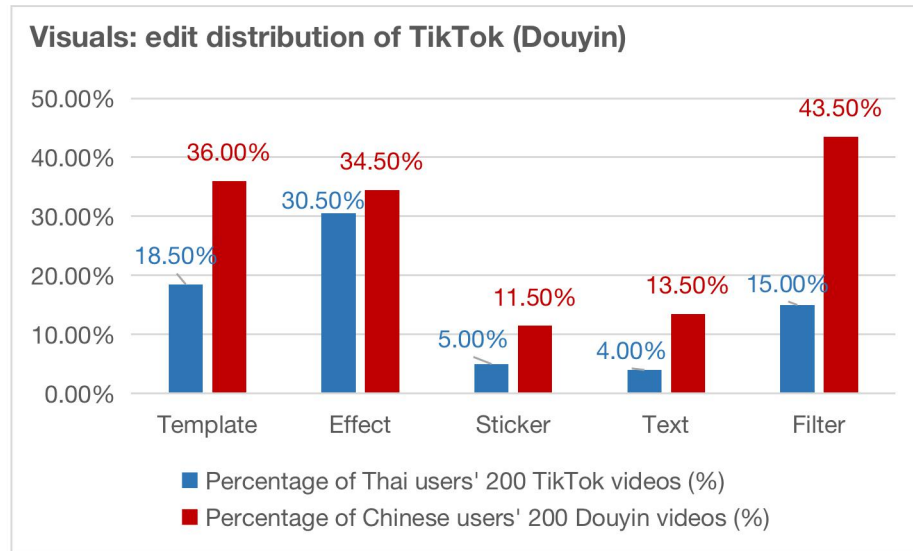


#### 4.1.2.2 Visuals

About visuals made by editing, the Chinese users preferred to edit the videos by filter (43.50%), template (36.00%), and effect (34.50%), so as to create varied visuals, while the Thai users preferred to edit by simple effect (30.50%), template (18.50%), and filter (15.00%).

Especially, the 43.50% of 200 Douyin videos with filter means 87 videos edited with filter, while 15.00% of 200 TikTok videos with filter means 30 videos edited without filter.

Figure 4.4: Visuals distribution between the TikTok videos and the Douyin videos

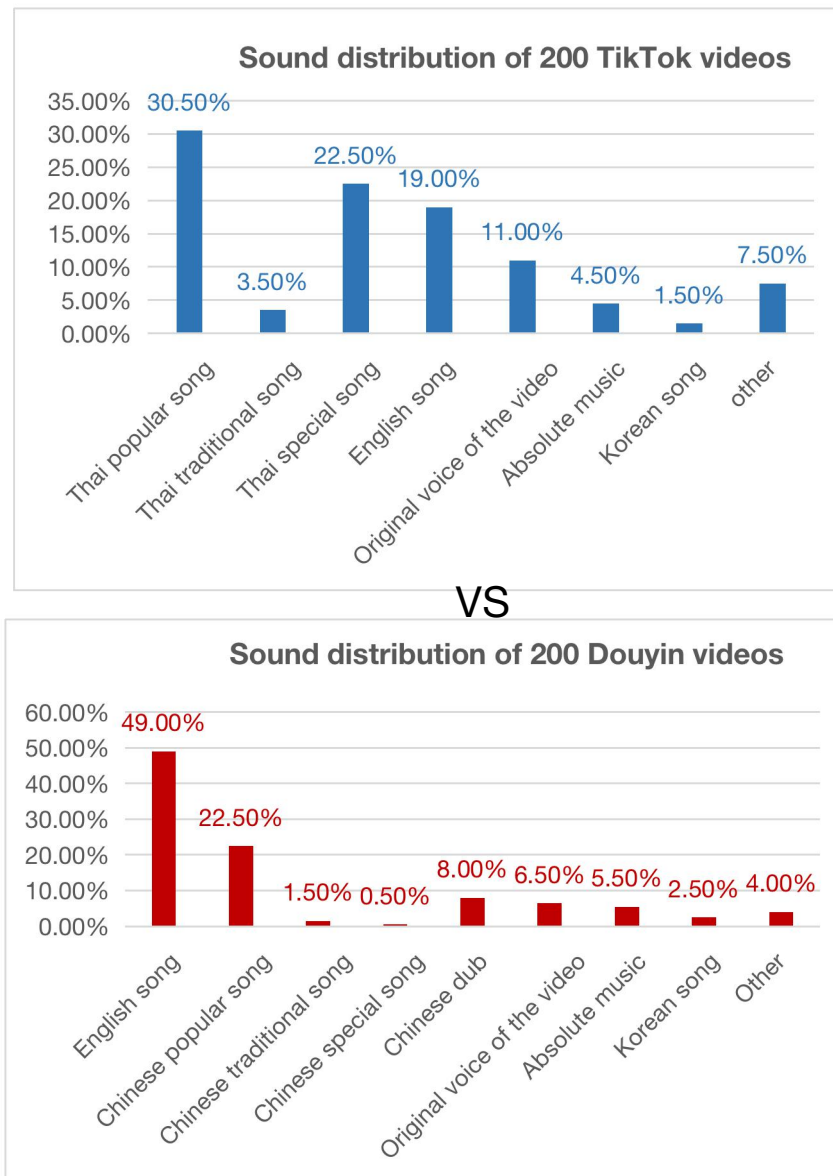


#### 4.1.2.3 Sound

The Chinese users preferred to use English song (49.00%, 98 Douyin videos) than China native music (Chinese popular song, traditional song and special song, 24.50%, 49 Douyin videos), while the Thai users preferred to use native music (Thai popular song, traditional song and special song, 56.50%, 113 TikTok videos) than English music (19.00%, 38 TikTok videos).



Figure 4.5: Sound distribution between the TikTok videos and the Douyin videos

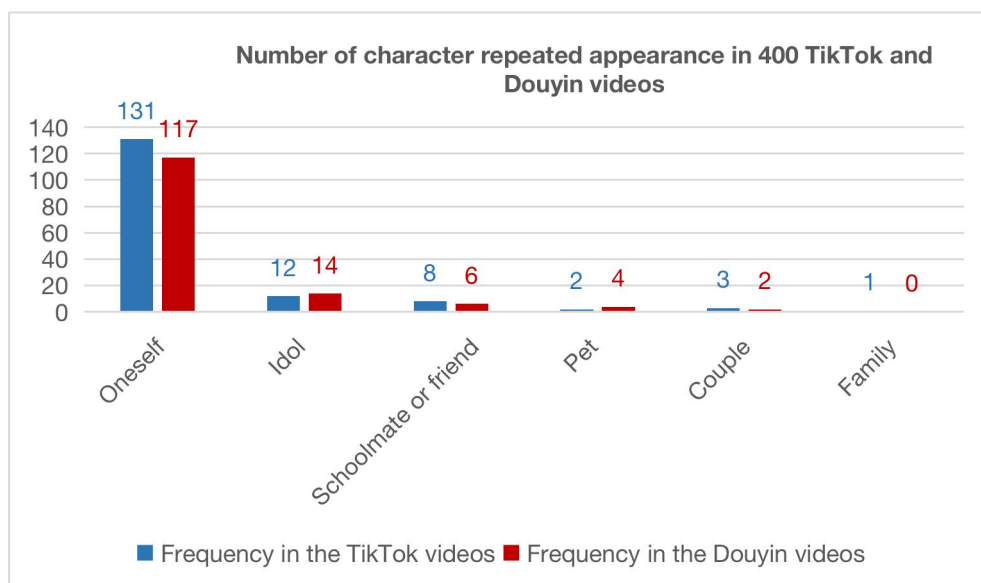


#### 4.1.2.4 Character

The characters of the 200 TikTok videos and the 200 Douyin videos are mainly about users themselves (131 TikTok video, 117 Douyin videos), idol of Thailand, China, and Korea (12 TikTok video, 14 Douyin videos), and schoolmate or

friend (8 TikTok video, 6 Douyin videos). The characters of pet, lover, and family are less appearance.

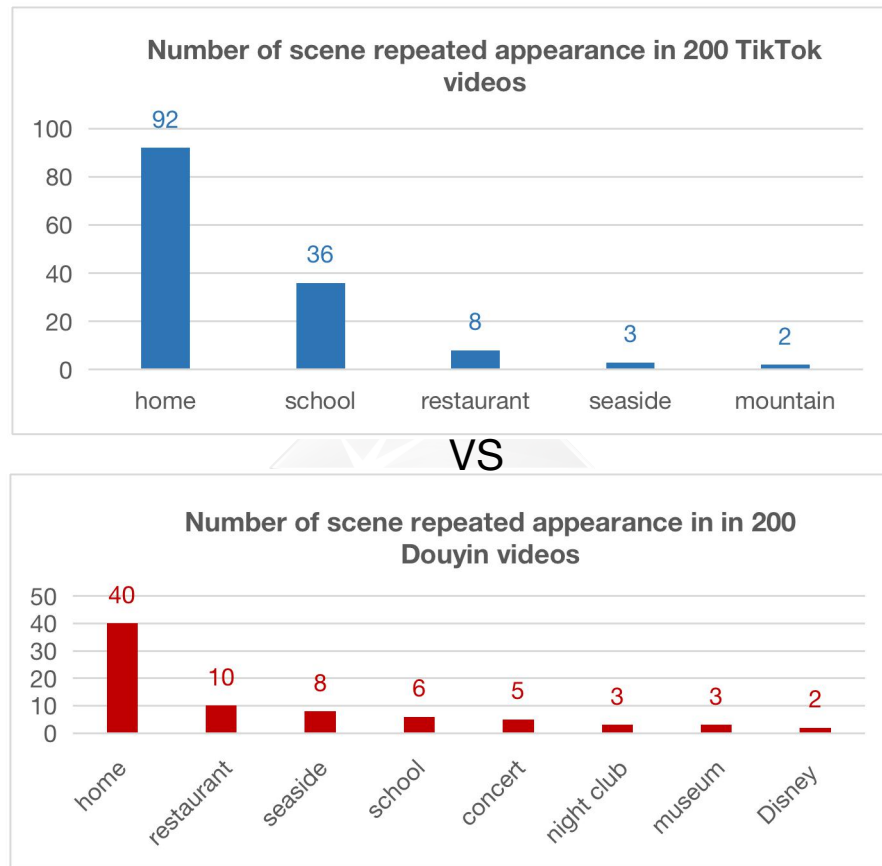
Figure 4.6: Character distribution between the TikTok videos and the Douyin videos



#### 4.1.2.5 Scenes

The scenes of the 200 Douyin videos are varied than the 200 TikTok videos, due to the number of home and school repeated appearance times of 128 in the 200 TikTok videos.

Figure 4.7: Scenes distribution between the TikTok videos and the Douyin videos

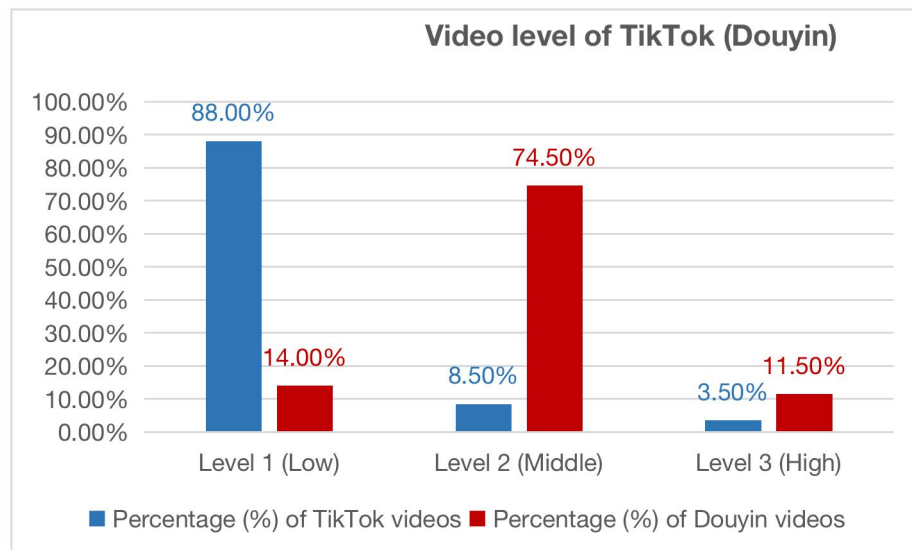


#### 4.1.2.6 Video Level

Due to the relatively simple material, similar scene, and poor edit of template and effect, the low level percentage of the TikTok videos is 88.00%.

Because relatively diverse material, scenes, and good edit of template, effect, and filter, only 14.00% of the 200 Douyin videos is at the low level.

Figure 4.8: Video level distribution between the TikTok videos and the Douyin videos



#### 4.1.2.7 Analysis Results of Motivations and Lifestyles

Analysis of motivations and lifestyles reflected from the materials, visuals, sound, character, scenes, and video level yield the following findings:

##### 1. Motivations

1) The Chinese users' motivation was to make video have diverse visuals through relatively complicated editing abundant materials in different scenes with filter (87 Douyin videos with filter). On the contrary, the Thai users' motivation was to keep the true image of the original video, relatively less editing, and to show the authentic life (170 TikTok videos without filter).

2) The Chinese users preferred to show English music (98 Douyin videos) than native music (49 Douyin videos), while the Thai users preferred to show local music (113 TikTok videos) than English music (38 TikTok videos).

## 2. Lifestyles

Summary of the lifestyles according to the video contents of the TikTok and the Douyin Videos:

1) The Chinese users relatively cared about beautifying videos, as to show prettier image on Douyin, while the Thai users are relatively true about showing the image, enjoy the real life on TikTok.

2) The Chinese users loved English music more than native music, while the Thai users loved the native music more.

### 4.1.3 Summary of the Plots of the TikTok and the Douyin Videos

A plot is a series of character actions (Kazoo, 2010). In this research, plot were actions of the Thai and Chinese. As shown in Table 4.3, the researcher summarized the plots of the 200 TikTok videos and 200 Douyin videos, including:

1. Showing the interests about dance, lip-sync, idol, travel, traditional culture, and dialects (101 TikTok videos, 83 Douyin videos).

2. Showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), and friendly (smiling) image (62 TikTok videos, 63 Douyin videos).

3. Expressing opinion about bully, and politics (2 TikTok videos, 0 Douyin videos).

4. Showing luxury, and car (0 TikTok videos, 5 Douyin videos).

5. Showing and identifying own character of gay, lesbian, and the third gender (10 TikTok videos, 5 Douyin videos).
6. Sharing daily life about family, school, and lover (12 TikTok videos, 8 Douyin videos).
7. Sharing funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people (29 TikTok videos, 0 Douyin videos).
8. Showing skills about music (singing and playing music instrument), and drawing (7 TikTok videos, 15 Douyin videos).
9. Showing own products, shop photos, and website photos (12 TikTok videos, 7 Douyin videos).

Table 4.3: The plots between the TikTok videos and the Douyin videos

Plot	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing the interests about dance, lip-sync, idol, travel, traditional culture, and dialects	101	83
Showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), and friendly (smiling) image	62	63

(continued)

Table 4.3 (continued): The plots between the TikTok videos and the Douyin videos

Expressing opinion about bully, and politics.	2	0
Showing luxury, and car	0	5
Showing and Identifying own character of gay, lesbian, and the third gender	10	5
Sharing daily life about family, school, and lover	12	8
Sharing funny moments, uch as funny behaviors of drunk people, joking, and teasing or pranking people	29	0
Showing skills about music (singing and playing music instrument), and drawing	7	15
Showing own products, shop photos, and website photos	12	7

#### 4.1.4 Summary of the motivations of the TikTok and the Douyin Videos

This research summarized the motivations of the 200 TikTok videos and 200 Douyin videos into six categories, including: Expressing themselves, interacting with others, escaping from day-to-day pressure (Omar & Wang, 2020), creating self-identity, fame seeking (Bossen, Christina, Kottasz, & Rita, 2020), and commercial intention (Fu, Wu, & Cho, 2016)).

#### 4.1.4.1 Category 1: Expressing themselves

This category could be divided into show personal interest, show personal image, express personal opinion, and show personal wealth as shown in Table 4.4.

##### 1. Showing personal interest

As to The similar specific motivations of showing personal interest on both TikTok and Douyin, the users aimed to:

- a) show dancing (30 TikTok videos, 21 Douyin videos),
- b) show lip-synching (30 TikTok videos, 14 Douyin videos),
- c) show idol (10 TikTok videos, 10 Douyin videos),
- d) show traveling (7 TikTok videos, 12 Douyin videos),
- e) show and inherit traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture (14 TikTok videos, 7 Douyin videos).

The different motivations of showing personal interest was to show dialects (3 Douyin videos, just appearing in the Chinese Gen Z) for the Chinese users.

##### 2. Showing personal image

As to the different specific motivations of showing personal image, the Chinese Gen Z aimed to show makeup image (49 Douyin videos), while the Thai Gen Z aimed to show sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok videos) and friendly (smiling) image (21 TikTok videos).



### 3. Expressing personal opinion

The different motivation about of expressing personal opinion was to express opinion about politics and bully (2 TikTok videos, just appearing in the Thai Gen Z) for the Thai users.

### 4. Showing personal wealth

The different specific motivations of showing personal wealth was to show luxury and car (5 Douyin videos, just appearing in the Chinese Gen Z) for the Chinese users.

Table 4.4: The similar and different specific motivations of expressing themselves reflected from the TikTok videos and the Douyin videos

Category 1: Expressing themselves		
1) Showing the interest		
Specific motivations	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing dancing	30	21
Showing Lip-synching	30	14
Showing idol	12	14
Showing traveling	7	12
Showing traditional culture	Thai dance and handcraft: 14	Chinese theater, costume, and architecture: 7

(continued)

Table 4.4 (continued): The similar and different specific motivations of expressing themselves reflected from the TikTok videos and the Douyin videos

Showing dialect	0	3
Total		
2) Showing personal image		
Showing friendly (smiling) image	21	3
Showing sexy image	25	4
	Naked upper body: 8	Naked upper body: 0
	Dress little: 7	Dress little: 3
	Sexy dance: 10	Sexy dance: 1
Showing makeup image	5	49
Total	62	63
3) Expressing personal opinion		
Expressing opinion about politics and bully	2	0
4) Showing personal wealth		
Showing luxury and car	0	5

#### 4.1.4.2 Category 2: Creating Self-Identity

The similar specific motivation of creating self-identity on both TikTok and Douyin was to show and identify own character of the third gender, gay, and lesbian (10 TikTok videos, 5 Douyin videos) as shown in Table 4.5.

Table 4.5: The similar specific motivation of creating self-identity reflected from the TikTok videos and the Douyin videos

Category 2: Creating self-identity		
Specific motivation	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing and identifying own character of the third gender, gay, and lesbian	10	5

#### 4.1.4.3 Category 3: Interacting with Others

The similar specific motivation of interacting with others on both TikTok and Douyin was to show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member (12 TikTok videos, 8 Douyin videos) as shown in Table 4.6.

Table 4.6: The similar specific motivation of interacting with others reflected from the TikTok videos and the Douyin videos

Category 3: Interacting with others		
Specific motivation	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing daily lifestyle to maintain and strengthen relationship with schoolmate, friend, lover, and family member	12	8

#### 4.1.4.4 Category 4: Escaping from Day-to-Day Pressure

As to the different specific motivations of escaping from day-to-day pressure, the Thai users aimed to make fun, share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (29 TikTok videos, just appearing in the Thai Gen Z) as shown in Table 4.7.

Table 4.7: The different specific motivation of escaping from day-to-day pressure reflected from the TikTok videos and the Douyin videos

Category 4: Escaping from day-to-day pressure		
Specific motivation	Frequency in the TikTok videos	Frequency in the Douyin videos
Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people	29	0

#### 4.1.4.5 Category 5: Fame seeking

The similar motivation of fame seeking on both TikTok and Douyin was to show skills about music (singing and playing music instrument), and drawing (7 TikTok videos, 15 Douyin videos) as shown in Table 4.8.

Table 4.8: The similar specific motivation of fame seeking reflected from the TikTok videos and the Douyin videos

Category 5: Escaping from day-to-day pressure		
Specific motivation	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing skills about music (singing and playing music instrument), and drawing	7	15

#### 4.1.4.6 Category 6: Commercial Intention

The similar specific motivation of commercial Intention on both TikTok and Douyin was to show product, company, shop, and website of the business (12 TikTok videos, 7 Douyin videos) as shown in Table 4.9.

Table 4.9: The similar specific motivations of commercial Intention reflected from the TikTok videos and the Douyin videos

Category 6: Commercial intention		
Specific motivation	Frequency in the TikTok videos	Frequency in the Douyin videos
Showing product, company, shop, and website of the business	12	7

#### 4.1.4.7 Analysis of the Similar and Different Specific Motivations

##### 1. Similar specific motivations

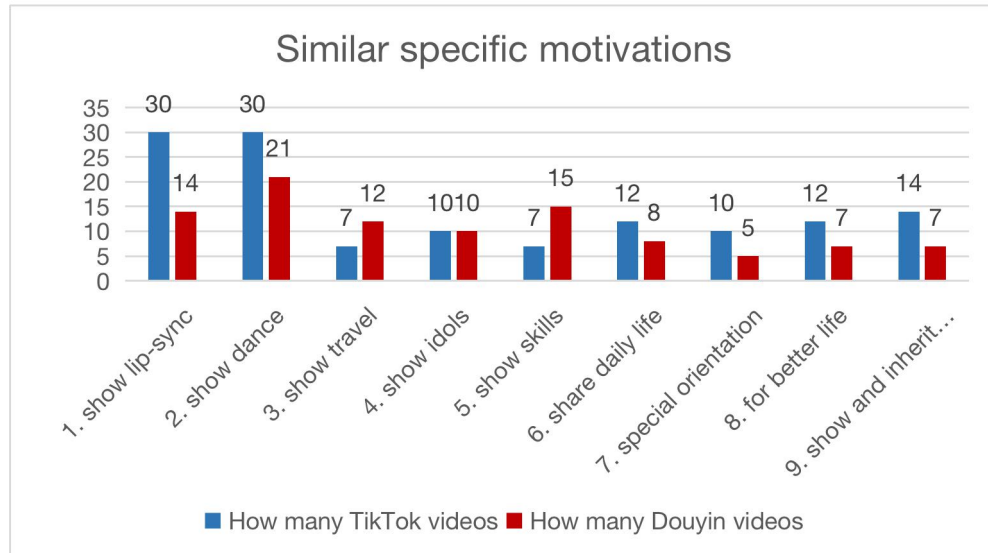
Basically, as shown in Table 4.10, the similar specific motivations on both TikTok and Douyin included:

- 1) Showing lip-synching (30 TikTok videos, 14 Douyin videos),
- 2) showing dancing (30 TikTok videos, 21 Douyin videos),
- 3) showing travel (7 TikTok videos, 12 Douyin videos),
- 4) showing idols (10 TikTok videos, 10 Douyin videos),
- 5) showing skills about music (singing and playing music instrument), and drawing (7 TikTok videos, 15 Douyin videos),
- 6) sharing daily lifestyle about school, family, and lover to maintain and strengthen relationship with schoolmate, friend, lover, and family member (12 TikTok videos, 8 Douyin videos),
- 7) showing and identifying own character of the third gender, gay, and lesbian (10 TikTok videos, 5 Douyin videos),
- 8) showing product, company, shop, and website of the business (12 TikTok videos, 7 Douyin videos),
- 9) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture (14 TikTok videos, 7 Douyin videos).

Table 4.10: The similar specific motivations reflected from the TikTok videos and the Douyin videos

Similar specific motivations	Frequency in the TikTok videos	Frequency in the Douyin videos
1. Showing lip-synching	30	14
2. Showing dancing	30	21
3. Showing traveling	7	12
4. Showing idols	10	10
5. Showing skills about music (singing and playing music instrument), and drawing	7	15
6. Sharing daily life to maintain and strengthen relationship between family member, friends, schoolmate, lover	12	8
7. Showing and identifying own character of the third gender, gay, and lesbian	10	5
8. Showing product, company, shop, and website of the business	12	7
9. Showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture	14	7

Figure 4.9: The similar specific motivations between the TikTok videos and the Douyin videos



## 2. Different specific motivations

As to the different specific motivations on both TikTok and Douyin as shown in Table 4.11, the Thai users aimed to:

1) show sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok videos);

2) show friendly (smiling) image (21 TikTok videos);

3) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (29 TikTok videos, just appearing in the Thai Gen Z);

4) express opinion about politics and bully (2 TikTok videos, just appearing in the Thai Gen Z),

But the Chinese users aimed to:

1) show makeup image (49 Douyin videos),

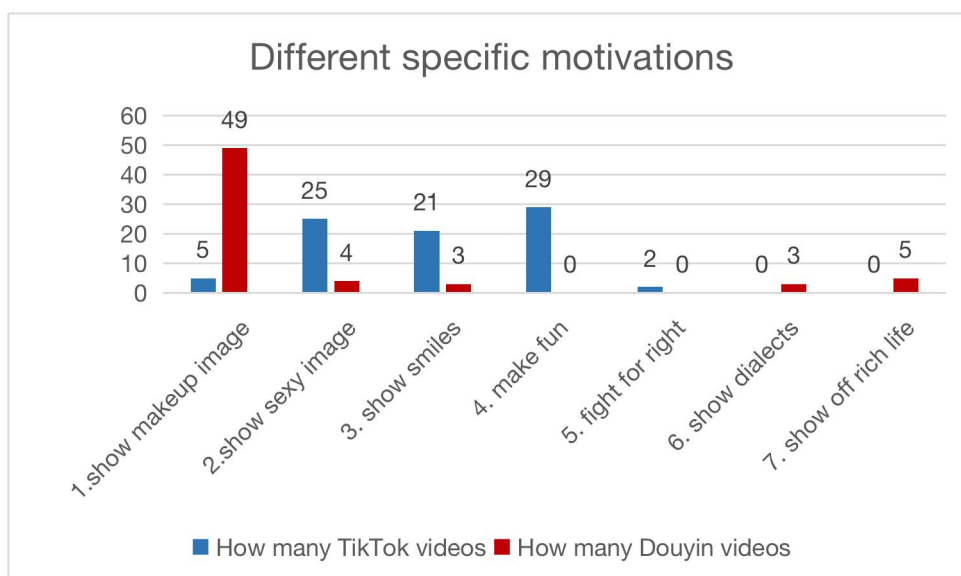


- 2) show dialects (3 Douyin videos, just appearing in the Chinese Gen Z),
- 3) show luxuries and cars (5 Douyin videos, just appearing in the Chinese Gen Z).

Table 4.11: Different specific motivations between the TikTok videos and the Douyin videos

Different specific motivations	Frequency in the TikTok videos	Frequency in the Douyin videos
1. Showing sexy image (naked upper body, dressed little, and sexy dance)	25	4
2. Showing friendly (smiling) image	21	3
3. Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people	29	0
4. Expressing opinion about politics and bully	2	0
5. Showing makeup image	5	49
6. Showing dialects	0	3
7. Showing luxuries and cars	0	5

Figure 4.10: The different specific motivations between the TikTok videos and the Douyin videos



#### 4.1.5\_Summary and Comparison of All Specific Motivations above

Basically, as shown in Table 4.12, all the nine similar specific motivations on both TikTok and Douyin included:

- 1) Showing dancing (30 TikTok videos, 21 Douyin videos),
- 2) showing lip-synching (30 TikTok videos, 14 Douyin videos),
- 3) showing idols (10 TikTok videos, 10 Douyin videos),
- 4) showing traveling (7 TikTok videos, 12 Douyin videos),
- 5) showing skills about music (singing and playing music instrument), and drawing (7 TikTok videos, 15 Douyin videos),
- 6) sharing daily lifestyle about school, family, and lover to maintain and strengthen relationship with schoolmate, friend, lover, and family member (12 TikTok

videos, 8 Douyin videos),

7) showing and identifying own character of the third gender, gay, and lesbian (10 TikTok videos, 5 Douyin videos),

8) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture (14 TikTok videos, 7 Douyin videos),

9) showing product, company, shop, and website of the business (12 TikTok videos, 7 Douyin videos).

As to the all eleven different specific motivations, the Thai users aimed to:

1) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (29 TikTok videos, just appearing in the Thai Gen Z),

2) show sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok videos),

3) show friendly (smiling) image (21 TikTok videos),

4) express opinion about politics and bully (2 TikTok videos, just appearing in the Thai Gen Z),

5) show relatively true life without filter (170 TikTok videos),


6) share Thai native music (113 TikTok videos).

But the Chinese users aimed to:

1) show makeup (49 Douyin videos),

- 2) show dialects (3 Douyin videos, just appearing in the Chinese Gen Z),
- 3) show luxuries and cars (5 Douyin videos, just appearing in the Chinese Gen Z),
- 4) show relatively pretty life with filter (87 Douyin videos),
- 5) share English song (98 Douyin videos).

Table 4.12: The specific motivations comparison between the Thai Gen Z and the Chinese Gen Z



Specific motivations on TikTok and Douyin	
Similar specific motivations	
Specific motivations	Frequency
1. Showing dancing	30 TikTok videos, 21 Douyin videos
2. Showing lip-synching	30 TikTok videos, 14 Douyin videos
3. Showing idols	10 TikTok videos, 10 Douyin videos
4. Showing traveling	7 TikTok videos, 12 Douyin videos
5. Showing skills about music (singing and playing music instrument), and drawing	7 TikTok videos, 15 Douyin videos
6. Building and maintaining relationship between family member, friends, schoolmate, lover	12TikTok videos, 8 Douyin videos
7. Showing and identifying own character of the third gender, gay, and lesbian	10 TikTok videos, 5 Douyin videos

(continued)

Table 4.12 (continued): The specific motivations comparison between the Thai Gen Z and the Chinese Gen Z

8. Showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture	14 TikTok videos, 7 Douyin videos
9. Showing product, company, shop, and website of the business	12 TikTok videos, 7 Douyin videos
Different specific motivations	
Specific motivations of the 100 Thai users & frequency	Specific motivations of the 100 Chinese users & frequency
1. Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (29 videos)	1. Showing makeup image (49 videos)
2. Showing sexy image (naked upper body, dressed little, and sexy dance) (25 videos)	2. Showing dialects (3 videos)
3. Showing friendly (smiling) image (21 videos)	3. Showing luxuries and cars (5 videos)
4. Expressing opinion about politics and bully (2 videos)	4. Showing relatively pretty life with filter (87 videos)

(continued)

Table 4.12 (continued): The specific motivations comparison between the Thai Gen Z and the Chinese Gen Z

5. Showing relatively authentic life without filter (170 videos)	5. Sharing English song (98 videos )
6. Sharing Thai native music (113 videos)	

#### 4.1.5 Comparison of Specific Lifestyles between the 100 Thai and 100

##### Chinese Gen Z Users on TikTok (Doyin)

This research summarized the lifestyles of the 200 TikTok videos and 200 Douyin videos into eleven categories, including: Cultural practice and aesthetic styles of Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002); future oriented, present oriented, and self-confidence of Hornik's fourteen lifestyle typologies (1989) ; joyful lifestyle of Bayangani, Irandoost, and Ahmadi (2019); flaunting wealth of Almi (2012); social activism, Bohemianism, groupie lifestyle, and musical subculture lifestyles from the website of Psychology Wiki (2021).

##### 4.1.5.1 Category 1: Cultural Practice

The similar lifestyle of cultural practice was loving and inheriting traditional culture Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture (14 TikTok videos, 7 Douyin videos). As to the different lifestyle was loving and spreading dialects for the Chinese Gen Z (3 Douyin videos, just appearing in the Chinese Gen Z) as shown in Table 4.13;

Table 4.13: The similar and different specific lifestyles of cultural practice reflected from the TikTok videos and the Douyin videos

Category 1: Cultural practice		
Specific	Frequency in the TikTok videos	Frequency in the Douyin videos
Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture	14	7
Loving and spreading dialects	0	3

#### 4.1.5.2 Category 2: Aesthetic Styles

As to the different specific motivation of aesthetic styles, the Chinese Gen Z loved own makeup image (49 Douyin videos), and loved pretty image with filter (87 Douyin videos) comparing with the Thai Gen Z. The Thai Gen loved sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok videos), loved friendly (smiling) image (21 TikTok videos) , and loved authentic image without filter (170 TikTok videos) as shown in Table 4.14.

Table 4.14: The different specific lifestyles of aesthetic Styles reflected from the TikTok videos and the Douyin videos

Category 2: Aesthetic styles		
Specific	Frequency in the TikTok videos	Frequency in the Douyin videos
Loving makeup image	5	49
Loving sexy image (naked upper body, dressed little, and sexy dance)	25	4
Loving friendly (smiling) image	21	3
Loving pretty image with filter	30	87
Loving authentic image without filter	170	113

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#### 4.1.5.3 Other Lifestyle Categories

As shown in table 4.15, the similar specific lifestyles of other lifestyle categories included:

1) Working hard to create better future, promote own business by show business elements, such as products, photos of shop and website (category 3: Future oriented, 12 TikTok videos, 7 Douyin videos);

2) Living today, enjoy the daily life about school, family, and lover (category 4: Present oriented, 12 TikTok videos, 8 Douyin videos);



3) Being confident to show own skill about music (sing and playing music instrument) (category 5: Self-confidence, 7 TikTok videos, 15 Douyin videos)

4) Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender (category 5: Self-confidence, 10 TikTok videos, 5 Douyin videos);

5) Gaining pleasure by dancing and lip-synching (category 6: Joyful lifestyle, 60 TikTok videos, 35 Douyin videos);

6) Loving traveling (category 9: Bohemianism, 7 TikTok videos, 12 Douyin videos);

7) Loving and supporting own idol (category 10: Groupie lifestyle, 12 TikTok videos, 14 Douyin videos);

As to different specific lifestyles, basically the Thai Gen Z lived to:

1) make life funny by sharing the funny moments, such as funny behavior, and funny face (category 6: Joyful lifestyle, 29 TikTok videos, just appearing in the Thai Gen Z);

2) fight for rights about politics and bully (category 8: Social activism, 2 TikTok videos, just appearing in the Thai Gen Z);

3) love Thai native music (category 11: Musical subculture lifestyles, 113 TikTok videos).

While the Chinese Gen Z lived to:

1) show off rich life about luxury, and car (category 7: Flaunting wealth, 5 Douyin videos, just appearing in the Chinese Gen Z);

2) love English music (category 11: Musical subculture lifestyles, 98 Douyin videos).

Table 4.15: The similar and different specific lifestyle of other lifestyle categories reflected from the TikTok videos and the Douyin videos

Category 3: Future oriented		
Specific	Frequency in the TikTok videos	Frequency in the Douyin videos
Working hard to create better future, promoting own business, showing business elements, such as products, photos of shop and website	12	7
Category 4: Present oriented		
Living today, enjoying the daily life about school, family, and lover	12	8

(continued)

Table 4.15 (continued): The similar and different specific lifestyle of other lifestyle categories reflected from the TikTok videos and the Douyin videos

Category 5: Self-confidence		
Being confident to show own skill about music (singing and playing music instrument) and drawing	21	3
Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender	10	5
Category 6: Joyful lifestyle		
Gaining pleasure by dancing and lip-synching	60	35
Making life funny by sharing the funny moments, such as funny behavior, and funny face	29	0
Category 7: Flaunting wealth		
Showing off rich life about luxuries, and cars	0	5
Category 8: Social activism		
Fighting for rights about politics and bully	2	0

(continued)

Table 4.15 (continued): The similar and different specific lifestyle of other lifestyle categories reflected from the TikTok videos and the Douyin videos

Category 9: Bohemianism		
Loving traveling	7	12
Category 10: Groupie lifestyle		
Loving and supporting own idol	12	14
Category 11: Musical subculture lifestyles		
Loving Thai native music	113	2
Loving English music	38	98

#### 4.1.5.4 Summary and Comparison of All Specific Lifestyles above

Basically, the similar specific lifestyles on both TikTok and Douyin as shown in Table 4.16 included:

- 1) Gain pleasure by dancing, and lip-synching (60 TikTok videos, 35 Douyin videos),
- 2) Loving and supporting own idol (12 TikTok videos, 14 Douyin videos),
- 3) Loving traveling (7 TikTok videos, 12 Douyin videos),
- 4) Living today, enjoying the daily life about family, school, and lover (12 TikTok videos, 8 Douyin videos),
- 5) Working hard to create better future, promoting own business, showing business elements, such as showing product, company, shop, and website of the business (12 TikTok videos, 7 Douyin videos),

6) Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender (10 TikTok videos, 5 Douyin videos),

7) Being confident to show own skill about music (singing and playing music instrument) and drawing (7 TikTok videos, 15 Douyin videos),

8) Loving and inheriting traditional culture Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture (14 TikTok videos, 7 Douyin videos).

As to the different lifestyles, the Thai users lived to:

1) make life funny by sharing the funny moments, such as funny behavior, and funny face (29 TikTok videos, just appearing in the Thai Gen Z),

2) love sexy image (naked upper body, dressed little, and sexy dance) (25 TikTok videos),

3) love friendly (smiling) image (21 TikTok videos),

4) fight for rights about politics and bully (2 TikTok videos, just appearing in the Thai Gen Z),

5) love authentic image without filter (170 TikTok videos),

6) love Thai native music (113 TikTok videos).

But for the Chinese users lived to:

1) love makeup image (49 Douyin videos),

2) love and spread dialects (3 Douyin videos, just appearing in the Chinese

Gen Z),

3) show off rich life about luxury, and car (5 Douyin videos, just appearing in the Chinese Gen Z),

4) love pretty image with filter (87 Douyin videos),

5) love English music (98 Douyin videos).

Table 4.16: The similar and different specific lifestyles comparison reflected from the TikTok videos and the Douyin videos

Lifestyles on TikTok and Douyin	
Similar specific lifestyles	
Specific lifestyles	Frequency
1. Gaining pleasure by dancing and lip-synching	60 TikTok videos, 35 Douyin videos
2. Loving and supporting own idol	12 TikTok videos, 14 Douyin videos
3. Loving traveling	7 TikTok videos, 12 Douyin videos
4. Living today, enjoying the daily life about family, school, and lover	12 TikTok videos, 8 Douyin videos
5. Working hard to create better future, promoting own business, showing business elements, such as showing product, company, shop, and website of the business	12 TikTok videos, 7 Douyin videos

(continued)

Table 4.16 (continued): The similar and different specific lifestyles comparison

reflected from the TikTok videos and the Douyin videos

6. Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender	10 TikTok videos, 5 Douyin videos
7. Being confident to show own skill about music (singing and playing music instrument) and drawing	7 TikTok videos, 15 Douyin videos
8. Loving and inheriting traditional culture Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture	14 TikTok videos, 7 Douyin videos
Different specific lifestyles	
Specific lifestyles of the 100 Thai users & frequency	Specific lifestyles of the 100 Chinese users & frequency
1. Making life funny by sharing the funny moments, such as funny behavior, and funny face (29 videos)	1. Loving makeup image (49 videos)
2. Loving sexy image (naked upper body, dressed little, and sexy dance) (25 videos)	2. Loving and spreading dialect (3 videos)
3. Loving friendly (smiling) image (21 videos)	3. Showing off rich life about luxury, and car (5 videos)

(continued)

Table 4.16 (continued): The similar and different specific lifestyles comparison reflected from the TikTok videos and the Douyin videos

4. Fighting for rights about politics and bully (2 videos)	4. Loving pretty image with filter (87 videos)
5. Loving authentic image without filter (170 videos)	5. Loving English music (98 videos)
6. Loving Thai native music (113 videos)	

#### 4.2 Findings of Part 2: the 200 Latest Thai Instagram Stories versus the 200 Latest Chinese Instagram Stories

##### 4.2.1 The Most Shared Content Types of Instagram Stories: the 100 Thai Gen Z verses the 100 Chinese Gen Z

Basically, the similar most shared content types of the 200 Thai Instagram Stories and the 200 Chinese Instagram Stories are about food (18 Thai Instagram Stories, 43 Chinese Instagram Stories), daily life about school, family, lover, and night club (33 Thai Instagram Stories, 32 Chinese Instagram Stories), pet (10 Thai Instagram Stories, 23 Chinese Instagram Stories), and travel (14 Thai Instagram Stories, 22 Chinese Instagram Stories). It shows the 100 Thai users and the 100 Chinese users used to share and record the happiness moment on Instagram Story.

The different most shared content types are about:

- 1) Showing own image, the Thai users were braver to show own sexy image



(naked upper body, dressed little, and sexy dance, 19 Thai Instagram Stories), preferred to show more authentic image of own life, show sincere smiles (18 Thai Instagram Stories), and show own winking (cuteness, 15 Thai Instagram Stories), while the Chinese users were eager to show pretty image (23 Chinese Instagram Stories) by makeup.

2) The Thai users preferred to share funny moments (funny behavior and funny face, 8 Thai Instagram Stories), while the Chinese users would like to show the luxury and car (6 Chinese Instagram Stories), and Karaoke (7 Chinese Instagram Stories) that be the popular leisure way among Chinese people as shown in Table 4.17.

Table 4.17: The Most Users Shared Content Types between the Thai Instagram Stories and the Chinese Instagram Stories

Main similar contents on Instagram Story	
Similar content types	Frequency
1. Food	18 Thai Instagram Stories, 43 Chinese Instagram Stories
2. Daily life about family, school, lover, and night club	33 Thai Instagram Stories, 32 Chinese Instagram Stories
3. Pet	10 Thai Instagram Stories, 23 Chinese Instagram Stories
4. Travel	14 Thai Instagram Stories, 22 Chinese Instagram Stories

(continued)

Table 4.17 (continued): The Most Users Shared Content Types between the Thai Instagram Stories and the Chinese Instagram Stories

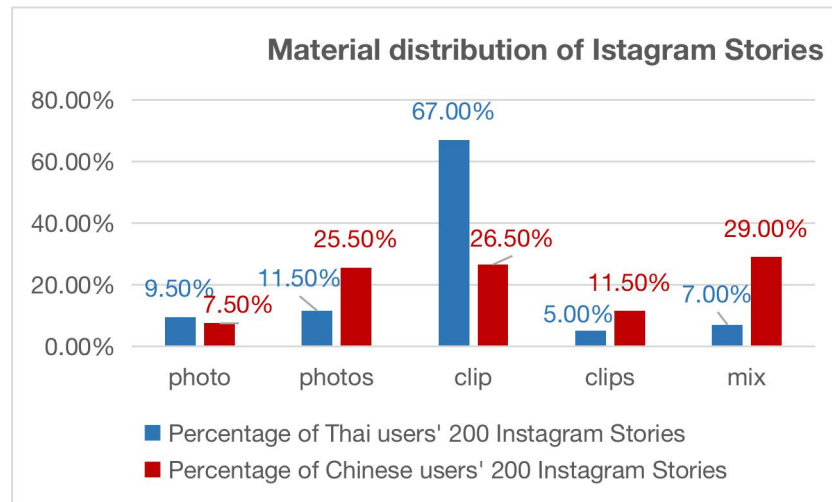
Main different contents on Instagram Story	
Different content types & frequency (the 100 Thai users)	Different content types & frequency (the 100 Chinese users)
1. Sexy image of naked upper body, dressed little, and sexy dance (19 Instagram Stories)	1. Makeup (23 Instagram Stories)
2. Smiles (18 Instagram Stories)	2. Luxury and car (6 Instagram Stories)
3. Winking (15 Instagram Stories)	3. Karaoke (7 Instagram Stories)
4. Funny moments, funny behavior and funny face (8 Instagram Stories)	

#### 4.2.2 Motivations and Lifestyles Reflected from the Materials, Visuals, Sound, Character, Scenes, and Video Level.

##### 4.2.2.1 Materials

As shown in Figure 4.11, the Chinese users used to upload relatively abundant materials (the mix of photo(s) and clip(s) (29.00%), photos (25.50%), clips (11.50%)) comparing with the Thai users (a clip (67.00%), a photo (9.50%) ).

Figure 4.11: Material distribution of between the Thai Instagram Stories and the Chinese Instagram Stories

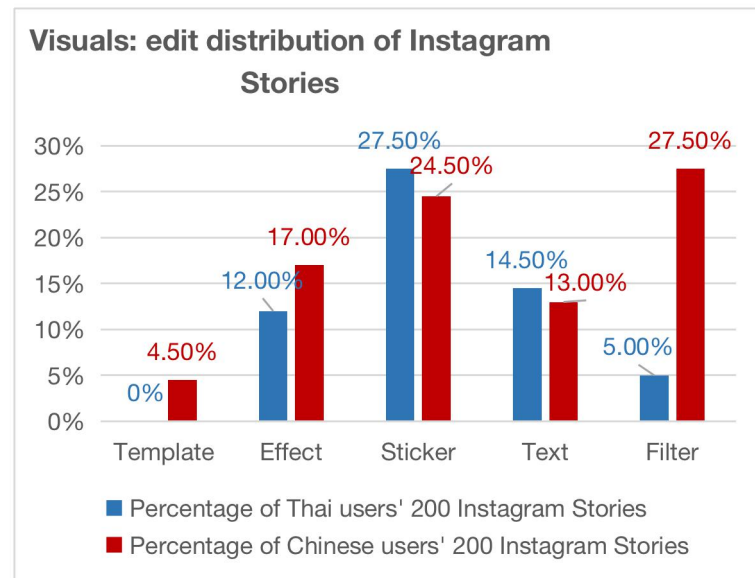


#### 4.2.2.2 Visuals

About visuals made by editing, the Chinese users used to edit the videos by filter (27.50%), sticker (24.50%), and effect (17.00%), so as to create varied visuals, while the Thai users used to edit by sticker (27.50%), text (14.50%), and effect (12.00%).

Especially, the 27.50% of 200 Chinese Instagram Stories with filter means 55 videos edited with filter, while 5.00% of 200 Thai Instagram Stories with filter means 10 videos edited with filter.

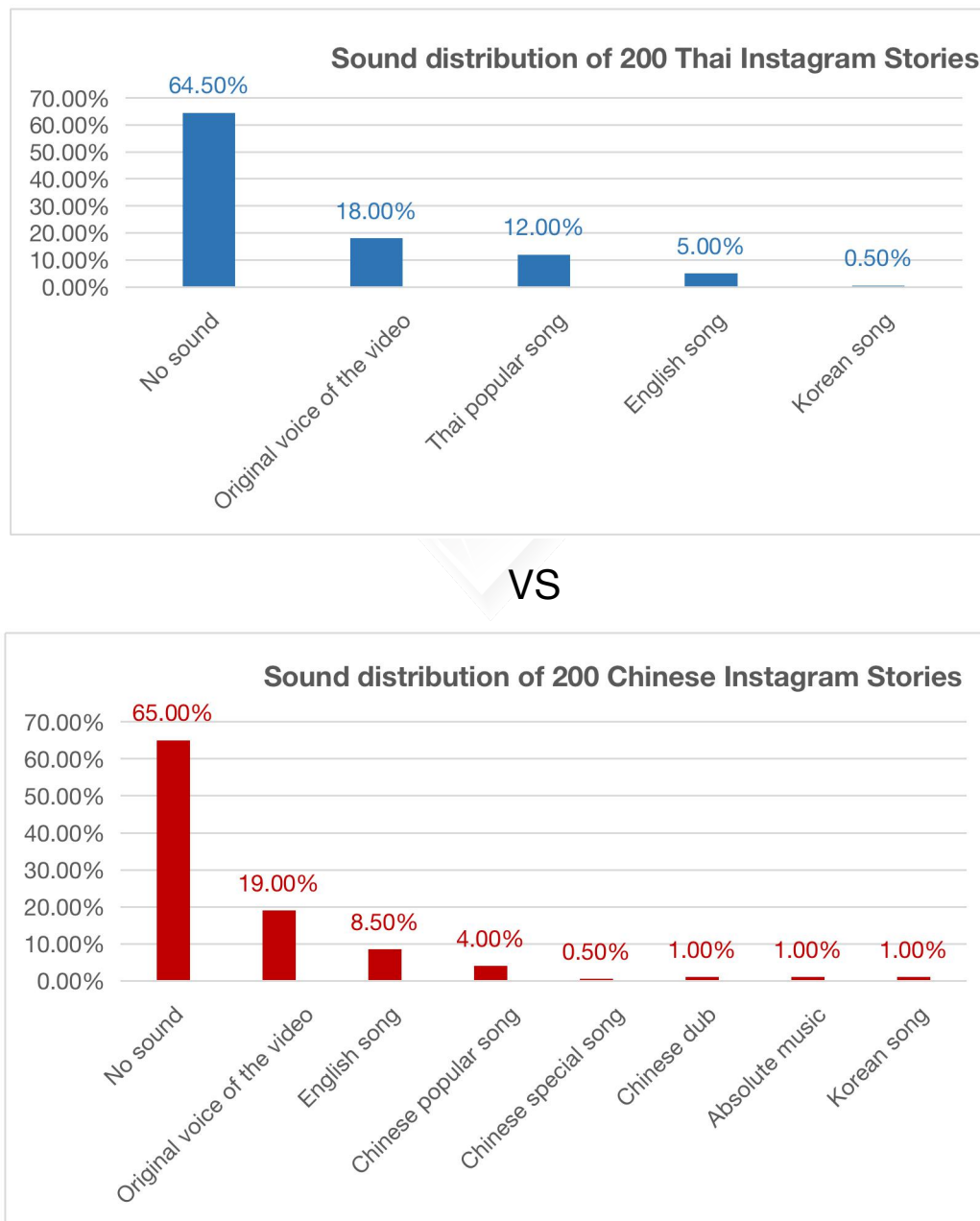
Figure 4.12: Visuals distribution of between the Thai Instagram Stories and the Chinese Instagram Stories



#### 4.2.2.3 Sound

The Chinese users preferred to use English song (8.50%, 17 Instagram Stories) than Chinese song (4.00%, 8 Instagram Stories), while the Thai users preferred to use native music (12.00%, 24 Instagram Stories) than English song (5.00%, 10 Instagram Stories). 64.50% and 65.00% of the 200 Thai Instagram Stories and 200 Chinese Instagram Stories are no sound.

Figure 4.13: Sound distribution of between the Thai Instagram Stories and the Chinese Instagram Stories

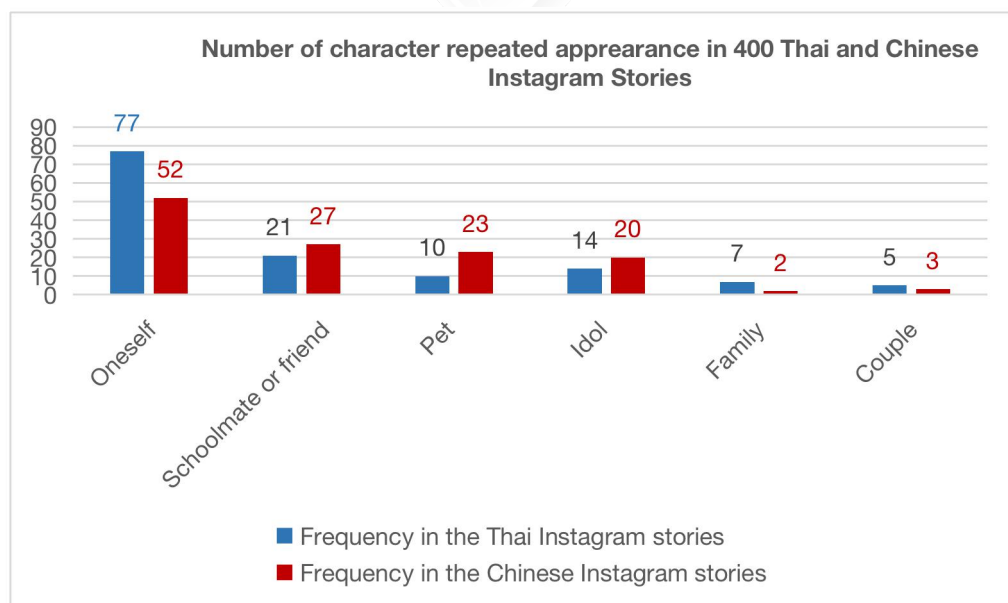


#### 4.2.2.4 Character

The characters of the 200 Thai Instagram Stories and the 200 Chinese Instagram Stories are mainly about users themselves (77 Thai Instagram Stories, 52

Chinese Instagram Stories), schoolmate or friend (21 Thai Instagram Stories, 27 Chinese Instagram Stories). In addition to, the characters are pet (10 Thai Instagram Stories, 23 Chinese Instagram Stories), idol of Thailand, China, and Korea (14 Thai Instagram Stories, 20 Chinese Instagram Stories), family (7 Thai Instagram Stories, 2 Chinese Instagram Stories), and lover (5 Thai Instagram Stories, 3 Chinese Instagram Stories).

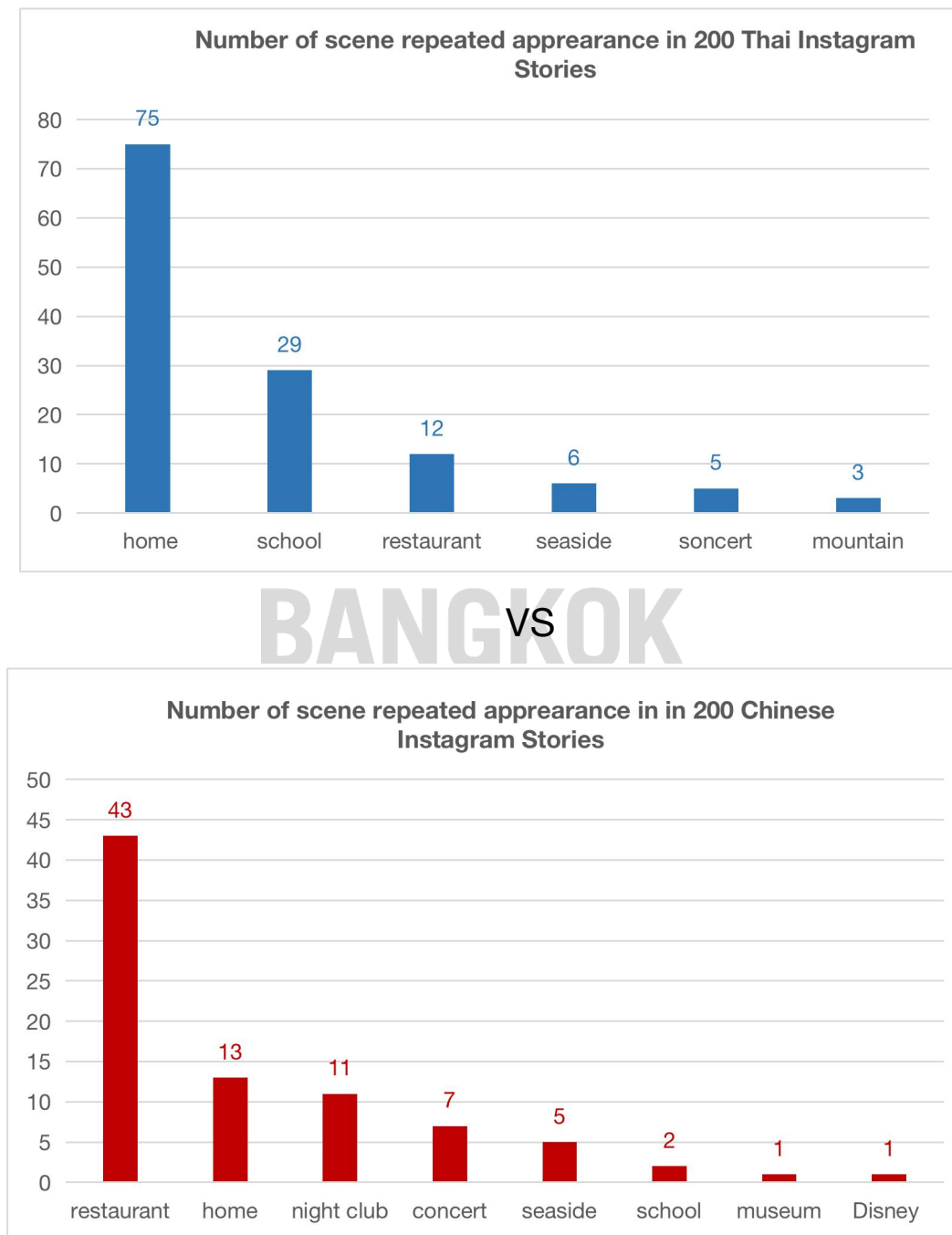
Figure 4.14: Character distribution of between the Thai Instagram Stories and the Chinese Instagram Stories



#### 4.2.2.5 Scenes

The scenes of 200 Chinese Instagram Stories are varied than the 200 Thai Instagram Stories, due to the number of home and school repeated appearance times of 104 in the 200 Thai Instagram Stories.

Figure 4.15: Scenes distribution of between the Thai Instagram Stories and the Chinese Instagram Stories



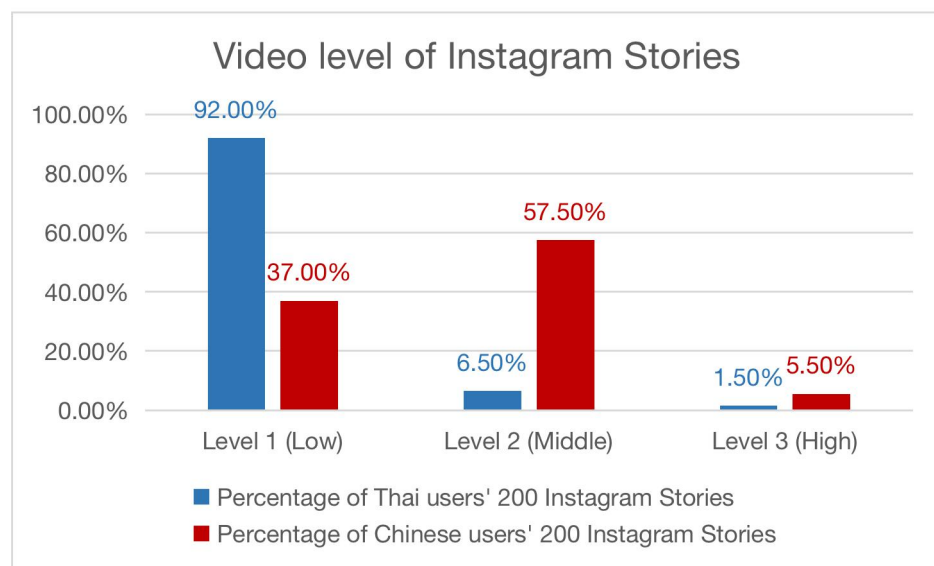
#### 4.2.2.6 Video Level

Due to the relatively simple material, similar scene, poor edit, especially less

adding music, the low level percentage of the 200 Thai Instagram Stories is 92.00%.

Relatively diverse material, scenes, and good edit, but less adding music, still have 37.00% of the 200 Chinese Instagram Stories is at the low level.

Figure 4.16: Video level distribution of between the Thai Instagram Stories and the Chinese Instagram Stories



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#### 4.2.2.7 Analysis Results of motivations and lifestyles above

Analysis of motivations and lifestyles reflected from the material, visuals, sounds, and video level yield the following findings:

##### 1. Motivations

1) The Chinese users' motivation was to make video have diverse visuals through relatively complicated editing abundant materials in different scenes with filter (55 Chinese Instagram Stories with filter). On the contrary, the Thai users' motivation was to keep the true image of the original video, relatively less editing,



just showing the authentic life (190 Thai Instagram Stories without filter).

2) The Chinese users preferred to show English music (17 Chinese Instagram Stories) than native music, while the Thai users preferred to show local music (24 Thai Instagram Stories).

## 2. Lifestyles

Summary of the lifestyles according to video contents of the Thai Instagram Stories and the Chinese Instagram Stories:

1) The Chinese users relatively cared about editing videos, as to show better image on Instagram Story, while the Thai users are relatively true about showing the life .

2) The Chinese loved English music more than native music, while the Thai users love the native music more.

### 4.2.3\_Summary of the Plots of the Thai Instagram Stories and the Chinese Instagram Stories

A plot is a series of character actions (Kazoo, 2010). In this research, plot were actions of the Thai and Chinese. As shown in Table 4.18, the researcher summarized the plots of the 200 Thai Instagram Stories and the 200 Chinese Instagram Stories, including:

1. Showing the interests about food, dance, idol, travel, traditional culture,

dialect, and Karaoke (75 Thai Instagram Stories, 134 Chinese Instagram Stories).

2. Showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, and cute (winking) image (49 Thai Instagram Stories, 25 Chinese Instagram Stories).

3. Showing luxury, and car (0 Thai Instagram Stories, 6 Chinese Instagram Stories).

4. Showing and identifying own character of gay, lesbian, and the third gender (9 Thai Instagram Stories, 5 Chinese Instagram Stories).

5. Sharing daily life about family, school, lover, and night club (33 Thai Instagram Stories, 32 Chinese Instagram Stories).

6. Sharing funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people (8 Thai Instagram Stories, 0 Chinese Instagram Stories).

7. Showing skills about music (singing and playing music instrument), and drawing (9 Thai Instagram Stories, 8 Chinese Instagram Stories).

8. Showing own products, shop photos, and website photos (10 Thai Instagram Stories, 7 Chinese Instagram Stories)

Table 4.18: The plots between the Thai Instagram Stories and the Chinese Instagram Stories

Plots	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing the interests about food, dance, idol, travel, traditional culture, dialect, and Karaoke	75	134
Showing personal image of makeup, sexy image (naked upper body, dressed little, and sexy dance), friendly (smiling) image, and cute (winking) image	49	25
Showing luxury, and car	0	6

(continued)

Table 4.18 (continued): The plots between the Thai Instagram Stories and the Chinese

## Instagram Stories

Showing and identifying own character of gay, lesbian, and the third gender	9	5
Sharing daily life about family, school, lover, and night club	33	32
Sharing funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people	8	0
Showing skills about music (singing and playing music instrument), and drawing	9	8
Showing own products, shop, and website photos	10	7

#### 4.2.4 Summary of the motivations of the Thai Instagram Stories and the Chinese Instagram Stories

This research summarized the motivations of the 200 Thai Instagram Stories and the 200 Chinese Instagram Stories into six categories, including: Expressing themselves, interacting with others, escaping from day-to-day pressure (Omar & Wang, 2020), creating self-identity, fame seeking (Bossen, Christina, Kottasz, & Rita, 2020), and commercial intention (Fu, Wu, & Cho, 2016)).

##### 4.2.4.1 Category 1: Expressing themselves

This category could be divided into show personal interest, show personal image, and show personal wealth as shown in Table 4.19.

##### 1. Showing personal interest

As to The similar specific motivations of showing personal interest on Instagram Story, the users aimed to:

- a) show food (18 Thai Instagram Stories, 43 Chinese Instagram Stories),
- b) show pet (10 Thai Instagram Stories, 23 Chinese Instagram Stories),
- c) show traveling (14 Thai Instagram Stories, 22 Chinese Instagram Stories),
- d) show idol (10 Thai Instagram Stories, 14 Chinese Instagram Stories),
- e) show dancing (13 Thai Instagram Stories, 11 Chinese Instagram Stories),

f) show and inherit traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture and embroidery (6 Thai Instagram Stories, 6 Chinese Instagram Stories),

As to different motivations of showing personal interest was to show Karaoke with people (7 Chinese Instagram Stories, just appearing in the Chinese Gen Z), and to show dialect (2 Chinese Instagram Stories, just appearing in the Chinese Gen Z) for the Chinese Gen Z.

## 2. Showing personal image

As to the different specific motivations of showing personal image, the Chinese Gen Z aimed to show makeup image (23 Chinese Instagram Stories), while the Thai Gen Z aimed to show sexy image (naked upper body, dressed little, and sexy dance) (19 Thai Instagram Stories), friendly (smiling) image (18 Thai Instagram Stories), and cute (winking) image (15 Thai Instagram Stories, just appearing in the Thai Gen Z).

## 3. Showing personal wealth

The different specific motivations of showing personal wealth was to show luxury and car (6 Chinese Instagram Stories, just appearing in the Chinese Gen Z) for the Chinese users.

Table 4.19: The similar and different specific motivations of expressing themselves reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 1: Expressing themselves		
1) Showing the interest		
Specific motivations	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing food	18	43
Showing pet	10	23
Showing traveling	14	22
Showing idol	10	14
Showing dancing	13	11
Showing and inheriting traditional culture	Thai dance and handcraft: 6	Chinese theater, costume, architecture, and embroidery: 6
Showing Karaoke	0	7
Showing dialect	0	2
Total		
2) Showing personal image		
Showing friendly (smiling) image	18	2
Showing sexy image	19	2
	Naked upper body: 7	Naked upper body: 0
	Dress little: 6	Dress little: 2
	Sexy dance: 6	Sexy dance: 0

(continued)

Table 4.19: The similar and different specific motivations of expressing themselves reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Showing cute (winking) image	15	0
Showing makeup image	2	23
Total	62	63
3) Showing personal wealth		
Showing luxury and car	0	6

#### 4.2.4.2 Category 2: Creating Self-Identity

The similar specific motivation of creating self-identity on Instagram Story was to show and identify own character of the third gender, gay, and lesbian (9 Thai Instagram Stories, 5 Chinese Instagram Stories) as shown in Table 4.20.

Table 4.20: The similar specific motivation of creating self-identity reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 2: Creating self-identity		
Specific motivation	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing and identifying own character of the third gender, gay, and lesbian	9	5



#### 4.2.4.3 Category 3: Interacting with Others

The similar specific motivation of interacting with others on Instagram Story was to show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member (33 Thai Instagram Stories, 32 Chinese Instagram Stories) as shown in Table 4.21.

Table 4.21: The similar specific motivation of interacting with others reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 3: Interacting with others		
Specific motivation	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member	32	32

#### 4.2.4.4 Category 4: Escaping from Day-to-Day Pressure

As to the different specific motivations of escaping from day-to-day pressure, the Thai users aimed to make fun, share funny moment, such as funny behaviors of

drunk people, joking, and teasing or pranking people (8 Thai Instagram Stories, just appearing in the Thai Gen Z) as shown in Table 4.22.

Table 4.22: The different specific motivation of escaping from day-to-day pressure reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 4: Escaping from day-to-day pressure		
Specific motivation	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people	8	0

#### 4.2.4.5 Category 5: Fame Seeking

The similar motivation of fame seeking on Instagram Story was to show skills about music (singing and playing music instrument), and drawing (9 Thai Instagram Stories, 8 Chinese Instagram Stories) as shown in Table 4.23.

Table 4.23: The similar specific motivation of fame seeking reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 5: Escaping from day-to-day pressure		
Specific motivation	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing skills about music (singing and playing music instrument), and drawing	9	8

#### 4.2.4.6 Category 6: Commercial Intention

The similar specific motivation of commercial Intention Instagram Story was to show own products, company, shop, and website of the business (10 Thai Instagram Stories, 7 Chinese Instagram Stories) as shown in Table 4.24.

Table 4.24: The similar specific motivations of commercial Intention reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 6: Commercial intention		
Specific motivation	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Showing own products, company, shop, and website of the business	12	7

#### 4.2.4.7 Analysis of the Similar and Different Specific Motivations

##### 1. Similar motivations

Basically, the similar specific motivations on Instagram Story included:

- 1) Showing food (18 Thai Instagram Stories, 43 Chinese Instagram Stories),
- 2) showing pet (10 Thai Instagram Stories, 23 Chinese Instagram Stories),
- 3) showing traveling (14 Thai Instagram Stories, 22 Chinese Instagram Stories),
- 4) showing idol (10 Thai Instagram Stories, 14 Chinese Instagram Stories),
- 5) showing dancing (13 Thai Instagram Stories, 11 Chinese Instagram Stories),
- 6) showing skills about music (singing and playing music instrument) and drawing (9 Thai Instagram Stories, 8 Chinese Instagram Stories),
- 7) showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member (33 Thai Instagram Stories, 32 Chinese Instagram Stories),
- 8) showing and identifying own character of the third gender, gay, and lesbian (9 Thai Instagram Stories, 5 Chinese Instagram Stories),
- 9) showing product, company, shop, and website of the business (10 Thai Instagram Stories, 7 Chinese Instagram Stories),
- 10) showing and inheriting traditional culture, including Thai dance and

handcraft, and Chinese theater, costume, architecture, and embroidery (6 Thai Instagram Stories, 6 Chinese Instagram Stories) as shown in Table 4.25.

Table 4.25: The similar specific motivations between the Thai Instagram Stories and the Chinese Instagram Stories

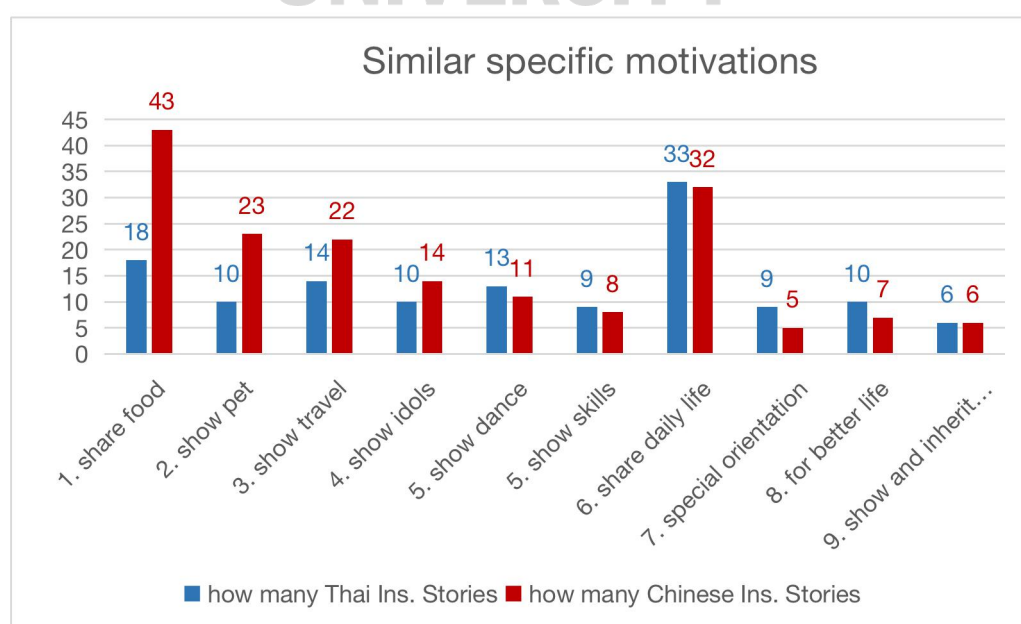
Similar specific motivations	Frequency in Thai Instagram Stories	Frequency in Chinese Instagram Stories
1. Showing food	18	43
2. Showing pet	10	23
3. Showing traveling	14	22
4. Show idol	10	14
5. Show dancing	13	11
6. Showing skills about music (singing and playing music instrument) and drawing	9	8
7. Showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member	33	32
8. Showing and identifying own character of the third gender, gay, and lesbian	9	5

(continued)

Table 4.25 (continued): The similar specific motivations between the Thai Instagram Stories and the Chinese Instagram Stories

9. Showing product, company, shop, and website of the business	10	7
10. Showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery	6	6

Figure 4.17: The similar specific motivations of between the Thai Instagram Stories and the Chinese Instagram Stories



## 2. The different specific motivations

As to the different motivations on Instagram Story, the Chinese users aimed to:

- 1) show makeup image (23 Chinese Instagram Stories),
- 2) show Karaoke (7 Chinese Instagram Stories, just appearing in the Chinese Gen Z),
- 3) show dialects (2 Chinese Instagram Stories, just appearing in the Chinese Gen Z),
- 4) show luxury and car (6 Chinese Instagram Stories).

But the Thai users aimed to:

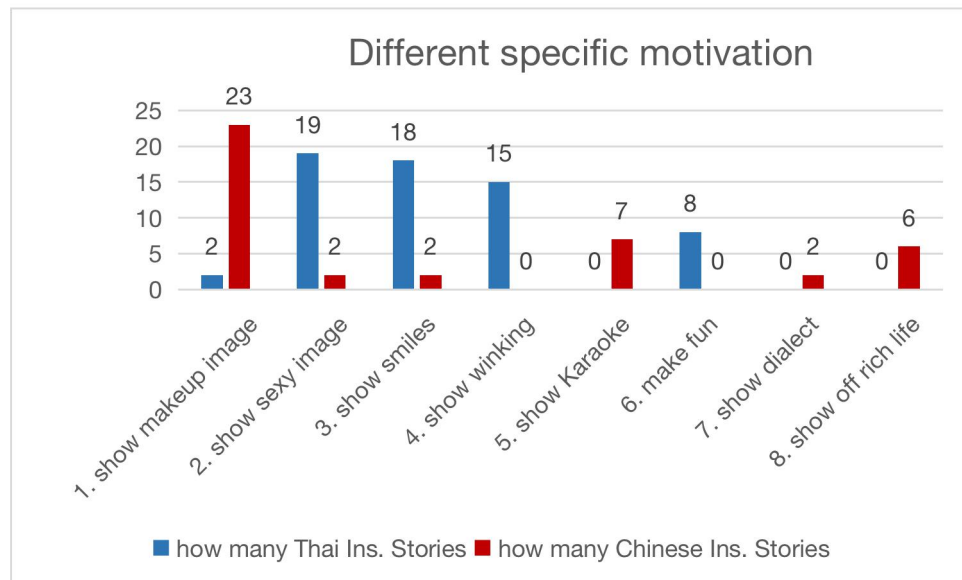
- 1) show sexy image (naked upper body, dressed little, and sexy dance) (19 Thai Instagram Stories),
  - 2) show friendly (smiling) image (18 Thai Instagram Stories),
  - 3) show cute (winking) image (15 Thai Instagram Stories, just appearing in the Thai Gen Z),
  - 4) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (8 Thai Instagram Stories, just appearing in the Thai Gen Z)
- as shown in Table 4.26.

Table 4.26: The different specific motivations between the Thai Instagram Stories and the Chinese Instagram Stories

Different motivations	Frequency in Thai Instagram Story	Frequency in Chinese Instagram Story
1. Showing makeup image	2	23
2. Showing Karaoke	0	7
3. Showing dialects	0	2
4. Showing luxury and car	0	6
5. Showing sexy image (naked upper body, dressed little, and sexy dance)	19	2
6. Showing friendly (smiling) image	18	2
7. Showing cute (winking) image	15	0
6. Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people	8	0



Figure 4.18: The different specific motivations of between the Thai Instagram Stories and the Chinese Instagram Stories



#### 4.2.5 Summary and Comparison of All of Motivations above

Basically, as shown Table 4.27, the similar ten specific motivations on Instagram Story included:

- 1) Showing food (18 Thai Instagram Stories, 43 Chinese Instagram Stories),
- 2) showing pet (10 Thai Instagram Stories, 23 Chinese Instagram Stories),
- 3) showing traveling (14 Thai Instagram Stories, 22 Chinese Instagram Stories),
- 4) showing idol (10 Thai Instagram Stories, 14 Chinese Instagram Stories),
- 5) showing dancing (13 Thai Instagram Stories, 11 Chinese Instagram Stories),
- 6) showing skill about music (singing and playing music instrument), and

drawing (9 Thai Instagram Stories, 8 Chinese Instagram Stories),

7) showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member (33 Thai Instagram Stories, 32 Chinese Instagram Stories),

8) showing and identifying own character of the third gender, gay, and lesbian (9 Thai Instagram Stories, 5 Chinese Instagram Stories),

9) showing product, company, shop, and website of the business (10 Thai Instagram Stories, 7 Chinese Instagram Stories),

10) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery (6 Thai Instagram Stories, 6 Chinese Instagram Stories).

As to the different twelve specific motivations, the Thai users aimed to:

1) show sexy image (naked upper body, dressed little, and sexy dance) (19 Thai Instagram Stories),

2) show friendly (smiling) image (18 Thai Instagram Stories),

3) show cute (winking) image (15 Thai Instagram Stories, just appearing in the Thai Gen Z),

4) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (8 Thai Instagram Stories, just appearing in the Thai Gen Z),

5) show authentic life without filter (190 Thai Instagram Stories),

6) share Thai native music (24 Thai Instagram Stories),

But the Chinese users aimed to:

1) show makeup image (23 Chinese Instagram Stories),

2) show dialect (2 Chinese Instagram Stories, just appearing in the Chinese Gen Z),

3) show luxury and car (6 Chinese Instagram Stories, just appearing in the Chinese Gen Z),

4) show Karaoke (7 Instagram Stories, just appearing in the Chinese Gen Z),

5) show pretty life with filter (55 Chinese Instagram Stories),

6) share English song (17 Chinese Instagram Stories).

Table 4.27: Summary of similar and different specific motivations between the Thai Instagram Stories and the Chinese Instagram Stories

Specific motivations on Instagram Story	
Similar specific motivations	
Specific motivations	Frequency
1. Showing food	18 Thai Instagram Stories, 43 Chinese Instagram Stories
2. Showing pet	10 Thai Instagram Stories, 23 Chinese Instagram Stories

(continued)

Table 4.27 (continued): Summary of similar and different specific motivations  
between the Thai Instagram Stories and the Chinese Instagram Stories

3. Showing traveling	14 Thai Instagram Stories, 22 Chinese Instagram Stories
4. Showing idol	10 Thai Instagram Stories, 14 Chinese Instagram Stories
5. Showing dancing	13 Thai Instagram Stories, 11 Chinese Instagram Stories
6. Showing skill about music (singing and playing music instrument) and drawing	9 Thai Instagram Stories, 8 Chinese Instagram Stories
7. Showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member	33 Thai Instagram Stories, 32 Chinese Instagram Stories
8. Showing and identifying own character of the third gender, gay, and lesbian	9 Thai Instagram Stories, 5 Chinese Instagram Stories
9. Showing product, company, shop, and website of the business	10 Thai Instagram Stories, 7 Chinese Instagram Stories
10. Showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery	6 Thai Instagram Stories, 6 Chinese Instagram Stories

(continued)

Table 4.27 (continued): Summary of similar and different specific motivations  
between the Thai Instagram Stories and the Chinese Instagram Stories

Different specific motivations	
Specific motivations of the 100 Thai users & frequency	Specific motivations of the 100 Chinese users & frequency
1. Showing sexy image (naked upper body, dressed little, and sexy dance) (19 Stories)	1. Showing makeup image (23 Stories)
2. Showing cute (winking) image (15 Stories)	2. Showing dialect (2 Stories)
3. Showing friendly (smiling) image (18 Stories)	3. Showing luxury and car (6 Stories)
4. Sharing funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people (8 Stories)	4. Showing Karaoke (7 Stories)
5. Showing authentic life without filter (190 Stories )	5. Showing pretty life with filter (55 Stories)
6. Showing Thai native music (24 Stories )	6. Showing English music (17 Stories)

#### 4.2.5 Comparison of Lifestyles between the 100 Thai and the 100 Chinese Gen Z users on Instagram Story

This research summarized the lifestyles of the 200 Thai Instagram Stories and 200 Chinese Instagram Stories into eleven categories, including: Cultural practice and aesthetic styles of Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002); future oriented, present oriented, and self-confidence of Hornik's fourteen lifestyle typologies (1989) ; joyful lifestyle of Bayangani, Irandoost, and Ahmadi (2019); flaunting wealth of Almi (2012); Bohemianism, groupie lifestyle, musical subculture lifestyles, and active lifestyle from the website of Psychology Wiki (2021).

##### 4.2.5.1 Category 1: Cultural Practice

The similar lifestyle of cultural practice was loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery (6 Thai Instagram Stories, 6 Chinese Instagram Stories).

As to the different lifestyle was loving and spreading dialects for the Chinese Gen Z (2 Chinese Instagram Stories, just appearing in the Chinese Gen Z) as shown in Table 4.28.

Table 4.28: The similar and different specific lifestyles of cultural practice reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 1: Cultural practice		
Specific	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery	6	6
Loving and spreading dialects	0	2

#### 4.2.5.2 Category 2: Aesthetic Styles

As to the different specific motivation of aesthetic styles, the Chinese Gen Z loved own makeup image (23 Chinese Instagram Stories), and loved pretty image with filter (55 Chinese Instagram Stories) comparing with the Thai Gen Z. The Thai Gen loved sexy image (naked upper body, dressed little, and sexy dance) (19 Thai Instagram Stories), loved friendly (smiling) image (18 Thai Instagram Stories ), loved cute (winking) image (15 Thai Instagram Stories, just appearing in the Thai Gen Z), and loved authentic image without filter (190 Thai Instagram Stories) as shown in Table 4.29.

Table 4.29: The different specific lifestyles of aesthetic styles reflected from the Thai Instagram Stories and the Chinese Instagram Stories

Category 2: Aesthetic styles		
Specific	Frequency in the Thai Instagram Stories	Frequency in the Chinese Instagram Stories
Loving makeup image	2	23
Loving sexy image (naked upper body, dressed little, and sexy dance)	19	2
Loving friendly (smiling) image	18	2
Loving cute (winking) image	15	0
Loving pretty image with filter	10	55
Loving authentic image without filter	190	145

#### 4.2.5.3 Other Lifestyle Categories

As show in table 4.30, the similar specific lifestyles of other lifestyle categories included:

- 1) Working hard to create better future, promote own business by show business elements, such as showing product, company, shop, and website of the business (category 3: Future oriented, 10 Thai Instagram Stories, 7 Chinese Instagram



Stories);

2) Living today, enjoying the daily life of school, family, lover, and night club (category 4: Present oriented, 33 Thai Instagram Stories, 32 Chinese Instagram

Stories);

3) Being confident to show own skill about music (sing and playing music instrument) (category 5: Self-confidence, 9 Thai Instagram Stories, 8 Chinese Instagram Stories);

4) Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender (category 5: Self-confidence, 9 Thai Instagram Stories, 5 Chinese Instagram Stories);

5) Gaining pleasure by eating food, playing with pet, and dancing (category 6: Joyful lifestyle, 41 Thai Instagram Stories, 77 Chinese Instagram Stories);

6) Loving traveling (category 9: Bohemianism, 14 Thai Instagram Stories, 22 Chinese Instagram Stories);

7) Loving and support own idol (category 10: Groupie lifestyle, 10 Thai Instagram Stories, 14 Chinese Instagram Stories);

As to different specific lifestyles, basically the Thai Gen Z lived to:

1) make life funny by sharing the funny moments, such as funny behavior, and funny face (category 6: Joyful lifestyle, 8 Thai Instagram Stories, just appearing in the Thai Gen Z);

2) love Thai native music (category 11: Musical subculture lifestyles, 24 Thai Instagram Stories).

While the Chinese Gen Z lived to:

1) show off rich life about luxuries, and cars (category 7: Flaunting wealth, 6 Chinese Instagram Stories, just appearing in the Chinese Gen Z);

2) love English music (category 11: Musical subculture lifestyles, 19 Chinese Instagram Stories).

Table 4.30: The similar and different specific lifestyles of other lifestyle categories reflected from the the Thai Instagram Stories and the Chinese Instagram Stories

Category 3: Future oriented		
Specific	Frequency in the TikTok videos	Frequency in the Douyin videos
Working hard to create better future, promoting own business, showing business elements, such as showing product, company, shop, and website of the business	10	7
Category 4: Present oriented		
Living today, enjoying the daily life about school, family, lover, and night club	33	32

(continued)

Table 4.30 (continued): The similar and different specific lifestyles of other lifestyle categories reflected from the the Thai Instagram Stories and the Chinese Instagram Stories

Category 5: Self-confidence		
Being confident to show own skill about music (singing and playing music instrument) and drawing	9	8
Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender	9	5
Category 6: Joyful lifestyle		
Gaining pleasure by eating food, playing with pet, and dancing	41	77
Making life funny by sharing the funny moments, such as funny behavior, and funny face	29	0
Category 7: Flaunting wealth		
Showing off rich life about luxury, and car	0	6
Category 8: Bohemianism		
Loving traveling	7	12

(continued)

Table 4.30 (continued): The similar and different specific lifestyles of other lifestyle categories reflected from the the Thai Instagram Stories and the Chinese Instagram Stories

Category 9: Groupie lifestyle		
Loving and support own idol	12	14
Category 10: Musical subculture lifestyles		
Loving Thai native music	24	0
Loving English music	10	19
Category 11: Active lifestyle		
Socialize with people, love Karaoke with people	0	7

#### 4.2.5.4 Summary and Comparison of All Specific Lifestyles above

Basically, the similar six specific lifestyles on Instagram Story included:

- 1) Gaining pleasure by eating food, playing with pet, and dancing (41 Thai Instagram Stories, 77 Chinese Instagram Stories),
- 2) Living today, enjoying the daily life of school, family, lover, and night club (33 Thai Instagram Stories, 32 Chinese Instagram Stories),
- 3) Working hard to create better future, promote own business by show business elements, such as products, photos of shop and website (10 Thai Instagram Stories, 7 Chinese Instagram Stories),
- 4) Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender (9 Thai Instagram Stories, 5 Chinese Instagram Stories),

5) Being confident to show own skill about music (sing and playing music instrument) and drawing (9 Thai Instagram Stories, 8 Chinese Instagram Stories),

6) Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery (6 Thai Instagram Stories, 6 Chinese Instagram Stories).

As to the different twelve specific lifestyles, the Thai users lived to:

- 1) love sexy image (19 Thai Instagram Stories),
- 2) love friendly (smiling) image (18 Thai Instagram Stories),
- 3) love cute (winking) image (15 Thai Instagram Stories, just appearing in the Thai Gen Z),
- 4) make life funny by sharing the funny moments, such as funny behavior, and funny face (8 Thai Instagram Stories, just appearing in the Thai Gen Z),
- 5) love authentic image without filter (190 Thai Instagram Stories),
- 6) love Thai native music (24 Thai Instagram Stories).

But the Chinese users lived to:

- 1) love makeup image (23 Chinese Instagram Stories),
- 2) socialize with people, love Karaoke with people (7 Chinese Instagram Stories, just appearing in the Chinese Gen Z),
- 3) show off rich life about luxury and car (6 Chinese Instagram Stories, just appearing in the Chinese Gen Z),

- 4) love and spread dialect (2 Chinese Instagram Stories, just appearing in the Chinese Gen Z),
- 5) love pretty image with filter (55 Chinese Instagram Stories),
- 6) love English music (17 Chinese Instagram Stories) as shown in Table 4.31.

Table 4.31: Summary of similar and different specific lifestyles between the Thai Instagram Stories and the Chinese Instagram Stories

Specific lifestyles on Instagram Story	
Similar specific lifestyles	Frequency
1. Gaining pleasure by eating food, playing with pet, and dancing	65 Thai Instagram Stories, 113 Chinese Instagram Stories
2. Living today, enjoying the daily life of school, family, lover, and night club	33 Thai Instagram Stories, 32 Chinese Instagram Stories
3. Working hard to create better future, promote own business by show business elements, such as showing product, company, shop, and website of the business	10 Thai Instagram Stories, 7 Chinese Instagram Stories
4. Being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender	9 Thai Instagram Stories, 5 Chinese Instagram Stories
5. Being confident to show own skill about music (sing and playing music instrument) and drawing	9 Thai Instagram Stories, 8 Chinese Instagram Stories

(continued)

Table 4.31 (continued): Summary of similar and different specific lifestyles between the Thai Instagram Stories and the Chinese Instagram Stories

6. Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery	6 Thai Instagram Stories, 6 Chinese Instagram Stories
Different specific lifestyles	
Specific lifestyles of the 100 Thai users & frequency	Specific lifestyles of the 100 Chinese users & frequency
1. Loving sexy image (19 Stories)	1. Loving makeup image (23 Stories)
2. Loving friendly (smiling) (18 Stories)	2. Socializing with people, loving Karaoke with people (7 Stories),
3. Loving cute (winking) image (15 Stories)	3. Showing off rich life about luxury and car (6 Stories)
4. Making life funny by sharing the funny moments, such as funny behavior, and funny face (8 Stories)	4. Loving and spreading dialect (2 Stories)
5. Loving authentic image without filter (190 Stories)	5. Loving pretty image with filter (55 Stories)
6. Loving Thai native music (24 Stories)	6. Loving English music (17 Stories)

### 4.3 Conclusion

#### 4.3.1 Findings of Part 1: TikTok (Douyin)

##### 4.3.1.1 Hot Trend

The videos about idols were popular on both TikTok and Douyin during May 1, 2018 to April 30, 2021. Variety shows and makeup were hot trend on Douyin, while hot issues about politics, Thai traditional culture, and funny moment were hot trends on TikTok.

##### 4.3.1.2 High Frequency Content Types with Editing Features

As shown in Table 4.32, the 100 Thai Gen Z users preferred to use: 1) Effect, template, and filter ; 2) Thai popular song, Thai special song, and English song to edit and upload these videos of: 1) Lip-synching, 2) dancing, 3) funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people, 4) sexy image (naked upper body, dressed little, and sexy dance), 5) smiles. The 100 Thai Gen Z users cared less about looking better through editing and makeup, mainly showed true life and natural image comparing with the 100 Chinese users. So the 200 TikTok videos are less editing, less beautifying than the 200 Douyin videos.

The 100 Chinese Gen Z users preferred to use: 1) Filter, template, and effect; 2) English song and Chinese popular song to edit and upload these kinds of videos: 1) Makeup, 2) dancing, 3) skill about music (such as singing and playing music instrument) and drawing, 4) lip-synching, 5) traveling. The 100 Chinese Gen Z users



highly cared about looking better through editing and makeup comparing with the 100 Thai users. The 100 Chinese users were eager to uploaded the kinds of videos that have varied visuals, and be worth watching through editing.

Table 4.32: High frequency content types with editing features between the TikTok videos and the Douyin videos

The 100 Thai Gen Z users		The 100 Chinese Gen Z users	
Preferred editing functions	Content types of TikTok videos	Preferred editing functions	Content types of Douyin videos
Visuals: Effect, template and filter. Sounds: Thai popular song, Thai special song, and English song.	Lip-synching	Visuals: Filter, template, and effect. Sounds: English song, Chinese popular song.	Makeup
	Dancing		Dancing
	Funny moments, such as funny behaviors of drunk people, joking, and teasing or pranking people		Skill about music (such as singing and playing music instrument) and drawing
	Sexy image, naked upper body, dressed little, and sexy dance		Lip-synching
	Smiles		Traveling

#### 4.3.1.3 Motivations of the 100 Thai Gen Z Users verses 100 Chinese Gen Z

Users on TikTok and Douyin

Basically, the similar nine specific motivations on both TikTok and Douyin included:

- 1) Showing dancing,
- 2) showing lip-synching,
- 3) showing idol,
- 4) showing traveling,
- 5) showing skills about music (singing and playing music instrument) and drawing,
- 6) showing daily lifestyle about school, family, and lover to maintain and strengthen relationship with schoolmate, friend, lover, and family member,
- 7) showing and identifying own character of the third gender, gay, and lesbian,
- 8) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture,
- 9) showing product, company, shop, and website of the business.

As to the different eleven specific motivations, the Thai users aimed to:

- 1) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people,

- 2) show sexy image (naked upper body, dressed little, and sexy dance),
- 3) show friendly (smiling) image,
- 4) show opinion about politics and bully,
- 5) show authentic life without filter,
- 6) share Thai native music.

But the Chinese users aimed to:

- 7) show makeup image,
- 8) show dialects,
- 9) show luxury and car,
- 10) show pretty life with filter,
- 11) share English music.

#### 4.3.1.4 Lifestyles of the 100 Thai Gen Z Users verses 100 Chinese Gen Z

Users on TikTok and Douyin

Basically, the similar eight specific lifestyles on both TikTok and Douyin included:

- 1) Gaining pleasure by dancing and lip-synching,
- 2) loving and supporting own idol
- 3) loving traveling,
- 4) living today, enjoying the daily life about family, school, and lover,
- 5) working hard to create better future, promoting own business, showing

business elements, such as showing product, company, shop, and website of the business,

6) being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender,

7) being confident to show own skill about music (singing and playing music instrument) and drawing,

8) loving and inheriting traditional culture Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture

As to the different eleven specific lifestyles, the Thai users lived to:

1) make life funny by sharing the funny moments, such as funny behavior, and funny face,

2) love sexy image (naked upper body, dressed little, and sexy dance),

3) love friendly (smiling) image,

4) fight for rights about politics and bully,

5) love authentic image without filter,

6) love Thai native music.

But for the Chinese users lived to:

7) love makeup image,

8) love and spread dialects,

- 9) show off rich life about luxury, and car,
- 10) love pretty image with filter,
- 11) love English music.

#### 4.3.2 Findings of Part 2: Instagram Story

##### 4.3.2.1 Most Shared Content Types with Editing Features

As shown in Table 4.33, the 100 Thai Gen Z users preferred to use: 1) Sticker, text, and effect; 2) Thai popular song and English song to edit and upload these Instagram Stories of: 1) daily lifestyle about school, family, lover, and night club, 2) sexy image (naked upper body, dressed little, and sexy dance), 3) food/smiles , 4) winking , 5) dancing. The 100 Thai Gen Z users cared less about looking better through editing and makeup, mainly showed the natural and true daily life and image comparing with the 100 Chinese users.

The 100 Chinese Gen Z users preferred to use: 1) Filter, sticker, and effect; 2) English song and Chinese popular song to edit and upload these kinds of videos: 1) Food, 2) daily lifestyle about school, family, lover, and night club, 3) pet/makeup, 4) traveling, 5) idol. The 100 Chinese Gen Z users cared about looking better through editing and makeup to show daily life and image comparing with the 100 Thai users.

Table 4.33: The most users shared content types with editing features between the Thai Instagram Stories and Chinese Instagram Stories

The 100 Thai Gen Z users		The 100 Chinese Gen Z users	
Preferred editing functions	Content types of the Thai Instagram Stories	Preferred editing functions	Content types of the Chinese Instagram Stories
Visuals: Sticker, text, and effect.  Sounds: Thai popular song and English song	Daily lifestyle about school, family, lover, and night club	Visuals: Filter, sticker, and effect.  Sounds: English song and Chinese popular song.	Food
	Sexy image (naked upper body, dressed little, and sexy dance)		Daily lifestyle about school, family, lover, and night club
	Food/Smiles		Pet/Makeup
	Winking		Traveling
	Dancing		Idol

#### 4.3.2.2\_Motivations of the 100 Thai Gen Z Users verses 100 Chinese Gen Z

##### Users on Instagram Story

Basically, the similar ten specific motivations on Instagram Story included:

- 1) Showing food,
- 2) showing pet,
- 3) showing traveling,
- 4) showing idol,

5) showing dancing,

6) showing skill about music (singing and playing music instrument), and drawing,

7) showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member,

8) showing and identifying own character of the third gender, gay, and lesbian,

9) showing product, company, shop, and website of the business,

10) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery.

As to the different twelve motivations, the Thai users aimed to:

1) show sexy image (naked upper body, dressed little, and sexy dance),

2) show friendly (smiling) image,

3) show cute (winking) image,

4) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people,

5) show authentic life without filter,

6) share Thai native music,

But the Chinese users aimed to:

7) show makeup image,

- 8) show dialect,
- 9) show luxury and car,
- 10) show Karaoke,
- 11) show pretty life with filter,
- 12) share English song.

#### 4.3.2.3 Lifestyles of the 100 Thai Gen Z Users verses 100 Chinese Gen Z

##### Users on Instagram Story

Basically, the similar six specific lifestyles on Instagram Story included:

- 1) Gaining pleasure by eating food, playing with pet, and dancing,
- 2) living today, enjoying the daily life of school, family, lover, and night club,
- 3) working hard to create better future, promote own business by show business elements, such as products, photos of shop and website,
- 4) being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender,
- 5) being confident to show own skill about music (sing and playing music instrument) and drawing,
- 6) loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery.

As to the different twelve specific lifestyles, the Thai users lived to:

- 1) love sexy image,



- 2) love friendly (smiling) image,
- 3) love cute (winking) image,
- 4) make life funny by sharing the funny moments, such as funny behavior and funny face,

- 5) love authentic image without filter,
- 6) love Thai native music.

But the Chinese users lived to:

- 7) love makeup image,
- 8) socialize with people, love Karaoke with people,
- 9) show off rich life about luxury and car,
- 10) love and spread dialect,
- 11) love pretty image with filter,
- 12) love English music.

## CHAPTER 5

### DISCUSSION

Chapter 5 summarized the summary of findings, discussion of findings , limitations of the study, and implications for further application as well as recommendations for future research.

#### 5.1 Summary of Findings

The summary contained three parts, including the first part of usage behavior reflected from the short video contents, the second part of short video contents of the 100 Thai Gen Z users and the 100 Chinese Gen Z users, and the third part of motivations and lifestyles reflected from the short video contents.

##### 5.1.1 Usage Behavior Reflected from the Short Video Contents

The findings showed that 1) The 100 Chinese Gen Z users highly cared about looking better through editing and makeup comparing with the 100 Thai users, they were eager to upload the kinds of videos that have varied visuals through editing, while the 100 Thai Gen Z users cared less about looking better through editing and makeup, mainly showed true life and natural image; 2) The 100 Thai users and the 100 Chinese preferred to share own performance of singing, dancing on TikTok and Douyin; and 3) The 100 Thai users and the 100 Chinese users mostly liked to share and record the happiness moment about food, pet, and daily life on Instagram Story.

### 5.1.2 Short Video Content Types of the 100 Thai Gen Z Users and the 100

Chinese Gen Z Users

#### 5.1.2.1 TikTok and Douyin

The findings revealed that the similar content types of the 200 TikTok videos and the 200 Douyin videos are mainly A) dancing, B) lip-synching, and C) idol. As to the different content types, the Thai Gen Z shared the content types about a) sexy image of naked upper body, dressed little, and sexy dace, and sincere smiles, b) opinion politics and bully, c) funny moment like joking and funny behavior, and d) Thai traditional handcraft and dance. While the Chinese users Gen Z shared the content types about 1) makeup; 2) luxuries and cars, and 3) dialects that are very different from mandarin.

#### 5.1.2.2 Instagram Story

And the similar contents of the 200 Thai Instagram Stories and the 200 Chinese Instagram Stories are mainly A) food, B) daily life about school, family, lover and night club, C) pet, and D) traveling. As to the different content types, the Thai Gen Z shared the content types about a) sexy image of naked upper body, dressed little, and sexy dace, sincere smiles, and winking, b) funny moment like joking and funny behavior. While the Chinese users Gen Z shared the content types about 1) makeup; 2) luxuries and cars, 3) Karaoke, and 4) dialects that are very different from mandarin.

### 5.1.3 Motivations and Lifestyles Reflected from the Short Video

The findings indicated the similar and different specific motivations and lifestyles on TikTok (Douyin) and Instagram Story.

#### 5.1.3.1 TikTok (Douyin)

There are nine similar specific motivations on both TikTok and Douyin included: 1) Showing dancing, 2) showing lip-synching, 3) showing idol, 4) showing traveling, 5) showing skills about music (singing and playing music instrument) and drawing, 6) showing daily lifestyle about school, family, and lover to maintain and strengthen relationship with schoolmate, friend, lover, and family member, 7) showing and identifying own character of the third gender, gay, and lesbian, 8) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture, and 9) showing product, company, shop, and website of the business. As to the different eleven specific motivations, the Thai users aimed to: (1) Share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people, (2) show sexy image (naked upper body, dressed little, and sexy dance), (3) show friendly (smiling) image, (4) show opinion about politics and bully, (5) show authentic life without filter, and (6) share Thai native music. But the Chinese users aimed to: (7) Show makeup image, (8) show dialects, (9) show luxury and car, (10) show pretty life with filter, and (11) share English music.

And there are eight similar specific lifestyles on both TikTok and Douyin included: 1) Gaining pleasure by dancing and lip-synching, 2) loving and supporting own idol, 3) loving traveling, 4) living today, enjoying the daily life about family, school, and lover, 5) working hard to create better future, promoting own business, showing business elements, such as showing product, company, shop, and website of the business, 6) being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender, 7) being confident to show own skill about music (singing and playing music instrument) and drawing, and 8) loving and inheriting traditional culture. Loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, and architecture. As to the different eleven specific lifestyles, the Thai users lived to: (1) Make life funny by sharing the funny moments, such as funny behavior, and funny face, (2) love sexy image (naked upper body, dressed little, and sexy dance), (3) love friendly (smiling) image, (4) fight for rights about politics and bully, (5) love authentic image without filter, and (6) love Thai native music. But for the Chinese users lived to: (7) Love makeup image, (8) love and spread dialects, (9) show off rich life about luxury, and car, (10) love pretty image with filter, and (11) love English music.

#### 5.1.3.2 Instagram Story

There are ten similar specific motivations on Instagram Story included: 1) Showing food, 2) showing pet, 3) showing traveling, 4) showing idol, 5) showing

dancing, 6) showing skill about music (singing and playing music instrument), and drawing, 7) showing daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member, 8) showing and identifying own character of the third gender, gay, and lesbian, 9) showing product, company, shop, and website of the business, and 10) showing and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery. As to the different twelve motivations, the Thai users aimed to: (1) Show sexy image (naked upper body, dressed little, and sexy dance), (2) show friendly (smiling) image, (3) show cute (winking) image, (4) share funny moment, such as funny behaviors of drunk people, joking, and teasing or pranking people, (5) show authentic life without filter, (6) share Thai native music. But the Chinese users aimed to: (7) Show makeup image, (8) show dialect, (9) show luxury and car, (10) show Karaoke, (11) show pretty life with filter, and (12) share English song.

And there are six similar specific lifestyles on Instagram Story included: 1) Gaining pleasure by eating food, playing with pet, and dancing, 2) living today, enjoying the daily life of school, family, lover, and night club, 3) working hard to create better future, promote own business by show business elements, such as products, photos of shop and website, 4) being confident or proud to be gay, lesbian, or the third gender, and love bravely no matter gender, 5) being confident to show

own skill about music (sing and playing music instrument) and drawing, and 6) loving and inheriting traditional culture, including Thai dance and handcraft, and Chinese theater, costume, architecture, and embroidery. As to the different twelve specific lifestyles, the Thai users lived to: (1) Love sexy image, (2) love friendly (smiling) image, (3) love cute (winking) image, (4) make life funny by sharing the funny moments, such as funny behavior and funny face, (5) love authentic image without filter, and (6) love Thai native music. But the Chinese users lived to: (7) Love makeup image, (8) socialize with people, love Karaoke with people, (9) show off rich life about luxury and car, (10) love and spread dialect, (11) love pretty image with filter, and (12) love English music.

## 5.2 Discussion of the Findings

The discussion included four parts, including discussion the findings of short video content types with previous research, discussion the findings of storytelling elements of short video with previous research, discussion the findings of motivation reflected from short video with previous research, and discussion the findings of lifestyle reflected from short video with previous research.

### 5.2.1 Discussion the Findings of Short Video Content Types with Previous Research

The finding of the Thai Gen Z mainly uploaded the content of lip-synching, dancing, and funny moment, such as funny behaviors of drunk people and teasing or

pranking people, while the Chinese Gen Z mainly uploaded the content of makeup, it coincided with the reporter of Yuguo Net (2020) that due to the rise of e-economy, millennials are interested in the contents of fashion, beauty. Compared with China, TikTok in Thailand developed more than a year later. Judging from the current contents of TikTok in Thailand, they are mainly about lip-synching, dancing or funny video, which is like the early years in China.

The finding of the Thai were eager to uploaded the content of sexy image (naked upper body, dressed little, and sexy dance), smiles, and opinion about politics and bully, it coincided with the study of Lu (2020) that Thailand is a predominantly Buddhist society with a mix of Eastern and Western cultures and a high degree of social tolerance, the high tolerant society makes young Thais care more about own personality, and express themselves bravely.

The finding of the Chinese Gen Z uploaded the content of luxury and car coincided with the the reporter of Sohu Net (2015) that the young Chinese care about own face, have a penchant for luxury and conspicuous consumption.

#### 5.2.2 Discussion the Findings of Storytelling Elements of Short Video with Previous Research

The finding of there are 320 short videos just consist by a photo in the 800 short videos, there are 95 short videos about dancing and lip-synching in the 400 TikTok and Douyin videos, and there are 61 short videos about food in the 400



Instagram Stories, it evidenced the short video is fragment, and was consistent with the reporter of Zhihu (2020) that characters of TikTok are short, small, understandable, and fragmented.

This research revealed short video is fragmented, just focused on visuals, sound, character, scenes, or simple plot. Short video is different film, so the conflict, resolution, structure, and dialogue of the storytelling elements (Aditya, 2014) are not often appearing in the TikTok videos and Instagram Stories of common Thai and Chinese Gen Z whose follower number is below 1,500.

#### 5.2.3 Discussion the Findings of Motivation Reflected from Short Video with Previous Research

The finding of the Thai and Chinese Gen Z uploaded short videos in TikTok (Douyin) and Instagram Story to show products, company, shop and website of the business coincided the study of Fu, Wu, and Cho (2016) that people share contents for self-promotion, and helping the company.

The findings of the Thai and Chinese Gen Z uploaded short videos in TikTok (Douyin) and Instagram Story to identify and show own character of Gay, lesbian, and the third gender, it was consistent with the study of Bossen, Christina, Kottasz, and Rita (2020) that users being active in producing videos were significantly more likely for self-identity creation.

The finding of and the Thai and Chinese Gen Z uploaded short videos in

TikTok (Douyin) and Instagram Story to show own skills about music (singing and playing music instrument) and drawing coincided the study of Bossen, Christina, Kottasz, and Rita (2020) that users being active in producing videos were significantly more likely for fame-seeking desires, for getting praise from others.

The finding of the Thai and Chinese Gen Z uploaded short videos in TikTok (Douyin) and Instagram Story to show personal interest about dance, lip-sync, idol, food, travel, traditional culture, dialect, and pet; show personal image about sexy (naked upper body, dressed little, and sexy dance), friendly (smiling), cute (winking), and makeup; show personal opinion about social issue and politics; and show personal wealth about luxuries and car, this was consistent with the study of Omar and Wang (2020) that people participated in TikTok in order to express themselves.

The finding of the Thai and Chinese Gen Z uploaded short videos in TikTok (Douyin) and Instagram Story to show daily lifestyle about school, family, lover, and night club to maintain and strengthen relationship with schoolmate, friend, lover, and family member, it was consistent with the study of Omar and Wang (2020) that people participated in TikTok in order to interact with others.

In addition to, the finding of the Thai Gen Z uploaded short videos in TikTok (Douyin) and Instagram Story to share funny moment like joking and funny behavior, it coincided the study of Omar and Wang (2020) that people participated in TikTok in order to escape from day to day pressure.

#### 5.2.4 Discussion the Findings of Lifestyle Reflected from Short Video with Previous Research

The findings of the Thai and Chinese Gen Z: 1) Loved the traditional dance, handcraft, theater and so on, and 2) the loved different personal image (the Thai Gen Z loved sexy image, while the Chinese Gen Z loved makeup image), the two findings coincided with the study of Mazzoni, Castaldi, Addeo, and Buccino (2019) and Vyncke (2002) that lifestyle could be segmented into cultural practice (it could be defined as the manifestation of a tradition or custom within a particular culture, such a Morris Dancing in England.), aesthetic styles (people's opinion to beauty) and so on.

The findings of the Thai and Chinese gen Z 1) worked hard to create better future by showing product, company, shop, and website in their videos, 2) live today, nobody knows what the future will bring, enjoy the daily life about school, family, lover and night club, and 3) were confident to show own skill, and be confident or proud to be gay, lesbian, or the third gender, the three findings were consistent with Hornik's lifestyle typologies (1989) of future oriented (the successes of tomorrow are the fruits of yesterday's efforts), present oriented (live today, nobody knows what the future will bring), and self-confidence (people have more self-confidence).

The findings of the Thai and Chinese gen Z gained pleasure by eating food, playing with pets, dancing, and lip-synching, and making life funny by sharing funny moments, such as sharing funny behaviors of drunk people, and teasing or pranking

people, it coincided the joyful lifestyle (people who have this lifestyle, they pay attention to and spend money for fun, food and anything that gives them happiness, they seek happiness and regard entertainment as a basis for their life.) from Bayangani, Irandoost, and Ahmadi (2019).

The findings of the Chinese gen Z showed of rich life about luxury and cars, it coincide with the lifestyle of flaunting wealth (people who have this lifestyle, they are eager to purchase and show luxuries.) of Almi (2012).

In addition to, the finding of the Gen Z: 1) loved traveling, 2) love idol, 3) loved Thai music (the Thai Gen Z), and loved English music (the Chinese Gen Z), 4) fought for rights about politics and bully (the Thai Gen Z), 5) socialized with people, loved Karaoke with people (the Chinese Gen Z), the five findings coincided with the lifestyles types of Bohemianism (tend to travel a lot), groupie lifestyle (be fan, love and support own idol), musical subculture lifestyles (love different nations, kinds of music), social activism (intentional action about social or political), and Active lifestyle (socialize with people, join groups or clubs) from Psychology Wiki (2021).

### 5.3 Limitations of the Study

This research focuses on the Gen Z users who have both TikTok (Douyin) and Instagram. Especially in mainland China, Instagram can only be used after connecting to a virtual private network (VPN) that provides online privacy and anonymity by creating a private network from a public internet connection (Symanovich, 2021),

which also allows only some young or high educated users who are interested in foreign social apps. Accordingly, the finding just reflected the motivations and lifestyles of the Chinese Gen Z users who are interested in international culture.

Another key limitation is small number of samples, according to the statistics of QuestMobile (2020), Douyin had 518 million users in China, and 21.7% was between 19 and 24 years old. And According to the statistic of NapoleonCat (2021), there were 16.47 million Instagram users in Thailand in January 2021, which accounted for 23.6% of its entire population, and 34% was between 18 and 24 years old. Due to the huge Chinese Gen Z Douyin users and Thai Gen Z Instagram users, the research just showed motivations and lifestyles of the 100 Thai Gen Z and 100 Chinese Gen Z users.

Finally, due to the limited time and budget, all data were coded by only one investigator. Inter-coder reliability was not performed.

#### 5.4 Implications for Further Application

The research gave some implications for further application of TikTok Thailand, Douyin, Instagram Story, and short video app industry as following.

##### 5.4.1 TikTok Thailand

According to 200 TikTok videos of the 100 Thai Gen Z users, the research found the Thai users preferred to share native music, such as the Thai special dancing music and rural music. Based on it, TikTok Thailand could add more Thai local music

for the Thai users. TikTok Thailand also could add more natural filters, sexy, friendly, cute, or funny templates, effects, stickers, and texts for Thai users, because the Thai Gen Z users are eager to show own sexy, smiling, winking image, and share funny moment on TikTok.

#### 5.4.2 Douyin

Based on the 200 Douyin videos of the 100 Chinese Gen Z users, the research found the Chinese users preferred to share English music. According to it, Douyin could add more English music, and should create more editing functions, especially prettier filters, templates, effects, stickers, and texts, due to the Chinese Gen Z users focus on editing videos, and interested strongly in beauty industry.

#### 5.4.3 Instagram Story

After analyzing the 400 Instagram Stories from the 100 Thai Gen Z users and the 100 Chinese Gen Z users, the research found that the 64.50% and 65.00% of the 200 Thai Instagram Stories and 200 Chinese Instagram Stories are no sound, and the average video level of the 400 Instagram Stories was lower than the average video level of the 400 TikTok(Douyin) videos. It showed that the 400 Instagram Stories were less editing comparing to the 400 TikTok (Douyin) videos. In response to it, Instagram Story could add more music functions and more editing functions. Instagram Story should think about updating more templates, effects, stickers, filters, and texts of showing about food, pets, and daily life better, as the 100 Thai and 100

Chinese Gen Z users mainly share and record the happiness moment about food, pet, and daily life on Instagram Story.

#### 5.4.4 Short Video App Industry

The findings of motivations between the 100 Thai Gen Z users and the 100 Chinese Gen Z users can be categorized into 9 similar motivations, and 12 different motivations on both TikTok and Douyin, and 10 similar motivations, and 12 different motivations on Instagram Story. According to the similar motivation, short video apps enterprise could develop the common functions. While based on the different motivations, the enterprise could customize the relative functions for the users in different country and area.

The short video apps enterprise could also create special functions for the unique target audience, such as adding the editing functions about elements of rainbow to encourage users to speak differences loudly for the gay, lesbian, and adding editing functions about cultural elements for audiences who love traditional cultural preferences. These special functions will bring the support of different kinds of people, and show the corporate social responsibility. The special function has big chance to become the hot trend feature and the representative symbol of short video apps.

### 5.5 Recommendation for Future Research

#### 5.5.1 Recommendation for Future Research of Short Video Content Types

This research found content types of the videos got over 9999 likes on TikTok included Thai man-man couple idols, politics opinion, Thai traditional handcraft, and the funny behavior of drunk people. And content types of the videos got over 9999 likes on Douyin included Thai and Chinese man-man couple idols, variety show of picking idols up by audiences themselves, and makeup. The finding show that both the Chinese user and the Thai TikTok users liked contents about Thai or Chinese man-man couple idols, and variety shows and makeup could get like easier on Douyin, while hot issues about society and politics etc., Thai traditional culture, and funny moments would get like easier on TikTok. The finding would help the further research about investigating hot or popular content types in TikTok and Douyin between Thailand and China.

The research found high frequency content types of the Thai Gen Z on TikTok were dancing, lip-synching, and funny moment, and the high frequency content types of the Chinese Gen Z on Douyin were makeup and dancing. The finding would help the research about investigating high frequency content types sharing by Gen Z who were born between 1996 and 2005 in TikTok and Douyin between Thailand and China.

In addition to, the research found high frequency content types of the Thai Gen Z on Instagram Story were 1) daily life about family, school, lover, and night club, 2) sexy image of naked upper body, dressed little, and sexy dance, 3) smiles, and



4) winking, and high frequency content types of the Chinese Gen Z on Instagram Story were (1) food, (2) makeup, (3) daily life about family, school, lover, and night club, (4) pet and (5) traveling. The finding would help the research about investigating high frequency content types sharing by Gen Z who were born between 1996 and 2005 in Instagram Story between Thailand and China.

#### 5.5.2 Recommendation for Future Research of Storytelling Elements of Short Video

This research found the storytelling elements of the four hundred TikTok (Douyin) videos and four hundred Instagram Stories were mainly about visuals, sound, character, scenes, and simple plot. It would help the future research to examine how the Aristotle's seven good storytelling elements and Aditya's eight storytelling elements in movie (2014) has been used in short videos between Thailand and China.

#### 5.5.2 Recommendation for Future Research of Motivation Reflected from Short Video

This research found the main six motivation categories of the Thai and Chinese Gen Z were expressing themselves, interacting with others, escaping from day-to-day pressure, fame seeking, creating self-identity, and commercial intention. This finding would support the Maslow's Hierarchy of Needs proposing that people actively seek to satisfy a hierarchy of needs, including physical needs, security/safety needs, social/belonging needs, ego/self-respect needs, and self-actualization needs

(Maslow, 1970). In addition, the finding would extend the related the studies about Maslow's Hierarchy of Needs on short video apps in future between Thailand and China.

#### 5.5.3 Recommendation for Future Research of Lifestyle Reflected from Short Video

Lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture. Lifestyle could be segmented into attitudes, interests, opinions, values, aesthetic styles, cultural practice and so on. (Mazzoni, Castaldi, Addeo, & Buccino, 2019). In this study, the main twelve lifestyle categories were cultural practice, aesthetic styles, future oriented, present oriented, self-confidence, joyful lifestyle, flaunting wealth, social activism, Bohemianism, groupie lifestyle, musical subculture lifestyles, and active lifestyle. The finding would support and help the future researcher to segment lifestyle of the Thai and Chinese Gen Z who were born between 1996 and 2005 in short video apps.

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## APPENDIX

### 1. Survey for target users

A survey about TikTok and Instagram Story
Section 1
<p>Q1. You are either Thai or Chinese</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q2. You are the user of TikTok and Instagram</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q3. You are Gen Z (were born between 1996-2005)</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q4. Your followers of TikTok and Instagram are fewer than 1500</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q5. You had upload more than two videos on TikTok (Douyin) and two Stories on Instagram from May 1, 2018 to April 30, 2021.</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q6. If you selected 'yes' with all above question, please write down your</p> <p>TikTok user name:</p> <p>Instagram user name:</p>
Section 2
<p>Q1. You know or following somebody who are Gen Z, use both TikTok and Instagram, and have followers fewer than 1500.</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>
<p>Q2. If you selected 'yes' with Q5, please write down his or her</p> <p>TikTok user name:</p> <p>Instagram user name:</p>

## 2. Profile of Chinese Gen Z Target Users

Chinese Gen Z Target Users (CU00 - CU100, CU means Chinese Users)					
No.	Year of Birth	Douyin account	Douyin followers	Instagram account	Instagram followers
CU001	1996	Ste***eee	40	Im***ns	71
CU002	1996	Ly***ng_	1441	Ly***ng_	126
CU003	1996	Ch***i	70	Lu***g	1344
CU004	1996	51***6	13	Ja***96	1491
CU005	1997	Li***97	202	El***ii	56
CU006	1997	Li***sb	1478	L***m	185
CU007	1998	Ki***e	278	Ke***e_	241
CU008	1998	Mi***en	42	W_***_w	173
CU009	1998	Lu***ly	9	Lu***ly	506
CU010	1998	Tr***a	1489	Tr***_y	246
CU011	1998	P***24	1301	Je***.cn	662
CU012	1998	I***ne	619	W***14	203
CU013	1999	Dy***wi	199	Par***rr	389
CU014	1999	Pa***25	614	lz***i	127
CU015	1999	Vp***tg	401	Vp***1	38
CU016	1999	Ir***s	507	Ire***ss	579
CU017	1999	Su***u	1319	Su***i3	288
CU018	1999	Xx***28	501	3_***b_	1425
CU019	1999	Lf***a	257	Do***12	1036
CU020	1999	Si***m	188	Xi***_li_	1479
CU021	1999	Ne***ver	639	Chi***vr_	279
CU022	1999	***l	327	An***yi_	884
CU023	1999	Je***0	132	It***_a	711
CU024	2000	W***l	486	La***_a	468
CU025	2000	Ke***wl	626	K***l	187
CU026	2000	21***49	353	Mu***ng	278
CU027	2000	Lo***lt	101	Lo***ox	480
CU028	2000	Au***_h	1037	Au***ng	198
CU029	2000	Mic***ine	168	Mic***rine	982
CU030	2000	W***fo	209	F***fo	197
CU031	2000	20***34	434	De***gl	53
CU032	2000	Li***59	228	Li***9	160
CU033	2000	C7***89	1475	In***rty	607
CU034	2000	Co***25	1487	Co***25	183

CU035	2000	X_***bi	941	Ol***ebi	411
CU036	2000	Am***05_	1117	Am***5_	1060
CU037	2000	Zp***zz	1487	Gra***204	711
CU038	2000	Ju***.g	345	Lu***m	1486
CU039	2000	Fat***yd	904	Fat***d	656
CU040	2000	21***ao	289	Wu***si	344
CU041	2000	Te***a:)	380	Ju***10	357
CU042	2000	K***an	81	K***an	272
CU043	2000	36***02	745	Han***12	472
CU044	2000	A***x	1386	M***_y	476
CU045	2000	Xi***u	954	Isf***xy	240
CU046	2001	Ww***57	357	W***kj	407
CU047	2001	Ch*****kui	293	Chr***lii	1496
CU048	2001	Ko***210	76	Ko***10	1455
CU049	2001	Ss*****ee	23	Sss***e	829
CU050	2001	Tia***23	162	Ti*****15	33
CU051	2001	A*****18	1070	An***_h	402
CU052	2001	Br***_a	227	Bry***_a	443
CU053	2001	Je***ng	365	Jes***ng	1125
CU054	2001	An***w	87	An***g	275
CU055	2001	N***oo	285	Nt***05	1488
CU056	2001	Wr***01	45	Ull***o_7	143
CU057	2001	Va***a	176	Va***bi	744
CU058	2002	Cw***5	293	C***x	796
CU059	2002	_da***hx	432	_da***hx	810
CU060	2002	Xu***kla	1259	K***su	726
CU061	2002	Ya***hji.03	39	Ya***.01	102
CU062	2002	Vit***ac	300	Vit***re	1224
CU063	2002	Le***y	461	Its***la	1065
CU064	2002	Ql***6	273	Qly***aaa	115
CU065	2002	Cy***th	201	Cy***hth	613
CU066	2003	17***05	40	Lu***20	1018
CU067	2003	Zl***30	204	Li***ky	619
CU068	2003	Ki***en	1446	Ki***n7	1352
CU069	2003	Yu***o	1037	Ch***w_	1073
CU070	2003	Ha***er	767	Ha***527	480
CU071	2003	Isa***y	606	Js***aa	216
CU072	2003	An***804	707	An***04	268
CU073	2003	Fi**x	431	Fi***g	1447
CU074	2003	Ba***o	1153	Lu***ae	785
CU075	2003	Ww***.3	20	_b***m	286
CU076	2004	Ri***x	148	Ri***xw	279

CU077	2004	J***x	54	Jo***e	1170
CU078	2004	W***04	84	Os***10	200
CU079	2004	K***33	953	Kx***3	528
CU080	2004	Su***a	531	Su***c	124
CU081	2004	Ol***a、	1381	Li***10	698
CU082	2004	Xi***02	1192	Ie***e_	160
CU083	2004	An***she	207	Ang***she	530
CU084	2004	Ia***y0.2	424	Je***zh	296
CU085	2004	Win***di	1497	Lw***eli	1294
CU086	2004	Bi***ze	165	Bi***e	396
CU087	2004	N***i	471	Nao***g_	361
CU088	2004	Al***en	39	Ali***tr	96
CU089	2005	E***da	58	Wo***0822	610
CU090	2005	G***88	1430	A***oo	71
CU091	2005	Vi***02	275	Vi***02	108
CU092	2005	Ae***e	824	Ae***un	316
CU093	2005	Ti***an	169	Ti***an_	1459
CU094	2005	Sa***125	243	Sa***25	320
CU095	2005	T_***x	844	C***x	153
CU096	2005	Z***5	134	Am***dd	231
CU097	2005	Ji***9_	87	Ji***9_	857
CU098	2005	An***uo	172	An***u_	503
CU099	2005	Da***y	174	Zh***sy	172
CU100	2005	Jo***q	1466	Jo***g	1342



### 3. Profile of Thai Gen Z Target Users

Thai Gen Z Target Users (TU001 - TU100, TU means Thai Users)					
No.	Year of Birth	TikTok account	TikTok followers	Instagram account	Instagram followers
TU001	1996	Pr***hai	1292	Pr***hai	1057
TU002	1997	A***at	11	A.***at	959
TU003	1997	Pl***10	370	Nw***oy	894
TU004	1997	Ki***qq	457	Ki***qq	920
TU005	1997	Kh***66	105	Kh***am	910
TU006	1997	Ao***038	1151	Sa***on	1305
TU007	1998	No***41	386	No***41	810
TU008	1998	Ge***bl	91	Gee***bl	1450
TU009	1998	Me***ow	246	Se***m	900
TU010	1998	Go***e	51	Go***23	1301
TU011	1998	Ch***pk	422	_cc***aa	657
TU012	1998	Ta***ak3	545	Tan***k2	569
TU013	1998	To***3	1204	To***pu	1114
TU014	1998	To***97	1319	Jir***25	696
TU015	1998	_k***a	310	Ki***ily	1359
TU016	1998	Fra***ai	555	Fra***sn	1359
TU017	1999	An***9	656	An***59	1064
TU018	1999	Ph***a	860	Ph***8	757
TU019	1999	Mi***2_	1613	Mi***42	786
TU020	1999	Ch***693	384	Mi***ct	1498
TU021	1999	Ja***ee	1176	Ja***on	1084
TU022	1999	Fr***42	1023	Fre***apa	303
TU023	1999	Te***aa	1163	Da***ee	816
TU024	1999	Fe***0	147	Fe***13	1186
TU025	2000	Sa***01	1496	Au***ut	1065
TU026	2000	To****a	761	To****a_	538
TU027	2000	Pa***_43	257	Pa***ark	816
TU028	2000	N.***40	270	Ok***2	784
TU029	2000	T***n	248	Th***6	337
TU030	2000	Ba***07	302	Ba***60	979
TU031	2000	Su***ez	755	Su***e_	314
TU032	2001	Tt****rn7	638	Tt****7	695
TU033	2001	La***nn	642	On***y	1183
TU034	2001	Ch***sm	1018	Ch***sm	1490

TU035	2001	Ik***41	519	Ki***69	274
TU036	2001	Te***142	197	Tee***42	1192
TU037	2001	S.s***we	302	Ta***a	216
TU038	2001	Na***09	721	Sa***nr	227
TU039	2001	Se***m	144	Se***m	538
TU040	2001	Sp***4	133	Fa***43	1149
TU041	2001	Ka***t_	323	Ka***ng	168
TU042	2001	Ja***0	446	Ja***ha	269
TU043	2001	Ye***g	213	Ye***g_	1281
TU044	2001	Li***ly	1253	Li***y	803
TU045	2001	Te***44	1395	Te***rp	582
TU046	2001	Bu***29	945	Ch***67	663
TU047	2001	Bu***at	39	Bu***at	520
TU048	2001	ll***p	882	Mi***01	1003
TU049	2001	Fa***ve	1268	Fa***ve	304
TU050	2001	Ba***am	1009	Ba***46	108
TU051	2002	Th***r4	1397	Th***5	336
TU052	2002	Ni***02	1039	Ni***l	388
TU053	2002	Pa***45	1472	Ma***a	526
TU054	2002	Ch***02	1064	Ch***02	752
TU055	2002	Fl***hai	977	Fl***ch	1329
TU056	2002	Pa***03	470	Pa***03	449
TU057	2002	Si***2s	634	Ki***an	498
TU058	2002	Ba***.b	311	Ba***.b	1246
TU059	2002	M***an	1348	Ma***an	1168
TU060	2002	T***22	214	W***898	714
TU061	2002	Ta***55	649	Ta***55	119
TU062	2002	Ji***et_	164	Ji***t_	1021
TU063	2002	Dd***_z	54	D***t_z	1060
TU064	2002	_P***y	185	_P***y0	326
TU065	2003	Bo***ha	14	B***ha	232
TU066	2003	Pa***_46	1012	Jj_***ri	679
TU067	2003	Lem***at	153	Lem***awat	1157
TU068	2003	S3**x_	234	Sa***ina	959
TU069	2003	Fe***18	52	Fe***8	397
TU070	2003	Ru***22	455	M_***wa22	244
TU071	2003	Na***nn	121	Nu***ee	327
TU072	2003	Nu***ii	55	Nx***hx	968
TU073	2003	Ph***at	105	Ph***ng	272
TU074	2003	To***_2	613	Lu***46	528
TU075	2003	Ta***rin	190	Ta***rin	776
TU076	2003	Bo***6	290	Bo***ny	1191

TU077	2003	2_***6	711	Ni***0	735
TU078	2003	Plo***33	545	Pl***46	297
TU079	2003	_p***e	182	Pr***a_	157
TU080	2004	Ea***38	481	Ea***apa	1122
TU081	2004	Bi***g	99	Bi***on_	931
TU082	2004	Pp**a	873	Nad***t	994
TU083	2004	Fl***55	697	Fp***w_	1224
TU084	2004	16f***ir	64	Ffa***y	1498
TU085	2004	Tu***nt	487	Sss***ac._	152
TU086	2004	Cm***iei	137	Ise***re	984
TU087	2004	Xi***9	60	Si***547	103
TU088	2004	To***63	1046	To***82	248
TU089	2004	Ei***in	89	Ica**taa	796
TU090	2004	S***w_	356	Sk***w_	1092
TU091	2004	_tu***aa	125	_tu***aa	291
TU092	2005	Mi**q	1487	Mi***ie	457
TU093	2005	Ch***al21	256	Op***aaa	207
TU094	2005	Da***50	132	Da***50	172
TU095	2005	Si***ac	432	The***x	564
TU096	2005	Gu***44	596	Gu***ya	311
TU097	2005	Vi***ri	349	Ve***on	930
TU098	2005	Ka***62	1017	Fa***62	992
TU099	2005	P_***s67	1018	P_p***s.s	636
TU100	2005	Po***in	153	Por***34	616

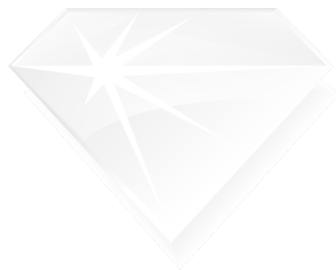
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