Analyzing Asian Trend Trends via

Social Media Platforms:

(A Case Study of TikTok)

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Research objectives and questions

RO1: To systematically analyze the changes in content, style, and engagement within fashion-related short videos on TikTok from a historical perspective, identifying major trends and shifts over the past decade.

RO2: To investigate and compare fashion preferences among TikTok users, focusing on variations across different age groups, genders, and occupations, aiming to identify distinct patterns and influences in fashion choices.

RQ1: What are the key factors driving the evolution of fashion styles and trends on TikTok in relation to social development?

RQ2: How do online users' preferences for fashion brands vary across different time dimensions on TikTok?

Time Dimension			Basic Information				Trends		Clothes Styles			
Year	Month	Season	Gender	Country	Age Range	Occupation	Color	Brand	Clothing	Jewelry	Shoes	Bags

Website:

https://www.tiktok.com/
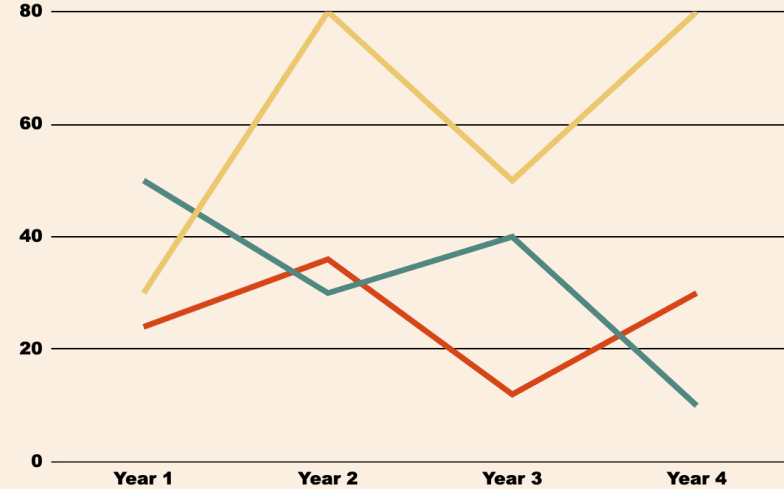
Style dimension

Time dimension

Brand dimension