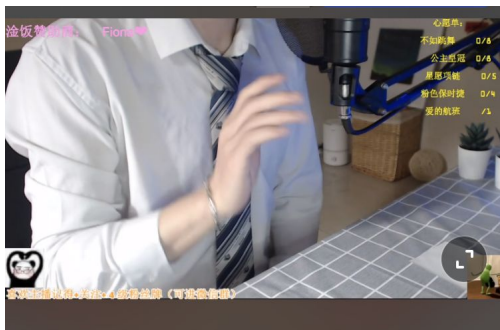


Motivations and Expectations for Virtual Gift-Giving in Douyin Live Streams



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Three types of live streamings



Research questions

Why do female audiences watch young male streamers?

Why do they send virtual gifts?

What's the relationship between audiences and streamers?

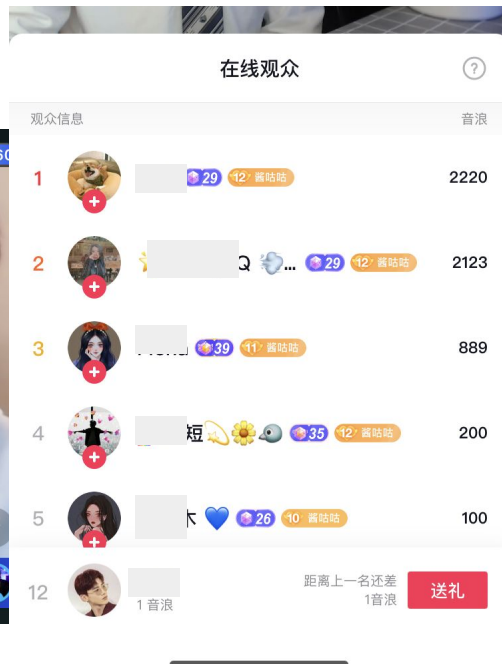
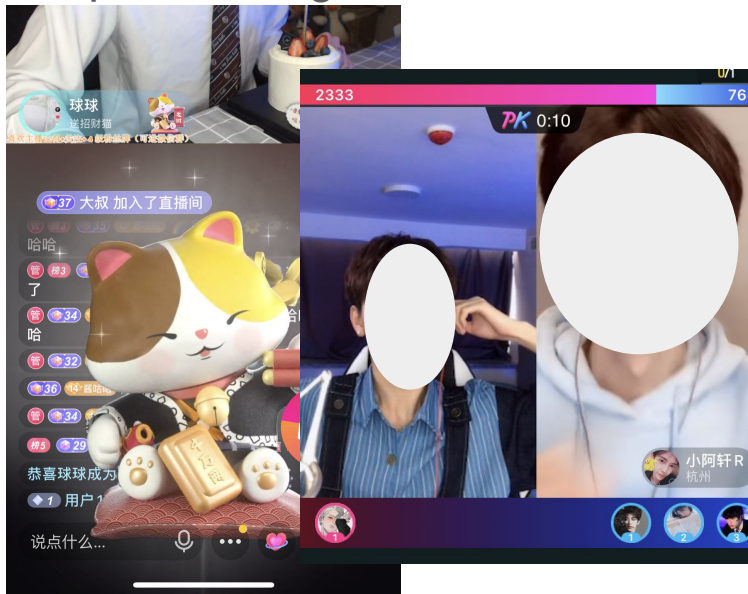
Why do female audiences watch young male streamers?

- For their skills or characteristics
- For the friendship they have with other audiences

Why do they send virtual gifts?

- Appreciating the streamer's content
- Being incentivized by the platform's gamification feature

“Send it as a reward”



What's the relationship between audiences and streamers?

- A friend or a fan
- Close relationship on Wechat

Main results

Why do female audiences watch male streamers?

- For their skills or characteristics
- For the friendship they have with other audiences

Why do they send gifts?

- As an appreciation or an endorsement
- Being incentivized by the platform's gamification features

What's the relationship between the audience and the streamer?

- A friend or a fan
- No privilege
- Close relationships on Wechat