

Thematic Analysis of Open-ended Questions: Thematic Clusters

This document provides a classification of responses to an open-ended question (Section 5: Perceptions) using thematic analysis methods. Each response was carefully reviewed multiple times and grouped according to similarities in content and underlying messages.

The document is divided into two sections:

1. thematic clusters for Question 14 (positive perceptions),
2. thematic clusters for Question 15 (negative perceptions).

SECTION 1 – Question 14 (Positive Perceptions)

“Describe a TikTok ad you remember positively. How did you feel when you realised it was an ad, and what made it stand out?”

Themes

1. Brand acknowledgment

- Id 1 “I realized it’s an ad because the name of a product or brand was said. I don’t like ads”

2. General Ad Rejection

- Id 2 “i’ve never seen good ad”
- Id 9 “I hate all ads, never watch them”
- Id 36 “im always getting very annoyed with ads”

3. Low Recall

- Id 3 “I don’t remember”
- Id 4 “I don't have anything in mind.”
- Id 8 “Idk”
- Id 18 -
- Id 19 .
- Id 20 “No”
- Id 21 “Don’t remember any ads”
- Id 27 “I can’t think of a tiktok ad as i always skip them.”
- Id 30 “ I don't think I recall seeing such an ad.”
- Id 43 “I don't remember”

- Id 47 "i dont remember"
- Id 50 "."

4. Influencer Credibility

- Id 5 "Some makeup ad from a trusted influencer"
- Id 6 "It had a famous actor and was creative"
- Id 25 "Gabbriette for MAC cosmetics. I knew it was an ad, it was really cool that's why I watched it to the end. Cool person=cool products and collaborations. (only when it fits their aesthetic etc. ofc)"
- Id 28 "There's this girl from my home country that lives in the US and occasionally makes ads about products/brands she has used for years. I always remember hers positively, her content is very authentic and informative"
- Id 34 "If it's done creatively or a sponsored ad from a creator I like, I will feel more compelled to watch"
- Id 38 "A creator I follow did a skincare routine and casually mentioned a product. I didn't mind it was an ad"
- Id 44 "Doda adds on TikTok with Dafi. It was obvious it was an add, but made with humor and distance didn't sound pushy."

5. Complex

- Id 7 "The add was promoting a makeup product and in my eyes it devalued the product itself and the whole video lost authenticity"

6. Humour and Entertainment Value

- Id 10 "Rocketjobs with gimper, revo and rojo. It was funny"

- Id 11 "It was tiktok presenting some story with a few characters, at the end it was obvious that it was an ad but watching it was entertaining so I didnt feel misled"
- Id 13 "It was a funny bit, i felt respect for the creative process of the page admin"
- Id 15 "I remember it when its funny"
- Id 16 "I believe it was something about food restaurant, it was nice and humorous way to advertise the place, i've realized immediately, it had sponsored label but I stayed cause I was invested"
- Id 22 "Probably Duolingo ad- just funny content, made that way that it stood out"
- Id 23 "KFC.es funny, all ads with tung tung tung sahur"
- Id 24 "Skincare ad. The personal storytelling and humour."
- Id 29 "Adds specially that show new movie trailers or series announcement are really entertaining. Also, other adds where the product is shown in a really organic way are also fun to watch."
- Id 44 "Doda adds on TikTok with Dafi. It was obvious it was an add, but made with humor and distance didn't sound pushy."

7. Subtle Integration

- Id 12 "a wedding service containing ai pictures, I realized at the very end it was an ad, also didn't catch it was ai at first"
- Id 32 "I can't remember the exact product that was advertised, but the ad wasn't engaging and it was narrating a story about pets and perhaps how they experience their lives when nobody is at home. It was really interesting

although it felt like a strange content unusual for TikTok I realised the last second it was an add.”

- Id 46 “There was this one ad disguised as a guy ranting about being broke, and halfway through he mentions this budgeting app, but in a way that actually made sense. It didn’t feel pushy — it felt like he was just pissed off at banks and wanted to show people how to not get screwed. It was smart. I only realized it was an ad at the end, but I didn’t care. It didn’t insult my intelligence. Respect.”

8. Emotional Resonance

- Id 14 “I guess it was a T-mobile Christmas ad. It was full of emotions and it had a great storyline. I was really touched by that ad.”
- Id 24 “Skincare ad. The personal storytelling and humour.”
- Id 45 “Okay sooo there was this ad by this skincare brand — but like, they didn’t even look like they were trying to sell me anything. It started with a girl crying over her breakup, and I was like “oh nooo, not again ??” but then she starts talking to the camera about how she took her self-care seriously, and suddenly she’s glowing like a glazed donut and saying “btw, this is the serum I used.” And I’m just there like ??? “wait... this is an ad??” But I wasn’t even mad. It gave story, it gave emotion, it gave GLOW UP. The vibes were immaculate, and honestly? I added to cart before I even finished the video. ?? #influenced”
- Id 49 “It was of a makeup product, what made it stand out was the genuine emotions of the person talking and conving that the product was good”

9. Music

- Id 17 "Right now there's a Zalando (I think) ad with a really nice music and the beat makes it stand out, because it's like electronic, so I wouldn't expect that in an ad."

10. Price

- Id 26 "It was an ad for a bag, nicely shot and the price was appealing"
- Id 37 "temu, because of free things"

11. Personal Relevance

- Id 31 "A tiktok about a travel destination - it stood out because it was something i was interested in it"
- Id 41 "Clothing brand, one of my favourites, nice clothes."
- Id 48 "Add that sponsored my favourite games, as I like playing them and I like them so the visuals and the feeling behind the add was something that I liked and didn't feel like wasting time"

12. Informative Character

- Id 33 "All the information about the product was in the video - prices, what it does, how it helps; the ad was short"
- Id 39 "An ad informing about compensations for flights delayed."

13. Native Advertising Format

- Id 35 "It's like a normal tik tok"

14. Unconventional Format

- Id 40 "BookBeat ad - it is an app with audiobooks, it caught my attention cause it was in a form of a quiz about one of my favourite books."

15. Cause-Based Messaging:

- Id 42 "Vinted ad promoting giving clothes a second life - I knew it was an ad."

SECTION 2: Question 15 – Negative Perception

“Describe a TikTok ad you remember negatively. How did you feel when you realised it was an ad, and what made it stand out?”

Themes:

1. Ad Fatigue

- Id 5 “I don’t watch them because they annoy me”
- Id 2 “every one”
- Id 15 “Shopee ad with annoying music”
- Id 11 “Temu ads, those are repetitive and very straight forward”
- Id 25 “Temu, shein etc. I hate these kind of platforms I don’t know why I see these their ads.”
- Id 29 “There are a bunch of Tik Tok videos going around as short movies. They are ads for an app that serves as a media platform (like Netflix etc). The ads sometimes are inappropriate and extremely bad, so I always get pissed off while scrolling and finding one. It’s too repetitive and it’s not the type of content I like to see, completely out of my algorithm.”
- Id 31 “Annoying music, too loud, annoying humour”
- Id 38 “Temu ads - they appear quite often.”
- Id 42 “It was an app about designing something. It is very repetitive and has flashing visuals.”
- Id 44 “Almost all of them, every shein/temu ad”
- Id 47 “any ad that looks like a normal tiktok is annoying”

2. Low Recall

- Id 1 “-“
- Id 3 “I don’t remember”
- Id 4 “I just skip them, I don’t remember.”
- Id 8 “Idk”
- Id 12 “none”
- Id 14 “To be honest, I don’t remember any ad that I would consider negative.”
- Id 18 “-“
- Id 19 “.”
- Id 20 “No”
- Id 21 “Don't remember any ads”
- Id 22 “No recollection of a negative ad”
- Id 27 “I can’t think of an ad that stood out”
- Id 36 “I don't remember negative ads because I skip them immediately”
- Id 43 “I don’t remember”
- Id 50 “.”

3. Low Engagement Due to Quality or Style

- Id 6 “It used ai and was poorely made”
- Id 24 “Ad for a mobile game. It was poor quality. Nothing special. It didnt make me trust.”
- Id 28 “The ads I remember negatively are always the mobile game ones. They’re loud, clickbait-style and have over the top acting.”
- Id 30 “The ad had too many visual effects that ruined the appeal of the product.”

- Id 31 "Any ad that is poorly innovative, the lack of creativity is making me hate the product even though I could be familiar with or interested in the product."
- Id 33 "It didn't give much information about the product and it was way too long"
- Id 42 "It was an app about designing something. It is very repetitive and has flashing visuals."
- Id 46 "God. This one guy popped up yelling "GUYS. THIS IS THE ONLY PRODUCT YOU NEED." He was standing in a gym, shirtless, shoving some supplement bottle in the camera like it was the Holy Grail. Just peak try-hard energy. Not only was it obnoxious, it felt like it was made by an AI trained on bro quotes and protein powder. Absolutely no originality. Skipped it mid-sentence."

4. Deceptive Character

- Id 9 "All of Mikayla Nogueira's sponsored content, she's obnoxious and has a history of misleading advertising"
- Id 10 "Ad of some mobile game thats scam"
- Id 17 "I think an ad advertising a necklace for like mother's day. I thought someone is genuinely showing their nice idea of a gift, so i was upset when i realised. It wasn't really standing out rather just praying on emotions."
- Id 27 "A story time about sth some wedding where a girl was describing reactions that she got from her family to her new look at the end it turned out to be an ad for some fat burning tea or sth felt misleading cos I thought

that I was watching just a story time bout some random event now I think that it was made up just to be an ad”

- Id 41 “Some “life hack” clickbait ad that was just selling gadgets.”

5. Intrusive Resonance

- Id 13 “It was aggressive, very “in your face””
- Id 16 “almost every ad on this app, they’re all the same, all forced and fake”
- Id 23 “Pushy call to action”
- Id 34 “Too aggressively advertising, too “on the nose”, or products that are simply not relevant for me. I always skip ads that pop up frequently (such as Dominoes pizza, etc)”
- Id 39 “Shopify ad cause they try to convince people in an intrusive way.”
- Id 45 “OMG don’t even get me started—there was this one ad that was just... painful. It was like this dude screaming “BUY THIS NOW!!!” and throwing stuff around his room like a toddler on espresso. ?? No context, no chill, no aesthetic. I sat there like ?? “sir, why are you yelling at me at 2 a.m.?” It felt like a used car salesman trapped inside a Gen Z cosplay. And the worst part? It kept popping up over and over again like it was haunting me. Repetitive and aggressive?? No thanks. Immediate skip, block, delete, spiritual cleanse.”
- Id 7 “A company being overly put in a good light”

6. Ad Format

- Id 35 “It looks like ad in tv”

7. Personal Relevance

- Id 37 “tarczy?ski, I dont eat meat”

- Id 48 „Too loud noises and being completely irrelevant and far away from my interests and feed that I wanted to watch”

8. Lack of Authenticity

- Id 40 „An ad with a fake prank that clearly wasn’t real.”

9. Emotional Resonance

- Id 49 ” No emotions of a person in the ad”