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**Uncovering the Cultural Expression and Identity
of Young Vietnamese Americans Through TikTok**

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Abstract

This research explores the cultural representation, identity, and practices of young Vietnamese Americans through TikTok. The primary argument is that social media plays a critical role in facilitating cultural exchange and cultivating a sense of belonging for young immigrants living far away from their ancestral homelands. The study focuses on the main theoretical discussions on culture in mediated space, migration, and media representation, as well as the construction of the youthful sense of self on social media, to guide these aims. The research questions focus on the role that TikTok plays in the formation and expression of the cultural identity of young Vietnamese immigrants and the reactions of the audience to these representations. The study uses a critical realism approach, which recognizes the importance of social environment, culture, and power relations in shaping research outcomes. The research employs a case study research method, which is useful for understanding the underlying social structures and power relations that shape the social phenomenon under investigation. Qualitative methods are used for data collection, including qualitative text analysis of TikTok videos and audience reactions, as well as netnographic observation. The researcher's involvement in collecting and analyzing the data is emphasized, as it enables the researcher to gain a unique perspective on the cultural practices of young Vietnamese Americans on TikTok.

Through analysis of TikTok content, comments, and engagement, the study seeks to provide a deeper understanding of the ways in which young Vietnamese immigrants use TikTok to negotiate their cultural identity and connect with their ancestral homeland. The analysis found that creators used humor and satire to critique traditional cultural practices and expectations while celebrating and sharing aspects of their cultural identity, which allowed them to connect with other young Vietnamese Americans. The use of Vietnamese language, food, and music allowed them to share their culture with a global audience, while also building a sense of community and belonging. The audience's reactions to these representations were overwhelmingly positive, with many viewers expressing appreciation for the creators' efforts to share their culture and experiences while challenging traditional cultural expectations and norms.

Finally, the research offers insight into the impact of these cultural exchanges on a larger community. Potential gaps in the research include small sample size and a focus solely on TikTok, limiting generalizability and representation of how young Vietnamese immigrants use other social media platforms. The analysis of comments is also limited and short-term connections formed through TikTok, as well as problematic algorithms and display of comments, may limit the potential impact of cultural exchange and community development. The study does not address the negative consequences of social media use and power dynamics that influence technology use by marginalized groups to maintain cultural identities. Future research can address these gaps for a comprehensive understanding of technology and culture.

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Introduction

As a native of Vietnam, I have long been steeped in the cultural practices passed down through my family and community. Among these traditions is a deep skepticism of sleepovers, with parental warnings of playing with siblings instead, and concern over imposing on others for food. It is a sentiment echoed by many young Vietnamese Americans on TikTok, who use humor and personal anecdotes to connect with others who face the same pressures to conform to traditional cultural values. Yet TikTok offers more than just a platform for commiseration and comedic commentary. It also serves as a powerful tool for cultural exchange and representation, as young Vietnamese Americans use the platform to explore and express their identities in new and innovative ways. Through TikTok, they are able to share their experiences with a wider audience, building a community around their shared struggles and triumphs. This emerging trend is a testament to the power of social media in fostering cultural exchange and cultivating a sense of belonging for young immigrants living far away from their ancestral homelands. By examining the cultural practices and representations of Vietnamese Americans on TikTok, we can gain valuable insights into the complexities of acculturation and the role of social media in shaping cultural identity.

Vietnamese Americans are one of the largest and fastest-growing Asian American ethnic groups in the United States. According to the U.S. Census Bureau, there were approximately 2.1 million Vietnamese Americans living in the U.S. in 2020, with a majority of them concentrated in California, Texas, and Florida. Vietnamese culture is characterized by a strong emphasis on family values, respect for elders, and a deep sense of community. Vietnamese cuisine, language, and traditions are integral parts of the culture, and these have been passed down from generation to generation. However, like many immigrant communities, Vietnamese Americans have had to navigate the challenges of assimilation and acculturation in a new country while trying to preserve their cultural identity.

The process of acculturation, which involves adapting to the cultural practices of the host country while retaining aspects of one's native culture, can be a complex and challenging process (Berry, 1997). For Vietnamese Americans, the pressure to assimilate and conform to American

culture can sometimes clash with the desire to maintain their cultural identity and traditions. This can lead to feelings of cultural dissonance, where individuals may feel caught between two cultures. Furthermore, Vietnamese Americans are a diverse community, with different experiences of immigration and settlement in the U.S. Some Vietnamese Americans came as refugees following the Vietnam War, while others came as immigrants seeking new opportunities. Additionally, there are generational differences within the community, with younger Vietnamese Americans often having different experiences and perspectives from their parents and grandparents. Understanding the complexities of Vietnamese American culture, identity, and acculturation is crucial for promoting cultural awareness and respect. It is also important to recognize the diverse experiences and perspectives within the community, as well as the challenges and opportunities that arise from navigating between two cultures.

In the meantime, TikTok has become a popular social media platform among young people, and it has provided an opportunity for them to express their identities and cultures through short creative videos. For young Vietnamese Americans, TikTok has also become a platform to showcase their cultural practices and traditions. In recent years, there has been an increasing interest in exploring the ways in which young Vietnamese Americans use social media to express their cultural identity and representation. They utilize various creative and artistic methods, such as sharing traditional Vietnamese recipes, showcasing Vietnamese fashion and beauty, incorporating traditional Vietnamese music into their videos, and discussing Vietnamese history and cultural traditions. Some also use humor and satire to address cultural stereotypes and challenges they face as Vietnamese Americans. Cultural identity is a complex and dynamic term that can be influenced by a range of elements such as language, customs, and traditions. Young Vietnamese Americans who grow up in a mixed society frequently have chances and encounter obstacles in keeping a feeling of cultural identity while also assimilating into American culture. TikTok, among several social media platforms, has evolved into a forum where young Vietnamese Americans may negotiate and express their cultural identity in a creative and humorous manner.

TikTok has emerged as one of the most popular social media channels among younger people, with over a billion active users, the vast majority of whom are under the age of 30. Its unique

features, such as short-form videos, emphasis on creativity and humor, and usage of hashtags and challenges, make it an ideal platform for investigating the cultural practices and identities of young immigrants. Unlike other social media platforms, TikTok's algorithm emphasizes engaging and amusing content, resulting in a more diverse range of content and opinions. Its user base is broad and diverse, enabling the study of the cultural portrayal of young immigrants from various cultural backgrounds and how they are accepted by a global audience. Furthermore, TikTok offers real-time data on user activity, simplifying the analysis of the impact of cultural representation on audience perceptions and how it changes over time. Hence, TikTok is the most suitable platform to research the cultural practices and identities of young immigrants.

This paper will then examine how young Vietnamese Americans utilize TikTok to discuss their cultural identity, representation, and traditions. We will look at how their experiences growing up in a multicultural setting shape their portrayals, as well as how they handle cultural expectations within their families. We will draw on academic research to provide a deeper understanding of the ways in which cultural identity is constructed and negotiated among young Vietnamese Americans.

The primary argument is that social media plays a critical role in facilitating cultural exchange and cultivating a sense of belonging for young immigrants living far away from their ancestral homelands. Thus, it occurred to me to explore their usage of TikTok as content creators to present their cultural connection to Vietnam with the overarching research question as below:

How do young Vietnamese immigrants represent their cultural identity and practices through TikTok as the mediated space?

To explore this phenomenon further, the below research questions focus on the role that TikTok plays in the formation and expression of the cultural identity of young Vietnamese immigrants. By using TikTok as a mediated space, young Vietnamese immigrants have a platform to showcase their cultural practices, express their individual identities, and virtually connect with their homelands. Through these representations of their cultural identity, young Vietnamese immigrants are building a community around shared experiences, connecting with others who

understand their struggles and triumphs. The following overarching questions also aim to understand the reactions of the audience to these representations of Vietnamese cultural identity and practices on TikTok. By examining the comments and engagement of the audience, we can gain insight into the impact of these representations on the wider community. This research can provide a deeper understanding of the cultural exchange facilitated by social media and how it can be used to cultivate a sense of belonging for young immigrants.

The first research question is: ***“How do young Vietnamese immigrants use TikTok to virtually connect with their homelands and build the community around shared experiences of their cultural identity?”***

According to TikTok content creators, young Vietnamese Americans learn a lot from their parents and elder generations. They are now living and experiencing the complete American experience, but are heavily influenced by their family's lifestyle. As a result, these contribute to the majority of short videos demonstrating how their family celebrates important traditional festivals in the United States, how the Vietnamese language is regularly practiced, and how typical Vietnamese parents overreact. Everything is expressed through 15 to 60-second short videos that are amusing, humorous, and brutally honest.

The second one follows: ***“What are the reactions of the audience to these representations of Vietnamese cultural identity and practices on TikTok?”***

Keeping in mind the diverse background of the Vietnamese American community in the United States, I would like to comprehend the engagement between young Vietnamese Americans who were born or migrated to the United States as children and Vietnamese culture through their depiction on TikTok. It is critical to learn from the perspective of these content creators who spend their time creating fresh content on a regular basis, as well as from the audience's reaction and engagement. This will allow me to see the most recent and modern pieces of Vietnamese culture that they are keeping in the United States, as well as the cultural identity that they are acquiring.

The third question reads: *“What role does TikTok play in the formation and expression of the cultural identity of young Vietnamese immigrants?”*

Last but not least, it is necessary to explore the role of TikTok as an emerging mediated space in the interconnection of such content creators to build up a knowledge pool for many other immigrants to observe, enjoy and reflect on their stances. One could argue that the Vietnamese American TikTok content creators’ media representation should not be made the standard image for the whole overseas Vietnamese. Meanwhile, their increasing engagement on TikTok can be considered as the valuable media representation of Vietnamese culture preserved and celebrated globally.

This research intends to shed light on the role of social media in fostering cultural interchange and cultivating a sense of belonging within immigrant groups by analyzing the cultural practices of young Vietnamese immigrants on TikTok. The study focuses on the main theoretical discussions on culture in mediated space, migration, and media representation, as well as the construction of the youthful sense of self on social media, to guide these aims. By drawing on these theoretical frameworks, the study seeks to provide a deeper understanding of the ways in which young Vietnamese immigrants use TikTok as a mediated space to negotiate their cultural identity and connect with their ancestral homeland. Furthermore, the study can provide insight into the impact of these cultural exchanges on a larger community by assessing the audience's reactions to these representations.

Literature review

Culture and its practice in mediated space

In today's globally interconnected society, culture is crucial. It influences how we perceive and engage with the world around us and aids in the development of communal understandings and experiences. It is the *‘software of mind’* (Hodstede, 2001), a *‘system of shared beliefs, values, customs, behaviors, and artifacts that members use to cope with their world’* (Spradley &

McCurdy, 1972), and provides a framework for how we view the world, has an impact on how we communicate with people and make decisions (Daft, 2021).

It is essential to recognize that culture is a complex and contested concept that can be approached from a variety of perspectives. Hence, it is crucial to research how cultural meanings are created, passed down through generations, challenged, and changed. It is a social construct that is deliberately created and passed down via constant negotiations and conflicts between various social groups. Ben Highmore discusses '*culture as perspective*' in his book "*Culture*" (2016). According to Highmore, culture is more than just a collection of objects, practices, or values; it is also a way of viewing and comprehending the world. He contends that cultural perspectives shape our perceptions, interpretations, and interactions with our surroundings. However, Williams (1995) argued that culture is profoundly ingrained in societal social and economic systems and is not merely a matter of personal perspective or preference. He held that cultural production and consumption are always influenced by these more overarching social factors and that culture should be understood in terms of its relationship to power and class struggle. Additionally, according to Hall (2019), culture is continuously being fought and negotiated rather than being a fixed collection of meanings or practices. He stressed the significance of looking at how various social groups actively define cultural meanings and how these meanings are produced and reproduced via constant processes of negotiation and struggle. Indeed, culture is continually changing and evolving as a result of conflicts between various social groupings; it is neither set nor static.

The role of media in examining the relationship between media and culture and understanding how media shapes our understanding of the world and our place within it is critical. Theories like the media culture paradigm stress the significance of looking at the ways in which the media affects our perceptions, attitudes, and actions while also offering a framework for comprehending the complicated interaction between the media and culture. The relationship and negotiation between media and culture are first examined by the concept of the media culture paradigm, which refers to the idea that the media plays a dominant role in shaping culture and society. Several critical aspects of this concept are discussed, including the power of the media to produce and '*disseminate culture*', and to influence the beliefs, attitudes, and behaviors of

individuals and society as a whole (Crane, 1992). The media is viewed as a cultural producer because it creates and distributes cultural products such as news, entertainment, and advertising. This theory, however, receives various critical opinions regarding technological determinism, the role of power and ideology, and overemphasis on popular culture. David Hesmondhalgh opines in *“The Cultural Industries”* (2019) that media theorists have tended to overlook the role of power and politics in shaping cultural production, instead focusing on issues of representation and interpretation. He also criticizes the media culture paradigm for treating popular culture as a homogeneous mass, failing to account for the diversity of cultural forms and how different audiences engage with them. More comprehensively, Oswell (2010) suggests that media culture theory often oversimplifies the relationship between media and culture, by assuming that media produces culture, and culture is simply a product of media. He argues that this ignores the complex ways in which culture is produced and reproduced and the various social, economic, and political factors that shape cultural production. Yet, focusing too much on the media's influence on culture should not oversimplify the connection between media and culture. Furthermore, the media culture paradigm may not fully account for cultural diversity and global media flows and may reproduce dominant cultural hierarchies and power relations.

It is undeniable that, as digital technologies have advanced, media has become even more pervasive and influential in shaping culture. The origins of digital technology were traced back to the early 20th century, with the development of early computing machines and the work of figures like Alan Turing and John von Neumann (Gere, 2009). Initially used for military purposes, technology was gradually utilized by cultural productions and regular practices. One could argue that the development of the internet, mobile phones, and technologies contribute to the shaping of social and cultural practices. Appadurai (1988) defines the *‘social life of things’* concept as the ways in which objects and technologies are incorporated into social relationships and cultural practices. According to the author, mobile phones and other digital technologies are more than just tools or objects; they are deeply embedded in social relationships and cultural practices, with significant implications for social and cultural change. Moreover, technologies are also shaped by the social, economic, and political contexts in which it is developed and used. Bijker et al. (2012) uncover how the social, economic, and political contexts in which technological artifacts are developed and used shape them, that technologies are not neutral

objects but are shaped by the values, interests, and power dynamics of the people and organizations involved in their development and use. Overall, technologies have social and cultural implications that must be understood in order to fully comprehend their role in society.

On the other hand, Turkle (2005) argues that technology has evolved into a '*second self*,' enabling us to establish virtual identities and experiment with other ways of being and thinking. New forms of communication and social interaction have resulted from this, in addition to new avenues of creativity and expression. Computers and technology enable us to develop a digital self-portrait that can improve and broaden our capacities and viewpoints, enabling us to engage with the outside world in novel and novel ways. The '*second self*' concept supports the notion that we actively shape and define the technology we use and that technology, in turn, molds and defines us rather than that our connection with technology is one-sided. The remark essentially asserts that computers enable us to build a sort of digital '*avatar*' or '*second self*' that can represent us in the digital realm and that this has important ramifications for how we interact with other people and the outside world.

The role of technology in shaping digital cultural identities

Indeed, technology has become an indispensable part of our daily lives, with significant implications for how we express and negotiate our cultural identities and practices. Raine & Wellman (2012) examine how social networks and how people communicate with one another have changed as a result of digital technologies. According to the authors, advances in digital technology have made it possible to develop a new type of social operating system that is more adaptable, individualized, and dynamic than conventional social networks. They examine how our social interactions and relationships have changed as a result of this new social operating system, and they provide insights into the potential and difficulties this revolution brings. Re-emphasizing this, digital technology has also given us the ability to develop new kinds of cultural expression and has created new opportunities for participation in and variety within cultures. '*Memes, remixes, and fan fiction*' are just a few examples of the new cultural expressions we can now produce and distribute thanks to digital technologies. Traditional ideas of '*authorship, ownership, and authenticity*' are challenged by these new forms of cultural

production (van Dijck, 2013). It is clear that our understanding of identity has been transformed by digital technologies, and the implications of this transformation for individuals, and society as a whole are numerous. The technologies have opened up new avenues for self-presentation and self-expression. According to Lundby (2008), digital media has transformed our understanding of the self, allowing us to construct multiple and fragmented identities mediated by digital technologies. The concept of '*digital identity*' refers to the '*multiple and fragmented identities*' that are created and mediated by digital technologies, challenging traditional notions of a stable and coherent self. It can be viewed as a fluid and dynamic process that evolves and is negotiated through interactions with others and digital media. It can include various types of identities, such as personal, professional, and social identities, as well as varying degrees of disclosure and privacy.

Although digital media allows us to construct and express multiple and fluid identities, it also raises concerns about the authenticity and coherence of the self in the digital age. Because digital technologies call into question traditional notions of a stable and coherent self. Individuals in the digital age can create and perform various aspects of their identities in online environments, often in ways that differ from their offline selves. This can result in self-fragmentation, in which different digital identities are not coherent or consistent with each other or with the offline self. People put their best foot forward online, selectively presenting themselves in order to create the appearance of a desirable self (Ellison & Boyd, 2010). With virtual reality, there is no obligation to follow a particular path or viewpoint because users have access to as many identities and avatars as they like (Turkle, 2005). The ability of individuals to curate and manipulate their online identities raises concerns about the authenticity and dependability of online self-representations. Individuals may present a highly edited or idealized version of themselves in digital spaces, or they may adopt personas that differ from their offline identities. This can lead to a conflict between the self as portrayed online and the self as experienced offline.

The potential conflict between online and offline identities is just one example of how digital technologies can influence our cultural experiences in complex ways. As a result, it is critical to approach digital technologies and their cultural impact with caution. While digital technologies have the potential to increase cultural diversity and participation, they also '*pose risks to cultural*

identity, ' such as the homogenization of cultural forms and the erasure of cultural differences (van Dijck, 2013: 95). Globalized digital technologies and media platforms can promote a dominant, Western-centric culture at the expense of local, indigenous, and marginalized cultures. Additionally, the proliferation of digital media can lead to the erosion of traditional cultural practices, as people may turn to digital media for entertainment and information instead of engaging with local cultural practices. Online, the pressure to conform to dominant cultural norms can result in the suppression or erasure of diverse cultural identities and practices. Furthermore, the use of social media and other digital technologies can foster a '*performance culture*' in which people feel obligated to present a particular image of themselves online, potentially leading to the loss of authentic cultural expression.

From another perspective, cultural values and norms can influence how people use the internet and the information they seek. The concept of the '*digital divide*' discussed by Witte & Mannon (2010) refers to the disparity between those who have access to digital technologies such as computers and the Internet and those who do not. It is a type of social inequality that can lead to differences in opportunities, resources, and information. The internet and digital technology clearly play a role in facilitating more than just culture, it also helps to allow for social mobility and reduce inequality. Thus, the Internet has the potential to provide individuals from disadvantaged backgrounds with access to information, education, and job opportunities, allowing them to improve their social and economic status.

Scholars from a variety of disciplines, including communication, sociology, anthropology, psychology, and cultural studies, have investigated how technology is changing the nature of cultural identity and practice over the last few decades. The research on technology-mediated culture has provided valuable insights into the complex relationship between technology, culture, and identity. However, there are some shortcomings and gaps, such as a narrow focus on marginalized communities or a failure to pay attention to power dynamics. Much of the research on technology-mediated culture has concentrated on dominant cultural groups, leaving little understanding of how marginalized groups use technology to maintain and negotiate their cultural identities. Many studies have failed to adequately account for power dynamics in

technology-mediated culture, particularly how technology can perpetuate existing power imbalances between cultural groups.

Culture is a multifaceted concept that emerges from interactions and disagreements among various social groups. It is a dynamic and fluid entity that evolves over time as a result of ongoing conflicts among various social groups. Despite the fact that the media plays a significant role in shaping culture and society, this notion has been criticized for emphasizing popular culture, technological determinism, and the role of power and ideology.

As we examine the complex relationship between technology and culture, it is important to recognize the impact of globalization on cultural exchange and negotiation. Migration, fueled by a range of social, cultural, and political causes, has played an important part in defining our world's cultural environment. Understanding the historical and cultural antecedents of migration, as well as how global trends and institutions impact migration, is critical in this context. By investigating these elements, one can acquire a more complete picture of how technology-mediated culture operates in a worldwide setting and how it affects marginalized populations.

Migration, community, and cultural practices

As we live in the globalization era, culture is frequently exchanged and negotiated across cultural groups as a result of migration flows that have deep historical roots. Three key causes have driven migration: colonialism, industrialization, and wars/political instability. Because of these circumstances, millions of people have been compelled to migrate from Africa and Asia to other regions of the world. Furthermore, large-scale migration from Europe to the Americas, Australia, and New Zealand happened as a result of industrialization in the nineteenth and twentieth centuries. The migration follows several contemporary patterns namely labor, family reunification, and refugee flow. While economic, political, and social forces influence migration; policies, regulations, globalization, and social networks also play important roles in shaping migration patterns and volume (Haas et al., 2020). Culture is important in determining the migration process since it is influenced by a number of social, cultural, and political elements. Knowing the historical and cultural settings of migration, as well as how global trends and

institutions govern migration, is critical to understanding how culture affects this process. Furthermore, because culture is a living, evolving phenomenon, it is critical to understand how technology-mediated culture impacts migratory patterns and volume. Researchers can acquire a more comprehensive knowledge of the complicated interaction between these two events and their societal ramifications by examining the nexus of culture and migration. Thus, it is important to emphasize the significance of culture in shaping migration and the need for further research on the mediation of culture in this process.

Immigrants can help to broaden our understanding and appreciation of different cultures by providing exposure to different perspectives, cultural exchange, economic benefits, cultural enrichment, social cohesion, and a sense of belonging. Resettling is one of the first steps in the immigration process, and challenges within the process are widely acknowledged. Card (2009) found that immigration has had no significant impact on the structure of inequality in American society. While immigration has increased diversity, it has not necessarily increased equality. Social mobility, economic opportunity, and identity formation are all challenges for immigrants and their children. While some groups have made significant progress, race, and ethnicity continue to be important factors in determining life opportunities. Platt (2005) advocates for policies that encourage equality and opportunity for all people, regardless of race, ethnicity, or immigration status. Even though advancements have been made, race and ethnicity continue to play a crucial role in shaping one's opportunities for success, and certain communities face notable obstacles to achieving '*upward mobility*.'

It is suggested that for immigrants, navigating new cultural norms and expectations while reconciling conflicting values and beliefs can be a difficult and stressful process. The acculturation process is often characterized by stress, as individuals and groups negotiate new cultural norms and expectations, reconcile conflicting values and beliefs, and manage the demands of adapting to a new environment (Berry, 2016). Acculturation is a complex and multifaceted process that influences the degree and nature of acculturative change. Language barriers, discrimination and prejudice, culture shock, loss of social support, and differences in values and beliefs can all have a negative impact on the mental health and well-being of people adjusting to a new culture. Therefore, the process involves both losses and gains, as individuals

and groups navigate the challenges of adapting to a new cultural context. It can be a stressful and challenging process, particularly when individuals face discrimination or marginalization, but it can also be an opportunity for personal growth and development. Acculturation can be a positive and empowering process that leads to greater cultural competency, adaptability, and resilience.

As immigrants manage the acculturation process, they must also negotiate their cultural identities within the new cultural setting. Identity negotiation can be especially difficult in borders, where cultural identities are flexible and continually shifting. Exploring new cultural practices and values, adapting to new social norms, and reconciling opposing ideas and values are all part of the process of negotiating identity. Individuals and groups may suffer changes in their self-concept and sense of belonging when they adapt to a new cultural setting.

Identity and the clashes with the host country

Identity is often negotiated within migrant communities and between the community and the host country. For example, borderlands - the areas near the physical and cultural borders - are places where cultural identities are fluid and constantly in flux. To Latin American immigrant communities, performance and artistic expressions are powerful tools for '*empowering marginalized communities*', '*challenging dominant systems of power and representation*,' negotiating their multiple and intersecting identities, as well as creating 'new spaces of belonging and community' (Aldama et al., 2012). Borderlands are places where various cultures and identities mix and mingle. Cultural mixing can result in new and distinct forms of cultural expression, as well as new and complex identities. This is especially important for those immigrants who frequently navigate multiple cultural identities shaped by both their heritage and their experiences in the host countries.

It is worth noting that identity is no longer viewed as something static, but rather as something that evolves and changes with time. Examining the complex and dynamic processes of identity formation and transformation in the context of migration, Wastl-Walter (2016) presents a multidisciplinary approach that brings together scholars from various fields, including sociology, anthropology, geography, and political science, to provide insights into the complexity of

borders, the complex and dynamic processes of migration-related identity formation and transformation. The concept of '*transnationalism*' emphasizes migrants' ongoing connections with their country of origin, as well as '*the ways in which these connections shape their sense of identity.*' Maintaining contact with family and friends in their home country, sending remittances, participating in political or cultural events, and consuming media from their home country are all examples of this. Transnationalism questions traditional notions of migration as a one-way street, emphasizing ongoing interactions and exchanges between migrants and their home and host countries. It acknowledges that migrants are not simply passive recipients of their host society's cultural norms and values, but are actively shaping their own identities and cultural practices through ongoing connections with their country of origin.

Cultural preservation and engagement are somewhat needed in a larger society because culture provides a sense of identity and belonging for individuals and communities. It assists people in understanding their origins, who they are, and what they value. Individuals and communities can keep a link to their past and ensure that their traditions, practices, and values are passed down to future generations by conserving and engaging with their cultural heritage. Immigrants and their descendants can maintain a sense of cultural identity and community while also engaging with the larger society in which they live. It is important to acknowledge the role of social interactions, cultural practices, and symbolic expression in constructing and negotiating these identities. Treitler (2013) uses ethnographic research, archival data, and historical analysis to examine how ethnic identities are constructed and negotiated over time in the '*Ethnic project*,' which examines individual and collective efforts by immigrants and their descendants to achieve a sense of peoplehood through social interactions, cultural practices, and symbolic expression. Individuals and groups use the ethnic project to gain social, economic, and political power in a society that is frequently hostile to their presence. Ethnic identities are then formed through a variety of social practices such as language use, religious beliefs, foodways, music, dance, and other forms.

The significance of symbolic expression in the ethnic project, such as the use of flags, emblems, and other visual identity markers is also emphasized. Ethnic project can sometimes perpetuate racial stereotypes and impede social and economic mobility for minority groups. This contrasts

with the relevance of the concept of assimilation discussed from time to time. Arguments were advanced that ethnic project is a barrier to assimilation and social integration rather than a means of gaining social, economic, and political power. Glazer & Moynihan argue in the “*Beyond the Melting Pot*”(1964) book review that assimilation is required for immigrants to achieve upward mobility and full integration into American society. They believe that in order to succeed economically and socially, ethnic groups must abandon their cultural traditions and adopt American values and norms. The authors contend that multiculturalism promotes cultural relativism and diminishes the importance of American national identity. They argue that a shared national identity is essential for social and political cohesion and that diversity should be celebrated within the context of American culture. Fiorina, M. P., Pope, J., Abrams, S. J. (2006) recognizes the polarization of assimilation, that ‘*the problem with multiculturalism*’ is that it favors differences above shared ideals and common identity. While the left views ‘*assimilation as an oppressive force*’ that obliterates minority groups' distinct cultural identities; the right views ‘*assimilation as a necessary precondition for social and economic success,*’ and they are concerned that some minority groups' failure to assimilate threatens the fabric of American society (Fiorina, M. P., Pope, J., Abrams, S. J., 2006). In the context of migration, identity negotiation, and assimilation can also be influenced by media representation. The way migrants are depicted in the media can impact public perception and attitudes toward them, potentially affecting their ability to assimilate and thrive in their new cultural context.

Media representation of migrant communities

Media portrayals of migration are frequently oversimplified and sensationalized, which can perpetuate negative stereotypes and prejudices. Such depictions of migrants can promote unfavorable stereotypes and prejudices, leading to discrimination, harassment, and violence against them. This can create a hostile and unwelcoming environment for migrants, making integration into society and feeling a sense of belonging difficult. It is true that the media frequently emphasizes the more dramatic and sensational aspects of migration, while ignoring the more basic and everyday parts of migrant lives (King & Wood, 2013). The media are powerful social actors, shaping political debates and policy-making processes by influencing the perceptions of large segments of the population (Mavroudi & Nagel, 2016). This is exemplified

by media coverage of migration crises, which frequently focuses on shipwrecks, border clashes, or large-scale influxes of refugees, which can create a sense of urgency and drama. For example, during Europe's 2015 refugee crisis, news outlets focused heavily on the arrival of large numbers of refugees and migrants, often using dramatic imagery and language to describe the situation (Georgiou & Zaborowski, 2017). The publicizing of instances of crime and terrorism committed by migrants can also instill fear and suspicion in communities. For example, in the aftermath of the 2015 Paris attacks, media outlets in Europe and the United States frequently portrayed refugees and migrants as potential security threats, despite little evidence to support this claim. The media frequently focuses on political debates and controversies surrounding immigration policy, rather than the experiences of migrants themselves. During the 2016 US presidential election, media coverage frequently focused on the debate over building a wall along the US-Mexico border, rather than on the experiences of the millions of migrants who live and work in the US (Gravelle, 2018). These limited and oversimplified representations of migration have the potential to limit our understanding of the true complexity and diversity of migration experiences, as well as to perpetuate negative stereotypes and prejudices that harm migrant communities. To gain a more complete understanding of this complex issue, it is critical to recognize the limitations of media representations of migration and to seek out more diverse and nuanced perspectives.

In counter this, *“The Migrant Image: The Art and Politics of Documentary during Global Crisis”* by T.J. Demos (2013) explores how documentary filmmaking and contemporary art can challenge dominant media narratives about migration. Mainstream media frequently portrays migrants negatively, perpetuating stereotypes and obscuring the complexities of migration experiences. Documentary filmmakers and artists, according to Demos, have the potential to provide a powerful counterpoint to these dominant narratives. He looks at a variety of documentary and artistic approaches to migration. Demos investigates how documentaries and art can be used to create alternative representations of migration that challenge stereotypes and highlight the diversity and complexity of migrant experiences. Discussions are also raised on how documentaries and art can be used to address broader political and ethical issues surrounding migration, such as human rights, social justice, and global inequality. In addition, Viola & Musolff (2019) argue that while media discourse portrays migrants in ways that

reinforce negative stereotypes and contribute to the stigmatization of certain migrant groups, they can investigate how media discourse can challenge dominant narratives and create space for alternative voices and perspectives. According to the authors, media discourse can play an important role in facilitating dialogue and understanding about migration issues, as well as contributing to more inclusive and diverse conceptions of identity. Alternative media, independent media outlets, and new media technologies play an important role in *'representing and articulating diverse perspectives on migration, promoting more nuanced understandings of migration processes and challenges,' 'provide a platform for the voices and perspectives of migrants and refugees'* to *'disseminate their own narratives and representations,'* and emphasizing migrants' agency and resilience (Smets et. al, 2019). Such alternate representations can help to encourage debate and understanding about migration concerns, as well as contribute to more inclusive and diverse identities. The use of media technology and independent media sources can also serve as a forum for migrants' and refugees' voices and viewpoints, stressing their agency and resilience. Ultimately, it is vital to scrutinize media representations of migration critically and promote a more nuanced understanding of migration processes and obstacles.

It is evident that immigrants frequently bring distinctive cultural practices and traditions with them, which might enhance the cultural environment of their new home. We may honor the contributions that immigrants bring to society and learn more about the diversity of human experience by examining these activities. The media can have a significant impact on how people in society view and understand immigrants. We can learn more about how stereotypes and cultural prejudices are reinforced and challenged by media depictions by examining how immigrants interact with the media. Overall, researching the cultural practices of immigrants in mediated spaces is crucial for understanding the nuanced interactions between culture, media, and technology. Furthermore, studying culture and its mediation can assist to develop a more nuanced and realistic knowledge of migration, which can help to fight unfavorable stereotypes and prejudices against migrants. It can also aid in our understanding of the viewpoints and experiences of immigrants in our society.

Clearly, immigrants can bring diversity to societies, preserve cultural traditions, promote cross-cultural understanding, enrich cultural life, challenge cultural stereotypes and prejudices,

and contribute to greater social and cultural inclusivity. However, not all immigrants have the same opportunities to showcase their culture, so cultural inclusion is a two-way process that requires openness and respect from all members of society. Second-generation immigrants may have different cultural identities and experiences, therefore their experiences have received less attention than those of first-generation immigrants. This is because second-generation immigrants may have different experiences than those first-generation immigrants. Furthermore, while research has demonstrated that immigrants may confront cultural preconceptions and stereotypes, less focus has been placed on the complex consequences of stereotypes on immigrants and their capacity to present their cultures.

The young, sense of self and cultural practices on social media

In recent years, social media has grown in significance as a medium for young immigrants to connect with their ancestral cultures and uphold a sense of identity in their new countries. Young immigrants are able to share anything from food to music to fashion with a worldwide audience through sites like Instagram, TikTok, and YouTube. Social media has helped many young immigrants question preconceived notions and preconceptions about their cultures, fostering acceptance and understanding. They are able to raise awareness of the difficulties they confront and magnify their voices by posting their experiences and tales online.

According to Kajee (2020), *'immigrant youth often straddle two worlds,'* navigating the cultures of their families and their peers. Despite the fact that they bring with them great strengths, competencies, and resources, they are frequently seen as needing to be *'fixed.'* They also deal with issues like poverty, prejudice, and a lack of access to opportunities and resources. Studying the experiences of immigrant children and children of immigrants growing up in the United States, Zhou (1997) explores a range of issues including language acquisition, education, identity formation, and family dynamics. Zhou argues that these children face a unique set of challenges as they navigate two cultures - that of their parents and that of the broader American society - and attempt to forge their own identities.

Adolescence is a period of intense *'identity exploration and development,'* which is made more difficult by traumatic experiences and the difficulties of adjusting to a new cultural setting. When they negotiate the conflict *'between their heritage culture and the culture of their new home,'* immigrant adolescents may feel dislocated and fragmented as they acculturate (Lemzoudi, 2007). According to research, immigrant adolescents frequently experience a shift in their cultural identities as they adjust to their new environment. Berry (2003) discovered, for example, that immigrant adolescents in Canada gradually transitioned from a *'heritage'* identity to a *'bicultural'* identity as they began to incorporate aspects of both their heritage culture and the dominant culture into their self-concepts. Acculturation can cause changes in an individual's values, beliefs, and behaviors, which can impact their sense of self. An immigrant adolescent raised in a collectivist culture may adopt individualistic values after moving to an individualistic society, resulting in a shift in their sense of self.

Research has shown that the development of a sense of identity is inextricably linked to the experience of belonging. Immigrant adolescents may find it challenging to establish a sense of belonging in their new environment, which can have an impact on their sense of self and understanding of their place in the world. Vignoles et. al (2006) argue that *'belonging to social groups is a fundamental aspect of identity,'* and the experience of belonging to a specific group can significantly shape an individual's self-concept. It is clear that as they navigate between their heritage culture and the culture of their new home, immigrant youth may feel disoriented and uncertain. They may encounter cultural clashes between their heritage culture and the culture of their new home, such as disparities in gender roles, family relationships, and religious practices. This can lead to uncertainty and confusion about their own values and beliefs. They may also face language barriers, making it difficult for them to communicate with others and feel fully integrated into their new cultural environment. And they may face discrimination and prejudice, leading them to believe they do not belong or are not accepted by the dominant culture. Family is crucial in addressing part of these challenges and can play a significant role in fostering a sense of belonging among immigrant children. The impact of the family on the experiences of immigrant children is critical. Researchers discovered that positive parent-child relationships were associated with better psychological well-being and academic achievement among adolescent immigrants. Positive parent-child relationships were also found to mediate the

relationship between acculturation stress and psychological well-being in the study (Tian, Liu & Shan, 2018). Shared values between parents and children were important factors in immigrant families' successful adaptation to their new culture and context (Smokowski & Bacallao, 2007). A challenge is that there may be intergenerational conflicts regarding cultural values and practices between parents and children. Young immigrants may adopt cultural practices and values that differ from those of their parents, causing family tension and conflict. Furthermore, parents may struggle to adapt to the new culture and may cling to traditional values and practices, creating a generation gap between themselves and their children.

There might be tension and conflict since immigrant families frequently have cultural values and expectations that are distinct from society. However, the family may also be a source of support and strength for young immigrants, assisting them in overcoming the difficulties of acculturation. The role of the family in shaping the cultural practices and identity of young immigrants is critical. Family members are frequently the primary source of socialization for children, passing down cultural values, beliefs, and practices from generation to generation. The family can serve as a bridge between the heritage culture and the new culture, promoting cultural continuity while also facilitating the acculturation process. Research has shown that family practices, such as language use and cultural traditions, can impact the identity development of young immigrants. A study of Vietnamese-American adolescents, for example, discovered that maintaining the Vietnamese language and cultural practices within the family was associated with stronger ethnic identity development (Tran & Bifuh-Ambe, 2021).

The use of social media has become an increasingly important aspect of young immigrants' cultural practices and identity formation. It is essential to discuss such key concepts as 'digital diaspora' which refers to how social media platforms allow immigrants to connect with their heritage, culture, and community even when they are physically separated from it. Another key concept in this context is '*digital storytelling*,' which refers to the use of social media to share personal narratives and experiences related to cultural identity and immigration. A study discovered that social media was an important source of support for second-generation immigrant youth in the United States, especially for those who felt isolated or marginalized in their offline communities (Dekker, Belabas & Scholten, 2015). Another study discovered that

social media played an important role in young Moroccan-Dutch people's cultural identity formation, allowing them to connect with their heritage culture and develop a sense of belonging to both their Dutch and Moroccan identities (Buitelaar, 2019). However, young immigrants may face a number of challenges or difficulties when it comes to using social media to engage in cultural practices. Young immigrants who use social media to connect with peers in their home country may experience cultural conflicts between their heritage and their new culture in their host country. These conflicts can cause ambivalence and confusion about one's identity. Everett (2009) discusses in her book *'Digital Diaspora: A Race for Cyberspace'* how social media can be a space for young immigrants to connect with others who share their cultural heritage. She does, however, mention how these platforms can sometimes reinforce stereotypes and perpetuate discrimination against immigrant communities. In their book *'Identity Formation, Youth, and Development: A Simplified Approach,'* Cote & Levine (2015) argue that while these platforms can provide a sense of community and belonging, they can also contribute to the fragmentation of identity and feelings of disconnection from one's cultural heritage.

There are also discussions on the potential risk of misrepresentation and essentialization in digital storytelling among young immigrants. Lilly's (2020) research *'AltaVoces: A Digital Narrative Research Project Examining the Well-Being of Latino Immigrant Youth in New Orleans'* discusses the potential for digital storytelling to oversimplify and romanticize the experiences of Latino American immigrants, as well as perpetuate harmful stereotypes. Digital storytelling runs the risk of creating a limited and nostalgic representation of Latino American identity that is disconnected from the realities of contemporary migrant communities and their diverse experiences. Digital storytelling, with its emphasis on family, tradition, and nostalgia, can obscure the complex realities of Latino American life, which frequently include poverty, discrimination, and marginalization. Kontopodis, M., Varvantakis, C. and Wulf, C. (2017) discuss the potential for digital media to reinforce essentialist views of the culture in their book *"Global Youth in Digital Trajectories"* and argue for a more nuanced and critical approach to digital storytelling.

Overall, many studies focus on individual-level experiences without taking into account the larger social and cultural contexts that shape how young immigrants engage with social media in

relation to their cultural identities and practices. Furthermore, some studies romanticize the idea of a virtual connection with one's homeland via social media while ignoring the potential negative consequences, such as the perpetuation of negative stereotypes and the reinforcement of cultural divides. While previous research has explored the role of social media in the lives of young immigrants, there is still a lack of understanding about the ways in which these platforms shape their experiences and interactions with others, particularly in the context of social and cultural factors. This is an important absence in the literature because it ignores the complexities of young immigrants' lives as well as their specific experiences of social exclusion, discrimination, and belonging. As a result, this study will take a more comprehensive approach, examining qualitative data extracted from the platform alongside audience engagement and interactions between the creators and the audience. This will provide an improved understanding of how young immigrants navigate their cultural identities and practices on social media, as well as how they deal with the problems of digital acculturation.

Based on the insights gained from the literature review, the following section presents the methodology employed in this study. The methodology covers critical sections such as data collection, data analysis, and the use of the TikTok platform as an emerging social media platform for cultural discussions and representation among young immigrants.

Methodological Approach

The study intends to consider the significance of a critical realism approach that recognizes the impact of social environment, culture, and power relations in affecting research outputs (Flyvbjerg, 2006:17). The use of case study research is an important research method in the social sciences in understanding the underlying social structures and power relations that shape the social phenomenon under investigation.

Understanding young immigrants' cultural practices and the impact of technology and social context in influencing cultural representation in mediated space is critical. In many countries, young immigrants form a diversified and quickly rising population. Their experiences and viewpoints are frequently underrepresented or distorted in media and popular culture. We can

better understand how they are viewed and how they shape the cultural environment by investigating their cultural representation in mediated places. The media and popular culture greatly influence how young immigrants see themselves and their place in society. We can learn more about how individuals are portrayed in mediated spaces by investigating how these representations influence their identity formation and sense of belonging. Furthermore, how young immigrants are portrayed in the media and popular culture can have significant policy ramifications. By examining cultural representation in mediated space, we can identify places where policy interventions may be needed to promote more positive and accurate depictions of young immigrants.

Researching young Vietnamese immigrants in the United States can provide valuable insights into the experiences and cultural representation of a subset of the more significant immigrant population. With a population of over 2 million, Vietnamese immigrants are among the fastest-growing immigrant groups in the United States. Investigating their experiences and cultural representation can provide insights into the lives of a sizable and growing portion of the US immigrant community. As a result, the community is not homogeneous but represents diverse ethnic, linguistic, and cultural backgrounds. Understanding the perspectives of different subgroups within the Vietnamese immigrant community can be gained through studying this variety.

To *'discover the meanings that participants attach to media and communication, and how these meanings are socially produced and contested'* (Jensen, 2012), the research uses the qualitative technique for data collecting. It is essential for researching the impact of media in shaping individual and community identities because it enables academics to investigate the complex and dynamic processes of identity development. The primary methods involved are qualitative text analysis of the brief videos depicting the Vietnamese culture in overseas society and audience reactions, together with ethnographic observation. Ethnography, with a mix of various strategies, should be central as it represents the close involvement of the researcher in collecting data and sifting through the outcomes to be able to bring back a unique perspective (Hine, 2015). However, as the discussion of netnography below will illustrate, specific adjustments to traditional ethnographic methods help study cultural practices in online environments. First,

though, I detail the logic of my platform selection, which focuses on the popular social media platform TikTok.

Platform Selection: Exploring the unique affordances of TikTok

TikTok has taken the world by storm, particularly among younger generations. It allows users to create and share short videos, usually set to music and features a variety of editing tools and filters. TikTok has quickly become one of the most popular social media platforms, with over one billion active users worldwide. Many scholars and researchers have explored the impact of TikTok on popular culture and youth culture, as well as its role as a platform for creativity and self-expression. For example, Jaramillo-Dent et al. (2022) discuss how TikTok has become a platform for cultural and political expression, particularly among marginalized groups. Furthermore, Menon (2022) notes how TikTok has influenced other social media platforms, such as Instagram, which has adopted similar features, such as Instagram Reels. Overall, the growing body of research on TikTok highlights its importance as a cultural phenomenon and a significant social media platform to study in order to understand better contemporary youth culture and the evolving landscape of digital media.

The short video format on TikTok has provided a unique platform for storytelling, allowing users to share their narratives in innovative and engaging ways. At the same time, academic research has shown that storytelling is a powerful tool for building empathy and trust. In the context of TikTok, the platform's algorithm is designed to expose users to a wide range of content, including personal tales and counter-stereotypical perspectives. This exposure to different content promotes a sense of community and understanding among users, as they can engage with and learn from individuals whose experiences differ from their own. TikTok's algorithm is also a crucial affordance, as it helps determine which videos appear on the "For You" page. This page is personalized to each user based on their viewing history and engagement patterns and serves as a primary discovery tool for new content. The algorithm takes into account various factors such as video completion rates, sound selection, and hashtag usage, among others, to surface content that is likely to appeal to each user. The affordances enable creators to create and share content, track their performance, engage with their audience, and gain exposure on the platform. This ensures

that users are exposed to a diverse range of content, fostering a sense of community and understanding (Green, M. C., & Brock, T. C. , 2000).

The short video format on TikTok primarily allows users to create and share engaging and entertaining content quickly and easily, resulting in unique and captivating videos. Content creation is quick and easy because of the short video format, which allows users to generate content quickly and easily without investing too much time or effort, which can be both empowering and liberating. TikTok's algorithm emphasizes content with high engagement, making it easier for users to acquire exposure and attract a broad audience (Wang, K. and Scherr, S., 2020). However, the short format makes it challenging to generate in-depth or instructive content on TikTok. Furthermore, the lack of transparency behind the TikTok platform's algorithms can make it difficult to comprehend why specific material performs better than others. Furthermore, TikTok's fast-paced and ever-changing nature can make keeping up with the latest trends and features difficult. The presentation of comments that are not in good order might also make it difficult to understand user participation and conversations. As a result, in order to acquire a thorough understanding of the platform and its users, researchers may need to employ a combination of quantitative and qualitative methodologies. Other challenges may include obtaining data and ensuring ethical research practices are followed, especially regarding privacy and consent issues.

The short video format on TikTok has revolutionized how users consume and create content on social media. The platform's unique blend of short-form video and music has created a new creative expression and storytelling medium. The platform's algorithm also plays a significant role in curating and recommending content, ensuring that users are exposed to various narratives and perspectives. Storytelling is an essential aspect of human communication, and academic research has shown that it is a powerful tool for building empathy, engagement, and trust. One advantage of the short video format is its ability to attract and keep viewers' attention in an age of rising digital distractions. Because of the short-form style, videos are brief and easy to absorb, making them ideal for people on the go or with limited attention spans. The drawback of short video format is that it might result in the oversimplification of complicated themes and tales. Users may resort to stereotyping or oversimplification to deliver their message quickly, resulting

in misrepresentations or misunderstandings. Furthermore, the platform's algorithm may amplify certain narratives, resulting in a filter bubble effect that limits users' exposure to different points of view.

In sum, TikTok's affordances have made it a powerful tool for creative expression and storytelling, particularly among younger generations. Its unique algorithmic nature and short video format enable users to express their cultural heritage and identity innovatively. As such, TikTok presents an exciting opportunity for scholars and researchers to explore its role in shaping cultural practices, including those of migrants. However, as with any social media platform, some potential risks and challenges must be considered to understand its impact fully.

Design and sampling

Netnography is crucial for thoroughly understanding the cultural practices, beliefs, and meanings of a particular platform, such as TikTok. It is a set of research practices used to understand the cultures and communities of cyberspace, particularly the communicative and cultural practices enacted by computer-mediated social actors. One of the key advantages of netnography is its cultural focus, which allows researchers to capture the cultural nuances and contextual meanings of online behaviors. This approach is essential for researching young immigrant communities as they often have distinct cultural practices that outsiders may not immediately notice.

Netnography also utilizes social media data as a primary source of information, providing researchers with a vast amount of data that can be analyzed to uncover insights into the behaviors and experiences of online communities. This method specifies particular procedures as a nexus of its praxis, which combines theory and practice. These procedures include data collection, analysis, and interpretation, all critical components of the research process (Kozinets, 2019).

TikTok is a complicated social and cultural phenomenon, and netnographic research can assist me in understanding how young Vietnamese immigrants in the United States utilize the site to express their cultural identities and negotiate their place in American culture. Additionally, the method can aid in illuminating the social and cultural contexts in which TikTok usage happens. Researchers, for example, may study how young Vietnamese immigrants navigate their dual

cultural identities, negotiate relationships with peers and family members, and respond to broader cultural and political trends in the United States. This level of sophisticated understanding of cultural behaviors and meanings is only possible through direct observation and involvement with the community.

I followed the videos describing distinct family practices of Vietnamese families living in the US uploaded on Facebook for months to trace the original ones on TikTok. Then I was able to find similar content and more various ones featuring further unique cultural practices with hashtags #vietnameamerican and keywords related to Vietnamese American culture. It is also necessary to peruse the 'For you' page, which displays movies suited to my tastes based on my recent activity on the platform. As a result, I was able to locate four popular content creator accounts namely *tree.vo*, *steven_pham_*, *mochitokki_*, and *trietmtran* to keep up with their latest work and collect a variety of material from them. Although their profile contains a limited amount of information, the videos and other materials they have posted, have provided enough insight into who they are. The study examines the cultural practices of four young Vietnamese American content creators residing in a densely populated Vietnamese community in the United States. The first content creator, *Tree.vo*, has amassed a following of 185.5K users on the platform, with 3.9M likes. Notably, *Tree.vo*'s content revolves around roleplaying her mother in various daily life situations. *steven_pham_*, boasts 214.3K followers and has garnered 14.2M likes on their videos. *steven_pham_* often captures moments featuring both of their parents while depicting cultural practices. *Mochitokki_* has attracted 274.9K followers and 10.9M likes, employing creative and humorous approaches to showcase cultural practices within their family and the broader community. Lastly, *trietmtran*, with 81.3K followers and 4.4M likes, also employs innovative and amusing methods to portray cultural practices within their family and the community.

I spent time watching their videos and keeping a diary of their content about cultural practices, regular family conversations, and Vietnamese customs. It is also essential to keep a record of the engagement of the audience and their interaction with them. The netnography method is crucially beneficial for gaining insights and a sense of proximity to the content and the creators. This procedure required several months because anthropological observation entails immersing

oneself in the social and cultural context and getting an in-depth grasp of the community's behaviors, beliefs, and meanings.

The criteria to select videos are based on relevance, representativeness, and engagement. Content that highlights the cultural practices and traditions of the Vietnamese American community, such as holidays and bargaining, can be useful for understanding the ways in which cultural identity is expressed and represented on TikTok. Relevance criteria ensure that the analysis is based on the Vietnamese American community's cultural experiences and practices and that the insights generated from the research are relevant and meaningful to this community. Furthermore, by selecting a representative sample of TikTok videos, I can acquire a more accurate picture of the breadth of cultural representations, behaviors, and identities of young Vietnamese immigrants. This can aid in identifying common themes, trends, and patterns in this community's cultural discourse and representation, as well as highlighting any deviations or contrasts within this community. Moreover, representativeness is important because it helps to avoid bias and ensure that the findings of the analysis are valid and reliable. Last but not least, the content should have a high engagement rate, with a large number of views, likes, and shares. This indicates that the content is popular and resonates with the audience. In terms of engagement and entertainment, the content should be able to capture the audience's attention and keep them engaged throughout the video.

According to Kuckartz (2014), qualitative data are more diverse and may include not just texts but also images, videos, audio recordings, cultural artifacts, and more when it comes to the qualitative text analysis of the chosen videos' content. As a newer form of content analysis, qualitative text analysis has more of an emphasis on addressing *'the underlying meanings, not in terms of the objective meaning of probable and improbable interpretations, but the latent meaning which you may express intersubjectively'* (Kuckartz, 2014). This implies that the hermeneutics method of interpretation is taken into consideration, along with the quest for *'meaning'* in texts and other information. Also, the approach is frequently referred to as *'non-reactive,'* which denotes that the subjects are unaffected by the researcher. It provides an objective angle of the analysis besides the ethnography which requires participation, observations, and structured guidance. The research sample consists of 40 videos selected from

the content creators' accounts based on diverse themes and predetermined criteria. Additionally, 10 of the top-liked comments from each of the 40 videos were selected for analysis, resulting in a total of 400 comments.

The approach allows for a more comprehensive and holistic analysis of the creator's content and the opinions and sentiments it elicits from viewers. This can help to identify patterns or themes in the content and the responses it receives, providing a more nuanced understanding of the creator's cultural representations and practices. This guarantees that the analysis is not restricted to a certain topic or perspective and captures a larger spectrum of the authors' cultural representations and practices. This can also aid in identifying any discrepancies or differences in the creator's portrayal of their cultural identity and practices across different subjects or contexts. Assessing the meaning and mood of viewers' responses to the videos can provide insight into the creator's content's effectiveness and impact. This can assist in determining what resonates with viewers and what does not, as well as if the creator's cultural portrayal and behaviors are seen positively or poorly by their audience.

Analysis approach

To begin with, while social media makes it much easier to peek into people's lives, it is also quite easy to misinterpret online traces (Boyd, 2014). As a result, my analytics would be simply based on the content I observe on TikTok, with no assumptions about the users' backgrounds.

The research employs thematic analysis to discover patterns and themes and an in-depth exploration of the data's content and context. The study is also a versatile approach that may be utilized with other data, including visual data. It also allows for several degrees of interpretation, ranging from descriptive reports to more theoretical or conceptual analyses. Following that, I perform basic thematic analysis procedures such as familiarizing myself with the data, producing initial codes, grouping codes into probable themes, and reviewing and refining themes, as outlined in Miles, M. B., Huberman, A. M., & Saldaña, J. (2020).

Three main themes emerged during the analysis of the 40 selected videos: relationships, language, and traditional customs. The relationship theme showcased daily practices within the family and community, highlighting the importance of familial and communal bonds. The language theme showcased the creators' bilingualism and emphasized the significance of language in their cultural identity. Finally, the traditional customs theme captured essential practices passed down from generation to generation. It is worth noting that these themes were not mutually exclusive, as one video could address more than one theme. This finding aligns with the notion that cultural practices are interrelated and interconnected and not limited to isolated categories.

In addition, I used reflexive analysis when I was able to study my own experiences and perspectives as an observer. The researcher's reflexivity refers to their knowledge of the impact of their embodied experiences and emotional responses on the research process and how this may affect the findings (Sparkes, A. C., 2020). Subsequently, reflexive analysis entails critical self-reflection and knowledge of how my biases, preconceptions, and positionality may influence the research process and results. This technique can improve the credibility and rigor of qualitative research while also contributing to developing more reflective and sensitive research practices. As a Vietnamese living in a foreign country, I could also utilize reflective analysis to examine the research process and how I analyzed and interpreted the data. By recognizing my biases and perspectives, I could gain a more nuanced understanding of the data and avoid misinterpreting or neglecting critical insights.

Ethical concerns

When researching social media platforms such as TikTok, it is crucial to consider the ethical considerations involved. The researcher should protect the participant's rights and privacy throughout the study. One primary concern is the lack of private data security on the TikTok platform, which can pose a risk to users, especially younger generations. Cultural sensitivity is also a crucial aspect of ethical research, and the researcher should be mindful of the cultural beliefs and practices of the participants, avoiding any stereotypes or biases. In this study, I took several steps to address ethical concerns. I protected commenters' identities by not including

their usernames or personally identifying information. Then, I was culturally sensitive and mindful of the cultural beliefs and practices of the participants, ensuring that the research was conducted courteously and inclusively. By taking these steps, I confirmed that the research was conducted ethically and with the utmost respect for the rights and privacy of the participants.

Analysis

The data was collected through 40 short videos and 400 comments, totaling 19 minutes and 56 seconds. Traditional rituals, family ties, and Vietnamese language practices within the Vietnamese American community were the three main topics covered in the videos. The 400 selected comments were the most liked from the videos, and the general opinion was positive, with 326 out of 400 agreeing with the content. The recorded sentiment was generally positive, with 308 of 400 comments indicating this mood. This illustrates how the platform is used by the content makers to express and negotiate their cultural identity through comedy and personal experiences, while also generating a sense of community among viewers who connect with the content.

From Vietnam to the US: Family practices passed on and thriving

Family beliefs, traditions, and expectations can impact *'how people see themselves and their place'* in the world, and they are often the major basis of a person's identity (Meyer, 2016). Families and individuals who move to another nation may have a number of difficulties adjusting to the new surroundings and culture. Therefore, maintaining a connection to one's cultural history and customs through family practices can be a source of stability and continuity. Family members frequently act as *'cultural brokers'*, passing on traditions and ideals to the next generation and bridging the gap between the old and the new (Stevens, 2004). Among forty short TikTok videos, twenty-three demonstrate the daily practices within the family ranging from corporal punishment, daily phone calls, and taking care of children to greeting guests into the home. This demonstrates that the predominant theme in these TikTok content creators' videos illustrating cultural practices they have witnessed and experienced in their daily lives is family practices.

The practices are primarily associated with relationships between family members, particularly between parents and children. Several videos depicted daily conversations and activities in a Vietnamese household in the United States. In particular, the analysis identified the three most common themes. The first one is overprotective Vietnamese parents. A video shows that Vietnamese mothers tend to be very protective of their children, especially when it comes to sleepovers or visits to other people's homes. This is due to concerns about safety and the household's status. Many Asian parents may consider sleepovers to be potentially harmful or unsafe because they entail spending the night at another family's house while possibly being unsupervised or exposed to new cultural norms or customs. In tree.vo's video about a sleepover, we can see her acting out her mother and saying:

“Again? If you love it so much over there, just live there! Don't come home!... Why don't you play with your siblings instead? Do you not have a house? Why are you sleeping at someone else's house?! You're going to make them give you their food?”

On the other hand, another video also shows that overthinking and worrying can be a common habit of Vietnamese mothers. Mochitoki made a video about how her mom interpreted her words and action and worsened the situation. Here is the conversation:

Daughter: Bye mom, I'm gonna go hang out w/ my friends

Mom interpreted: Bye mom, I'm gonna go do drugs with gangsters and I'm not coming home

Daughter: Mom I think a small tattoo here would be cute

Mom interpreted: Mom, I'm a gangster for life, I do drugs and hurt people

The mother in this scenario takes her daughter's innocent words and actions and interprets them as dangerous or harmful, which reflects her tendency to jump to negative conclusions and assume the worst-case scenario. In Asian cultures, there can be a strong emphasis on obedience, respect for authority, and strict adherence to social norms. There may also be stereotypes or negative perceptions of certain groups or behaviors, such as gangs or drug use, that contribute to

a sense of fear and anxiety. This act can stem from a desire to protect their children from potential harm and to ensure their safety.

In another video by tree.vo, the mother entered her children's rooms without permission and make themselves comfortable. This behavior may be perceived as crossing boundaries and violating their children's privacy, but it may also be motivated by a desire to protect their children's safety and well-being. Additionally, Vietnamese culture places a strong emphasis on family and the well-being of loved ones. Parents may feel a strong responsibility to protect their children and ensure their safety, which can lead to heightened levels of worry and concern. This can also manifest in behaviors such as entering their child's room without permission, as mentioned in another video, as a way to check on their well-being and ensure they are safe.

A second, related theme identified in the videos is parent-child connections. This includes completing household tasks, treating daughters differently than sons, expressing tough love, and expecting children to stay with their parents and participate in bonding activities. Parents can use several methods to get their children to do household tasks, such as lectures, long phone calls or even corporate punishment. The tone of most of these short videos is generally intensive, with parents shouting and counting - a particular discipline that most Asian children will never forget as they grow older. In these videos, the parents' intense tone and use of corporate discipline represent cultural beliefs and expectations about obedience and duty within the family unit. There is a great emphasis on hierarchy, obedience, and respect for authority figures such as parents and elders in many Asian cultures. These principles are frequently carried over into the family unit, where children are expected to be obedient to their parents and assist with domestic chores in order to demonstrate respect and responsibility.

In Asian cultures and society, it can be typical that discrimination between male and female children is portrayed (Knodel et. al, 2000), and this seems to be firmly conveyed to the many immigrant generations living abroad. In these societies, boys are often favored over girls, and they receive preferential treatment in many aspects of life. This preference starts in childhood, as boys are typically allowed more freedom and given more privileges than their female siblings. This can be seen in the way parents interact with their children and the expectations they have

for them. Mochitoki highlighted this in a video in which the mother allows her son to play games and feeds him while asking her daughter to help with chores. The mother also provided her son money when he went out with friends while leaving minimal money for her daughter and urging her to be home by curfew.

In a Vietnamese household, expressing love and caring through harsh language or action is fairly prevalent. Trietmtran recalled his mom's conversation with him and she once said: *"Don't eat anymore chips. My god, you're shaped like an elephant and you're still eating fried/doughy stuff."* Mochitokki humorously offered her interpretation of the parents' unpleasant statements:

Cuc cut (the shit) is "a term of endearment used by Vietnamese parents when they are unable to describe the immense amount of appreciation that they have for their child."

Saying "I love you" means saying "Why are you so silly, bitch? I will whoop you".

The use of tough love by Vietnamese parents in expressing affection to their children through words that may seem harsh or vulgar to non-Vietnamese speakers highlights the cultural differences in the expression of affection and love in Vietnamese households. It is a cultural norm in Vietnamese society to value toughness and discipline. Many Vietnamese parents believe that they need to be strict and firm in order to raise their children properly and prepare them for the challenges of adulthood. By using tough words and curse words, parents may be attempting to assert their authority and maintain control over their children's behavior. The use of tough words may be a reflection of the cultural values and beliefs of Vietnamese society, rather than a lack of love or affection for their children.

Vietnamese parents have tight bonds with their children and want them to stay with them in the long run. Several videos by Mochitokki and steven_pham demonstrate this expectation.

According to them, they would *"stay at home and don't need to go out with friends,"* cook for the parents, massage, pluck grey hair, and clean the entire house. Steven_pham once told his mom that he would move out, and here is what the mom said:

“Are you crazy, where are you going to move? OMG You can stay with me. I cook for you. Who’s going to cook for you?”

This behavior can be attributed to the collectivistic nature of Vietnamese culture, where family is highly valued, and children are expected to prioritize the family's needs and desires above their own. In Vietnamese culture, it is common for children to live with their parents until they are married, and even after marriage, it is expected that they will continue to care for their parents. This is often seen as a way of showing love and respect to one's parents and upholding filial piety. The expectation that children should stay at home, cook for their parents, and perform other household chores is not unique to Vietnamese culture but is common in many Asian cultures. This expectation is rooted in the idea that children owe a debt of gratitude to their parents for raising and providing for them, and that it is their duty to repay this debt by caring for their parents in their old age.

In terms of audience engagement, several top comments show that many people can relate to the experiences depicted in the videos, and find them funny and entertaining. There is a sense of shared cultural understanding and recognition of common behaviors and phrases used by Vietnamese parents. Some viewers even mention feeling anxiety or fear when the counting starts, which speaks to the power dynamic and strict discipline often present in Asian households. The young Vietnamese American creators on TikTok often use humor and satire to criticize the cultural practices and behaviors they observe within their community. Drawing on personal anecdotes and experiences, these creators aim to connect with other young Vietnamese Americans or immigrants who may also feel pressured by their families to conform to traditional values and expectations. Through their videos, they aim to challenge the negative aspects of traditional cultural values and promote a more nuanced understanding of what it means to be Vietnamese American. To some extent, the audience reactions and the discussion between the content creators and the audience demonstrate recognition of the context, resonance with personal experience, and expression of personal feelings towards it.

The primary consensus can be found in the most liked comments under each video. The general conclusion in these remarks is that the TikTok videos reflect events that are familiar to many Asian viewers, regardless of their cultural background. There are certain phrases and practices that appear to be ubiquitous among Asian parents, such as the expectation that children stay at home and care for their parents, the use of specific phrases or "legendary sentences," and the focus on politeness and respect. However, because they are short and brief comments, it is difficult to detect a sense of deep engagement and increased knowledge sharing among the community. In response to the short videos depicting the family practices on TikTok, one comment reads, *"Oh my god, she's just like my mom and she's never been to number 3, only to number 2 and feather duster, flip flops will be used to spank me"* (translated). Another comment states, *"This is far too accurate."* While these comments demonstrate a connection between the audience and the content creators, they also highlight the limitations of short and brief comments to convey a deeper engagement and understanding of the experiences shared in the videos. The comments do not provide much insight into the personal experiences of the audience or their thoughts and feelings about the cultural practices depicted in the videos. This limited engagement may indicate that the use of TikTok as a platform for in-depth discussions on cultural identity and practices among Vietnamese immigrants is still in its early stages. The brevity of comments also suggests that there is room for further exploration and elaboration of these experiences and practices.

Within Vietnamese American families, the pressure to conform to traditional values and expectations can be a source of conflict and stress for young people. Tran and Lee (2010) discovered that Asian American adolescents frequently struggle to match their parents' expectations with their own wishes and objectives. This conflict can cause identity confusion and have an influence on their mental health and overall well-being. The Vietnamese American community is diverse, and it faces a variety of cultural integration, acculturation, and identity difficulties. Understanding these difficulties is critical for enhancing the well-being of young Vietnamese American as well as increasing understanding and acceptance of this population in American culture.

Keeping traditions alive: Nurturing Customs in a foreign land

The degree to which immigrant children are able to uphold '*strong ties to their ethnic and cultural background*' is one of the most crucial factors in determining how successfully they adjust to life in a new nation (Staicov, 2020). A significant majority of the videos examined depicted customs that are still practiced in the United States. Three videos showcase the creators dressed in traditional Vietnamese clothing (Ao dai) during the Lunar New Year celebration, highlighting the significance of traditional practices in Vietnamese culture during important occasions. The use of a Vietnamese song as background music further emphasizes the cultural aspect of the celebration. By including traditional attire and music in the video, the creators demonstrate a greater understanding and appreciation for Vietnamese culture and traditions. The videos represent the younger Vietnamese American generation's desire to preserve and promote their cultural identity.

In several videos, the concern of Vietnamese parents about the health of their children and their perception of how they can get sick is highlighted. The videos often show parents resorting to traditional remedies like congee and medicated oil to treat their children when they are sick. This portrayal reflects the importance of traditional remedies and practices in Vietnamese culture, as well as the role of parental care in maintaining the health and well-being of the family. The videos depicting how Vietnamese parents are overly concerned about the health of their children and have a certain perception of how they can get sick shed light on the cultural values and beliefs of the Vietnamese people. In traditional Vietnamese culture, the well-being of the family is of utmost importance, and parents play a vital role in ensuring that their children are healthy and happy.

Vietnamese parents have a unique perception of how their children can get sick, which may differ from Western medical beliefs. For instance, Vietnamese parents believe that sudden exposure to cold air, water, or wind can make their children sick, and they may develop symptoms such as headaches, stomachaches, and fever. In contrast, Western medicine attributes illness to a variety of causes, such as bacteria, viruses, or other environmental factors. When the children fall ill, their parents often resort to traditional remedies such as congee and medicated

oil to treat them. Congee is a rice porridge that is easily digestible and provides nourishment to the sick person. Medicated oil, on the other hand, is a fragrant oil made from various herbs and is applied to the forehead or chest to relieve congestion and other symptoms of illness. These videos highlight the importance of cultural competence in healthcare, as healthcare providers need to understand the cultural values and beliefs of their patients to provide the best possible care. Moreover, they show that traditional remedies can have a place in modern healthcare. Trietmtran remarked in the video captioned "Ok but the congee hits when you're sick," what his mother said:

“Do you know why you’re sick? OMG everyday you take showers at 11-12pm midnight. And then you go to sleep with wet hair and never blow dry your hair, now you say you’re sick. And you never listen, I tell you all the time to put on a jacket when it’s windy, rainy or cold outside...Here, I made porridge/congee. Eat, take medicine and sleep. Get rest so you’re better tomorrow for school. You’re not missing school tomorrow.”

Indeed, another aspect of Vietnamese parents' concern for their children's health is their emphasis on education. Even if a child is feeling sick, Vietnamese parents typically do not encourage them to skip school. This is because education is highly valued in Vietnamese culture, and parents believe that missing a day of school can put their child at a disadvantage.

Furthermore, there are various customs and traditions in Vietnamese families that are depicted in these videos. For instance, the custom of inviting all people in the correct order to eat before the youngest member of the family, and the custom of not calling parents by their name are shown, matchmaking is also prevalent. The custom of inviting all people in the correct order to eat before the youngest member of the family is a way to show respect for elders in Vietnamese culture. This custom is also a way to teach children to be patient and courteous. The process of inviting all people in the correct order can be a lengthy process, especially if there are many people joining the meal. However, this custom reinforces the value of family and respect for elders. Among more than two hundred comments on this video, one member said:

“so true got to hand everyone dessert first too before you get a slice”

These comments reflect a sense of relatability among the audience towards the custom of inviting everyone to eat before the youngest member of the family. The audience expresses their own experiences and methods of performing this custom, ranging from feeling awkward and waiting for the right time to do it, to simply saying "everyone" or "I invite everyone."

The practice of avoiding addressing parents by name is also strongly rooted in Vietnamese culture. Children are expected to address their parents with titles such as "mom" or "dad" (or "ba" and "ma" in Vietnamese). This tradition reflects the importance of filial piety and parental respect in Vietnamese society. Children are taught to respect and appreciate their parents by using appropriate titles. Steven_pham tried to prank his parents by calling them by their first names and recording their reaction:

Mother: *"You can't call me that! Call me mom"*

Father: *"Don't joke like that, I will whoop you"*

Even the audience from other countries share a similar experience: *"Bruh I call my lao grandma by her first name she bop (whack) me for sure!"* It indicates that there are similar customs in other cultures (e.g., Laos) as well and that people from different cultures can relate to the experience of being scolded or punished for not adhering to these customs. It shows that even though customs may vary across cultures, there are common experiences and values that are shared among different people.

Matchmaking is another prevalent custom in Vietnamese families. Traditionally, parents and other relatives take an active role in matchmaking and helping their children find suitable partners. While the main culprit's opinion may be disregarded, family members believe that it is their responsibility to help their children find a good spouse. This custom reinforces the importance of family in Vietnamese culture and the responsibility of family members to help one another. The comment thread demonstrates that matchmaking is still practiced in Vietnamese culture and can be amusing or frustrating for those concerned. It also emphasizes generational disparities in opinions regarding arranged weddings, as some younger people may be

uninterested in the practice. The remarks also show that the audience, regardless of their cultural background, has a sense of shared experience and relatability.

Vietnamese people are known for their hospitality, as evidenced by some of the videos in which they give their all and take excellent care of their guests. Both trietmtran and steven_pham demonstrated their mother's reactivity when receiving visitors. They are worried about the cleanliness of the house, and they lavishly pamper their guests by providing the greatest food and amenities that they can. In Vietnamese culture, cleanliness is highly valued, and having a clean and tidy home is considered a sign of respect for one's guests. This is reflected in the videos where the hosts are shown to be highly concerned about the cleanliness of their homes before receiving guests. They take great care in preparing their homes to ensure that their guests are comfortable and feel welcomed. Furthermore, food is an essential aspect of Vietnamese culture, and Vietnamese people take great pride in their culinary heritage. Vietnamese cuisine is diverse, flavorful, and healthy, and it is considered one of the world's healthiest cuisines. In the videos, the hosts provide their guests with the best food and amenities that they can. This is a reflection of the Vietnamese practice of providing their guests with the best hospitality they can offer.

Bargaining is a prominent practice in Vietnamese society when shopping; there is a contrast between how American and Vietnamese shop. Bargaining is highly ingrained in Vietnamese culture and is considered a means of establishing relationships, demonstrating respect, and demonstrating one's cleverness and savvy. Bargaining is also seen as a means of preserving social harmony because it allows for the discussion of opposing opinions and the resolution of disagreements. In Vietnamese culture, bargaining demonstrates the value put on relationships, societal harmony, and successful negotiation. It is a deeply embedded standard and practice that has been passed down through generations and remains an important component of Vietnamese daily life. Within the Vietnamese American community, the practice of bargaining can still be prevalent. Many Vietnamese Americans continue to hold onto their cultural values and practices, including the art of bargaining when shopping. That is why, when the Vietnamese business owner met another Vietnamese customer in the video, she immediately went into bargaining mode.

Some of the videos also address stereotypes associated with Vietnamese and Asian culture. One film by steven_pham, for example, depicts various preconceptions that white people have about Asians and Vietnamese. Such jokes as *“Honey, our nail tech is here,” “Are you my kid’s tutor”,* and *“Stay away from my pets, ahaha I’m just kidding.”* The model minority stereotype is the belief that *‘Asian Americans are a uniformly high-achieving racial minority that has assimilated well into American society through hard work, obedience to social mores, and academic achievement’* (Abrams, 2019). It is one of the most pervasive and harmful assumptions about Asian Americans, and research shows that it is psychologically harmful beyond the effects of general discrimination. Whites who believe in the model minority myth are more likely to believe in other, negative stereotypes of Asian Americans, such as the *‘perpetual foreigner’* stereotype, which portrays *‘Asian Americans as fundamentally foreign individuals’* who will never fully integrate into American society. This stereotype denies Asian Americans their sense of being American, denies their feeling of belonging, and leads to depression symptoms and lower self-esteem. The model minority myth is damaging because it creates a divide among racial minorities and downplays the role of racism in the inequities of American society, absolving white systems from taking real accountability for the inequities they have created (Abrams, 2019). In the video, the jokes mentioned perpetuate the stereotype that Vietnamese people are primarily employed as nail technicians or domestic workers, which can be offensive and derogatory. It is crucial to recognize and confront these stereotypes to promote cultural understanding and respect.

Among the most liked comments on this theme, a major demonstrates a sense of relatability, as the audience shares similar experiences with the content creator. For example, the comment *“Lmfao this actually happened to me once”* suggests that the audience member has experienced similar stereotypes. The rest of the comments indicate a sense of familiarity and resonance among the audience with the traditional customs and practices depicted in the videos. The use of the Vietnamese language and colloquial expressions also adds to the authenticity and relatability of the content. The comments suggest that many of these customs and practices are still being practiced by Vietnamese Americans, despite living in a different cultural context. The comment *“If you don’t know how to bargain, you lose”* highlights the importance of this practice and it is also associated with a sense of community and social identity, as it is seen as a shared experience

among Vietnamese people. The use of traditional remedies such as congee and medicated oil to treat illnesses is another custom highlighted in the comments. This reflects the cultural belief in the importance of maintaining balance and harmony in the body, as well as the tendency to rely on natural remedies rather than Western medicine (Kleinman, 1980). The comments suggest that many Vietnamese Americans still use these traditional remedies, indicating a continued attachment to their cultural roots. However, the comments do not go into great detail about the impact of these customs and stereotypes on Vietnamese American groups. More research is needed to understand the impact of these norms and prejudices on the daily experiences of Vietnamese Americans and how they overcome these challenges.

Overall, these customs and traditions are significant aspects of Vietnamese culture that have been passed down from generation to generation. They reflect the values of family, respect for elders, and filial piety. These customs serve to strengthen family bonds, reinforce cultural identity, and maintain Vietnamese traditions and beliefs.

The dynamics of language in the Vietnamese American community

The different scenarios presented in the selected videos provide a glimpse into the use of Vietlish, or the mix of Vietnamese and English languages, among Vietnamese Americans in the US. It also shows how the practice of the Vietnamese language varies among households and individuals, and how it can be influenced by factors such as generational differences and exposure to the dominant American culture.

The struggle of the young woman in practicing Vietnamese sentences before calling the doctor highlights the difficulty of maintaining proficiency in a language that is not regularly used in daily interactions. It also suggests that the younger generation may be less proficient in Vietnamese compared to their parents or grandparents who have immigrated from Vietnam. Moreover, as the younger generation speaks English as their primary language, this can lead to a loss of proficiency in Vietnamese. This can be a concern for the preservation of the Vietnamese language and culture in the United States, particularly as the older generation passes on. While it is true that the younger generation of Vietnamese Americans may struggle to maintain

proficiency in the Vietnamese language, it is important to note that language proficiency is not the only indicator of cultural preservation. Vietnamese Americans may still participate in Vietnamese cultural traditions and customs, even if they primarily speak English. Additionally, language learning and proficiency can be improved through formal education or immersion programs. Furthermore, it is also important to consider the ways in which Vietnamese Americans have adapted and evolved their language use to suit their unique cultural and linguistic context. The emergence of "Vietlish" or the blending of Vietnamese and English in communication is an example of this adaptation, which highlights the creativity and flexibility of language use in multicultural contexts.

The use of unique pronunciations in English, often referred to as "Vietlish," has become a distinctive characteristic of Vietnamese Americans' speech. This is due in part to the influence of the Vietnamese language's phonetics and tonality, which differ significantly from English. For instance, the Vietnamese language has six different tones, while English only has one. As a result, Vietnamese speakers may struggle to differentiate between English words that have similar sounds but different meanings, such as "beach" and "bitch." Furthermore, Vietnamese Americans' pronunciation patterns are shaped by the sociolinguistic context in which they are situated. For many Vietnamese Americans, English is not their first language, and they may have learned it through formal education or immersion in an English-speaking environment. The process of learning a new language often involves adapting one's pronunciation patterns to match the phonological rules of the target language. However, because Vietnamese Americans are often surrounded by other Vietnamese speakers, they may have less exposure to English-speaking models than other immigrant groups.

The result is that Vietnamese Americans have developed a unique accent and pronunciation pattern in English that reflects their linguistic background and social context. This accent is characterized by distinctive intonation patterns, such as rising inflection at the end of declarative sentences and a tendency to stress syllables that would not typically be emphasized in standard American English. Vietnamese Americans may also use phonetic substitutions, such as substituting "f" for "th," as in "fanks" for "thanks." While the use of Vietlish may be a source of pride for some Vietnamese Americans, it can also contribute to feelings of otherness and

marginalization. The pronunciation patterns of Vietnamese Americans can be stigmatized and associated with negative stereotypes, such as the idea that they are uneducated or unable to speak proper English. As a result, Vietnamese Americans may experience discrimination or be excluded from certain social or professional circles based on their accent.

Therefore, the pronunciation patterns of Vietnamese Americans reflect a complex interplay of linguistic, social, and cultural factors. While the use of Vietlish is a unique aspect of Vietnamese American identity, it also highlights the challenges that immigrant communities face in navigating the complexities of language and culture in the United States. Further research is needed to better understand the experiences of Vietnamese Americans and other immigrant communities in relation to language use and identity construction. Such research can contribute to a more nuanced understanding of the role of language in shaping social and cultural dynamics in diverse communities.

The need to pretend to not be good at Vietnamese to avoid misunderstanding with other Vietnamese Americans suggests that the use of the Vietnamese language among Vietnamese Americans is not uniform and can be influenced by various factors such as regional differences, generational differences, and exposure to the dominant American culture. It illustrates the complex relationship between language and cultural identity. The pressure to conform to linguistic norms can create a sense of otherness or alienation for those who do not speak Vietnamese fluently or in a certain way. Furthermore, the use of language is often linked to power dynamics within a community. For example, those who speak Vietnamese fluently may be seen as more authentic or legitimate members of the community, while those who do not may be marginalized or excluded. This can lead to a sense of pressure to conform to linguistic norms and the adoption of linguistic strategies, such as pretending to not be good at Vietnamese, to avoid social stigmatization.

It is important to note that linguistic strategies like pretending to not be good at Vietnamese are not unique to Vietnamese Americans. Similar strategies are used by other immigrant groups who navigate multiple cultural identities and seek to balance their heritage language with the dominant language of the host country. The use of these strategies highlights the complexity of

navigating multiple cultural identities and the importance of language as a marker of cultural identity. Additionally, exposure to the dominant American culture can also influence the use of Vietnamese among Vietnamese Americans. Those who are more assimilated into American culture may feel more comfortable speaking in English, leading to a decline in the use of Vietnamese.

Despite the challenges posed by linguistic pressures, it is important to recognize that language is not the only indicator of cultural identity. Vietnamese Americans can maintain their cultural heritage and identity in many ways, such as through food, music, and other cultural traditions. Moreover, the Vietnamese American community is not monolithic and includes a diverse range of individuals with different linguistic abilities and cultural experiences. Recognizing this diversity can promote a more inclusive and welcoming community that values all members' contributions, regardless of their linguistic abilities.

The struggle of young Vietnamese Americans in preserving their mother tongue and practice Vietnamese shows the importance of language and culture in their identity and the challenges they face in maintaining it while growing up in the US. A book by Koerber (2020) found that language plays a crucial role in shaping the ethnic identity of the young generation. The use of the Vietnamese language at home and in social settings is therefore positively associated with a stronger sense of ethnic identity among second-generation Vietnamese Americans. Moreover, according to the linguistic theory of linguistic relativity, or the Sapir-Whorf hypothesis, language shapes how we perceive and interpret the world around us. Thus, the loss of language proficiency can lead to a loss of cultural knowledge and a weakened sense of identity (Swoyer, 2003).

Analyzing the comments on the videos, it is evident that the use and maintenance of the Vietnamese language within the Vietnamese American community is a topic that generates a lot of engagement and reactions from the audience. Many of the comments express relatability towards the Vietnamese language such as: *“This on my resume: Vietnamese fluent”*, while others express frustration and difficulty in speaking it as one said *“Thank GOD, I’m not the only one that gets social anxiety from trying to speak to someone in viet.”* The use of humor and

emoticons is also prevalent, which indicates a cultural connection and shared understanding among the audience. The engagement and reactions to the use and maintenance of the Vietnamese language within the Vietnamese American community can be analyzed through the lens of language maintenance theory. This theory posits that individuals who maintain their heritage language have a stronger sense of identity, self-esteem, and cultural belonging than those who do not (Fishman, 1991). It also suggests that language maintenance is influenced by various factors, such as family, community, and societal attitudes toward the language.

In the context of the Vietnamese American community, language maintenance can be challenging due to factors such as assimilation, intergenerational language barriers, and negative societal attitudes towards non-English languages. However, the engagement and reactions in the comments suggest that there is still a desire to maintain and connect with the Vietnamese language among Vietnamese Americans when a comment read: “@lils @thanh we need to *practice*” to encourage their friends to keep practicing their Vietnamese.

It is also important to note that analyzing comments on videos has limitations. Firstly, comments may not be representative of the larger Vietnamese American community, as they are self-selected and may only reflect the views of those who have access to and use the internet. Additionally, comments may not accurately reflect the attitudes and behaviors of individuals in real-life situations, as they may differ in the context of face-to-face interactions. In brief, the engagement and reactions to the use and maintenance of the Vietnamese language within the Vietnamese American community in the comments of the videos indicate a desire to connect with and maintain the language. This is in line with language maintenance theory, which suggests that individuals who maintain their heritage language have a stronger sense of identity and belonging. However, analyzing comments on videos has limitations, and further research is needed to fully understand language maintenance in the Vietnamese American community.

Furthermore, the loss of language and cultural proficiency can lead to mental health issues such as depression and anxiety among young Vietnamese Americans. Therefore, preserving language and cultural proficiency is essential for the overall well-being of Vietnamese American individuals and communities. Overall, the different scenarios presented in the statements

highlight the complexity of the Vietnamese American experience in terms of language and culture, and the various ways in which Vietnamese Americans have adapted to their new environment while maintaining their identity and heritage.

Unleashing cultural identity and empowerment through TikTok's humor and creative expression through short-form videos

On TikTok, users have leveraged the platform's short-form video format to tell compelling stories in a variety of ways. Some users like mochitokki use text overlays and animations to narrate their stories, while others rely on music and sound effects to convey emotions and mood, like tree.vo, steven_pham, and trietmtran. The platform's editing tools, such as filters and effects, allow the content creators to enhance their storytelling further, creating a visually stunning and immersive experience.

Humor is a crucial element in many TikTok videos and a key feature of this platform (Wang, 2020), including those that represent the cultural practices of Vietnamese Americans. The element can serve as a means of coping with difficult situations and can also be used to break down barriers and create connections between people. The use of humor in TikTok videos is discussed in the research by Bartar et al. (2023), that humor can help to create a sense of community and understanding, even across cultural and linguistic barriers. Similarly, humor can be used as a tool for language learning on TikTok. It can make language learning more engaging and enjoyable, which in turn can lead to better learning outcomes. The videos on language and the difficulties of preserving Vietnamese in the United States clearly used comedy to explain their daily circumstances, and their personal experience, and readily engage the audience. In the context of representing the cultural practices of Vietnamese Americans, humor can be used to highlight the similarities and differences between Vietnamese and American culture in a lighthearted and accessible way.

The use of humor in comments under these videos also creates a sense of community and shared experiences among the viewers. Humor serves numerous functions, including strengthening social relationships, lowering stress and tension, and offering a way to cope with tough situations

(Martin & Chen, 2007). In the context of TikTok, comedy in the comments area enables viewers to interact with one another through shared cultural experiences, fostering a sense of belonging and community. Comments like the ones below demonstrate the audience's common experiences:

“She don't live here and she don't speak English” my mom”

“Hahhahahhahahahaha girl! Just made my day”

“the sweet "a-lô" is too accurate 😄”

The usage of emoticons, such as laughing faces or emojis, highlights the cheerful tone of the comments and gives a sense of positivism and lightheartedness. Academic studies have also shown that the usage of emoticons can transmit emotional information and improve communication clarity (Derks, Fischer, & Bos, 2008).

However, analyzing the content of short comments can pose challenges, particularly when trying to gain a comprehensive understanding of audience engagement. One of the main challenges is that short comments often lack context, making it difficult to discern the intent or meaning behind them. Additionally, short comments may be prone to misinterpretation or misattribution, as they are often brief and may not fully convey the author's intended message. Although looking for patterns or themes can provide some insights, there are limitations to this approach. The comments on TikTok are usually short, and it can be difficult to obtain meaningful information from such limited text. The brevity of comments also makes it challenging to understand the context of the message. Second, detecting humor can be difficult, particularly when using automated tools to analyze sentiment. Sentiment analysis is another popular tool used to analyze short-form comments. This approach classifies the comments into positive, negative, or neutral sentiment categories, allowing researchers to understand the audience's reactions to the content. However, sentiment analysis has its own set of limitations. One of the main issues is that it does not consider the context of the message. As a result, comments that may appear negative out of context may not be negative when placed in the proper context. Additionally, sentiment analysis tools may struggle to detect sarcasm, irony, or humor, which can lead to misinterpretation of the message.

Looking at the collected data, it is observed that out of 400 comments, 325 agreed with the video content, 11 disagreed with the creator's point of view, and 65 commented on something not directly related to the video. However, it is important to note that the 308 positive comments do not necessarily correspond with the 325 agreeing comments. Therefore, a more contextualized analysis is required to understand the comments in their entirety. The audience express humor and relatability towards the experiences shared in the TikTok videos, with many comments expressing familiarity with the behaviors and actions of Vietnamese American parents. There are also instances of cross-cultural comparisons, with commenters noting similarities between Vietnamese American and other cultures' parenting practices. There are also some comments that suggest a negative sentiment toward the cultural practices, with some commenters describing them as toxic. To address the limitations of analyzing comments on these TikTok videos, a more comprehensive approach is needed. This approach involves not only analyzing the content of the video but also considering the context of the comment, such as the user's profile and their past interactions with the creator. By combining the analysis of comments with other data sources, a more nuanced understanding of audience engagement can be gained. Additionally, cultural nuances must be taken into account, as humor, for example, may be culturally specific and not universally understood. Thus, cultural context should be considered when analyzing comments on TikTok, especially for culturally specific content.

In short, analyzing comments on TikTok to understand audience engagement is not a straightforward task. The brevity of comments and the challenges of detecting humor and sarcasm make it difficult to obtain meaningful insights using automated tools. However, by taking a more holistic approach and analyzing the context of the comments, as well as considering the cultural nuances of the audience, researchers can gain a more nuanced understanding of audience engagement. Ultimately, to obtain a comprehensive understanding of audience engagement on TikTok, researchers must use multiple data sources and analytical methods.

The connection between content creators and the audience plays a role in the representation of identity on TikTok. Creators often receive comments and feedback from their audience, which can help to shape the content they produce and how they represent themselves on the platform.

This can be seen in the way that creators respond to comments, engage with their followers, and incorporate audience feedback into their content. The interaction between creators and their audience on TikTok also plays a significant role in identity and representation. This can help to reinforce a sense of cultural identity and provide a platform for underrepresented voices to be heard. Looking through the creators' responses to audience comments (50/400), it is difficult to analyze identity and representation directly as most of the responses seem to be casual interactions between the creators and their audience. However, we can see that the responses are mostly humorous and creative, indicating that the creators of TikTok use humor and creativity to engage their audience and communicate their messages. We can also see that the responses include the use of the Vietnamese language and references to Vietnamese customs and practices. This suggests that the creators are representing and reflecting their Vietnamese identity through their content on TikTok. Furthermore, the creators' interactions with their audience show a sense of community and connection, indicating that the creators are using TikTok as a platform to connect with their fellow Vietnamese community and share their experiences with a wider audience.

While it is true that short TikTok videos may have limitations in terms of their ability to empower both content creators and audiences, there are still some potential benefits to consider. One potential benefit is that TikTok provides a platform for young Vietnamese Americans to express themselves and share their experiences with others who may be going through similar struggles. Through creating and sharing content, they can connect with others and build a sense of community. This can be especially empowering for those who may feel isolated or marginalized in their daily lives. Another potential benefit is that creating content on TikTok can help young Vietnamese Americans build their confidence and self-esteem. By sharing their perspectives and experiences with a wider audience, they can feel a sense of validation and pride in their cultural identity. This can be especially important for those who may have experienced discrimination or microaggressions in their daily lives.

However, there are also some challenges to consider. Creating content on TikTok requires a certain level of technological literacy and access to resources such as a smartphone or computer. This may be a barrier for some young Vietnamese Americans who come from low-income or

immigrant families. Additionally, there is a risk of facing negative comments or backlash from those who do not share the same values or beliefs. This can be especially difficult for young people who may be vulnerable to peer pressure and social validation.

In sum, the analysis suggests that cultural practices presented on TikTok could cause identity and representation struggles for Vietnamese American youth, particularly when they feel pressure to conform to traditional cultural values while also exploring and expressing their own individual identities. This pressure to conform to cultural norms can be particularly strong for first-generation Vietnamese Americans who may feel a sense of duty to uphold their cultural traditions while also navigating their new American identity. In some of the videos about harsh love, discrimination based on gender, and corporal punishment, we can also detect some resistance to passing down particular customs and behaviors from both the content creators and the audience at large. On the other hand, it's also possible that the representation of Vietnamese American culture on TikTok could actually help young people feel more connected to their heritage and foster a sense of community. By seeing others who are also exploring and sharing aspects of Vietnamese American culture, young people may feel more comfortable and confident in their own cultural identities.

Conclusion

The research explored the representation of cultural identity and practices of young Vietnamese Americans on TikTok and its impact on both the creators and the audience. The analysis of the content created by young Vietnamese American TikTok creators shows that these creators used humor and satire to critique traditional cultural practices and expectations within their communities, while also celebrating and sharing aspects of their cultural identity. This approach allowed them to connect with other young Vietnamese Americans who may be facing similar struggles with cultural expectations and pressures from their families. Furthermore, the use of TikTok as a platform allowed for a unique space for young Vietnamese Americans to express their cultural identity and connect with their ancestral homeland, despite living far away from it. Through the use of Vietnamese language, food, and music, they were able to share their culture and experiences with a global audience, while also building a sense of community and belonging

among Vietnamese Americans on the platform. The audience engagement and reaction to these representations of Vietnamese cultural identity and practices on TikTok were generally positive and supportive. Many viewers expressed appreciation for the creators' efforts to share their culture and experiences, while also challenging traditional cultural expectations and norms. I now turn to answering the study's research questions.

How do young Vietnamese immigrants use TikTok to virtually connect with their homelands and build the community around shared experiences of their cultural identity?

Young Vietnamese immigrants are using TikTok to connect virtually with their ancestral homeland and build a community around shared experiences of their cultural identity. Through short videos, they depict their daily lives, traditional customs, family practices, relationships among family members, and languages. These videos often take the form of roleplaying family members, using trendy background music and a simple layout. Through these videos, young Vietnamese immigrants have found a way to preserve and showcase their cultural heritage while navigating their new identity as immigrants in a foreign land. They use TikTok to connect with others who share similar experiences and struggles, building a sense of community and belonging.

Despite the joy and pride that comes with sharing their cultural identity on TikTok, there is also a sense of negotiation and struggle. Some creators use humor and creativity to navigate the pressure to conform to cultural norms and expectations, often presenting relatable personal anecdotes and experiences. These struggles are not unique to Vietnamese immigrants, but they are amplified by the complexity of navigating a new cultural identity while preserving one's cultural heritage. TikTok provides a platform for these young immigrants to express their experiences and connect with others who share similar challenges.

What are the reactions of the audience to these representations of Vietnamese cultural identity and practices on TikTok?

The analysis explores the reactions of the audience to representations of Vietnamese cultural identity and practices on TikTok. Specifically, the analysis focuses on the positivity and negativity of the reactions and their implications for young Vietnamese immigrants negotiating their cultural identity in the American context. Analyzing the positivity and negativity of reactions provides insight into the ways in which cultural practices can create a sense of community and connection, but can also perpetuate harmful behaviors and create challenges for individuals in reconciling their cultural identity with their personal experiences.

The engagement and reactions to these videos have been overwhelmingly positive. The creators have amassed large followings, with viewers commenting and sharing their videos, often expressing gratitude for the representation of Vietnamese culture and the sense of community they provide. Through TikTok, young Vietnamese immigrants have found a way to celebrate and share their cultural identity while building a sense of belonging and connection to their ancestral homeland. The reactions of the audience to the representations of Vietnamese cultural identity and practices on TikTok have been overwhelmingly positive, with many viewers expressing agreement with the content and resonating with it based on their own personal experiences. The creators have successfully created a sense of community by highlighting shared experiences and challenges faced by young Vietnamese immigrants, thus fostering a sense of belonging and connection.

However, it is important to note that some comments on these videos reveal the negative impact of these cultural practices on individuals. Some viewers express feelings of anxiety or trauma when seeing these representations, especially those who have experienced toxic or abusive behaviors in their families. These reactions indicate that while cultural practices can bring a sense of community and connection, they can also perpetuate harmful behaviors and create a struggle for some individuals in reconciling their cultural identity with their personal experiences. It is important to acknowledge these reactions and engage in a dialogue about how cultural practices and representation can be reshaped and reformed for future generations. This is especially important in the context of a younger generation of Vietnamese Americans who are negotiating their cultural identity in the American context while also seeking to maintain a connection with their ancestral homeland.

What role does TikTok play in the formation and expression of the cultural identity of young Vietnamese immigrants?

TikTok is a significant platform for young Vietnamese immigrants to form and express their cultural identity. With its easy-to-use editing tools, a vast library of music and sound effects, and a supportive community, TikTok has become a popular platform for young Vietnamese immigrants to showcase their cultural heritage. Through short videos, they share their daily experiences and practices, including traditional customs, family relationships, and languages. These videos are often creatively edited and include trendy music and simple layouts that capture the attention of viewers and convey the creators' cultural identities. The platform has played a critical role in facilitating the formation and expression of cultural identity for young Vietnamese immigrants by providing them with a virtual space to connect with others who share similar experiences and interests. The platform offers a sense of belonging and community to those who may feel disconnected from their ancestral homelands and are seeking to maintain a connection to their cultural heritage. By creating and sharing videos, young Vietnamese immigrants are able to express their cultural identity and share it with a global audience.

However, it is important to note that the connection formed through TikTok may not be long-lasting due to the short-form nature of the platform. The flux of new videos every day makes it easy for viewers to disconnect and move on to the next video. Additionally, the algorithm and display of comments on the platform can be problematic, leading to a lack of engagement and meaningful interaction. Despite these limitations, TikTok has provided a valuable space for young Vietnamese immigrants to express their cultural identity and connect with others who share similar experiences. It has allowed them to showcase their heritage and traditions in a creative and engaging way, while also providing a platform for dialogue and discussion about the challenges and opportunities of navigating the intersection of multiple cultural identities.

Furthermore, one major limitation is the small sample size, as the study only focused on a select group of young Vietnamese Americans. Additionally, the study only examined one platform,

TikTok, which may not be representative of how young Vietnamese immigrants use other social media platforms to express their cultural identity. Another limitation of this study is the limited number of comments analyzed. Due to the vast number of comments on TikTok, it was not possible to analyze all of them, and the study only looked at a small subset of comments. While these comments provided valuable insights, it is possible that other comments may have provided different perspectives or insights that were not captured in this study.

Despite all these limitations, this study demonstrates the capacity of social media platforms like TikTok to encourage cultural exchange, community development, and the empowerment of disadvantaged voices. As the platform's popularity and diversity develop, it will be critical to continue investigating how it might be used to promote marginalized ethnic viewpoints and experiences. The audience's reactions to these TikTok depictions of Vietnamese cultural identity and customs demonstrate the potential of social media in enabling cultural exchange and building a feeling of community among young immigrants. However, it is equally critical to recognize the potential negative consequences of these habits and to have a discussion about how to restructure them for the future. TikTok has played an important role in enabling cultural exchange and understanding, assisting in the construction of bridges between various communities, and fostering a more connected and inclusive world.

On a larger scale, future research on technology-mediated culture can also fill knowledge gaps by shifting its focus from dominant cultural groups to marginalized groups. This could include investigating how marginalized groups use technology to maintain and negotiate their cultural identities, as well as how power dynamics influence their use of technology. Future research could investigate how technology can be used to challenge power imbalances and promote cultural diversity and inclusion. By addressing these issues, potential research can contribute to a more comprehensive understanding of the complex relationship between technology and culture.

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Appendices

Appendix 1: Video content analysis

No.	Theme	Content Creator	Videos	Length	Format	Analysis	Engagement	Category
1	Language	tree.vo	Forgetting your Vietnamese when you call the doctor	0:58:00	Roleplay with English subtitle	The content shows her struggle in practicing simple Vietnamese sentences before calling the doctor, resulting in several failed attempts and eventually hang up.	17.9K likes and 197 comments	Language
2	Custom	tree.vo	Chuc mung nam moi (with ao dai)	0:10:00	Visual and music	The short video features the creator in traditional clothes (Ao dai) in Lunar New year, with background music as a Vietnamese song. This shows her gratitude and appreciation to the traditional practices in important occasions.	9408 likes and 137 comments	Traditional custom
3	Family practices	tree.vo	Going to sleepover in an Asian household	0:36:00	Roleplay with English subtitle	The video shows aggressive reactions of a Viet mom whenever the child goes to sleepover, with lots of questions, concerns about safety, comfort, insecurity about the household's status. Eventually she lets the child go and also prepares some food to bring. Sleepover is not popular in Vietnam so there can be concerns, worries and reflections.	283.9K likes and 3121 comments	Relationship, traditional custom
4	Family practices	tree.vo	How does the #Viet auntie in your life enter your room	0:36:00	Roleplay with English subtitle	The video shows common habit of Viet parents: entering room without permission and make themselves comfortable.	117.5K likes and 2235 comments	Traditional custom, relationship

5	Language	tree.vo	How Vietnamese people say stores names in US	0:15:00	Vietnamize English words with simple visuals	Make fun of how Vietnamese people living in the USA say the name of the stores they usually go to.	62K likes and 1184 comments	Language
6	Language	tree.vo	#Vietglish at #grandcentury	0:23:00	Mix of English and Vietnamese	The video indicates the regular communications of typical multilingual Vietnamese Americans	139.6k likes and 2965 comments	Language
7	family practices	tree.vo	Don't underestimate the power of counting	0:29:00	Roleplay with English subtitle	How Viet parents use corporate punishment with their children if they haven't finished the household chores.	132.3K likes and 832 comments	Relationship
8	Language and family practices	tree.vo	Spelling name in Vietnamese	0:23:00	Humor	In a humorous and creative way, the creator use each letter in her name to indicate the regular practices in her family.	45.5K likes and 415 comments	Language, relationship
9	Family practices	tree.vo	Forgot to make the rice	0:28:00	Roleplay with English subtitle	Daily practices and traits of daily conversation in a Viet household. The custom is always cook the rice before preparing the meal	2606 likes and 31 comments	Relationship, custom
10	Family practices	tree.vo	#Viet mom phone tendencies	0:40:00	Provide different situations with English subtitle	Different scenerios of phone calls from Viet mom when they are always in another conversation, busy with multitasks.	128.8K likes and 900 comments	Relationship, custom
11	Family practices	mochitokki	What story did your parents tell you?	0:11:00	Comparison s and English subtitle	Classic story of how children are born in Vietnam - the parents often found them in the trash bin or something similar, often an unexpected, nasty object.	341.5K likes and 4826 comments	Relationship
12	Family practices	mochitokki	What I say vs. what my mom hears	0:30:00	Roleplay with English subtitle	The video shows the level of overthinking of Viet moms. Part of the reason is they care for the child and always want them to be safe, in a comfort zone - the home.	471.2k likes and 6702 comments	Relationship

13	Language	mochitokki	Using Vietlish	0:25:00	Mix of English and Vietnamese	The video indicates the regular communications of typical multilingual Vietnamese Americans	18.3K likes and 257 comments	Language
14	Custom	mochitokki	Wearing ao dai for Tet	0:07:00	Visual and music	The short video features the creator in traditional clothes (Ao dai) in Lunar New year, with background music as a Vietnamese song. This shows her gratitude and appreciation to the traditional practices in important occasions.	80.3k likes and 531 comments	Traditional custom
15	Family practices	mochitokki	How Asian moms treat their sons vs daughters	0:46:00	Roleplay with English subtitle	The video shows the unfairness in how parents treat sons vs, daughters. And daughters have to work harder.	109.9K likes and 1125 comments	Traditional custom
16	Family practices	mochitokki	types of family members at every party	0:43:00	Roleplay with English subtitle	Showcase different types of family members at any big party in almost all families.	52.5K likes and 992 comments	Relationship, custom
17	Language	mochitokki	How Vietnamese people pronounce things	0:16:00	Vietnamize English words with simple visuals	Make fun of how Vietnamese people living in the USA say the name of popular places/brands.	42.4K likes and 1060 comments	Language, relationship
18	Family practices and language	mochitokki	Say I love you in Vietnamese	0:15:00	speaking directly with English caption	Shows how Viet parents love their children by saying difficult words such as: Oh this bitch, why are you so silly? Showing love in a tough way	22.9K likes and 1522 comments	Relationship
19	Family practices	mochitokki	What my mom wants me to say	0:24:00	Roleplay with English subtitle	The video shows parents expectation that the child should often stay with them, take care of the household and do bonding activities with them (plucking grey hair, etc.)	21.1K likes and 140 comments	Relationship, custom

20	Family practices and language	mochitokki	Foreign words that just make sense	0:12:00	Definition of a word with simple visuals	Showing love and care in a tough way. Cuc cut means the shit, Vietnamese people tend to say opposite to what they think.	44.4K likes and 1218 comments	Relationship
21	Family practices	trietmtran	It's always saying we look like pigs, elephants or hippos	0:29:00	Roleplay with English subtitle	Showing love and care in a tough way. Vietnamese people tend to say opposite to what they think.	11.9K likes and 176 comments	Relationship
22	Family practices, custom	trietmtran	Ok but the congee hits when you're sick	0:41:00	Roleplay with English subtitle	How Viet parents care for their children and their perception of how they can get sick, and the traditional remedy (congee, dau gio)	19.1K likes and 337 comments	Custom
23	Custom	trietmtran	Your viet mom when guests are over	0:16:00	Roleplay with English subtitle	The worrying and hustle mom tries to clean the house before the guests come. As they look up to judgement, it is very important to them that can cause frustration and pressure.	117.9K likes and 1604 comments	Custom
24	Custom	trietmtran	Viet adults playing matchmaker	0:40:00	Roleplay with English subtitle	A custom of Vietnamese people when voluntarily matchmake people in their network disregard of the main culprit's opinion.	6329 likes and 102 comments	Custom
25	Family practices, custom	trietmtran	You sneeze and cough around your Viet parents	0:36:00	Roleplay with English subtitle	How Viet parents care for their children and their perception of how they can get sick, and the traditional remedy (congee, dau gio)	69.5K likes and 970 comments	Custom
26	Family practices, custom	trietmtran	Invite adults to eat before you can eat	0:28:00	Roleplay with English subtitle	A custom of a standard Vietnamese family when the youngest invite all people in correct order to eat before them. The process is long if there are lots of people joining the meal.	22.1K likes and 213 comments	Custom

27	Family practices	trietmtran	Viet parent lectures you on staying up late	0:47:00	Roleplay with English subtitle	How Viet parents care for their children and their perception of how they can get sick, and the traditional remedy (congee, dau gio)	55.1K likes and 748 comments	Relationship, custom
28	Custom	trietmtran	My Viet mom teaches me about sustainability	0:28:00	Roleplay with English subtitle	A habit of many Viet parents is to make use of single use plastic objects or similar things for storage, by doing this, they hope to dispose less trash to the environment	8443 likes and 93 comments	Custom
29	Custom	trietmtran	My Viet mom teaches me how to manage road rage	0:28:00	Roleplay with English subtitle	A spiritual custom is practiced when one wants to avoid karma if they are in rage and can curse badly to the one in the hate.	7700 likes and 80 comments	Custom
30	Custom	trietmtran	Safety First 101 Viet Style	0:23:00	Roleplay with English subtitle	Traditional way of educating their children to behave well in public space: various scenerios with threatens	11.3K likes and 125 comments	Custom
31	Custom	steven_pham_	Vietmom is welcoming	1:16:00	Roleplay	How Viet parents are overly welcoming to the guests, they tend to perform the best and care for the guests in detailed.	2979 likes and 40 comments	Custom
32	Language	steven_pham_	Im usually shy when i speak viet in public	0:54:00	Filming on site	When the young Vietnamese American tries the best to practice Vietnamese to preserve their mother tongue	2978 likes and 40 comments	Language
33	Custom, stereotypes	steven_pham_	when you meet your white friends for the first time	0:14:00	Roleplay with simple visuals	Shows several stereotypes when while people think of Asians and Vietnamese	3960 likes and 27 comments	Custom
34	Family practices	steven_pham_	In my 20s and she still be lecturing me at everything.	0:10:00	Filming on site with parent	Although the child is a grown up, Viet parent still wants to educate them on the manners (greetings to older people)	2095 likes and 21 comments	Relationship

35	Language and community practices	steven_pham_	when you have to switch up your accent	0:37:00	Roleplay with English subtitle	Scenerio when one has to pretend to not be good at Vietnamese because other Vietnamese Americans are not good and they can't understand it.	59.6k likes and 179 comments	Language
36	Custom	steven_pham_	When i call mom by her name	0:27:00	Filming on site with the parent	As a traditional custom, children don't call their parents by their name so the creator did this to prank his parents and saw how they reacted. They were frustrated.	40.8K likes and 175 comments	Traditional custom
37	Custom	steven_pham_	Happy lunar year	0:23:00	Roleplay with English subtitle	Present a lucky money custom during Lunar new year, and the tip to ask for it is saying wishes with sincerity.	3679 likes and 38 comments	Traditional custom
38	Family practices	steven_pham_	Tell my mom I will move out	0:28:00	Filming on site with the parent	Pretend that he wants to move out and the parents want him to stay to continuously take care of him.	4024 likes and 27 comments	Traditional custom
39	Family practices	steven_pham_	Asking my mom, what would she do my dad cheated	0:30:00	Filming on site with the parent	Provide a scenerio and learn how mom would treat the dad if he cheated.	23.7K likes and 118 comments	Relationship
40	Custom	steven_pham_	Viet barganing vs American	0:54:00	Roleplay with English subtitle	Present the barganing as a common habit when shopping among Vietnamese society.	26.6K likes and 42 comments	Custom
			Total	19:56				

Appendix 2: Audience engagement

Video	Comments	Likes	Analysis	Note	Note 2	Opinion	Sentiment
Forgetting your Vietnamese when you call the doctor	Traumatize them back and ask “do you speak English?” 😊	399	Advice to solve the issue in a funny way			N/A	Positive

	Forgets in Vietnamese 😂😂😂😂😂👻	196	Sympathize	Reply: 😂😂		Agree	Positive
	Wow we were born on the same day and year 🤯	89	Recognize some side info in the video	Reply: Twinzzz		N/A	Positive
	Too accurate 😂😭	74	Agree			Agree	Positive
	Đang giới thiệu ngày sinh nhật hả? (are you introducing your birthday?)	46	Recognize some side info in the video	Reply: Dung roi! Nam toi nho chuc sinh nhut e nha 😊		N/A	Positive
	You do know they speak English right? 😊 Google translate for the win	43	Advice to solve the issue	Reply: Just tryna practice more and my doctors don't always speak English well...		Disagree	Positive
	Thank GOD, I'm not the only one that gets social anxiety from trying to speak to someone in viet 😭	39	Agree and concur that it happens to them as well			Agree	Negative
	LMFAOOO IT DO BE LIKE THAT 😂😂😂😂	32	Agree and concur that it happens to them as well			Agree	Positive
	If u grow up to be a doctor u won't need to make doctors appointments lol	24	Advice to solve the issue in a funny way	Reply: Well that's		N/A	Positive

				not happeni ng... 😊			
	"emotional damage"	23	Common phrase on tiktok to resonate with the creator			Agree	Positive
Chúc mừng năm mới (with áo dài)	you make me nhưc nách because you quá đẹp 😊 đẹp nhưc nách	73	Compliment using the common phrase used by the Viet from southern vietnam "nhuc nach"	Reply: I learned the word nhuc nach from you guys. Can we be team Nhuc Nach? 😊		Agree	Positive
	Nay dịu dàng quá nhìn không quen chị ơi (Too beautiful that I don't even recognize)	12	Compliment	Reply: 😊😊		Agree	Positive
	Chúc mừng năm mới babe! 💕 Let's meet up if you ever visiting NYC :) (Happy new year babe!...)	4	Compliment and ask if they could meet up in NYC.	Reply: I actually may visit this year!		Agree	Positive
	I already got \$200 for tet	5	Showing off from a relative or close friend	Reply: Do I get a cut? 😊		N/A	Positive
	Xinh quá chị ơi 😊😊😊 (You're so pretty!)	8	Compliment			N/A	Positive

	chúc chị năm mới vui về công nhận chị mặc áo dài đẹp ghê 🥰🥰🥰🥰 (I wish you a happy new year. I have to admit you're wearing a beautiful ao dai)	8	Compliment			N/A	Positive
	WHERE DID U GET THE AO DAI PLS TELL ME I NEED TO GET A NEW ONE	3	Ask for more information on the "Ao dai"			N/A	Positive
	Ummm, beautiful ✨👉	3	Compliment			N/A	Positive
	De thương lắm đó em 🥰 (So cute!)	3	Compliment			N/A	Positive
	I love your ao dai! It's so beautiful 💕	4	Compliment			N/A	Positive
Going to sleepover in an Asian household	Vietnamese parents are just like Chinese parents :)	10.1K	Compare with other culture			Agree	Positive
	Almost thought it was my mom for a second 😊	7095	Resonate as it's similar to their context			Agree	Positive
	is there a training manual somewhere of common phrases?? I swear every Viet mom says the same thing verbatim.. am I going to say the same to my kids??	5020	Resonate as it's similar to their context			Agree	Positive
	One time my mum made me bring a whole roast chicken to my friend's sleepover to be polite	2628	Resonate as it's similar to their context and add that their mom made delicious dish for them to bring over.			Agree	Positive

	Toxic, don't miss a second of it 😭	1714	Complain and want to forget that past			Agree	Negative
	Ở nhà có em sao ko chơi :)))) ôi cái câu huyền thoại này (Why don't you play with your siblings at home :)))) oh this legendary sentence)	965	Resonate as it's similar to their context			Agree	Positive
	Vietnamese parents 🍵 Indian parents	649	Compare with other culture	Reply: Hahahaa ha		Agree	Positive
	Ahh haven't heard these in a year, thanks to Covid 😭😭	466	Nostalgia about similar thing they experienced in the past			Agree	Negative
	You're allowed to ask?? I'm not allowed to even think about it 😬	373	Resonate as it's similar to their context			Agree	Negative
	This is so on point.	284	Resonate as it's similar to their context			Agree	Positive
How does the #Viet auntie in your life enter your room	My trauma got triggered 😭😭	2127	Nostalgia about similar thing they experienced in the past			Agree	Negative
	ngửi đc cái phen phai =)))))) (I can smell your french fires)	1279	Resonate as it's similar to their context			Agree	Positive
	Chị mận khôi bàn 😊 (You are so creative!)	1186	Compliment on the content			N/A	Positive
	When you put a strong accent on it, I can't understand 😬. Too Americanized.	751	Complain about the language			N/A	Negative

	Con oi! Mang cái dạ của m xuống đây! (Hey, come down here now!)	401	Repeat a classic phrase of Viet mom			Agree	Positive
	Dễ thương chị oiiii 🥰🥰 (So cute!)	440	Compliment	tick xanh		N/A	Positive
	oh u have a room? and i don't.	398	Stating their situation which is even worse			Agree	Negative
	Where is the door slam open with her legendary slipper? 😄😄	369	stating the classic scene			Agree	Positive
	FINALLY SOMEONE WHO SPEAKS SOUTH VIET I LITERALLY CAN NOT UNDERSTAND NORTHERN VIET 🙄🙄🙄	314	Compliment the southern Vietnamese accent			Agree	Positive
	no she calls me a dog	287	Resonate as it's similar to their context, only different details			Agree	Neutral
How Vietnamese people say stores names in US	I am not making any generalizations. I'm sure different Viet people have different pronunciations. This is just how the Viet people I know say it. 🙄	385	Creator's comment on her own post, to explain that this is how the people in her community usually pronounce it.	creator	Also I can't believe I need to say this. But I'm Vietnamese Lmaoo 😄	N/A	Positive
	AHAHAHAHAHAHA MCDONALDS ONE OMG YES, ITS TOO TRUE 🤔🤔😄😄	830	Agree and true to their experience.			Agree	Positive

	not the “we got food at home” 🤔🤔	541	highlight the most impressive line, also resonate as it's similar to their context			Agree	Positive
	Its the “ Ở nhà có đồ ăn sao không ăn “ for me (We got food at home)	298	highlight the most impressive line, also resonate as it's similar to their context			Agree	Positive
	I'm dead at the tiệm một đồng (one dollar store)	207	highlight the most impressive line.			Agree	Positive
	Let me guess she said we have food at the house right for McDonald's	72	highlight the most impressive line, also resonate as it's similar to their context			Agree	Positive
	Lol yo this is so accurate 😏	66	Agree			Agree	Positive
	Can tell you from San Jose! The Plant!	55	Guess where the creator lives based on the scenery			N/A	Positive
	chịu chả giống gì .thật đấy 😏 (not accurate!)	45	Disagree with the pronunciation			Disagree	Neutral
	“MOT HAI BA YOOOOOO” haha we always cheered that idk if it's spelled right	339	Mention another famous line of Vietnamese people, not related to the topic	from a non viet		N/A	Positive

#Vietglish at #grandcentury	r u srsly adding 'ing' to vietnamese 😊	658	Asking if she adds "ing" to the end of all vietnamese words to tease her, probably a friend	Reply: Idk what you're noi-ing about 🤔		N/A	Positive
	Bà Vy gặp đối thủ ờì 😊 (Vy has an opponent now)	665	Referring to another good Tiktoker			N/A	Positive
	It's not waiting, it's ✨đợi-ing✨	437	Resonate the "ing" to any words, mix of both languages			N/A	Positive
	một nồi lẩu thập cẩm English 😂😂😂 (a hot pot of English)	5715	An observe			N/A	Positive
	When I say I'm bilingual	1342	Suggest a good caption for the video, also the daily situation of Vietnamese American			Agree	Positive
	Ghiền nghe kiểu này ghê 😊 (I like this style so much)	1406	Compliment on this video style			N/A	Positive
	😂😂. My stomach hurts hella watching this cos it's <u>700</u>	781	Agree, resonate with the situation			Agree	Positive
	This on my resume: Vietnamese ✨fluent✨	1190	Agree, resonate with the situation as a Vietnamese American			Agree	Positive
	I thought I forgot English for a second until I read the caption	726	State that they did not recognize the			N/A	Positive

			English language				
	ADDING "ing" TO VIET VERBS HAHAHHA	920	Resonate the "ing" to any words, mix of both languages			Agree	Positive
Don't underestimate the power of counting	trời ơi y chang mẹ tui và chưa bao giờ đến số 3 cả mới số 2 là chuỗi lông gà, dép lười ,.... bay véo véo rồi (oh my god, she's just like my mom and she's never been to number 3, only to number 2 and feather duster, flip flops will be used to spank me)	1367	Agree and resonate as it's similar to their experience, only a bit different			Agree	Neutral
	I really got scared when you started counting 😊	1080	Agree and resonate as it's similar to their experience, only a bit different			Agree	Negative
	thiệt là hài hước 😂😂😂😂 (So hilarious)	560	Compliment			Agree	Positive
	lên thiên đàng lên thiên đàng 😊 (go to heaven)	570	highlight their favorite part of the video (go to heaven)			Agree	Positive
	ủa ủa còn đếm đến 3 hả 😂 đến 2 là thấy cầm roi rồi 😊 (So she counts to 3? my mom only counts to 2)	417	Agree and resonate as it's similar to their experience, only a bit different	Reply: 😊		Agree	Positive
	My grandkids have an Asian mom and I even know better i've gotten in trouble for walking in the	302	Agree and resonate as it's similar to their experienc,	non viet		Agree	Neutral

	house with shoes on 🙄🙄🙄		showing another example				
	This is far too accurate.	330	Agree			Agree	Positive
	i got up real quick when the counting began & ran to my trash to see if it's full 😭	286	Agree and resonate as it's similar to their experience, only a bit different	Reply: 😊		Agree	Positive
	I'm 25 and the counting gave me anxiety 😊	174	Agree and resonate as it's similar to their experience, only a bit different			Agree	Negative
	Nhìn chị này giống Ngô Thanh Vân ghê (You look a lot like Ngô Thanh Vân - a famous actress)	130	Compliment the creator's appearance			N/A	Positive
Spelling name in Vietnamese	I'm getting trigger once again 😞	411	Agree and resonate as it's similar to their experience, only a bit different	non viet		Agree	Negative
	missed your videos	227	A fan who loves her videos			Agree	Neutral
	S as an “sao ở nhà có cơm hông ăn, sao ăn ba đồ Mặc Đô Nồ đồ zây” (There is food at home, why do you always go to McDonald?)	328	highlight their favorite part of the video (go to heaven)			Agree	Positive
	Givin me flashbacks 😞	175	Agree and resonate as it's similar to their experience, only a bit different			Agree	Negative
	s as “SAO MÀY CHƯA RỬA CHÉN NỮA SUỐT NGÀY ĂN RỒI NÀM KHÔNG Ặ” (Why haven't	111	Highlight their favorite part of the video			Agree	Neutral

	you washed the dishes? so lazy)						
	We have the same name! With the H and everything.	60	Discover they share the same name	Reply: Twinsie sss! 😊😊		N/A	Positive
	I felt so attacked through this entire video	72	Personal feeling			Agree	Negative
	the E hurts so much u don't understand 😞	86	Resonate as it's similar to their experience, especially the E			Agree	Negative
	Hahahahhahahahahaha girl! Just made my day	60	Compliment			Agree	Positive
	dead 😂😂😂	58	Personal feeling			Agree	Positive
Forgot to make the rice	the sweet "a-lô" is too accurate 😊	40	Agree and resonate as it's similar to their experience			Agree	Positive
	Wait why did my wallet beep when I clicked it 😂	36	The creator's comment when she noticed something funny happened in the video	creator		N/A	Positive
	Bớt dễ thương đi 😊 (omg so cute)	25	Compliment	Reply: Stoppp ☹️☹️		N/A	Positive
	My flight or flight response said to run	23	Advice in a funny way			Agree	Positive
	giọng dt thể nhờ 🥰🥰 (your voice is so lovely)	15	Compliment			N/A	Positive
	I don't understand modern phone 😞	10	Notice on the funny phone	Reply: It's the iphone 15 😂		N/A	Neutral

	I'm triggered	10	Resonate as it's similar to their experience			Agree	Neutral
	Vietnamese on point 👍	7	Compliment on the language			Agree	Positive
	I FELT THIS	7	Resonate as it's similar to their experience			Agree	Neutral
	WHY ARE RHESE SOOO GOOD	5	Compliment			Agree	Positive
#Viet mom phone tendencies	Giọng miền Nam chuẩn đừ vậy (Perfect southern Vietnamese accent)	2821	Compliment on the accent			N/A	Positive
	"ùa t nói gì t quên rồi" câu nói kinh điển ("Oh I forgot what I'm about to say" - classic)	1378	highlight the impressive and interesting part of the video			Agree	Positive
	"She don't live here and she don't speak English" my mom	977	highlight the similar line that their mom says too			Agree	Positive
	Content của chị này là k có điểm dừng lun :)))) để thương ghê áh (Her content is so creative, so cute)	667	Compliment on the creativity of the creator			N/A	Positive
	you're too good at this. are you okay (just a wellness check)? lol	928	Compliment and do a wellness check because it might sound she's abused by the parent	Reply: 👁️💋 👁️		N/A	Positive
	WHEN SHE CALLS U BUT STARTS DOING/TALKING TO SOMEONE ELSE?? LIKE U CALLED ME FIRST	461	Resonate as it's similar to their experience	Reply: YESSS 😂		Agree	Positive

	dễ thương :)))) tò mò phiên bản gốc ghê :)))) (So cute, I'm curious to learn the original version)	392	Compliment			N/A	Positive
	@ngoclinh.24 chính mẹ tao 😊 (It's exactly my mom)	263	Tag friend and confirm that their mom is also the same			Agree	Positive
	Bro, all viet homes be the same	547	confirm that their mom is also the same			Agree	Positive
	I'm having flashbacks	227	confirm that their mom is also the same	Reply: Omg it's the legendary Gina Darling 😊😊😊		Agree	Neutral
What story did your parents tell you?	Bro my parents said they bought me from Walmart I literally believed that for 10 years	15.3K	Resonate as it's similar to their experience, telling their specific example			Agree	Neutral
	My dad said we just tryna get a watermelon and found me in it 🧑	2555	Resonate as it's similar to their experience, telling their specific example			Agree	Neutral
	real	2084	Agree	Reply: So real bestie		Agree	Neutral
	bro they said they found me outside of a target trashcan 😊	1993	Resonate as it's similar to their experience, telling their			Agree	Positive

			specific example				
	My mom always said she found me in the cabbage patch 😭	1397	Resonate as it's similar to their experience, telling their specific example			Agree	Negative
	under a tree gang	662	Resonate as it's similar to their experience, telling their specific example	Reply: Ayeeee		Agree	Neutral
	MY MOM SAYS THE SAME 😭	34	Resonate as it's similar to their experience			Agree	Negative
	I felt this on a spiritual level	19	Resonate as it's similar to their experience	non viet		Agree	Neutral
	My parents told me I was found in a alley in the middle of nowhere	14	Resonate as it's similar to their experience, telling their specific example			Agree	Neutral
	I was told the truth when I asked.(I was three)	11	Stating the difference from all other comments			Disagree	Neutral
What I say vs. what my mom hears	LMAOOOOO FR. (For real)	2272	Personal expression, like the video			Agree	Positive
	IM DEAD 😂😂	1922	Personal expression, like the video			Agree	Positive

	LMAOOO I SHOWED THIS TO MY MOM AND SHE SAID “đáp cho bi gio” 🤡🤡🤡 (I'll hit you now)	1620	Similar experience with their mom	Reply: RIP 😊		Agree	Positive
	IM DYING RN	824	Personal expression, like the video			Agree	Positive
	NO LITERALLY	422	Personal expression, not sure if they like or dislike the video			Disagree	Positive
	Tooo relatable	354	Agree, share the similar experience			Agree	Positive
	yanGho 4Life 😊 (gangster)	327	highlight their favorite part of the video			Agree	Positive
	Me: “mẹ con đi mua trà sữa” Mum: “mẹ con muốn bị tiểu đường and fat.”(Me: “I'll go to buy bubble tea” Mum: “you want to have diabetes and fat.”)	182	Resonate as it's similar to their experience, telling their specific example			Agree	Neutral
	@weylan_amv is that your mom?	184	Tag friend and ask if their mom is the same			Agree	Neutral
	Mẹ ơi con đau đầu quá và mẹ tao nghe thành mẹ ơi con bấm điện thoại suốt ngày đêm nên con sắp ngóm r 😊 (Mom, I have a headache and my mom translate to: I'm on the phone all day and night so I'm going to die)	139	Resonate as it's similar to their experience, telling their specific example			Agree	Positive

Using Vietlish	Second is me 100%	82	Resonate as it's similar to their experience			Agree	Neutral
	Whats the difference 😊	53	Resonate as it's similar to their experience that they are so used to it so they don't even recognize the difference			Agree	Positive
	Are you rảnh 😊😊 (Are you free)	56	Highlight their favorite line in the video			Agree	Positive
	how much I understand Viet vs how I panic when talking to friends in viet	44	Suggest a good caption for the video, also the daily situation of Vietnamese American			Agree	Negative
	LMAO	44	Personal expression, like the video			Agree	Positive
	Yeah that's me also at that point I just speak full English	42	Resonate as it's similar to their experience			Agree	Neutral
	FR THO	43	Resonate as it's similar to their experience			Agree	Positive
	I am đói bụng 😊 (I am hungry)	36	Highlight their favorite line in the video			Agree	Positive
	me in chinese bye	33	Resonate as it's similar to their experience			Agree	Neutral
	Đau bụng quá!!! (I laugh so hard my stomach hurt)	26	Compliment			Agree	Positive

Wearing ao dai for Tet	Getting all them red envelopes tho	923	Reveal that they share the same culture			Agree	Positive
	I'm not Vietnamese... but this song slaps.	546	a non Viet likes the song played in the video			Agree	Positive
	Good thing red is my favorite color	246	share their favorite color	Reply: 🐱		Agree	Positive
	ko nhé, màu phong thủy của em là xanh lá (no, my feng shui color is green)	236	share their favorite color			N/A	Positive
	Kenjungir!!! is that you!?!?	203	ask if the creator looks like Kenjungirl			N/A	Neutral
	hi yang hồ 4life (Hi gangster)	138	Use her popular phrase in the previous video (What I say vs what my mom hears)			Agree	Positive
	huh. so is it in Chinese culture XD very lucky	155	State that this is Chinese culture	Reply: I'm 2/3 chinese! ! I agree it's also lucky in both cultures 🤗		Agree	Positive
	Vietnamese flag has red colour too 😊 cool	67	Notice the same color on Vietnamese flag			Agree	Positive
	The whole country is a red flag 🇻🇳	75	a joke on red flag			N/A	Neutral
	soo obsessed with your hair! it looks so good!	27	Compliment on the creator's appearance	Reply: Thank you!! 🤗		N/A	Positive

How Asian moms treat their sons vs daughters	MY MOM JUST TREAT MY BROTHER LIKE SHT 🤔😭	405	Disagree as they don't share the similar experience			Disagree	Negative
	Not fair, not fair, not fair, not fair...NIT FAIR!!	1814	State that this discrimination is unfair			Agree	Negative
	บ้านไหนไม่จริงบ้านนี้จริงละ 1 😊 (Which house is not real, this house is real)	324	Comment in Thai, resonate that they share the similar experience			Agree	Positive
	Bà này ng Việt đúng k mn (she is a Vietnamese right guys?)	213	Want to confirm that the creator is a Viet or not			N/A	Neutral
	LMAO VIET MOMS ARE ALWAYS LIKE THIS	830	Resonate as they share the similar experience			Agree	Positive
	NOT THE BOBA!	1183	Highlight their favorite part of the video			Agree	Positive
	mines the complete opposite	292	Share their opposite experience			Disagree	Neutral
	DOES SHE REPLY?	157	Ask if the creator ever replies to comments			N/A	Neutral
	untuk nyata	163	Comment in Indonesian, resonate that they share the similar experience			Agree	Neutral
	giống v, tui thân zl (so true, I'm so upset)	51	Resonate as they share the			Agree	Negative

			similar experience				
types of family members at every party	My biggest flex is that I understand word for word on what she's saying.	1026	Express that they are proud that they understand the creator's vietnamese language	Reply: 😎😎 I M PROUD OF YOU		Agree	Positive
	Don't forget the group of older kids on their phone 🧟	565	Share the similar experience and provide more examples			Agree	Positive
	i'm the failure. i cant speak vietnamese but i can understand.	541	see themselves as one of the mentioned groups in the video			Agree	Positive
	NOT AUNTAGONIST 🧟	495	The phrase is their favorite			Agree	Positive
	I think my dad is the druncle.	403	see their parent as one of the mentioned groups in the video			Agree	Positive
	Me and my sibilings being the iPad kids	112	see themselves as one of the mentioned groups in the video	Reply: HAHA HA 😂		Agree	Positive
	"thế năm nay cháu được học sinh gì" 🧟🧟 (So which grade you have this school year)	108	Share the similar experience and provide more examples			Agree	Positive
	đỉnh z má (Excellent)	84	Compliment			Agree	Neutral

	má cái accent cười chéch =)))) (The accent is hilarious)	39	Compliment			N/A	Positive
	CHAO ANH EM LA EM LA CON GAI WHSSGSGSHWJ TAYSYDYSS	38	Repeat the lyrics of the song in the video			Agree	Positive
How Vietnamese people pronounce things	Scary how true this is	1507	resonate with their experience			Agree	Negative
	Disney land couldn't have hit closer to home.	761	resonate with their experience			Agree	Neutral
	you sound like my aunt and it scares me a little 😬	671	resonate with their experience			Agree	Negative
	why yall say my home like that "lAk vEgA"	350	Highlight their favorite word			Agree	Positive
	Watch out for a pt.2 coming soon 😬😬	198	Announce of the next part	creator		Agree	Positive
	THE ADIDAS ONE LMAOO 😬😬	178	Highlight their favorite word			Agree	Positive
	Việt nam đọc ka ra ô kê Chứ có như chị nói ka ra i ô kê đâu (In vietnam we say "ka ra o ke", not "Kara i o ke" like you said)	156	The difference between Viet people in Vietnam and Viet people in the US			Disagree	Neutral
	Nếu người mỹ nói tiếng việt đúng chuẩn thì việt nam đã k như vậy rồi , gì cũng phải có qua có lại thôi (If Americans spoke Vietnamese properly, Vietnam wouldn't be like that, everything must be reciprocal)	77	Defensive comment deflecting the accusation of not pronouncing properly			Disagree	Negative

	Ayeee, you shop a WO MACK too?	72	Highlight their favorite word			Agree	Positive
	The maaacccc say dee	70	Highlight their favorite word			Agree	Positive
Say I love you in Vietnamese	ha good thing I know Viet lol. This is gold	1383	Compliment the content			Agree	Positive
	It's funny seeing everyone else that's NOT viet asking what it means and I'm just dying	526	Confirm that they understand the creator's humor	Reply: If you know you know 🙄 👉👉		Agree	Positive
	So none of y'all gonna translate? Okay I see how it is!	451	Humorously tease the creator	Reply: Snitches get stitches 🙄🙄🙄		N/A	Positive
	the comments: "translation????" viets: "my mom always say this to me 🍷🍷🍷"	333	Confirm the tough love from the parent, adding to the humor			Agree	Positive
	My Vietnamese mom was right next to me 🙄	245	Humor			Agree	Positive
	My mom always says this to me, i always feel loved after it	157	resonate with their experience			Agree	Positive
	Don't listen to anyone here who translate it, I'm Viet and I guarantee you it's really heartwarming	114	resonate with their experience			Agree	Positive
	Pls, tell me what this means	112	Don't know what the word means			N/A	Neutral

	Soo translation anyone? 🙄	99	Don't know what the word means			N/A	Neutral
	I'm so glad I'm Vietnamese 🤔🤔🤔	103	Confirm that they understand the creator's humor			Agree	Positive
What my mom wants me to say	THIS IS TOO ACCURATE	370	resonate with their experience			Agree	Positive
	the unwritten "one fun day a week" rule 😊	313	highlight their favorite part	Reply: only once 😞		Agree	Positive
	i remember plucking out the white hairs for money 😭	171	resonate with their experience			Agree	Positive
	i never got paid for the white hair plucking 😊	62	Share their experience			Disagree	Positive
	woah I'm early	15	They watch the video when there's little or no comment yet	Reply: hello!		N/A	Neutral
	chị nói đúng thế :))) (it's so true)	10	resonate with their experience			Agree	Positive
	Can u read vietnamese words?	5	Asking about the creator's level of Vietnamese	Reply: Here n there		N/A	Neutral
	How much did you guys earn for every white hair you plucked?	3	resonate with their experience and ask everyone to share theirs			Agree	Positive
	@270607_ THE WHITE HAIRS BRO I STILL DO THIS	3	resonate with their experience			Agree	Positive
	@lynqxn PLUCKING THR GRAY HAIRS	3	resonate with their experience			Agree	Positive

Foreign words that just make sense	wow the Vietnamese language is so romantic 🥰🌸💕	1574	Compliment			Agree	Positive
	lo dit (Butt hole)	1047	Their favorite word			Agree	Neutral
	HAHAHAHAHA	991	Personal expression, like the video			Agree	Positive
	or when they say “an cut” 😋 (eat shit) warms my heart so much	381	resonate with their experience			Agree	Positive
	Cục vàng < cục cứt (golden nugget < the shit)	795	resonate with their experience			Agree	Neutral
	I lied ded laughing	235	Personal expression, like the video			Agree	Positive
	Cười ia 😂 Tui còn tưởng từ gì thâm thúy lắm 😂 (So hilarious, I thought there would be something that has deeper meaning)	214	Personal expression, like the video			Agree	Positive
	Golden nugget 😂😂😂😂😂😂 cười sặc (hilarious)	212	Their favorite word			Agree	Positive
	best one yet	171	Compliment			Agree	Positive
	OMFG This is my favorite word in Vietnamese. LMFAO 🤣😂 It just makes sense!	224	resonate with their experience			Agree	Positive
Vietmom is welcoming	ACCURATE	100	Resonate with their experience			Agree	Positive
	THE END IS TOO TRUE 🤔🤔	53	Resonate with their experience			Agree	Positive
	THE ACCURACY 🤔🤔🤔	50	Resonate with their experience			Agree	Positive

	always messenger, Facebook, or Viper	13	Resonate with their experience			Agree	Neutral
	Sao không bắt máy vậy 😊😊😊 (why didn't you pick up the phone?)	5	The last line of the video, their favorite part			Agree	Positive
	giống bà ngoại tui quãi :))) (exactly like my grandma)	5	Resonate with their experience			Agree	Positive
	@Q U Ẩ N ăn quài luôn cho t (eat a lot!)	3	Resonate with their experience			Agree	Positive
	@kingquanhaa this is my life	3	Resonate with their experience			Agree	Neutral
	LMAOOOO	3	Personal expression			Agree	Positive
	ALWAYS THE MESSENGER	3	Resonate with their experience			Agree	Positive
Im usually shy when i speak viet in public	Your vietnamese is pretty good	53	Compliment on the language skill	Reply: Thank you ^^		Agree	Positive
	The southern accent is so cute	31	Compliment on the accent	Reply: 😊😊		Agree	Positive
	I get scared they can't understand me sometimes 😭 you did great !!	14	Share their own experience and compliment on the creator	Reply: It's okie, keep practicing		Agree	Positive
	You must know Vietnamese try to run away from Uncle Sam!! 😊😊😊	4	Inside joke	Reply: Lol that's a challenge		Agree	Positive
	literally me cause i dont speak veit well 😭	36	Resonate with their experience			Agree	Positive
	Woah props to u! I talk so much lol but I'm proud of ya	3	Compliment	Reply: Thank you 😊		Agree	Positive

	Cute quá	4	Compliment			N/A	Positive
	how much was that bracelet 🥲 im trying to go next week	2	Ask for a detail in the video	Reply: It was 530		Agree	Positive
	@lils @thanh we need to practice	2	Motivation for them to practice more			Agree	Positive
	Same every time I speak Viet I'm scared to appear like a extraterrestrial 🧠	2	Share their own experience			Agree	Positive
when you meet your white friends for the first time	Lmfao this actually happened to me once	21	Resonate with their experience			Agree	Positive
	If a man actually tells me to stay away from his dog, i will grab that dog and will run away and never come over that friend's house again	5	Share their own experience			Agree	Neutral
	the amount of times I've asked if I could join a group in class and they say, "sure you look smart" ... @cindy_nguyen1	4	Resonate with their own experience			Agree	Neutral
	THE NAIL TECH 🥲🥲	4	Resonate with their own experience			Agree	Positive
	That is so annoying	2	Share their expression			Agree	Negative
	Fr	1	Resonate with their own experience			Agree	Neutral
	@im.under.ur.mom @cheesycatty	2	just tagging 2 friends			N/A	Neutral

	@oliviainthegarden 😄😄😄😄	1	just tagging friend			Agree	Positive
	The “hehe just kidding” triggered me a lil 😄 ~ a fellow poc	0	Resonate with their own experience			Agree	Positive
	"=)))))) u là tr (hilarious)	0	Personal expression, like the video			Agree	Positive
In my 20s and she still be lecturing me at everything.	😱😱 my mom sound just like her, Viet’s blood is strong	21	Resonate with their own experience	Reply: Ooh scary lol		Agree	Positive
	Viet moms got the greatest comeback word	20	Resonate with their own experience			Agree	Neutral
	i swear my mom reminds me every time even after i’ve said hi	11	Resonate with their own experience			Agree	Neutral
	@K my mom belike :	1	Resonate with their own experience			Agree	Neutral
	@cindy_nguyen1 ME EXCEPT IM NOT 20 LOL	1	Resonate with their own experience			Agree	Positive
	@eloise_gtr	1	Just tagging friend			N/A	Neutral
	LOL THIS IS ME	0	Resonate with their own experience			Agree	Positive
	Bro, my mom does the same to me when she’s bringing me to her friends	0	Resonate with their own experience			Agree	Neutral
	Like that	0	Resonate with their own experience			Agree	Neutral

	Or you have to say it louder 😬	0	Resonate with their own experience			Agree	Positive
when you have to switch up your accent	i get embarrassed when I'm in those situations having to white wash myself I'm like 😬😬😬 😬	2527	Resonate with their own experience			Agree	Positive
	that's how u know it's not a good restaurant tho 😬	2018	Resonate with their own experience			Agree	Positive
	That's what I speak full Viet when I'm at Vietnamese restaurants. No vietglisn 😬😬	736	Resonate with their own experience			Agree	Positive
	that was me w a pepe's restaurant w white people 😬😬 they repeated my order like "qeso y freejoles?"	286	Resonate with their own experience			Agree	Negative
	I was in Viet restaurant, Am Viet, speak Viet and the waiter asked me if I was Dominican. I was like "wut?"	136	Resonate with their own experience			Agree	Positive
	when they have a northern accent im just like 😬	157	Resonate with their own experience			Agree	Positive
	Ok sorry not to be that person Ik it's light hearted video but it's ethnicity not nationality 😬	48	Pointed out one big error			Disagree	Negative
	Istfg they can't understand when it's correctly pronounced. I have to white wash my mandarin	43	Resonate with their own experience			Agree	Neutral

	sometimes and it's ISGSJSVKDHD						
	Cái đồ tráng miệng là gì v mn ? (what's the dessert)	21	Resonate with their own experience			N/A	Neutral
	I had to do this in a "Mexican" restaurant... 😞	13	Resonate with their own experience			Agree	Negative
When i call mom by her name	Chờ đoạn tông lão bay qua mà không có (I was waiting for the scene of flipflops throwing to your face)	583	Resonate with their own experience			Agree	Positive
	I'm went weak when u was like " hAhA ha" at the end 🤪	302	Their favorite part of the video			Agree	Positive
	Bruh I call my lao grandma by her first name she bop (whack) me for sure!	224	Resonate with their own experience			Agree	Positive
	your testing your existence 😂😂	167	Resonate with their own experience			Agree	Positive
	giọng mẹ dễ thương (Your mom sounds lovely)	94	Compliment			N/A	Positive
	Your parents sound like actors	53	Compliment			N/A	Positive
	😂😂😂 lo cho hàm răng ông ghê...đang đều và đẹp 😂😂😂 (I'm worrying for his teeth, they are looking very good)	36	A joke that they are worrying if he get a big slap that some teeth may fall out			Agree	Positive
	Nice knowing you my guy, that's a death sentence for sure!	30	Resonate with their own experience			Agree	Positive
	Dangerous sport	19	Resonate with their own experience			Agree	Positive

	Your moms name is Kathy?!	10	Reconfirm the mom's name			N/A	Neutral
Happy lunar year	U still get \$100? 😊	23	Ask personal detail	Reply: Yap 😊		Agree	Positive
	Your not supposed to open the card in front of them because it disrespectful. Just so you know. 🤔	15	Advice on how to practice the tradition properly	Reply: Lol oops		Agree	Positive
	Only for TET you can get away lol make sure you ask them on the first day!! They can't say NO	23	Some personal advice			Agree	Positive
	My parents don't even do that they don't give me money at all they just take it	9	Resonate with their own experience			Disagree	Negative
	Wait it's Lunar already?? I though it was February 1st	3	Resonate with their own experience			N/A	Neutral
	HAPPY LUNAR NEW YEAR 🧧	3	Wishes for the new year's			Agree	Positive
	i get 1k every year bc of this holiday im so glad.	1	Resonate with their own experience			Agree	Positive
	I always hear the chuc mung nam moi 😭😭😭😭	2	Resonate with their own experience			Agree	Positive
	HAPPY LUNAR NEW YEAR 🧧	2	Wishes for the new year's			Agree	Positive
	I was so shy to do that at my cousins last year i was so scared	0	Resonate with their own experience			Agree	Negative
Tell my mom I will move out	My mom guilt tripping me when I tell her I'm moving out at 18:	73	Resonate with their own experience			Agree	Negative
	She know you ain't leaving	29	Resonate with their own experience			Agree	Positive

	NOOO MY MOM SAY THE SAME THING 👻👻👻	12	Resonate with their own experience			Agree	Positive
	And when you tell her you've found a place, she'll be upset. Don't take the bait, it's a trick 😞	6	Resonate with their own experience			Agree	Positive
	Mẹ bạn đến từ miền nào vậy? Cách nói chuyện của mẹ bạn đáng yêu ghê 😊 (where in vietnam did your mom come from? The way she talks is so lovely)	6	Compliment			N/A	Positive
	bun cha ngo? (vermichelli with roasted pork?)	6	A question on a detail in the video			Agree	Positive
	I was planning to tell my parents but I didn't know the words lol	10	Resonate with their own experience			Agree	Positive
	i didnt tell mine she found out over my phone conversations couple days later i left	1	Share their own experience			Agree	Neutral
	Legit hahaha	1	Resonate with their own experience			Agree	Positive
	SHE ACTUALLY WANTS YOU TO GOO 😂😂	1	Share their opinion			Agree	Positive
Asking what my mom. what would she do my dad cheated	Yo my mom said the exact same 😞😞😞 She even said "and y'all coming with me bc he decided he doesn't need a family 🍷"	1377	Resonate with their own experience			Agree	Positive
	Frankly I agree with her. If he cheats, not worth	715	Resonate with their own experience			Agree	Positive

	keeping. Go find someone better.						
	this is coming from a confident woman ! Because most who are in the situation won't do anything !	199	Compliment on the creator's mom			Agree	Positive
	I know my dad would never do this cause he gave 1 hours reasons on it but if he did my mom would do the same	94	Resonate with their own experience			Agree	Positive
	my mom said she'll let him go, that clearly his family, health, wallet, and shelter wouldn't matter to him anymore	94	Resonate with their own experience			Agree	Positive
	My mom doesn't care because she's the one with the money and my dad will be left with nothing 😊 Viet mom only cares about money	91	Resonate with their own experience			Agree	Positive
	tưởng má nói có con ghẹ thì luộc lên chớ (I thought mom said that shew would boil "the crab")	56	Joke about the word. The crab = the mistress			Agree	Positive
	W : con ghẹ (the crab)	22	Their favorite word for mistress (in Vietnamese)			Agree	Positive
	con ghẹ, thiệt chứ :))))))))) (The crab, seriously)	19	Their favorite word for mistress (in Vietnamese)			Agree	Positive
	Did you say crab? 😊😊 your moms a boss	17	Their favorite word for			Agree	Positive

			mistress (in Vietnamese)				
Viet bargaining vs American	Khúc b nói cô là ng Việt hả cô? Là tao thấy bà cô tới công hiện;))) (when you said "Are you vietnamese", the auntie changed the attitude)	201	An observe to a detail in the comment			Agree	Positive
	This is so true	59	Resonate with their own experience			Agree	Neutral
	Honestly my mom and I did that at the flea and farmers markets during the summer 😊😊😊	36	Resonate with their own experience			Agree	Positive
	Nhìn anh này giống thằng nhuộm cái đầu 50 đô (He looks like the one who dyed his hair with \$50)	24	Refer to another TikToker			N/A	Neutral
	pls i would negotiate but i'm not fluent 😞	8	Wants to be better at Vietnamese			Agree	Positive
	@jeikei_taetae học tập ik mãi (Learn from him)	6	Motivation to practice the bargaining skill			Agree	Positive
	Bạn không biết trả giá là bạn ✨dzò ái mò✨ (If you don't know how to bargain, you lose)	14	Resonate with their own experience			Agree	Positive
	me and my dad did this in Mexico, the man originally tried to sell the ring for like \$400 and we got it down to \$80	10	Resonate with their own experience			Agree	Positive

	Early WTF	7	They were too early when there's no comment			N/A	Neutral
	I can't and I always go with my mother, she is the best ✨	5	Resonate with their own experience			Agree	Positive
It's always saying we look like pigs, elephants or hippos	MY VIET ALMOND MOM 😊 she tells me to try on clothes and then tells me I probably won't fit them.	204	Resonate with their own experience			Agree	Positive
	Why do all our moms have the same pajama set 🤔🤔	85	Resonate with their own experience			N/A	Positive
	This is more accurate 😊	51	Resonate with their own experience			Agree	Positive
	Sir I have that exact set of PJ 😭😭😭	17	Resonate with their own experience	Reply: them amazon pjs hit		N/A	Positive
	woah that was the most triggering 60 seconds of my life	4	Personal expression, like the video			Agree	Positive
	no too soft MEANER	4	Personal expression, like the video			Agree	Positive
	What makes it worst is when they have their old photos when they were your age just to see they lying 😊	3	Resonate with their own experience			Agree	Positive
	THE EXERCISE	2	Resonate with their own experience			Agree	Positive

	OMG! WORD FOR WORD MY MOM SAID THESE THINGS TO ME! 🤔🤔👤👤	2	Resonate with their own experience			Agree	Positive
	😂😂Yessss you did it!!	3	Resonate with their own experience			Agree	Positive
Ok but the congee hits when you're sick	Tương bệnh nhiều là do "Mày tối ngày cầm cái điện thoại, chơi game nên mày bệnh đó" 😂😂😂 (I thought it was because of "You use your phone every night and play games, so you're sick")	166	Resonate with their own experience			Agree	Positive
	"that's bc you use your phone so much in the dark, and you never help me do chores"	32	Resonate with their own experience			Agree	Positive
	Why do we all have the same parents?	691	Resonate with their own experience			Agree	Neutral
	MY MOM OVERHEARD AND AGREED!!! SMH	433	Resonate with their own experience	Reply: AUR NAUR		Agree	Positive
	Omg the hair drying lol!! This is PTSD!	118	Resonate with their own experience			Agree	Positive
	you are my favourite creator on this whole gd app	9	Compliment	Reply: WAH THANK YOU SM		Agree	Positive
	Exactement les mêmes phrases 😂😂 et le « cháo » à la fin 😂 (je ne sais pas comment l écrire) (Exactly the same sentences 😂😂)	8	Resonate with their own experience			Agree	Positive

	and the "cháo" at the end 😊 (I don't know how to write it)						
	trời ơi (OMG), they actin like if i miss one day of school ill get held back 🤔	3	Resonate with their own experience			Agree	Positive
	You miss the part “tại cái điện thoại” (it's because of the phone)	3	Resonate with their own experience			Agree	Positive
	Nhức đầu hả? Đau bụng hả? Đót t nói rồi, suốt ngày cứ cầm đầu vô cái điện thoại mà bấm bấm, m bỏ cái đth xuống liền cho t" (Headache huh? Stomach ache? That's what I said,it's because you use the phone all day, put the phone down right away!)	3	Resonate with their own experience			Agree	Positive
Your viet mom when guests are over	bố mẹ chúng ta dùng chung 1 hệ điều hành :) (Our parents are both in the same system)	3316	Resonate with their own experience			Agree	Positive
	Did we all have the same mom 😊	2113	Resonate with their own experience			Agree	Positive
	ủa chời ơi sao mà tá y chang z (exactly the same with my parents)	1398	Resonate with their own experience			Agree	Positive
	Safe to say we all have the same Viet mom	675	Resonate with their own experience			Agree	Positive
	too calm, my mom yell LMAO	672	Resonate with their own experience	Reply: LMAO maybe I should do an actual		Agree	Positive

				viet mom volume one day			
	cái câu: "có sai hong?, hong sai thì dục" y chang luôn (the sentence: do you use this? if not, throw it away - exactly the same w my parents)	1595	Resonate with their own experience			Agree	Positive
	Y chang má tui luôn trời. Có khách auto nhà phải sạch bong kin kít luôn á, dù hàng ngày cũng sạch lắm lắm rồi 😊 (Just like my mom, if there are guests, the house must be extra clean although it's ready clean)	495	Resonate with their own experience			Agree	Positive
	Childhood trama unlocked	264	Resonate with their own experience			Agree	Negative
	Ba tui dục đồ của tui ko bao giờ hỏi 😊 thấy k xài là dục (my dad always throws my things to the trash without even asking)	207	Resonate with their own experience			Agree	Neutral
	Cái này có sai hong 😂😂😂 (Do you use this)	677	Their favorite line of the video			Agree	Positive
Viet adults playing matchmaker	I was introduced to a Vietnamese man who was born in France after I told my family about my trip to France.	34	Resonate with their own experience			Agree	Neutral
	Lol. I'm a widow & I have lots of viet aunties trying to set me up with viet guys	99	Resonate with their own experience	Reply: Oh mannn 😊		Agree	Positive




	that want to come to America 😬						
	🙄🙄 its Uyen, ur cousin	19	The cousin says hi	Reply: HEEEE EYYYY		N/A	Positive
	when my whole family tried to do that and my mom just shuts it down by saying SHE LIKES GIRLS!!!	17	Resonate with their own experience			Agree	Positive
	send virtual hugs from vietnam 🤗	14	Greetings from an audience from Vietnam			N/A	Positive
	@christine arranged marriage 🙌🇻🇳	2	Resonate with their own experience			Agree	Positive
	Not the matchmaker 😭😭😭	2	Resonate with their own experience			Agree	Positive
	reminds me of the time my aunt was trying to set me up with a guy to marry from vietnam and bribed me with money but i said no 🙄	2	Resonate with their own experience			Agree	Positive
	Some ppl really be asking me at 14 like tf 😂	12	Resonate with their own experience	Reply: Its been nonstop since I graduated college 4 years ago		Agree	Positive
	this, but instead of me, it's them annoying my parents nonstop to hook me up with their sons 😭	11	Resonate with their own experience	Reply: They started with my parents but now		Agree	Positive

				they just go straight to me 😞			
You sneeze and cough around your Viet parents	Trông sẽ nói “đó ai biểu chơi điện thoại lắm vào” :)))))) (thought someone would say: "because you use your phone too much")	823	Resonate with their own experience			Agree	Positive
	Why are all our parents the same 😂😂😂😂	1629	Resonate with their own experience			Agree	Positive
	Un plaisir d'avoir tout compris mdr, et on se soutient les viets, c'est comme ça tous les ans 🧠 (A pleasure to have understood everything mdr, and we support each other, it's like this every year 🧠)	121	Resonate with their own experience			Agree	Positive
	Just hearing this in viet triggered me 🧠	370	Resonate with their own experience			Agree	Positive
	THE HOLDING YOUR NOSE GOT MEEEE		Resonate with their own experience	Reply: Anything to not have to get cạo gió		Agree	Positive
	They do this and then they say we should be more grateful, it went from a take better care of yourself rant to something completely off topic	463	Resonate with their own experience	Reply: Then it somehow links to how you're		Agree	Positive








				doing in school and homeless people			
	I mean, do they really love you if they don't say ĐI CHÂN KHÔNG. DÉP ĐÁU 🇻🇳 (why do you go barefoot, where're the slippers?)	89	Resonate with their own experience			Agree	Positive
	THE NOSE PLUGNSNFNSN	56	Resonate with their own experience	Reply: PLEASE I ONCE FARTED TRYING TO HOLD A COUGH		Agree	Positive
	"i just choked on water/my spit" is my most reused excuse	24	Resonate with their own experience	Reply: I always use that excuse 🤔		Agree	Positive
	c'est tellement réel 🤔 (It's so real)	11	Resonate with their own experience			Agree	Positive
Invite adults to eat before you can eat	That awkward time where your waiting for the right time to do it so do don't disrupt their convos	270	Resonate with their own experience			Agree	Neutral
	"con moi everyone" DONE	1105	Resonate with their own experience	Reply: Yeah if I do that my		Agree	Positive

				parents make me start over 😞			
	so true got to hand everyone dessert first too before you get a slice	109	Resonate with their own experience	Reply: Oh my god the dessert. Especial ly on birthday s.		Agree	Positive
	so true 😊 very relatable, i always speak in vietnamese when talking to family but to my sister or friends it's always english	133	Resonate with their own experience			Agree	Positive
	Relabel everytime I got back to Vietnam haha	23	Resonate with their own experience			Agree	Positive
	I just say "everyone"	18	Resonate with their own experience			Agree	Positive
	my family doesn't moi lol (my family doesn't do it superficially)	20	Resonate with their own experience			Agree	Positive
	I just grab and go before my mom sees me	15	Resonate with their own experience			Agree	Positive
	Not everyone was in the same room, so I had to run all over just to do this 🧛	12	Resonate with their own experience			Agree	Positive
	'Cháu mời cả nhà' is the way to go 😊 (I invite the whole family...)	7	Resonate with their own experience			Agree	Positive
Viet parent lectures you	THERE HAS TO BE A SCRIPT ALL VIET PARENTS FOLLOW.. all	2474	Resonate with their own experience			Agree	Positive

on staying up late	these videos are TOO accurate and is EXACTLY what my mom be saying 🥹🥹						
	“thức phia, coi phim, quay trở lại” chời ơi miền tâyyyyyyyyy real (you stay up late, watch movie - so classic)	118	Resonate with their own experience			Agree	Positive
	If I said I was doing homework at night they would say “why didn’t u do it earlier but have to do it now!?” Viet parents have the best excuses I swear	1335	Resonate with their own experience			Agree	Positive
	Can you make one with sleeping with wet hair? 🤔🤔	315	Request for another set of content			Agree	Positive
	Me: Posts this video about staying up late at midnight	145	Resonate with their own experience	Creator		Agree	Positive
	THE NETFLEE NETFLIC IS SO REAL	97	Resonate with their own experience			Agree	Positive
	where did you get the plushie? it looks so cute and soft 🥹	71	Resonate with their own experience	Reply: daiso		N/A	Positive
	Ma mère et ma mamie (My mother and my grandma)	33	Resonate with their own experience			Agree	Neutral
	“Thức phia” 😊 (Stay up late)	331	Resonate with their own experience			Agree	Positive
	Once midnight hits: SAO CON CHƯA NGỦUUUUUUU (Why haven't you slept?)	258	Resonate with their own experience			Agree	Positive

My Viet mom teaches me about sustainability	no literally like we have a whole DRAWER of plastic bags AND a big bag with MORE plastic bags in the garage	182	Resonate with their own experience			Agree	Positive
	Your Vietnamese is sooo good!	90	Compliment on the language skill			N/A	Positive
	I love how im viet and understand this it makes it even more funny	65	Resonate with their own experience			Agree	Positive
	Do a video about how they are literal household engineers that can MacGuyver anything	28	Request for another set of content	Reply: Omg for real my dad is one of those so it yourself dads		Agree	Positive
	I love your skits, its sooooo relatable	27	Compliment on the content	Reply: Thank you!!		N/A	Positive
		17	only icons, might show that they like the content			Agree	Positive
	i love sending these videos to my mom 	2	Compliment on the content	Reply: Ahh thank you!		Agree	Positive
	Also great for to go food for guests. You won't be sad if it doesn't come back 	4	Resonate with their own experience			Agree	Positive
	Everytime whenever they have someone over I give them a rundown saying nothing is as it seems	2	Resonate with their own experience			Agree	Positive

	See because my mom doesn't this i save my boxes too but when I do she tells me I'm just keeping trash we have enough 😂😂	2	Resonate with their own experience			Agree	Positive
My Viet mom teaches me how to manage road rage	That's trueeeee viet Moms all be like that.	98	Resonate with their own experience			Agree	Positive
	Fr it always be the let me show a meaner way	186	Resonate with their own experience			Agree	Positive
	bro I be showing these to my mom and she be non stop laughing 😂 she loves you	47	Resonate with their own experience	Reply: Thank you so much 😊		Agree	Positive
	What's the difference=))))	34	Don't understand the content	Reply: LMAO according to mom there's a huge difference		N/A	Positive
	i'm so happy i can understand everything you say, north accent is hell for me 😂😂😂	3	Resonate with their own experience			Agree	Positive
	legit 100x more funny when you understand Viet 😂😂😂😂 dead set if someones tail gating or driving like a lunatic my	3	Resonate with their own experience			Agree	Positive

	dad: "mày mắc ỉa hay gì?"  (Do you want to go to the toilet?)						
	@steph thats what my mom says when i talk bad to her abt someone	2	Resonate with their own experience			Agree	Positive
	@steph thats what my mom says when i talk bad to her abt someone	2	Resonate with their own experience			Agree	Positive
	I'm crying at accuracy on karma lecture	1	Resonate with their own experience			Agree	Negative
	OML MY MUM AND DAD DO THAT EVERYONE WE TRY GO ON A FAMILY TRIP WHILE I'M LIKE:   	1	Resonate with their own experience			Agree	Positive
Safety First 101 Viet Style	When I went to Vietnam, a woman pointed at me and told her children that if he doesn't behave imma kidnap him  	395	Resonate with their own experience	Reply: LMAO WHEN WE GET OLD ENOUGH THE BE USED AS THE SCARY PERSON		Agree	Positive
	I love your videos   they crack me up bc it's too accurate	86	Resonate with their own experience	Reply: Thank you!!		Agree	Positive

	my mom loves your videos	25	Compliment from their mom and resonate with their own experience	Reply: OMG TYSM		Agree	Positive
	showed your videos to my mom and we laughed so hard, word for word, spot on 😊	7	Compliment from their mom and resonate with their own experience			Agree	Positive
	Viet parents are the same everywhere 😭😭😭	14	Resonate with their own experience			Agree	Positive
	Universal viet parent experience	8	Resonate with their own experience			Agree	Positive
	this is so relatable 😊 i love your tt's! just that my mom would go, "if you break it, i'll sell you to them and you can't go home"	6	Resonate with their own experience	Reply: TYSM!		Agree	Positive
	do one when they leave you in the house alone 😊 made me terrified everytime the doorbell rang	3	Resonate with their own experience			Agree	Positive
	the accuracy 😂😂😂😂	2	Resonate with their own experience			Agree	Positive
	would be funny if my little Cuzzo didn't actually get kidnapped in Vietnam (we got him back tho)	2	Resonate with their own experience			Agree	Positive