List of attachments

Attachment No. 1: Logo for BGT (picture)
Attachment No. 2: Promotion poster for Asia’s Got Talent (picture)
Attachment No. 3: Logo for CHGT (picture)
Attachment No. 4: Winner of the 1st series pianist Liu Wei (photograph)
Attachment No. 5: Orphan boy from Inner Mongolia Wudamu with juror Annnie Yi (photograph)
Attachment No. 6: Englishman singing “red” songs: Ian Inglis (photograph)
Attachment No. 7: Winner of the 2nd series dancer Zhuo Jun in the fields (photograph)
Attachment No. 8: Interview Protocol Guidelines (text)
Attachment No. 9: In-depth Interview question design Westernization of pop-culture in China interview guide for Chinese residing in PRC (text)
Attachment No. 10: In-depth Interview question design Westernization of pop-culture in China interview guide for Chinese residing in UK (text)
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**Attachment No. 8: Interview Protocol Guidelines (text)**

**Interview Protocol guidelines**

Each interviewer will be trained in the whole interview process in order for him/her to understand what is expected of him/her to be able to provide the same conditions for all the interviews. The interviews will take place either through skype/ WeChat (easiest way to get ahold of Chinese in the PRC, similar to facetime/WhatsApp in video call) or in person (some interviewees might stem from persons coming to Czech Republic for an educational exchange/training but who are otherwise residing in the PRC. All used modes of communication shall be mentioned in the beginning of the interview.

**For the interviewer - make sure you follow these instructions carefully:**

1. Greet the interviewee and introduce oneself and explain that this is an in-depth interview with participants of Chinese origin (living in PRC or in the UK) for a diploma research thesis regarding Talent Shows (respectively China’s Got Talent and Britain’s Got Talent), Explain why the interviewees have been chosen and to which of the two groups they belong.

2. Confidentiality of the answers shall be provided, no concrete names connected with concrete statements shall be used and they will not be forced to discuss any matters which they feel uncomfortable with.

3. Advise them on the fact that the whole interview will be taped/ additional notes may also be taken if it is feasible, however due to time constraints it would not be sufficient to write down notes only.

4. The in-depth interview will most likely last 60 minutes or more, depending on the actual answers and the course of the interview.

5. Ask the participants whether they agree to give oral consent to participate in this research and explain that the information is to be used only for this respective thesis.

6. After the end of the interview, thank the interviewees for taking part in this qualitative research and give them a synopsis of the main points.

For some of the interviewees additional data collectors/interviewers will be utilized (especially for the Chinese nationals living in the PRC, in order to facilitate a better understanding in their mother tongue, the interview will be conducted in Chinese) and then shall be translated into English. This will apply especially to those whose level of English is lower and who are unable to express and develop their ideas fully in English. Most of the interviews however will be carried out by the author of the thesis herself.

The interviewers will be trained as far as the evaluation objectives are concerned, what the data collection techniques and instruments will be and will also be taught how to use them. (tape recorder and additional note taking if possible). It is essential to teach them how to communicate effectively, use their interpersonal communication skills and also to advise them about the ethical issues. They will also be advised not to ask questions again if they had already been previously answered in a different question and they will be taught how to respond and communicate effectively to acquire as much information as possible.

*The selection criteria for the interviewees are that they have to have some knowledge about the respective shows in order to make the in-depth interviews useful and valid. It is also vital for at least some of the Chinese nationals to be of younger age, that is below 40, as the phenomena of celebrities and pop culture is mainly understood in terms of the younger generation.*
Attachment No. 9: In-depth Interview question design Westernization of pop-culture in China interview guide for Chinese residing in PRC (text)

**In-depth Interview question design**

**Westernization of pop-culture in China interview guide**

(maximum of 25 questions) Chinese living in the People’s Republic of China

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<th>Location:</th>
<th>Interviewer:</th>
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<td>Date:</td>
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<td>Start:</td>
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<td>End:</td>
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<td>Mode of interview:</td>
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<tr>
<th><strong>Introduction:</strong></th>
<th><em>Hello, my name is ______________, thank you for your time and meeting with me. This is an in-depth interview for a diploma thesis research regarding the Talent Shows (China’s Got Talent, 中国达人秀 and Britain’s Got Talent). You have been chosen as a member of the first group, that is Chinese nationals residing in the PRC. All your responses will only be used for this thesis and we will ensure that any information we include in our report does not identify you as the respondent. You do not have to answer any questions or elaborate on anything that you do not wish to or do not feel comfortable with. The whole interview should take about an hour and will be taped and notes may also be take throughout. Do you have any questions at this point? Are you willing to participate in this interview?</em></th>
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<tr>
<td>Name</td>
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<td>Purpose</td>
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<td>Confidentiality</td>
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<td>Duration</td>
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<td>How the interview will be conducted</td>
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<td>Questions</td>
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<td>Oral consent</td>
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*More information in the Interview Protocol*
Questions:

1. When growing up in China, what kind of celebrities/ TV shows/ movies did you come across?

2. What do you think about the extent up to which people in China have contact with culture from Europe or the US through the media? Can you please elaborate?

3. Do you access pop-culture products from the US or Europe (TV shows/ movies/ music) on a regular basis? Can you give concrete examples please?

4. Are celebrities in China important to you? Can you give examples how this is manifested in your life?

5. Are celebrities from the US or Europe important to you? Can you give examples how this is manifested in your life?

6. How would you describe your favorite celebrities? (idols) Can you elaborate who they are and where they are from?

7. Which characteristics are important regarding the celebrities you admire? Are these changing over time or do they remain the same for you?

8. As a fan, what kind of activities do you carry out regularly to show your support for your idols? Can you elaborate please?

9. Would you say that the TV talent show China’s Got Talent 中国达人秀 is a nationwide phenomenon? In what way is this manifested?

10. What do you/ don’t you like about the show China’s Got Talent? Any reasons for that?

11. What is the basic principle of the show CHGT – how would you describe it in your own words? Please elaborate how CHGT is relevant to the culture and the country you live in.

12. Have you ever voted in CHGT? How many times?

13. How do you feel about people being able to vote for their favorite contestants? Is it something you discuss with your peers and where?
14. Are there any similarities and differences if you compare CHGT voting and voting in political elections in the PRC?

15. In what ways is nationality of the contestants of the CHGT important (or not) from your perspective?

16. Can you remember whether you have noticed Han Chinese, other ethnic minorities or foreigners in the show China’s Got Talent? Can you elaborate on that please?

17. Please state whether you perceive the Chinese Got Talent adaptation as a show which displays multicultural features? Can you give some examples please?

18. Do any of the contestants or winners especially come to your mind and in what ways do you think they may be significant as far as the TV show “China’s Got Talent” is concerned? Can you give some examples please?

19. How important do you think the cultural background of the participants is? Can you think of some powerful personal stories?

20. Were there some disciplines/ talents which were more often featured and how could these be relevant to the Chinese audience?
   *If the answer is negative then give them this lead:* The winning disciplines and the winners were piano playing (handicapped artist), pop dance, classical singing, contortion and acrobatics. Is it something you would also find interesting? Can you elaborate in what ways this might be attractive for you?

21. How important is the jury from CHGT?
   *If the response is vague or non-existent then use this as a lead:* Do you think the jury in CHGT might be important in setting trends and opinions?

22. In what ways do you follow them? (social media etc.)

23. Do you prefer to access celeb news from Chinese or other countries’ media sources? Can you give examples please?

24. Do you know any other adaptations except the Chinese version of this show?

25. Do you have any additional remarks or questions?

Thank you so much for your time and for talking to us and sharing your thoughts with us.
**In-depth Interview question design**

**Westernization of pop-culture in China interview guide**

(maximum of 25 questions) Chinese living in the United Kingdom (1st, 2nd and 3rd generation)

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| **Introduction:** | *Hello, my name is ______________, thank you for your time and meeting with me. This is an in-depth interview for a diploma thesis research regarding the Talent Shows (Britain’s Got Talent and China’s Got Talent). You have been chosen as a member of the second group, that is 1st, 2nd or 3rd generation of Chinese residing in Britain. All your responses will only be used for this thesis and we will ensure that any information we include in our report does not identify you as the respondent. You do not have to answer any questions or elaborate on anything that you do not wish to or do not feel comfortable with. The whole interview should take about an hour and will be taped and notes may also be taken throughout. Do you have any questions at this point? Are you willing to participate in this interview?*
| Name | |
| Purpose | |
| Confidentiality | |
| Duration | |
| How the interview will be conducted | |
| Questions | |
| Oral consent | |

*More information in the Interview Protocol*
Questions:

1. 1st generation: Before moving to the UK, did you know some celebrities/ shows or movies from Europe or the US? Can you give examples where you came across them?

If 2nd/3rd Generation: Have you grown up on TV shows/ movies/ celebrities from both countries? Can you give examples where you came across them?

2. Are people living in the UK aware of Chinese culture? Can you give some specific examples?

3. Do you access Chinese pop-culture products (TV shows/ movies/ music) on a regular basis? Can you give concrete examples please?

4. Are or were celebrities in China important to you? Can you provide how this is manifested in your life?

5. Are celebrities in Britain important to you? Can you provide examples how this is manifested in your life?

6. How would you describe your favorite celebrities in the UK? (idols) Can you please elaborate who they are?

7. How would you describe your favorite celebrities in China? (idols) Can you please elaborate who they are?

8. Which characteristics are important regarding the celebrities you admire in the UK? Are these changing over time or do they remain the same for you?

9. Which characteristics are important regarding the celebrities you admire in China? Are these changing over time or do they remain the same for you?

10. As a fan, what kind of activities do you carry out regularly to show your support for your idols? Can you elaborate please?

11. Would you say that the show Britain’s Got Talent is a nationwide phenomenon? In what ways is this manifested?

12. What do you like about/ don’t like about the show Britain’s Got Talent? Any particular reasons for that?

13. What is the basic principle of the show BGT – how would you describe it in your own words? Please elaborate how BGT is relevant to the culture and country you live in.
14. Have you ever personally voted in Britain’s Got Talent? How many times?

15. How do you feel about people being able to vote for their favorite contestants? Is it something you discuss with your peers and where?

16. In what ways is nationality of the contestants in the show BGT important (or not) from your perspective?

17. Please state whether you perceive BGT as a show which displays multicultural features? Can you give some examples please?

18. Do any of the contestants or winners of Britain’s Got Talent especially come to your mind and how do you believe they may be significant? Can you give some examples please?

19. How important do you think the cultural background of the participants in BGT is? Can you think of any powerful personal stories?

20. Were there some disciplines/ talents which were more often featured and how could these be especially relevant to the British audience?

   **If the response is negative then give them this lead:** The winning disciplines and winners were dog dancing acts twice, a magician, a boy band, a shadow theatre group and a songwriter. Is it something you would also find interesting? Can you elaborate in what ways this might be attractive for you?

21. How important is the jury from Britain’s Got Talent? Can you give examples please?

   **If the response is vague or non-existent then use this as a lead:** Do you think the jury in BGT might be important in setting trends and opinions?

22. In what ways do you follow them? (social media etc.)

23. Do you prefer to access celeb news from British or other countries’ media sources? Can you give examples please?

24. Do you know the Chinese adaptation of this talent show?

25. Do you have any additional remarks or questions?

   **Thank you so much for your time and for talking to us and sharing your thoughts with us.**