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Selling beauty in digital China: gender, platform, and economy

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Appendix

No.	Pseudonyms	Role	Residence Place	Interview Time
1	A01	Loyal follower	Beijing	2018.03.05
2	A02	Loyal follower	Shanghai	2018.03.28
3	A03	Loyal follower	Shanghai	2018.03.31
4	A04	Loyal follower	Shanghai	2018.04.08
5	A05	Loyal follower	Shanghai	2018.04.10
6	A06	Loyal follower	Puyang	2018.08.07
7	A07	Loyal follower	Puyang	2018.08.08
8	A08	Loyal follower	Leiden	2018.12.15
9	A09	Loyal follower	Beijing	2019.03.17
10	B01	Beauty blogger	Shanghai	2017.12.07
11	B02	Beauty blogger	Beijing	2017.12.17 2019.11.26
12	B03	Beauty blogger	Tianjin	2017.12.19
13	B04	Beauty blogger	Tianjin	2017.12.21
14	B05	Beauty blogger	Hangzhou	2017.12.24
15	B06	Beauty blogger	Beijing	2017.12.25
16	B07	Beauty blogger	Unknown	2017.12.30
17	B08	Beauty blogger	Chengdu	2018.01.03
18	B09	Beauty blogger	Dalian	2018.01.03
19	B10	Beauty blogger	Cambridge/Shanghai	2018.01.03

20	B11	Beauty blogger	Shanghai	2018.01.07
21	B12	Beauty blogger	Beijing	2018.01.08
22	B13	Beauty blogger	Shenzhen	2018.10.01 2019.11.26
23	B14	Beauty blogger	Tokyo	2019.04.30
24	B15	Beauty blogger	Shanghai	2019.08.13
25	B16	Beauty blogger	Beijing	2020.03.04
26	E01	Agent of a top wanghong	Hangzhou	2018.01.08
27	E02	Manager of L'Oréal marketing department	Shanghai	2018.03.30
28	E03	Marketing manager of a cosmetic company	Shanghai	2018.03.31
29	E04	Marketing manager of a cosmetic company	Shanghai	2018.04.29
30	E05	Marketing manager of Tmall	Hangzhou	2018.08.18
31	E06	Sales manager of a beauty company	Chengdu	2018.08.19
32	E07	Manager of Weibo market department	Beijing	2018.08.22
33	E08	Manager of JD beauty department	Beijing	2018.08.26
34	E09	Founder of a MCN	Hong Kong	2018.08.28
35	E10	Industry analyst of an investment company	Guangzhou	2018.09.03
36	E11	Director of a marketing company	Utrecht	2019.01.21
37	E12	Founder of a MCN	Shanghai	2019.04.18
38	E13	Founder of an advertising agency	Shanghai	2020.05.29

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