

Desiring-production, satisfaction and occupation of Wang Hong: Creative labour in Douyin [TikTok]

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Abstract

This is a study that the author works with Douyin with the intention of exploring how digital video platform could possibly change fundamentally the “procedures of production” in traditional occupations. Based on the data of the Wang Hong of Douyin, ten occupations are identified for this study. Based on a sampled survey and then follow-up in-depth interview with Wang Hong, we examine how individuals, through invention or inspired invention of new procedures of production by Douyin has fulfilled their desiring-production (in Deleuze’s term). The preliminary findings suggest that contrary to the commonplace conception, Wong Hong does not financially depend on Douyin for a living; instead Douyin provides the platform in which Wang Hong can rediscover their job satisfaction, confidence, and autonomy, and eventually labor as creator who is different from the fixed identities of most labor.