

Checklist-Zenan Xu

1. Have you identified a sub-question, theme, keyword, or concept to develop through practice?

Question:

The Impact of Fantasy Construction Mechanisms in Pet Short Videos on Humans:
How do contemporary pet short videos influence users' attitudes towards pets?

2. Does your practice test variables, how many?

- **Visual construction:** composition, filters
- **Textual narration:** with subtitles / without subtitles
- **Background sound:** music (various genres), voiceover (male / female)
- **Perspective shifts:** owner's narration vs. dog's inner monologue

3. Can you link a variable to other research, practices, influences, experiences, or something

you've read?

Yes, through reading relevant literature and engaging in discussions with Rita and Kylie, I have come to realize that the content presented in pet short videos often reflects the personal identity construction of the pet owner.

Impression Management

Goffman believed that human society is like a stage, with each person acting as a performer on that stage, and social situations as a series of ‘performances.’

Impression management refers to ‘**the conscious control of one's image in the eyes of others during social interactions, with the aim of achieving a certain goal or responding to social expectations.**’

Impression management on social media reflects a kind of ‘desire for self-expression’ : pet bloggers showcase themselves through the way they dress their dogs.

Especially in the case of pet bloggers on social media, pets themselves can be seen as one of the ‘props,’ while pet owners construct and manage their self-image through carefully dressing up their pets and using anthropomorphic narratives.

4. Have you documented how these influences, experiences, or readings have shaped your thinking and evolved your practice?

Yes, I draw inspiration from a variety of sources — including reading academic literature, watching thought-provoking films, personal experiences, and conversations with AI. I document these reflections regularly. Recently, I have been exploring the concept of **intersubjectivity** and hope to incorporate it into my design practice.

intersubjectivity

It refers to the ability and process of sharing meaning, experiences, and emotions between two or more people.

Merleau-Ponty :

He emphasizes that **the body is a bridge for communication.** Through **facial expressions, gestures, and actions,** we establish a “corporeal encounter” with others. This is **non-verbal intersubjectivity.**

Non-verbal barriers

Between species, the body plays an even more crucial role as a bridge for communication — this is interspecies intersubjectivity.

→ The answer may lie in the senses, emotions, and movements, rather than in vocabulary.

Non-verbal gaps represent **a potential challenge**, while non-verbal intersubjectivity offers **a possible solution**.

Non-verbal gaps highlight **the absence of understanding**, whereas non-verbal intersubjectivity emphasizes **the possibility of understanding**.

Fantasy and Misunderstanding: The “Failed Sites” of Intersubjectivity

Many pet videos on social media produce what can be called *pseudo-intersubjectivity*

viewers believe they understand the dog's emotions,
but in truth, this is often **a projection of human imagination**.

This kind of fantasy is a void left by the failure of intersubjectivity, a space filled not with genuine understanding, but with **aesthetics and emotion**.

5. Have you experimented with design, for example, by creating visuals, sounds, or concept art?

I am currently searching for suitable short videos with the intention of editing them later, so as to better control specific variables for analysis or design experimentation.

6. Have you identified what information you are gathering from the audience, how you will gather it, and what you hope to discover?

I aim to understand how viewers respond to different variables within the videos. To achieve this, I plan to use a questionnaire that invites participants to both write down keywords and assign ratings. Through this method, I hope to identify the relative influence of each factor in shaping users' attitudes.