



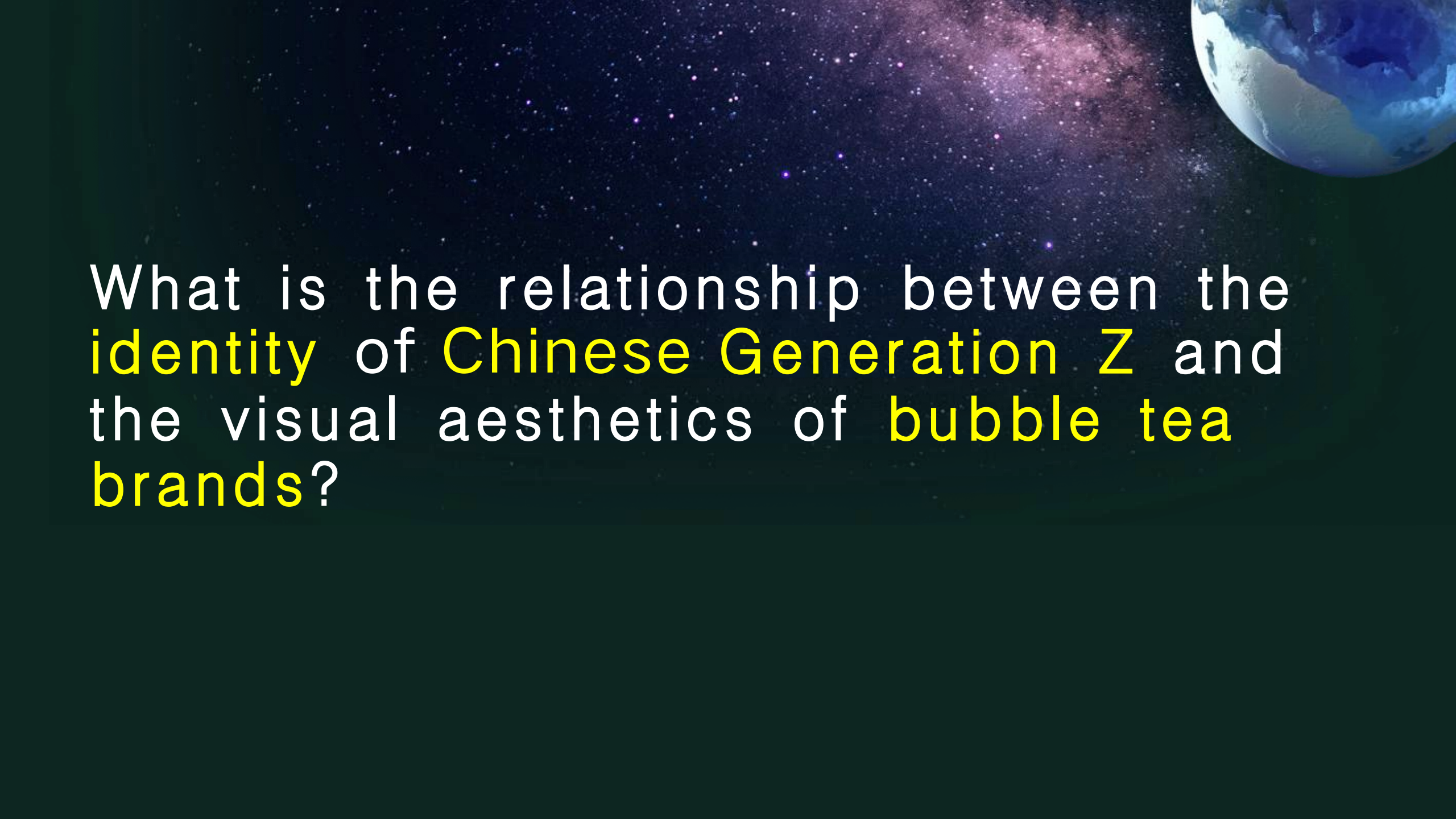
How can I prove that I am a contemporary practitioner

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What is contemporary?

- Zaks, L. (2021) said contemporary refers to the current state of artistic, cultural, and social dynamics, characterized by their distinctive character and radical novelty. Contemporary art, in particular, is characterized by its ability to express and participate in various cultural phenomena. This art form represents an important evolution that reflects the sociocultural changes of our time and is often described as a peaceful revolution in cultural consciousness. **This means that my research can participate in various cultural phenomena, reflect social and cultural changes, and be novel and innovative.**



What is the relationship between the identity of Chinese Generation Z and the visual aesthetics of bubble tea brands?

My study background is contemporary.

Rapid transformation of the social fabric and the spread of uncertainty and risk have fuelled anxiety and uncertainty, **generation Z is at a critical stage of awakening self-consciousness and urgently seeking social status and social respect.** With the implementation of China's one child policy, Generation Z are mostly only children, and 'loneliness' has become the key word for this generation. **They are eager to define themselves and express their identities in order to gain a sense of self-worth; they are also eager to establish their own social networks in order to seek a sense of group belonging.** Life consumption has become an important means of self-identity and group identity for Generation Z. Compared with luxury products, affordable products directly hit consumers' daily social contact points. The experience and group identity that comes with a few pounds spent seems to satisfy them more. **Bubble tea, as an affordable and relaxing drink in daily life, influences the lifestyle of Generation Z**(Wei, L. and Nuan,W.,2022).

Why my study background is contemporary?

My research background follows the changes of The Times (Rapid transformation of the social fabric; one-child policy), has distinct characteristics of contemporary society (Chinese Generation Z self-consciousness and group belonging), and is related to social problems (Anxiety and uncertainty) and cultural phenomena (Bubble tea).

My research group is contemporary

- **My research group is Chinese Z generation**
 - Because young people, mainly Generation Z, have become the main force in the consumption of bubble tea (Yog Warm,2022).Generation Z refers to the generation born between 1995 and 2009, who grew up in an economically prosperous, socially open and culturally diverse 'affluent society'. They are active in thinking, have distinctive personalities, and have distinctive consumption habits and choice tendencies. As a large consumer group, their consumption is no longer limited to meeting the needs of survival, but pays more attention to the experience of leisure and entertainment as well as individual spiritual pursuit. What Generation Z pursues in consumption is not only the use value of commodities, but also the symbolic significance of individuality, circle culture, self-expression, etc., which is embedded in commodities(Wei, L. and Nuan,W.,2022).
- **This group is at the stage of adulthood where their life experiences are closely linked to technology, social change, political upheaval and so on.** Thus, Generation Z represents the younger generation of 'contemporary' society and is the most active and promising segment of modern society. According to British sociological theory (Giddens, 1992), contemporary society is a dynamic and ever-changing era, and the formation of Generation Z is in the context of globalisation, digitalisation and multiculturalism, so the study of Generation Z is not only a key to understanding the current society, but also an important way of predicting the future changes in society.

Why my research group is contemporary?

According to **David Harvey**, contemporary society is an 'information society' or a 'post-modern society', and it is in this environment that Generation Z has grown up, as the first generation of 'full digital natives'. **Generation Z is the first generation of 'full digital natives' who have been exposed to digital technologies such as the Internet and smartphones since birth.** Academic research often emphasises how technology shapes human behaviour and social structures, making Generation Z an important sample for the study of 'digital lifestyles', 'information age culture' and their social impact.

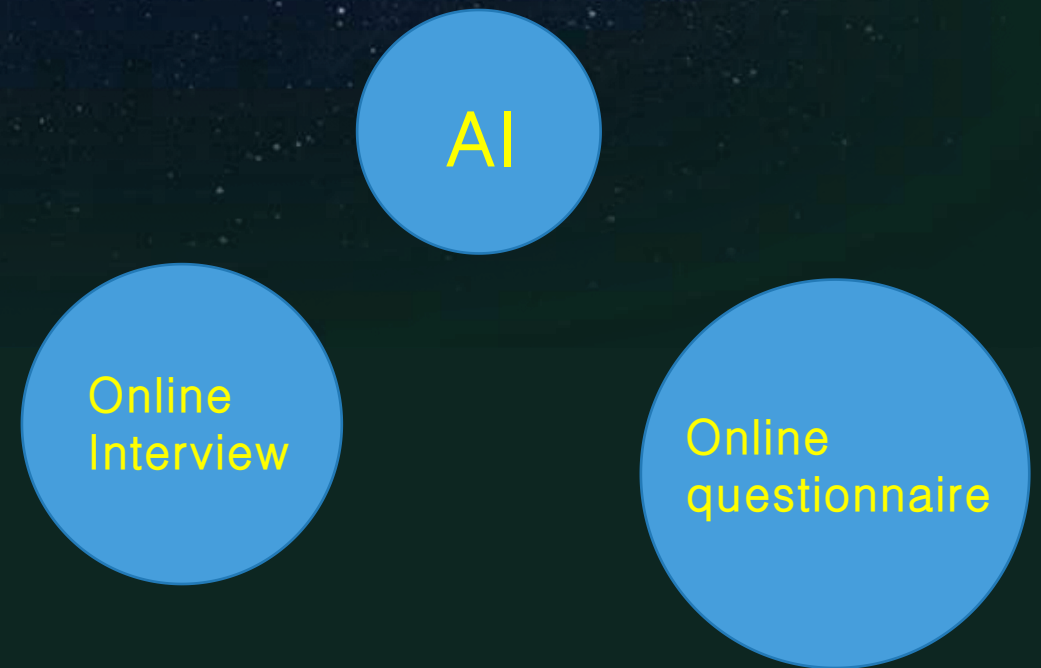
Research gap

- A researcher studied post-95s Consumer Demand Oriented Bubble Tea Design(Xiongzhuan,H.,2021).The two scholars(Wei, L. and Nuan,W.,2022) argue that bubble tea consumption is a symbolic consumption, a kind of social currency for young people, and discuss the reasons why Generation Z consumes milk tea in terms of performative identity and group identity.A number of scholars have studied the design of milk tea brands orientated to the consumption needs of young people, and some scholars have explored the motivations of Generation Z milk tea consumption.
- **My research is from the perspective of bubble tea brand design aesthetics, through the visual elements to analyse how the bubble tea brand design conforms to the performative identity of Generation Z, to explore the relationship between bubble tea brands and young people's impression management and identity management in the current cultural environment, and then to react to the future bubble tea design trends.**

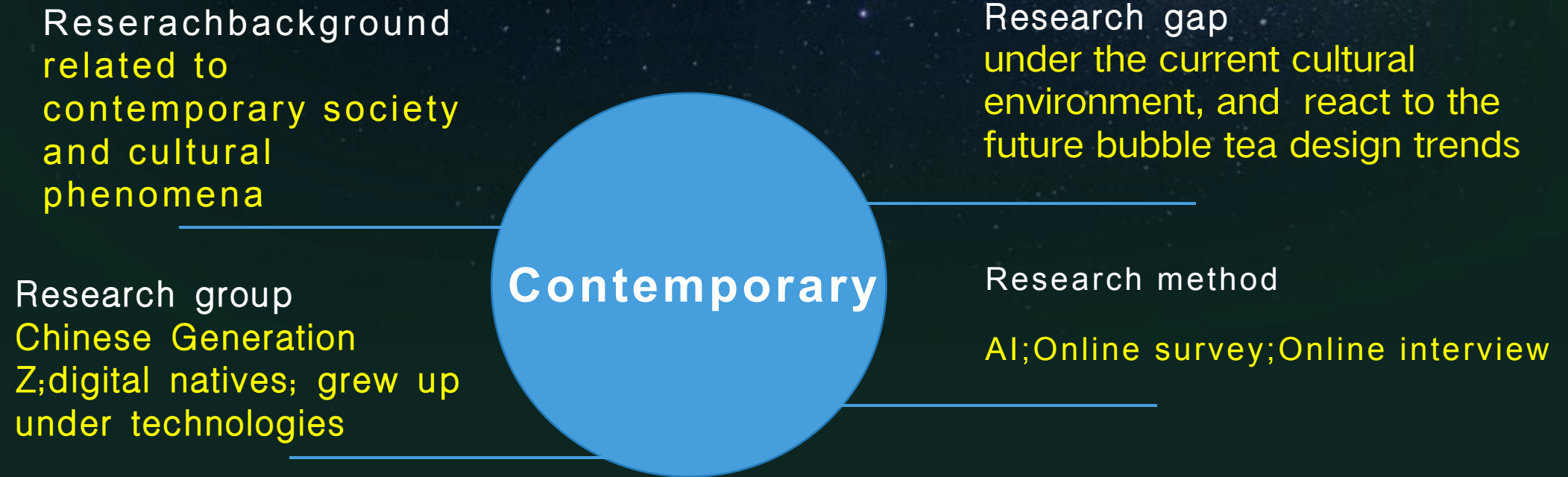
why contemporary of research methods?

- My research methods are contemporary.

First of all, the use of **AI** for literature search, classification, do not need to look for articles one by one, AI can figure out the articles I need, targeted search for articles, greatly improving the efficiency; AI can be the whole network to find the article, summarise the central idea of the article, read more comprehensive and fast; my research data collection can be used to use modern means, can be conducted through the **online mode of interviews**, and can be **audio-video**; can be use **online questionnaire** research to collect questionnaires from people all over the world.



Conclusion



Reference list

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