**Appendix I.**

***Recording Range and Angle***

|  |  |  |
| --- | --- | --- |
| **Recording Range** | **Recording Angle** | **Example** |
| **Long Shot** | **Eye-level** |  |
| **Low Angle** |  |
| **Full Shot** | **Eye-level** |  |
| **High Angle** |  |
| **Medium Full Shot** | **Low Angle** |  |
| **Medium Shot** | **Eye-level** |  |
| **High Angle** |  |
| **Low Angle** |  |
| **Medium Close Up** | **Eye-level** |  |
| **Cross Shot** |  |
| **Close Up** | **Over-The-Shoulder** |  |
| **Eye-level** |  |
| **High Angle** |  |

**Appendix II.**

***ANOVA results: Credibility of Pilot Interview Videos***

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Measurement Items for Credibility** | | **Mean**  **(Standard Deviation)** | | | | | | | | | ***F*-value** |
| **V1** | **V2** | **V3** | **V4** | **V5** | **V6** | **V7** | **V8** | **V9** |
| *1* | I think there are mainland Chinese travellers like this in real life. | 4.67  (2.08) | 6.33  (0.58) | 3.00  (1.00) | 7.00  (0.00) | 6.00  (1.73) | 6.33  (1.16) | 7.00  (0.00) | 6.67  (0.58) | 6.33  (0.58) | 4.27\*\* |
| *2* | I think there are Hong Kong people like this in real life. | 6.00  (1.00) | 5.00  (2.65) | 5.00  (2.00) | 7.00  (0.00) | 6.67  (0.58) | 5.33  (2.89) | 6.67  (0.58) | 5.33  (2.08) | 6.33  (1.16) | 0.61 |
| *3* | I think there are situations like this in real life. | 5.00  (2.00) | 6.00  (1.00) | 3.00  (1.73) | 6.67  (0.58) | 6.33  (1.16) | 6.00  (1.73) | 7.00  (0.00) | 6.33  (0.58) | 6.00  (1.00) | 2.74\* |
| *4* | The scenarios in the video are realistic. | 3.33  (1.16) | 5.33  (1.53) | 2.33  (0.58) | 7.00  (0.00) | 5.00  (1.73) | 6.33  (1.16) | 7.00  (0.00) | 6.00  (1.00) | 5.67  (1.53) | 5.85\*\* |
| *5* | The video is believable. | 3.00  (1.00) | 6.00  (1.00) | 3.00  (1.00) | 6.67  (0.58) | 4.33  (2.52) | 6.33  (1.16) | 7.00  (0.00) | 6.00  (1.00) | 5.33  (1.16) | 4.64\*\* |
| *6* | I was able to adopt the role of the Hong Kong character shown in the video. | 3.33  (1.16) | 3.67  (2.08) | 4.00  (3.00) | 5.67  (2.31) | 6.33  (0.58) | 5.67  (1.53) | 7.00  (0.00) | 5.33  (2.08) | 4.33  (0.58) | 1.58 |

***Note:*** *\* p < .05; \*\* p < .01*

**Appendices III (English Transcripts for Videos 3 and 10):**

* **Transcripts for Video 3: Looking for Smoking Areas**

|  |  |  |
| --- | --- | --- |
| **(In a park at the Tsim Sha Tsui area, a male tourist from the Mainland is looking for a smoking area)** | | 0:00:01-04 |
| ***Male Tourist*** | Hmmm, where can I smoke? | 0:00:05-08 |
| **(“No Smoking” notices can be seen everywhere in the park)** | | 0:00:16-20 |
| ***Male Tourist*** | Excuse me, Miss. Do you know where can I find a smoking area? | 0:00:21-25 |
| ***Local Female*** | Smoking? … I am not sure; I think you need to walk out of this park. | 0:00:26-32 |
| ***Male Tourist*** | Oh I see! Never mind, thank you! | 0:00:33-34 |
| ***Local Female*** | Or maybe you can take a look along that street. | 0:00:35-38 |
| ***Male Tourist*** | Oh, okay, thanks! | 0:00:39-40 |
| ***Local Female*** | You are welcome. | 0:00:40-41 |
| **(A pedestrian holding a pack of cigarette passes by)** | | 0:00:55-58 |
| ***Male Tourist*** | Sir, excuse me… | 0:00:59-0:01:00 |
| ***Local Male*** | Yes? | 0:01:01 |
| ***Male Tourist*** | May I ask is there any smoking allowed area nearby? | 0:01:02-03 |
| ***Local Male*** | Normally you can smoke where you see a trash bin on the street. | 0:01:04-07 |
| ***Male Tourist*** | Oh … | 0:01:07 |
| ***Local Male*** | Do you know where to find one? If not, I can take you there. | 0:01:08-10 |
| ***Male Tourist*** | Oh, that’s great. Thank you! | 0:01:11 |
| ***Local Male*** | Let me show you… | 0:01:11-12 |
| ***Local Male*** | Here it is. | 0:01:18-19 |
| ***Local Male*** | Actually, you can smoke anywhere if there is no special sign that smoking is not allowed. | 0:01:20-22 |
| ***Local Male*** | If you see a trash bin like this with an ashtray on top, you can smoke here. | 0:01:23-26 |
| ***Local Male*** | I'll go now. | 0:01:27 |
| ***Male Tourist*** | Ok, thank you! | 0:01:28-29 |
| ***Local Male*** | You are welcome! | 0:01:29-30 |
| **(The male tourist starts smoking …)** | | 0:01:31-45 |

* **Transcripts for Video 10: Trying Cosmetics**

|  |  |  |
| --- | --- | --- |
| **(Two female tourists entering a cosmetic store excitedly)** | | 0:00:03-05 |
| ***Shop Assistant*** | Welcome! Please feel free to have a look. | 0:00:06-07 |
| ***Female tourist in black*** | Oh, thanks, thanks. | 0:00:08-09 |
|  | **（The two ladies chat happily）** | 0:00:10-24 |
| ***Female tourist in black*** | This color is so beautiful! Can I give it a try? | 0:00:25-27 |
| ***Shop Assistant*** | Sure, please wait a moment **(fetching disposable cotton pads)** | 0:00:28-31 |
|  | She cannot wait, thus applying it directly on her face using fingers | 0:00:31-34 |
| ***Female tourist in black*** | No need, no need | 0:00:35-37 |
| ***Female tourist in black*** | This color is quite good! | 0:00:43-45 |
| ***Female tourist in beige*** | Really? | 0:00:45-46 |
| ***Female tourist in black*** | Give it a try! | 0:00:47 |
| **（Trying the lipstick directly on her lips）** | | 0:00:47-48 |
| ***Female tourist in black*** | Very nice, very nice. | 0:00:49-51 |
| ***Female tourist in beige*** | Does it look good? | 0:00:51-52 |
| ***Female tourist in black*** | Beautiful, beautiful, just buy this! | 0:00:53-55 |
| ***Female tourist in beige*** | Really? | 0:00:56 |
|  | Yes! | 0:00:56 |
| ***Female tourist in beige*** | How about trying the others? **(Picks up another one and tries it again directly on her lips)** | 0:00:57-59 |
| **(Two local customers show disgusted, shake their heads and leave the store after seeing them trying on lipsticks this way)** | | 0:01:00-03 |