

Appendix A. Dataset Construction

A.1 Data Collection

The *Ni Una Menos* dataset was collected through the hashtag #NiUnaMenos, in September 2023. Because the TikTok Research API was not yet available, a custom Python script was developed to systematically retrieve publicly available videos and associated metadata (e.g., posting date, hashtags, audio, engagement metrics, and platform features). The original corpus comprised the 2,000 most visible videos associated with the hashtag. Rather than aiming for statistical representativeness, the dataset was designed to capture the most visible expressions circulating within TikTok's attention economy, consistent with the study's focus on visibility and platformed circulation.

The *Woman, Life, Freedom* dataset was collected from 16 September 2022 , immediately following the death of Jina Mahsa Amini, until 16 September 2023. Data collection combined Pulsar, Zeeschuimer, and Pyktok through an iterative procedure. An initial corpus was retrieved using the hashtags #WomanLifeFreedom and #MahsaAmini after which additional videos were identified through co-occurring sounds. The original corpus contained more than 4,500 posts. Owing to internet censorship and state surveillance in Iran, the dataset consists predominantly of videos produced by users outside Iran or reposts of content originating within the country.

Table A1. Construction of the analytical dataset

	Ni Una Menos	Woman, Life, Freedom
Collection period	September 2023	September 2022-September 2023
Country of access	Spain	Germany
Primary language(s)	Any (mainly Spanish)	Persian, English
Collection method	Public TikTok interface using systematic hashtag searches	Public TikTok interface using systematic hashtag searches
Main hashtags	#NiUnaMenos	#WomanLifeFreedom, #MahsaAmini
Original corpus size	2000	4500
Selection for this study	Videos containing recognizable beauty-related formats	Videos containing recognizable beauty-related formats
Inclusion criteria	Beauty-related hashtags and/or recognizable beauty formats	Beauty-related hashtags and/or recognizable beauty formats
Exclusion criteria	Videos without beauty practices as a central communicative resource	Videos without beauty practices as a central communicative resource
Final sample	100	100

Appendix B. Operationalization of the Analytical Framework

Table B1. Operationalization of the analytical framework

Analytical layer	Analytical question	Multimodal resources examined	Examples of analytical evidence
Platform adaptation	How is activism formatted through TikTok vernaculars?	Format-specific elements (visual performance; audio features; style; aesthetic; transitions; challenges)	Makeup tutorials, <i>Makeup with me</i> ; <i>Get Ready With Me</i> , transformation videos, other beauty genres.
Political articulation	How is feminist critique	Visual performance (makeup application, facial expression,	Political meaning in the narration; facial inscriptions;

Analytical layer	Analytical question	Multimodal resources examined	Examples of analytical evidence
	communicated through those formats?	gestures, bodily performance, and use of transitions) spoken discourse (voice-over, direct speech, narration) written text (captions, subtitles, on-screen overlays, and facial inscriptions); sound (music, reused sounds, lip-syncing).	political symbols; embodied performance; symbolic performance; representations of violence; protest slogans, politically charged music and sounds.
Visibility work	How is visibility strategically negotiated?	Hashtags; written text; audio; visual performance	Use of popular beauty hashtags; use of activist hashtags; trending sounds; strategic algorithmic evasion