Additional Tables

Table 1. Conceptual model, codes and description

Code category	Code	Description/Rule
Mythos—adapted from (Frye, 1957)	Comedy	Creation, invention, integration, craftiness, optimism.
	Romance	Triumph, success, overcoming obstacles/conflict, idealism
	Tragedy	Downfall, failure, loss, trauma, catastrophe, exclusion fatalism.
	Satire/Irony	Chaos, confusion, negation, reversal, uncertainty, realism.
Ethos—adapted from (Frye, 1957)	Less than ordinary	The persona is pitiful, challenged in some way, a victim, an anticelebrity.
	Ordinary	The persona is "like everybody else", does not claim to know/be more than most people, engages in ordinary activities.
	More than ordinary	The persona is craftier, more gifted/worthy, smarter, stronger than everybody else, shares knowledge/skills, displays gifts.
	Extraordinary	The persona is superior in status / displays status symbols / enjoys status recognition.
	More than extraordinary	The persona is godlike, superior to others and nature
Form—(Nichols, 1991; Schellewald, 2021)	Poetic	Focusing on visual, nonverbal, artistry, dancing, filters/effects
	Communal	Memetic, shared experiences, challenges, lip-sync/dancing trends performed with friends/family
	Expository/Explanatory	How-to, life-hacks, fun-facts, random facts ("did you know?"), talking-head/off-screen narration
	Observational/Documentary	Pranks, home videos, videos of friends/family reactions, candid camera, participants are/seem unaware of being filmed
	Performative/Documentary	Persona acts out, slice-of-life, anecdotal, identity performance, memeification of daily life, "get ready with me"
	Participatory/ Interactive	Interacting with others, "street interviews", response stitches and duets, interacting through challenges/experiments with other specific users
	Reflexive/Meta	Deconstruction/discussion of TikTok formulas, behind-the-scene videos, "TikTok checkpoints", "if you see this"
Domain of everyday life (Hanitzsch & Vos, 2018)	Emotion (mood manager)	Features emotion (mostly positive, but also trauma, support, solidarity)—contributes to management of emotional well-being
	Identity (friend)	Performances of a specific identity/persona that enables parasocial relations—a companion, a therapist helping viewers in identity work
	Consumption (marketer)	Featuring products/services/brands, displaying purchasable experiences, patterns of leisure, endorsements

	Identity and Emotion (connector)	Connects members of audience to a community/society, provides a sense of belonging, contributes to the formation of group identity
	Consumption and Emotion (Inspirator)	Features new lifestyles, products or trends, ties them to a positive attitude toward life.
	Consumption and Identity (Service provider)	Features practical information, advice, reviews on services or products addresses viewers as consumers and citizens
	Emotion, Identity and Consumption (guide)	Provides orientation in a multi-optional daily life by presenting exemplars of what is desirable and what is not.
Calibrated amateurism (Abidin, 2017)	Anchor/Main	Main type of content associated with persona/formula
	Filler/Casual	Mundane, impromptu, casual, seemingly improvised content
Brand presence (own brand is excluded)	Visual/ Text/ Oral mention/ Sound/ Use	Brand logo/visual identity is visible; Brand name/slogan appears as text on screen (overlay or in description/hashtags); Brand name/slogan is mentioned; Brand sound is used; Product/Service is used
Stage	Indoor/outdoor/combined	The identifiable site of production of the video
Props	Yes/No	Existence/non-existence of objects/items used as part of the performance
Costume	Casual, Relaxed/Uniform, Roleplay Costume, N/A	Outfit as a dramaturgical element of the proposed performance
Reference	Internal/external/N/A	Visual or audio external reference, self-referential or no reference
Sexualization	Yes/No	Presence or non-presence of indicators such as: body exposure, facial attractiveness, gaze, provocative dress, sexual dancing
Implied violence	Yes/No	Presence or non-presence of mimicking behaviors suggesting violence, such as fist fight fighting, strangling, hitting

Table 2. The top 25 young user sample and main ("anchor") content description

Username	Followers	Age	Country	Main ("anchor") content description
khaby.lame	151.332.761	22	Italy	Nonverbal performances—satiric and ironic, meta-discourse and deconstruction;
charlidamelio	148.430.289	18	USA	Nonverbal memetic performances—dancing in domestic environments;
bellapoarch	92.263.756	25	USA	Nonverbal performances—using child-like facial expressions, focus on self;
addisonre	88.739.523	22	USA	Nonverbal memetic performance—dancing in domestic environments;
kimberly.loaiza	69.320.353	24	Mexico	Nonverbal memetic performance—dancing;
domelipa	60.546.176	21	Mexico	Nonverbal memetic performance—role play in domestic environments;
dixiedamelio	57.515.068	21	USA	Nonverbal memetic performance—dancing in domestic environments;
lorengray	54.525.286	20	USA	Nonverbal memetic performance, ironic, meta-discourse and deconstruction;
justmaiko	52.305.642	22	USA	Nonverbal memetic performance—dancing in public spaces;
mrbeast	53.272.688	24	USA	Non-memetic verbal performance, high degree of interaction, extraordinary persona construction;
youneszarou	48.806.588	24	Germany	Nonverbal performance, explanatory and deconstructive;
homm9k	46.011.746	19	Kazakhstan	Nonverbal memetic performance—dancing in domestic environments;
brentrivera	45.527.500	24	USA	Nonverbal memetic group performance; role playing in public spaces, consumption driven behavior;
riyaz.14	45.409.826	19	India	Nonverbal memetic behavior;
itsjojosiwa	44..415596	19	USA	Nonverbal memetic performance—dancing in domestic environments; opinionator, deconstruction;
avani	42.653.370	19	USA	Nonverbal memetic performance—group dancing in domestic environments;
joealbanese	42.210.216	20	USA	Nonverbal memetic performance—group dancing in domestic environments;
elrodcontreras	41.821.474	22	Mexico	Nonverbal memetic performance—dancing in domestic environments;
xoteam	38.983.356	18	USA	Nonverbal memetic group performance—role-playing in public spaces;
ondymikula	38.656.108	21	Czechia	How-to videos, explanatory and deconstructive content;
anokhinalz	38.569.631	15	Russia	Nonverbal memetic performance, role playing in domestic environments;
jamescharles	37.454.512	23	USA	Nonverbal performance—dancing or role-playing in domestic environments, interpretation and deconstruction;
dobretwins	36.583.194	23	USA	Nonverbal and verbal performance—role-playing, observational;
montpantoja	36.403.341	20	Mexico	Nonverbal memetic performance—dancing in domestic environments;
babyariel	36.088.970	21	USA	Nonverbal memetic performance, role playing in domestic environments;