

OLDER TIKTOKERS IN DIGITAL CAPITALISM: CONSTRUCTION OF PERSONA AND AGENCY

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APPENDIX 1: SUMMARY OF THE 25 TIKTOKERS EXAMINED

No.	Gender	Notes	Followers	Likes	Category	ID
1	Couple	Couple with long-standing music career	84400	1400000	Public figure	Creator P1
2	Female	Former media personality, entrepreneur	15600	196500	Public figure	Creator P2
3	Couple	Couple with creative business and TV-fame	193800	3900000	Public figure	Creator P3
4	Male	Political figure	20600	160500	Public figure	Creator P4
5	Male	Political figure	250500	5900000	Public figure	Creator P5
6	Male	Humorous videos on history and curiosities	361700	9600000	Entertainer	Creator E1
7	Male	Comedic sketches and rhymes	179300	3500000	Entertainer	Creator E2
8	Male	Religious or daily life themes	27100	425100	Layperson	Creator L1
9	Male	Garden and daily life themes	124200	89200	Layperson	Creator L2
10	Female	Business tips, health hacks	18600	151600	Specialist	Creator S1
11	Male	Plastic surgery insights	9222	45100	Specialist	Creator S2
12	Female	Dermatologist with health advice	15000	53000	Specialist	Creator S3
13	Male	Personal storytelling and business networking	1095	24500	Specialist	Creator S4
14	Female	Health/relationship educator	154600	687800	Specialist	Creator S5
15	Female	Technology advancement, networking	638	8325	Specialist	Creator S6
16	Female	Shares personal life from abroad	14100	515200	Micro-celebrity	Creator M1
17	Male	Life-streaming, daily life themes, featuring wife	101800	1400000	Micro-celebrity	Creator M2
18	Male	Daily greeting-style videos	1893	128100	Micro-celebrity	Creator M3
19	Male	Philosophical quotes and reflections	6990	1700000	Micro-celebrity	Creator M4

20	Male	Chef, gastronomical videos	64500	2200000	Micro-celebrity	Creator M5
21	Female	Trend videos	117900	2700000	Micro-celebrity	Creator M6
22	Female	Hobby cook, recipe tutorials	2201	32500	Micro-celebrity	Creator M7
23	Female	Hobby cook, recipe tutorials	61000	1400000	Micro-celebrity	Creator M8
24	Female	Cooking for family	23200	548500	Micro-celebrity	Creator M9
25	Female	Videos with the grandchild	11500	208000	Micro-celebrity	Creator M10