

Table 1. Summary of video content for TikTok videos related to apartments

	Total n=250	#apartment n=50	#smallapartment n=50	#studioapartment n=50	#tinyapartment n=50	#microapartment n=50
Video engagement						
Collective number of likes	88,756,870	58,092,200	8,608,900	12,049,600	9,734,700	271,470
Collective number of shares	1,267,222	817,279	120,490	245,065	75,517	8,871
Collective number of comments	667,286	412,536	38,158	154,439	50,121	12,032
Video length						
Range of video length (seconds)	0 – 298	5 – 298	0 – 76	0 – 170	9 – 184	5 – 178
Average video length (seconds)	37.6	37.6	29.1	40.8	43.9	36.5
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Overall video sentiment						
Positive	93 (37)	25 (50)	25 (50)	25 (50)	3 (6)	15 (30)
Negative	32 (13)	14 (28)	2 (4)	3 (6)	9 (18)	4 (8)
Neutral	125 (50)	11 (22)	23 (46)	22 (44)	38 (76)	31 (62)
Positive sentiment reason						
Kitchen – size	4 (2)	0 (0)	0 (0)	3 (6)	0 (0)	1 (2)
Kitchen – function	15 (6)	3 (6)	2 (4)	5 (10)	1 (2)	4 (2)
Apartment size	1 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (6)
Apartment layout or décor	31 (12)	5 (10)	13 (26)	6 (12)	1 (2)	6 (12)
Other	42 (17)	17 (34)	10 (20)	11 (22)	1 (2)	3 (6)
Negative sentiment reason						
Kitchen – size	3 (1)	0 (0)	0 (0)	1 (2)	1 (2)	1 (2)
Kitchen – function	2 (1)	2 (4)	0 (0)	0 (0)	0 (0)	0 (0)
Apartment size	9 (4)	0 (0)	1 (2)	2 (4)	4 (8)	2 (4)
Apartment layout or décor	3 (1)	1 (2)	0 (0)	0 (0)	1 (2)	1 (2)
Other	15 (6)	11 (22)	1 (2)	0 (0)	3 (6)	0 (0)
Actor characteristics						
Videos with at least one person	144 (58)	28 (56)	22 (44)	30 (60)	35 (70)	29 (58)
Presenting gender						
Male only	46 (18)	7 (14)	7 (14)	2 (4)	22 (44)	8 (16)
Female only	79 (32)	13 (26)	12 (24)	27 (54)	12 (24)	15 (30)
More than one gender	19 (8)	8 (16)	3 (6)	1 (2)	1 (2)	6 (12)

Apartment size						
Videos mentioning apartment size	55 (22)	0 (0)	12 (24)	18 (36)	10 (20)	16 (32)
Range of size mentioned (m ²)	5.0 – 69.7	n/a	6.1 – 69.7	18.6 – 46.4	5.0 -50.0	7.4 – 37.2
Average size (m ²)	27.2	n/a	33.2	31.6	23.9	20.0
Median size (m ²)	27.5	n/a	34.0	30.3	19.6	19.5
Apartments less than 10m ²	8 (3)	n/a	2 (4)	0 (0)	2 (4)	4 (8)
Kitchen features displayed or mentioned						
Kitchen, general	123 (49)	12 (24)	20 (40)	32 (64)	27 (54)	32 (64)
Oven (separate/ combined with hotplate)	71 (28)	10 (20)	12 (24)	29 (58)	9 (18)	11 (22)
Benchtop or portable hotplate	30 (12)	1 (2)	1 (2)	5 (10)	15 (30)	8 (16)
Dishwasher	27 (11)	3 (6)	7 (14)	12 (24)	2 (4)	3 (6)
Microwave	64 (26)	6 (12)	10 (20)	18 (36)	9 (18)	21 (42)
Refrigerator – full size	71 (28)	8 (16)	8 (16)	26 (52)	14 (28)	15 (30)
Refrigerator – small size	21 (8)	1 (2)	1 (2)	3 (6)	7 (14)	9 (18)
Dining space – conventional (table, countertop)	74 (30)	5 (10)	11 (22)	29 (58)	15 (30)	14 (28)
Dining space – unconventional	5 (2)	2 (4)	0 (0)	1 (2)	1 (2)	1(2)
Food practices mentioned or portrayed						
Grocery shopping	5 (2)	2 (4)	1 (2)	0 (0)	2 (4)	0 (0)
Cooking at home	11 (4)	1 (2)	0 (0)	2 (4)	6 (12)	2 (4)
Eating foods prepared out of home	5 (2)	1 (2)	0 (0)	0 (0)	2 (4)	2 (4)