

Tiktok videos

Date of observation for all three videos: 29 December 2023

Video link: <https://www.tiktok.com/@aurikatarina/video/7099086728085998854>

Title and hashtags:

CLEANING FOR FREE 💕 #cleaning #cleantok #cleaningtiktok

Type: professional cleaner

Notes	Codes and signs
cleaning someone else's home	<p>sartorial code: pink gloves = girly/ feminine; bright colours = cleaning is fun/ game</p> <p>colour code: pink nails and pink products (cleaning products, bin bags) (girly, fun, aesthetic value of cleaning)</p> <p>gestural code: snap of the finger to show before and after (cleaning is quick, easy)</p> <p>linguistic code: dirtylicious (finding pleasure in dirt/ removing dirt: fun/ ASMR aspect, something is slightly gross but brings enjoyment)</p> <p>"the biggest change happened in Eva"</p> <p>not just from dirty to clean but also from (see semiotic square: dirty home is to clean home what negative mood/ emotions are to calm mind and happiness; force that brings about change = cleaning)</p> <p>gestural code = "she smiled when her home was clean again" (cleaning the home bring happiness)</p>

Video link: https://www.tiktok.com/@_catben_/video/7109933933374049582

Title and hashtags:

Much needed sink cleaning ✨🧼 #asmr #sinkcleaning #satisfyingounds #cleantok #motivation #deepclean #momlife

Type: influencer

<p>Cleaning a sink - before and after video</p> <p>Only hand of the woman is shown, not her face</p>	<p>gestural code: snapping fingers shows how speedy cleaning is</p> <p>gestural and colour: yellow sponge (bright colour) with smiley face on it = cleaning as something fun, easy, gamefied</p> <p>material: wood board to put soaps on along with small succulent = natural, pure</p> <p>soaps and plant as decorative object (aesthetic value)</p> <p>time element: cleaning is shown in time lapse vs. clean kitchen is shown in slow motion: lingering on clean, perfect kitchen undermines time it took to clean</p>
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Video link: <https://www.tiktok.com/@homecoming.diary/video/7049617288370277678>

Title and hashtags:

A daily life of a housewife #fyp #foryou #home #cleaning

Type: housewife

<p>Use of gadgets (i. e. device to clean mirror)</p> <p>Unwrapping new product to put on</p>	<p>colour code: bright colours suggest cleaning is fun, gamification aspect</p> <p>bows on soaps and soap in shape of flower =</p>
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<p>cabinet</p> <p>Link between cleaning and money/ new (expensive) products</p> <p>Very colourful</p> <p>Almost gamefied</p> <p>Soaps have bows on them, things are made to look beautiful</p> <p>beauty as important aspect of cleaning (not just about effectiveness but also about how things look)</p> <p>Face isn't shown in video, focus is on hands, products, cleaning</p> <p>Cleaning through the lens of consumption/ products instead of making it about her personality (impersonal, could be anyone)</p>	<p>symbol for beauty</p> <p>Cleaning symbolises a reset (before and after) where dirty is bad and clean/ immaculate is desirable/ good</p> <p>On top of that clean/ immaculate is associated with new (i. e. changing out the drain plug for a new one)</p> <p>New product = connotation for clean</p>
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