

Bijlage 2: Populairste inhoudscategorieën op TikTok

Auteur, jaar van publicatie	Shutsko, 2020	Novanská Škripcová, 2025	Bosze, 2025	Agarwal, 2026	EmbeddedSocial, 2026
Type bron	Wetenschappelijk artikel (conferentiebijdrage)	Wetenschappelijk artikel (tijdschriftartikel)	Website (Doofinder)	Website (RecurPost)	Website (EmbedSocial)
Ranglijst: populairste of meest bekeken inhoudscategorieën op TikTok (op basis van verschijn- frequentie)	1) Comedy & Jokes	1) Entertainment & Arts	1) Entertainment	1) Dance & Challenge Videos	1) #love
	2) Musical performance	2) Lifestyle & Personal Content	2) Dance	2) Educational Tutorials	2) #dance
	3) DIY & Tutorials	3) Business & Commercial Content	3) Comedy	3) Product Demos & Unboxing	3) #fun
	4) Dance	4) Education & Information	4) Fitness / Sports	4) User-Generated Content	4) #prank
	5) Not assignable	5) Social & Community Content	5) DIY	5) Influencer Collaborations	5) #funnyvideos
	6) Relationship	6) Sport & Fitness	6) Beauty / Skincare	6) Comedy & Entertainment	6) #fitness views
	7) Beauty		7) Fashion	7) Niche Vlogs (Fashion, Gaming, Pets, Travel)	7) #fashion views
	8) Reaction		8) Recipes	8) Food & Recipe Videos	8) #pet
	9) Parody		9) Tips / Life Tips		9) #cooking
	10) Challenges		10) Pets		10) #life
	11) Art & Architecture		11) Outdoor		
	12) Skills				
	13) Sports				
	14) Fails & Spitefulness				
	15) Pranks				
	16) Animation				
	17) Nutrition & food				
	18) Fashion				
	19) Humanity & charity				
	20) Sexy/flirting				
	21) Nature				
	22) Events				
	23) Magic				
	24) Doing nothing				
	25) Travel				
	26) Games				
	27) Nothing				

Bronnen:

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Bosze, A. (2025, 19 juni). 42 TikTok statistics you need to know. *Doofinder*. Geraadpleegd op 25 februari 2026, van <https://www.doofinder.com/en/blog/tiktok-statistics>

EmbedSocial. (2026, 16 januari). TikTok statistics for your marketing and sales strategies in 2026. *EmbedSocial*. Geraadpleegd op 25 februari 2026, van <https://embedsocial.com/blog/tiktok-statistics/>

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Novanská Škripcová, L. N. (2025). What minors see on TikTok: Taxonomy, prevalence, and interaction patterns of potentially dangerous videos. *Media Literacy and Academic Research*, 8(2), 53–66. <https://doi.org/10.34135/mlar-25-02-03>