

Influence of social media on the eating behavior of adult women: an observational study

Michele Borges da Luz¹  Julia Novais Reis¹  Sonia Maria Soares Rodrigues Pereira¹  Vera Silvia Frangella¹ 

¹Centro Universitário São Camilo – CUSC. São Paulo/SP, Brasil.
E-mail: micheleborgesdaluz@gmail.com

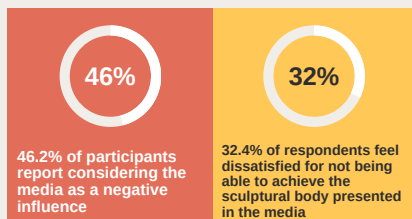
Graphic Abstract

"The desire for the perfect body, widely promoted on social media, especially by influencers, has generated conduct problems and body dissatisfaction among those interviewed"

"This communication becomes a form of pressure when it promotes images and products without scientific basis."



This sample was made up of 312 women, aged between 18 and 50, users of social networks.



Nutritionists need to more effectively explain their role in promoting healthy eating and changing eating behavior, acting as educators and guiding people to make balanced and individualized food choices, based on scientific evidence.

Abstract

This article aimed to identify the influence of social media in shaping eating behavior and its consequences in the lives of adult women, in addition to evaluating the perception of these women in relation to the search for nutritionists, comparing it with that of social media influencers. The methodology adopted was an observational, transversal and prospective approach. A link was shared on social media, allowing volunteers to participate after accepting the Informed Consent Form. The sample consisted of 312 women, aged between 18 and 50 years, social media users. A questionnaire was developed to collect information about eating behavior, participants' interaction with social media, perception of their body, and opinions regarding nutritionists and influencers. The data were treated using absolute and relative numbers, highlighting the most significant results for each question. The results indicated that the searches carried out by adult women are not specifically related to healthy eating, with social media being a determining factor in eating behavior. Most participants seek health information from digital influencers rather than nutritionists. It was observed that the ideal of a beautiful body promoted by society is more related to the search for glamor and a sculptural body, regardless of the frustrations caused. It is concluded that the results are specific to the population studied, being a limiting factor for the generalization of data from this research.

Keywords: Social Media. Eating Behavior. Digital Influencers.

INTRODUCTION

The constant and rapid technological innovations of information technology have been generating major transformations in the digital world, through the modernization of production materials, leisure materials and even medical diagnoses and interventions, as well as communication and study. Among these innovations we can mention: cell phones, computers, photographic cameras and high-tech sound devices, as well as robots that favor surgical interventions, among others¹.

The emergence of the internet and social media has expanded the forms and speed of communication, enabling very fast discoveries and interactions with rapid evolution, through the creation of increasingly innovative tools. As a result of these transformations, nowadays it is possible to carry out banking and commercial transactions, involving everything from simple users to large businesspeople and negotiators and even obtain therapeutic and diagnostic information^{1,2}.

The media universe, that is, the different platforms that act as means to disseminate information, with special and exponential emphasis on the internet, is growing more and more nowadays with great global impact^{1,2}. Data released by the United Nations - UN, in 2019, shows that around 4.1 billion people use the internet around the world³. In

the same year, in Brazil, the aforementioned network was already used in 82.7% of households⁴. Social media is constantly growing, highlighting, among them, social media that use applications to connect (Facebook, Instagram, Twitter, WhatsApp). They facilitate and speed up interaction between people of different age groups and locations, thus allowing the rapid dissemination of various information and the dissemination of products⁵. Among social media, Instagram stands out for being an application that allows strong interaction and bonding between a professional or social profile and its followers³. In this way, social media and its influences are a recent and widely used phenomenon, becoming the target of study in various areas of knowledge, including health, with the aim of understanding the effects of their exposure on different populations⁴. In this context, the Digital influencer⁶ emerges, that is, the person who, in this environment, governs the behaviors and opinions of thousands of people through content posted on social media on various subjects such as: health, beauty, aesthetics, sport, humor, politics, among others, which using digital media exposes their opinions in an authentic way, transmitting confidence to their followers^{6,7}.

Access to information through social me-

dia, despite the challenges people face due to increasingly technological devices, has ended up becoming an exercise for the mind, memory and self-esteem. Furthermore, people are able to strengthen relationships with their family, pay bills, expose their daily lives, which is happening more and more frequently^{6,8}. Currently, anyone with access to the internet can find information without even checking its origin. With this information, several photos of “ideal” bodies are disseminated on the networks, with tips for healthy eating and living, miracle diets or even medications that promise quick weight loss and “miraculous” effects^{9,10}. This affects a large number of people, including older people and those who have little familiarity with the internet, applications and social media¹¹. Among the information disclosed and most sought after on the internet are: the incessant search for perfection of the body and appearance, even renouncing health and well-being, which would be primordial conditions related to one's own quality of life^{4,12}.

The concept of the perfect body is a complex and multifaceted social construction, shaped by historical, cultural and economic influences. It is perpetuated by the media and the fashion industry, which promote beauty standards that are often unattainable and market the body as an object of consumption. The pursuit of this ideal can have serious psychological and social impacts, although there are significant efforts to resist and modify these standards, promoting greater acceptance of bodily diversity¹³.

It is worth remembering here that health is not only related to the absence of disease, but also to physical, mental and social well-being and that today, quality of life is no longer just synonymous with health, but seeks to value more important parameters. broader than reducing mortality, controlling symptoms or increasing life expectancy^{12,14}. In this way, quality of life includes the combination of personal values, control of the environment and real life conditions, which includes food¹². Food, in addition to nourishing, meeting the body's qualitative and quantitative nutrient needs, influences longevity and has an important

affective and social role, uniting people and disseminating culture¹⁴, thus being an important factor in achieving quality of life^{12,14}. The media, here conceptualized as the set of different means of communication, whose purpose is to transmit varied information and content, also intervenes in the construction and deconstruction of dietary patterns, being able to influence the acquisition of products and foodstuffs and, even, the change of eating habits¹⁵. The family's dietary pattern influences the food preferences of children and adolescents and this goes beyond the pleasant taste of food, as there are historical factors and environmental factors in this process: where, how and with whom to eat, as well as the quality of the food, can influence eating habits and directly interfere with quality of life¹⁴. Television, the internet or social media promote access to various advertisements with a strong commercial appeal, imposing eating habits on society that are often unhealthy and that greatly influence people's eating behavior¹⁵.

Generally, food choices are associated with the psychological aspects of food intake and defined as the option for a specific food or drink, where, when and with whom people eat, in addition to other aspects of their eating behavior^{16,17}.

Food consumption has changed over the years and is currently suffering a drop in the quality and quantity of food, leading to excessive consumption of foods with high caloric value, producing an overweight generation¹¹. The population with low income and little education becomes the largest consumer of these products¹⁴. The State and the media universe have a great contribution to make this happen, whether due to the lack or deficit of information or the dissemination of inadequate information about health/food¹¹.

Currently, nutritionists are establishing themselves in several sectors that are gaining ground, both through the internet and social media, whether as marketing or as the production of informative nutritional content, in order to increase the visibility of their professional image¹⁸. However, these means are also used by professionals from different are-

as, as is the case of artists and people with a large number of followers, influencing their audience with diets, foods and even “weight loss” medications, often aiming for financial profits, without any technical/technical basis. scientific and not respecting individuality and personal difficulties, causing damage to health, dissatisfaction and disappointment due to not achieving the desired and promised result³. Thus, there are three large groups talking about food in different ways: nutritionists, influencers and nutritionists active on social media, who also become influencers⁶.

Recently, the world experienced the Covid-19 pandemic, which generated the need for isolation, brought a lot of suffering, fears, uncertainties both due to its duration and its consequences, affecting physical and mental health in terms of emotion and cognition, as well as increased risks of eating disorders¹⁹. Furthermore, the change in the work routine that occurred with the majority of the popula-

tion, generated situations of stress, boredom and anxiety, contributing to a greater use of social media and also to the consumption of more caloric foods, rich in fats and sugar, and the so-called “comfort foods”¹⁹. The main objective of this research was to discuss the role of social media in eating behavior and its consequences in the lives of adult women and to evaluate women's perception in relation to nutritionists and social media influencers, as well as the process of choosing and listening to adult women in relation to food, health and body. Thus, the questions that guide this study are: Do social media influence the eating behavior of adult women? What professionals do these women look for on social media when thinking about healthy eating? What is the fundamental concern of this audience? How do the results obtained influence your perception of yourself and quality of life? What is the role of the nutritionist in the lives of these adult women?

METHOD

This is an observational, cross-sectional and prospective field research, and the researchers do not interact with the women participating in the sample directly, only analyzing and evaluating the information obtained through the completed questionnaire; just as there is no intervention that influences the answers given to the questionnaire and that interferes with the progress of the study as a whole²⁰.

With regard to the cross-sectional observational study, an analysis of qualitative data was proposed throughout the duration of data collection in which the sample population researched was random and delimited into a subset consisting of women aged 18 to 50 years, social media users, making a total of 312 participants.

In relation to the prospective observational study, it refers to the exposure of the factor or cause present at the moment or time interval analyzed. Thus, based on the definition of the sample, it is understood that it is necessary for those surveyed to be considered digitally active

in social media, that is, the daily use of social media, in search of information related to the role of social media in eating behavior and its consequences. consequences in the lives of adult women.

This research was initiated after approval by the Research Ethics Committee (COEP) of Centro Universitário São Camilo on August 18, 2022, under opinion number 5,590,581.

Participants were invited through social media and the decision to participate in the study was free and individual. The development of the study involved both a bibliographical survey, which helped in the discussion of results based on literature, and field research, with data collection that helped in answering the questions formulated for the group participating in the research¹⁶. The treatment of quantitative data occurred in absolute and relative numbers, being presented in the form of Figures. The rate of affirmative responses to each survey question was calculated as a percentage, dividing the number of “yes”

responses by the total number of those surveyed (n=312), and this value was multiplied by 100.

This research was limited by the fact that it only worked with adult women who use social media, so the conclusion of this work in relation to nutritionists is restricted to this population.

RESULTS

Of the 312 women who participated in the research, 34.9% practice weight training, 17.3% walk and 24.4% do not practice any type of physical exercise. According to the research results, the majority of these participants (78.5%) follow pages/profiles on social media that discuss food (40.1%), weight loss (16%), aesthetics (14.1%), 5% look for body image and 21.5% of the public does not access any of this content. The majority, 78.5%, follow more than one influencer, of which 25% follow more

Research technique and tool

Research Tool: Questionnaire prepared by the researchers containing multiple choice questions with an estimated response time of a maximum of 15 minutes, sent via a link, via Google Forms®.

than 6 influencers. Of those who follow nutritionists, 32.4% view 1 to 3 professionals and 22.1% do not follow any nutritionist on social media.

Among the most researched guidelines on the networks (figure 1), different social types stand out, highlighting firstly types of diets (31.1%), followed by the use of teas and juices (25.3%) and finally supplements (19.9%). However, 44.9% reported never following any guidance.

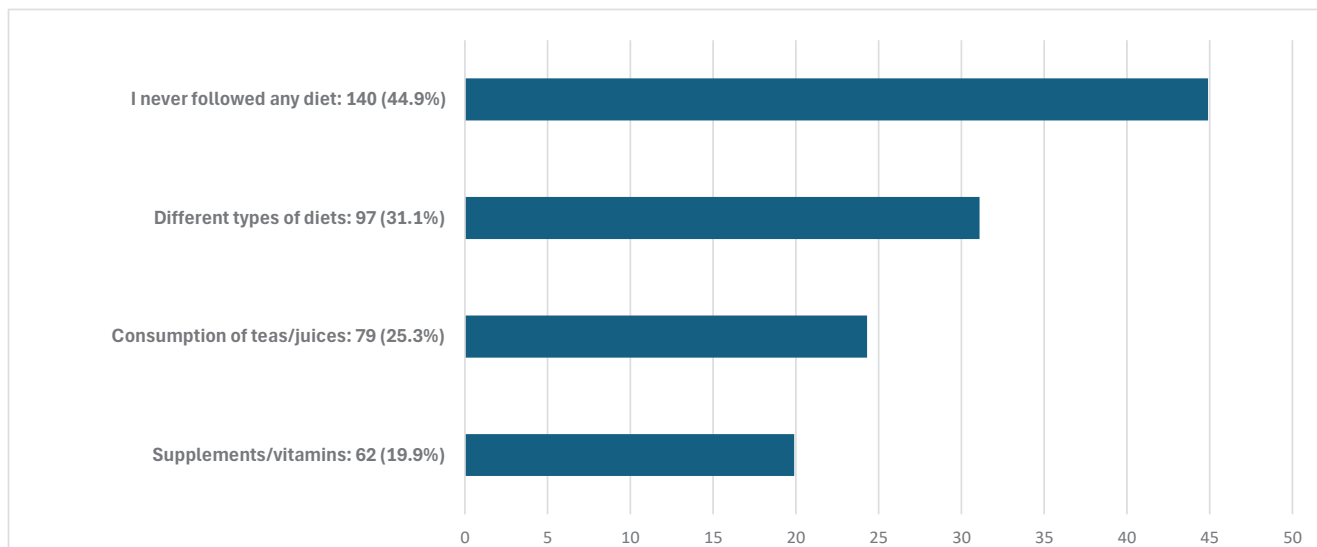


Figure 1 - Guidelines.

According to the results presented in figure 2, regarding the types of diets followed, 31.4% of the studied group reported that they had never been on a diet. However, the majority (69.6%) followed one or more diets, with intermittent fasting

being cited first (31.1%), followed by Low carb (30.4%), Detox 16.3%. It can be seen here that the popularity of restrictive diets promoted by the media is growing and attracts public attention due to promises of rapid weight loss.

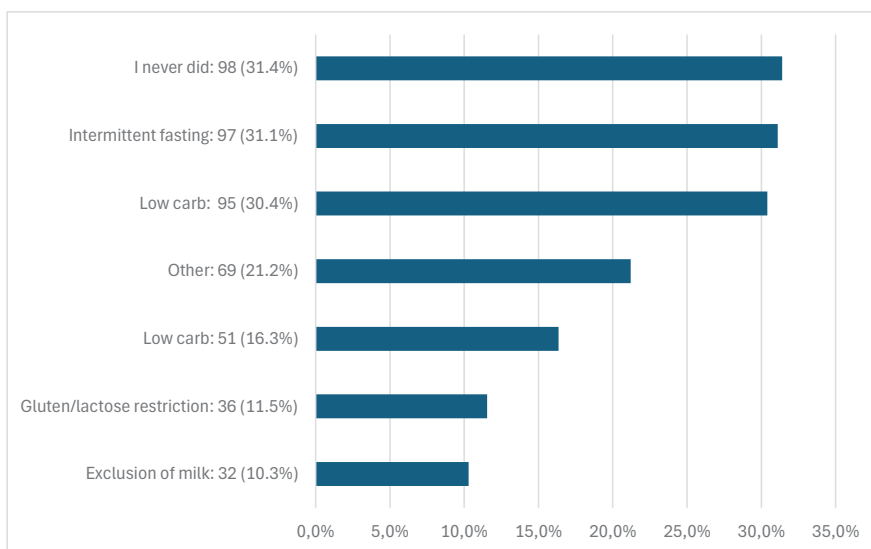


Figure 2 - Types of diets followed.

It was also found that 47.4% of participants who had already been on a diet did not follow any guidance or follow-up from a professional nutritionist, with 30.8% going on a diet on their own; 11.2% through re-

commendations seen on social media and 5.4% through recommendations from friends/family. Only 30.4% of women who went on a diet were advised by a nutritionist, as shown in figure 3.

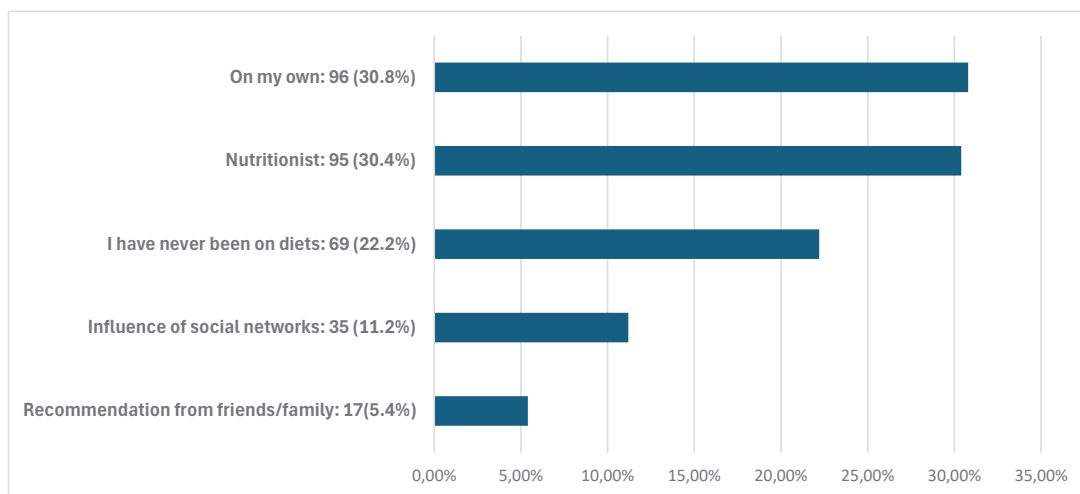


Figure 3 - Responsible for Dietary Guidance.

Of the participants who went on a diet, 34.9% reported having achieved results and 42.3% of those who had already followed one of the diets, but without consultation with a nutritionist, did not obtain the desired result, causing frustration with their diet and their body.

Figure 4 indicates the amounts of prefe-

rence regarding the choice of professionals/influencer sought on the networks, and there is a greater demand for information provided by digital influencers (26.9%), with less demand for professional nutritionists (23.7%). It also stands out that 32.6% are Nutritionist influencers and that 13.1% of participants do not care about the professional who is giving them information.

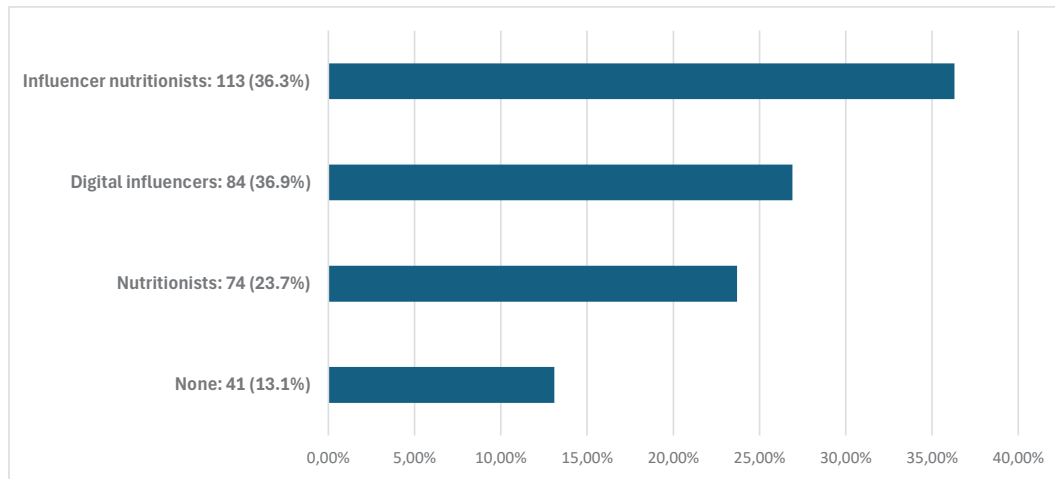


Figure 4 - Professionals/influencer sought on social media.

Figure 5 presents the reasons why participants seek out professional nutritionists, highlighting health first, followed by weight

loss, nutritional education, muscle mass gain and finally weight gain, highlighting the participants' view on health and medical guidance.

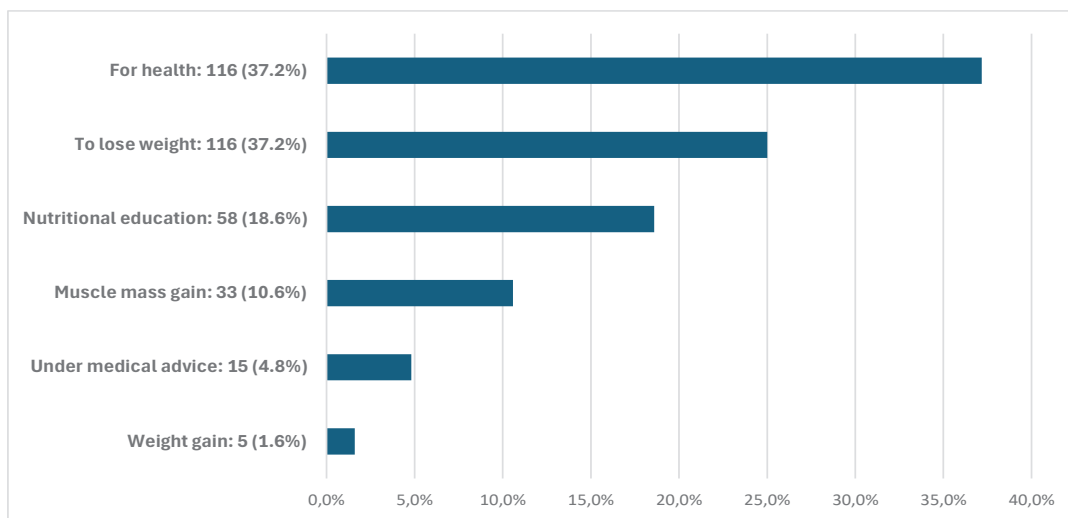


Figure 5 - Reasons for seeking a Nutritionist.

Regarding the investigation of the respondents' feelings when seeing sculptural bodies exposed on social media, as shown in Figure 6, 46.5% of women have a negative feeling towards their reality, or because they feel dis-

satisfied with their body (32.4%) or for not being able to achieve the sculptural body presented in the media (14.1%). Only 14.4% responded that they did not care about what was presented in the media followed.

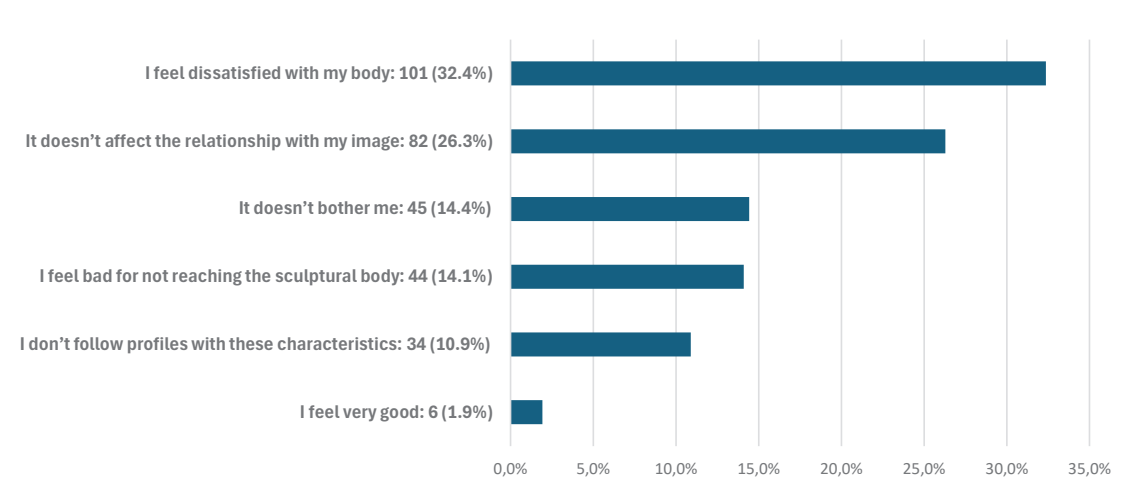


Figure 6 - Feelings of the respondents when seeing the sculptural bodies exposed on social media.

Regarding the opinion regarding the positive or negative influence of the media, as can be seen in figure 7, in relation to food, body standards and

health, 46.2% of participants report considering the media as a negative influence, with 16.3% did not know how to answer.

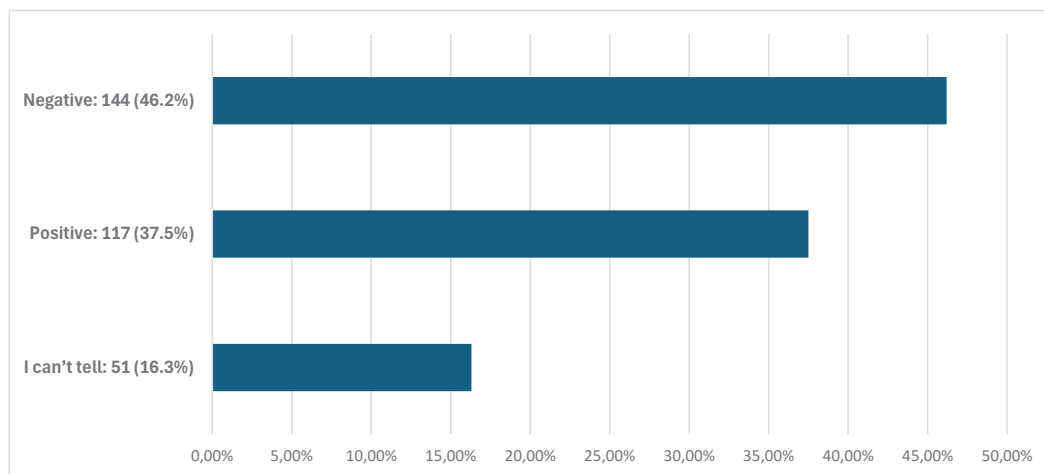


Figure 7 - Influence of the media on the researched public.

The negative influence occurs when a woman is unable to see herself in the desired body presented in the media despite having already used techniques offered by social media, leaving her feeling incapable and unhappy.

As shown in Figure 8, 43.9% of women use the social network at times when they are not well emotionally (sad, distressed and anxious) and only 23.4% stop following when they feel that way.

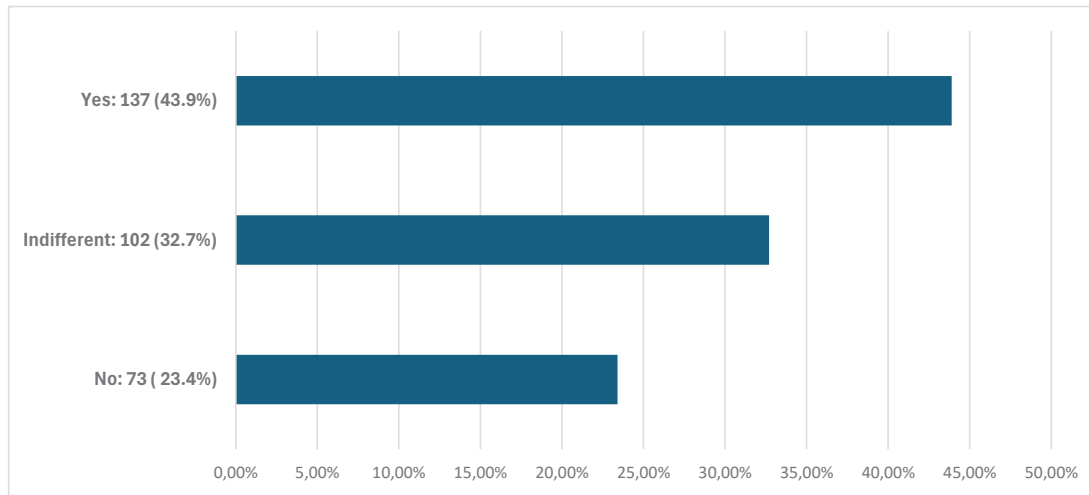


Figure 8 – Use of social media at different times.

The data obtained related to questions about the pandemic period show that body image was not compromised for 47.1% of respondents, 40.6% of participants reported having been com-

promised and for 12.3% this issue was indifferent. Furthermore, the majority of women (88.3%) reported that their use of social media increased during this period.

DISCUSSION

Social media and digital means of communication have profoundly impacted society's values, affecting appearances, status and idealizing a 'perfect life'. According to a great marketing and clickbait strategy (a tactic used on the internet to generate online traffic through misleading or sensationalist content, these are flashy and exaggerated titles and help to go viral in the short term)²¹ showing attractive people who use certain products, announcing that by purchasing them, the consumer will be satisfied not only materially, but also physically, contemplating the search for the perfect body standard, which has reached a global level²². Social media and digi-

tal influencers^{2,6}, people responsible for creating content and opinions as well as expressing the ability to modify behaviors and even the thoughts of their followers, due to their influence over their audience attracts the interest of companies that seek partnerships to recommend products, based on advertising on their profiles.

This may occur because every day we are presented with a stereotype of beauty and lifestyle that is not easily attainable and this can cause discomfort²³. The public that suffers most from the beauty standards imposed by social media are adult women, as the influence of these networks increases their dissatisfaction with their own bo-

dies, having a major impact on eating behavior and perception of body image²⁴.

The research focused on the responses of adult women who use social media and, according to the results presented, are prioritized and followed in a diverse and quantitative way. According to the data collected, 78% of the participants have knowledge about food as their objective, however, as shown in figure 1, the searches carried out by women on social media are not solely related to healthy eating because, in addition to food, the themes of weight loss, aesthetics and body image appear.

In fact, through social media people have access to content about food, diets and weight loss, which are disseminated every day, but the vast majority of those who implement this are users with no training in the area of nutrition, promoting "trendy food"²². Searches are also carried out generally about supplementation and fad diets to achieve weight loss through bloggers and YouTubers^{2,11}.

The research shows, according to figure 2, that around 69.6% of the women in this study have already completed one or more restrictive diets. Diets are the most diverse and are called fad diets, practices that arise precisely when there is an exacerbated concern with appearance, motivated by social media in the search for the perfect body, a fact that ends up influencing the behavior of many individuals, with strategies of restrictive diets, induction of vomiting and adoption of practices that may harm health, such as excessive physical exercise and plastic surgery²⁵. One of the effects produced by influencers on adult women is the promotion of a feeling of dissatisfaction with their own bodies, leading them to adopt restrictive diets and inappropriate eating behaviors^{5,10,24}.

According to figure 3, regarding the person responsible for advising the diet, only 30.4% of women reported that they followed the diet under the guidance of a nutritionist and 30.8% on their own and the rest on social media or recommended by friends. It is worth noting that diets are carried out without concern for changing eating behavior, but rather as a proposal that causes immediate changes, regardless of where the

guidance comes from. It can be stated that the conflict between a woman's body image and the search for change does not constitute a problem as long as no characteristic becomes a standard to be achieved by the woman, but rather there is a change in behavior with goals in accordance with the your profile and attitudes. However, photos of elaborate dishes, fad diets and "miracle" products can also create social pressure for women to adopt these practices, even if they are not beneficial to their health.

Discussing the professional/influencer sought on the networks, as indicated in figure 4, first comes the influencer, then the influencer nutritionist and lastly the nutritionist and 13.1% do not care about the professional being consulted. Another point linked to motivating factors is the importance given to the number of followers of a profile and the number of likes of an image. It is clear that both aspects influence certain behaviors of users of this social network²⁶.

The questions begin to close, as shown in figures 3 and 4, becoming intertwined when the following arise: on their own, they do not care about the professional, by friends and family and in a smaller percentage by the Nutritionist, highlighting the influencers, which are directly linked to mass communication practices on social media, which often presents photos, products, beauty, representing the influencer's own glamor. One of the effects produced by influencers on adult women is the promotion of a feeling of dissatisfaction with their own bodies, leading them to adopt restrictive diets and inappropriate eating behaviors.

influencers, according to the results, are more sought after, have more followers and greater quantitative coverage and present, in this context, not only a focus on food, but also related to everything that involves the body. That said, it appears that social media represents a determining factor in this group, due to their immense concern with the body, demonstrating that this means of communication can directly interfere with its users. In this way, social media has become new spaces to talk about food and everything that involves the body, however, the majority seek information on social media through

bloggers and YouTubers²⁷.

Another important point, shown in figure 5, which must be reflected upon, which represents the reason for looking for a nutritionist, the highest percentage refers to taking care of one's health or on medical advice, and a lower percentage to weight loss and change in eating behavior, thus highlighting that health and eating behavior are not interconnected in the conception of these women and the Nutritionist is related to the disease/medical indication. It is necessary, therefore, to understand that eating behavior encompasses actions related to food, from its ingestion, adequacy and/or improvement in various aspects (consumption, structure, behaviors, relationship with food), reflecting which habits should be improved or changed so that it comes into harmony and can bring benefits to your health and improve your quality of life^{16,17}.

Sociocultural pressure, carried out through the propagation of images of perfect bodies by the media, which are internalized as the cultural standard of beauty, increases the risk of developing body dissatisfaction²⁵. This dissatisfaction reported by Coelho was also described by the participants, in figure 6, where 46.5% of women have a negative feeling towards the sculptural bodies presented either because they feel dissatisfied with their own body or because they are unable to achieve the desired body. Only 14.1% said they did not care about what was presented on social media. In this context, it is possible to understand that the researched public suffers the impacts generated by the beauty standard imposed on social media and influences the perception of body image and self-esteem, due to the exposure of idealized images, projecting negative comparisons¹³.

As shown in figure 7, women perceive negativity as a reflection of the use of social media and how it can be harmful in their lives, but this is not enough for them to reduce or seek sources of guidance. The negative influence occurs when the woman is unable to see herself in the desired body shown in the media, despite having already used procedures presented by social media, ending up feeling incapable and unhappy. This greater contact with excessive media can be

considered a risk factor for the development of disorders related to body dissatisfaction, including anxiety, depression, among others^{24,28}.

Figure 8 also highlights that the use of social media occurs when participants are not feeling well emotionally (43%) and can further worsen their condition and self-esteem, but only (23.4%) stop following. This is a growing concern surrounding social media as it has been widely correlated with body image as well as higher levels of depression in young adults¹³.

As already discussed, it is worth highlighting that even in moments when people are not feeling well emotionally, the use of networks continues, to the point of increasing their search, and this was also seen in the COVID pandemic, when there was an increase in the use of social media.

In this way, commercial interest is highlighted to the detriment of health concerns. Within this context, one of the biggest motivations is viewing a photo that, in principle, is related to what people value and that can attract the attention of their followers, showing the "before and after" of some diet, aesthetic procedure or even miraculous medicines, aspects that become frequent and attractive to their followers². It is noted that, however, the Federal Nutrition Council (CFN) prohibited the dissemination of body images of oneself or clients, attributing the results obtained to products, equipment, techniques or protocols of the nutritionist¹⁸.

Various diet guidelines can be found on the internet, however, a nutritionist is the only professional capable of prescribing dietary planning. Addressing this issue on social media can become a concern, especially when carried out by professionals who validate their speech through training^{5,10,12,29} and end up entering the world of glamour, without concern for the individual in their physical and sociocultural context, as guidance must occur in a healthy and positive way to change eating behaviors²⁶. This occurs when the professional nutritionist identifies the real complaint of that individual, what is the basis for their food choices and what are the influences on their eating behavior. Understanding the patient's eating behavior is essential for them to

adhere to the eating plan and consequently good results with nutritional treatment³⁰. In view of the above and in accordance with Law No. 8,234, of September 17, 1991, we reaffirm the dietary prescription as a private act of the nutritionist, and that they, when

preparing it, use specific therapeutic methods and techniques, that is, The nutritionist is the only professional capable of carrying out clinical diagnosis and nutritional assessment, in order to prescribe individualized dietary therapy treatment.

CONCLUSION

The present observational research highlighted the predominance of the use of social media among the women interviewed, although their searches are not specifically related to healthy eating. It was found that most participants seek guidance from digital influencers rather than nutritionists, associating the latter more with health and medical advice than with diets and eating behavior. It should also be noted that nutritionists become more in demand when they adopt a communication profile similar to that of influencers, becoming "influencer nutritionists".

The desire for the perfect body, widely promoted on social media, especially by influencers, has generated behavioral problems and body dissatisfaction among those interviewed, due to comparison and frustration at not achieving the expected results. This communication becomes a form of pressure when it promotes images and products without scientific basis. Despite awareness of the negative aspects of social media, the

women surveyed continue to use them, especially in moments of anguish and low self-esteem, a behavior that intensified during the pandemic.

To reverse this scenario, nutritionists need to more effectively explain their role in promoting healthy eating and changing eating behavior, acting as educators and guiding people to make balanced and individualized food choices, based on scientific evidence. These professionals must use their own social media to disseminate truthful information about health and nutrition, opposing widely publicized misleading content and unrealistic standards.

Furthermore, public policies must intervene to prevent the spread of practices that do not represent an achievable reality for the majority of adult women. Only with integrated actions involving health professionals, digital platforms and public authorities will it be possible to reverse the negative impacts of social media on female eating behavior.

CREdiT author statement

Methodology: Pereira, SMR; Frangella, VS. Validation: Pereira, SMR; Frangella, VS. Statistical Analysis: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Formal Analysis: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Investigation: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Resources: Pereira, SMR; Frangella, VS. Writing - Original Draft Preparation: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Writing - Review & Editing: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Visualization: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS. Supervision: Pereira, SMR; Frangella, VS. Project Administration: Luz, MBD; Reis, JN; Pereira, SMR; Frangella, VS.

All authors have read and agreed to the published version of the manuscript.

REFERENCES

1. Claro FD. O avanço tecnológico no mundo econômico. 2009; *Vitrine da Conjuntura*, Curitiba, v.2, n.8, outubro 2009. [citado 11 de julho de 2024] Disponível em: <<https://img.fae.edu/galeria/getImage/45/5423643835714016.pdf>>.
2. Almeida AO, Geisla GAAD. A Influência das redes sociais na vida cotidiana: análise dos perfis fakes em redes sociais como forma de entretenimento e sociabilização.
3. Fraga N de A, Rocha TB. Uso de estratégias de comunicação e informação por nutricionistas no Instagram: uma análise sob a interpretação do código de ética e de conduta do nutricionista (2018). 9 de dezembro de 2020 [citado 9 de julho de 2024]; Disponível em: <https://repositorio.pucgoias.edu.br/jspui/handle/123456789/787>
4. Lira AG, Ganen A de P, Lodi AS, Alvarenga M dos S. Uso de redes sociais, influência da mídia e insatisfação com a imagem corporal de adolescentes brasileiras. *J Bras Psiquiatr*. setembro de 2017;66:164-71.
5. Costa ML da, Araújo DF de S, Cassiano MH, Figueirêdo HA de O, Oliveira VT de L, Barbosa IR, et al. Associação entre o uso de mídias sociais e comportamento alimentar, percepção e checagem corporal / Association between the use of social media and food behavior,

- perception and body screening. *Braz J Health Rev.* 13 de dezembro de 2019;2(6):5898-914.
6. Torres P, Augusto M, Matos M. Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychol Mark.* 2019;36(12):1267-76.
7. Kamida GY, Rizeto HFS, Mungiolli MCP. Fake news e desinformação: como a disseminação de conteúdo por influencers pode prejudicar a saúde pública. *Anagrama* [Internet]. 16 de dezembro de 2021 [citado 11 de julho de 2024];15(2). Disponível em: <https://www.revistas.usp.br/anagrama/article/view/1-17>
8. Pereira SA. Análise de conteúdo de publicações no Instagram sobre alimentação, saúde e estética produzidos por digital influencers sem habilitação em nutrição. 2021 [citado 11 de julho de 2024]; Disponível em: <https://bdm.unb.br/handle/10483/30853>
9. Benatto ASGL de C. A influência das redes sociais no comportamento alimentar dos universitários. 2018 [citado 9 de julho de 2024]; Disponível em: <http://repositorio.uniceub.br/jspui/handle/prefix/13296>
10. Oliveira APG de, Fonseca IR, Almada MOR do V, De La Torre Acosta RJ, Silva MM da, Pereira KB, et al. Transtornos alimentares, imagem corporal e influência da mídia em universitárias. *Rev Enferm UFPE Line.* 2020;[1-9].
11. Silva SA da, Pires PFF. A influência da mídia no comportamento alimentar de mulheres adultas. *Rev Terra Cult Cad Ensino E Pesqui.* 16 de outubro de 2019;35(69):53-67.
12. Serra GMA, Santos EM dos. Saúde e mídia na construção da obesidade e do corpo perfeito. *Ciênc Saúde Coletiva.* 2003;8:691-701.
13. Turner PG, Lefevre CE. Instagram use is linked to increased symptoms of orthorexia nervosa. *Eat Weight Disord EWD.* junho de 2017;22(2):277-84.
14. Alves JSD. Influência dos alimentos na qualidade de vida sob o ponto de vista biossocial [Internet]. 2018 [citado 9 de julho de 2024]. Disponível em: <https://semanaacademica.org.br/artigo/influencia-dos-alimentos-na-qualidade-de-vida-sob-o-ponto-de-vista-biossocial>
15. Moura TK, Fernandes MTM. A influência da mídia na alimentação: a moda do slow food. [citado 11 de julho de 2024]. Disponível em: http://www.inicepg.univap.br/cd/INIC_2013/anais/arquivos/RE_1021_0896_01.pdf.
16. Quaioti TCB, Almeida S de S. Determinantes psicobiológicos do comportamento alimentar: uma ênfase em fatores ambientais que contribuem para a obesidade. *Psicol USP.* 2006;17:193-211.
17. Vaz DSS, Bennemann RM. Comportamento alimentar e hábito alimentar: uma revisão. *Uningá Rev* [Internet]. 10 de outubro de 2014 [citado 11 de julho de 2024];20(1). Disponível em: <https://revista.uninga.br/uningareviews/article/view/1557>
18. RESOLUÇÃO CFN No 600/2018 [Internet]. [citado 9 de julho de 2024]. Disponível em: <http://sisnormas.cfn.org.br:8081/viewPage.html?id=600>
19. Leão G da C, Ferreira JC de S. Nutrição e mudanças alimentares em meio a pandemia COVID-19. *Res Soc Dev.* 15 de junho de 2021;10(7):e11610716602-e11610716602.
20. Garcia FS. Metodologia da pesquisa científica: organização estrutural e os desafios para redigir o trabalho de conclusão. [citado 11 de julho de 2014]. Disponível em: https://uniesp.edu.br/sites/_biblioteca/revistas/20170627112856.pdf
21. Kleina N. Mundo Conectado. 2023 [citado 9 de julho de 2024]. O que é e como funciona o clickbait? Disponível em: <https://www.mundoconectado.com.br/internet/o-que-e-e-como-funciona-o-clickbait/>
22. Nunes LB, Mascarenhas EL, Souza PJR de, Santos AC de CP. Impacto das redes sociais no comportamento alimentar de mulheres adultas: revisão de literatura. *Rev Ibero-Am Humanidades Ciênc E Educ.* 31 de maio de 2022;8(5):2552-62.
23. Maia M de F de M, Sousa BV de O, Tolentino FM, Silveira MG da, Tolentino TM. AUTOPERCEPÇÃO DE IMAGEM CORPORAL POR MULHERES JOVENS ADULTAS E DA MEIA-IDADE PRATICANTES DE CAMINHADA. *Rev Bras Atividade Física Saúde.* 2011;16(4):309-15.
24. Rodrigues D da SDS. A influência das mídias sociais na autoimagem da mulher e suas relações no desenvolvimento dos transtornos alimentares. 21 de outubro de 2019 [citado 9 de julho de 2024]; Disponível em: <http://repositorio.unesc.net/handle/1/7153>
25. Coelho FD, Carvalho PHB, Fortes LDS, Paes ST, Ferreira MEC. Insatisfação corporal e influência da mídia em mulheres submetidas à cirurgia plástica. *Rev Bras Cir Plástica.* 19 de junho de 2023;30:567-73.
26. Gouveia TM de OA, Guimarães CMA. Vida em filtros: construções identitárias no instagram. *Esferas* [Internet]. 30 de agosto de 2015 [citado 9 de julho de 2024];(6). Disponível em: <https://portalrevistas.ucb.br/index.php/esf/article/view/5786>
27. Silva M da C. A relação entre redes sociais e autoestima. *Rev Ibero-Am Humanidades Ciênc E Educ.* 30 de abril de 2021;7(4):417-39.
28. Medeiros NB, Carvalho ALN. A influência da pandemia da covid-19 no consumo das mídias sociais e sua relação com a percepção da imagem corporal de jovens adultos. *POLÊMICA.* 2021;21(3):047-66.
29. Cori G da C, Petty MLB, Alvarenga M dos S. Atitudes de nutricionistas em relação a indivíduos obesos – um estudo exploratório. *Ciênc Saúde Coletiva.* fevereiro de 2015;20:565-76.
30. Rodrigues EM, Soares FP de TP, Boog MCF. Resgate do conceito de aconselhamento no contexto do atendimento nutricional. *Rev Nutr.* fevereiro de 2005;18:119-28.

Received: 06 february 2024.
Accepted: 17 July 2024.
Published: 30 August 2024.

ANNEX 1 - QUESTIONNAIRE

What's your name? _____

1 - What's your e-mail?

2- What's your age? () 18- 24 () 25 - 30 () 31 - 35 () 36 - 40 () 41 - 50

3- Have you ever followed and/or followed people on social media who talk about food in a "glamorous" environment with the "ideal body"? () Yes () No () in the past

4- Do you carry out any nutritional monitoring? () Yes () No () I already did it, but at the moment I don't.

5- Do you use the internet/social media as a tool to take care of your health? () Yes () No () Sometimes

6- Do you follow any page/profile on social media that talks about diet, weight loss and lifestyle? () Yes () No

7- If you follow these pages, do they motivate you to eat healthier? () Yes () No () I don't follow any of these pages.

8- On your social media, you follow () Nutritionists () Digital influencers () Nutritionists who are also influencers () None

9- If you follow a nutritionist on social media, how many (on average) profiles do you follow? () 1 - 3 () 4 - 6 () > 6 () I don't follow any nutritionist

10- If you have already followed any dietary advice based on immediate benefits indicated on social media, we would like to know which one: () Guidance on the consumption of teas/juices () Guidance on different types of diet () Guidance on supplements/vitamins () I never followed any guidance

11- Which of the diets below have you already followed? () Low carb () Gluten/Lactose restriction () Exclusion of milk () Intermittent fasting () Detox diet () Mediterranean diet () I've never done it () I've done other ones.

12- The diets you have already followed were done: () On your own () Under the guidance of a nutritionist () Under the influence of recommendations seen on social media () On the recommendation of friends/family () I have never followed these diets

13- With these diets, what results did you achieve? () I managed to lose weight and maintain the weight () I managed to lose weight, but my weight returned to what it was before () I managed to lose weight, but after I stopped the diet I gained more weight than when I started the diet

() I couldn't lose weight () I was sad , as I didn't have any success () I managed to have a better relationship with food () I never went on these diets

14- Which social network do you use most to view content about food/health?

() Instagram () Facebook () TikTok () Youtube () WhatsApp () Others

15- Why would you look for a nutritionist?

() For health () For medical advice () To carry out dietary re-education () To lose weight

() To gain weight () To gain muscle mass () For none of these reasons () Other reasons _____

16- Do you consider the media a positive or negative influence in relation to diet, body standards and health?

() Positive () Negative () I can't tell

17- How do you feel seeing sculptural bodies on social media?

() I feel dissatisfied with my body () I feel bad for not being able to achieve a sculpted body

It doesn't affect my relationship with my image I feel very good. It doesn't affect me

18- How much time do you spend on social media?

1 - 2 hours per day 3 - 4 hours per day > 5 hours per day

19- Do you have a habit of putting your pictures online?

Yes No Sometimes

20- Do you use filters, background, highlights or changes in your pictures?

Yes No

21- Do you prefer a health professional or digital influencer in your daily life, to answer questions, seek information, Diets...

Nutritionist influencer

22- You choose the Nutritionist or influencer:

For content that generates information For the body of the influencer/nutritionist

For recommendations from friends/family For the success of their followers' weight loss

For photos of the body before and after I don't choose

23- Do you seek greater knowledge on social media about:

Body image Aesthetics Food Weight loss None of these

24- Do you have the habit of playing any sport?

Yes No I used to

25- If so, what type?

Walking Pilates Dance Bodybuilding Crossfit Others I don't practice

26- What reason prevents you from looking for a nutritionist?

Price of consultations It is easier and more practical to consume content from influencers I meet nutritionists with good content on social media I don't have time for consultation

I know I need it, but I haven't put it into practice I already do it follow-up with a nutritionist I don't believe in a nutritionist I don't need it

27- If you follow digital influencers on social media, how many profiles (on average) do you follow?

1 - 3 4 - 6 > 6 I don't follow any digital influencer

28- When you feel sad, distressed and anxious, do you use social media more?

Yes No No difference

29- During the pandemic, did you use social media more?

Yes No

30- How did you feel about your body in the context of the pandemic?

I felt good I felt bad I felt normal

Feel free to leave us a comment about what you thought of the questions! (optional) _____

Thank you very much for your participation!

You will have access to our booklet immediately after data collection.

ANNEXO 2 - TCLE

FREE AND INFORMED CONSENT FORM

You are being invited to participate in the research: **“INFLUENCE OF SOCIAL MEDIA ON THE EATING BEHAVIOR OF ADULT WOMEN”**.

This research aims to analyze how social media influences the eating behavior and quality of life of women active in social media.

Your participation in the study will consist of answering 30 questions about your relationship with social media, food and how you feel when faced with certain situations on the media. The estimated duration for responses is a maximum of 15 minutes.

The researchers ensure the confidentiality of your personal data and past information. Your participation is voluntary, and therefore you are free not to participate in the research or to withdraw your consent at any time, even after the start of the interview, without any harm or difficulty.

This study is being developed by a group of students from Centro Universitário São Camilo to carry out their final work on the Postgraduate course in Nutrition. If you have any questions regarding the research, contact the students Julia Novais Reis, on the phone: (11) 952900469 or Michele Borges da Luz, on the phone: (11) 985707747 or Milena Marília Candido, on the phone (11) 987012750 However, if you have questions regarding the ethics of this research, contact the Research Ethics Committee (CEP) of Centro Universitário São Camilo at e-mail: coep@saocamilo-sp.br or telephone: 3465-2654. CoEP opening hours: Monday to Friday, 7am – 4pm.

Possible risks in this type of research include feelings of discomfort when answering some questions, invasion of privacy and revealing thoughts or feelings never revealed. You can opt out at any time if you feel that way.

To reduce these risks, some measures, measures and precautions will be adopted, such as: ensuring non-violation and the integrity of TCLE documents, ensuring confidentiality and privacy, ensuring that information is not used to the detriment of people, ensuring that the research translates there will be benefits whose effects will continue to be felt after its completion.

The results obtained in this research will be published in scientific publications, so that various people can learn about the virtues and problems encountered, however, their identity will not be revealed, thus guaranteeing their anonymity.

There will be no financial compensation or any payment for your participation. However, you will be reimbursed for any expenses incurred in carrying out this research.

Thus, the results of the study will be able to transmit knowledge to other professionals and influence academic communities.

The research participant is guaranteed to receive a copy of this Free and Informed Consent Form. I, after reading the term, believe I have been sufficiently informed about what I read or was read to me, about the research: **“INFLUENCE OF SOCIAL MEDIA ON THE EATING BEHAVIOR OF ADULT WOMEN”**.

I voluntarily agree to participate in this study. Therefore, I express my consent.

São Paulo, _____, 2022.

Participant's signature.

Signature of the responsible for the study.