

# Analysis of Dieting Advice on Instagram

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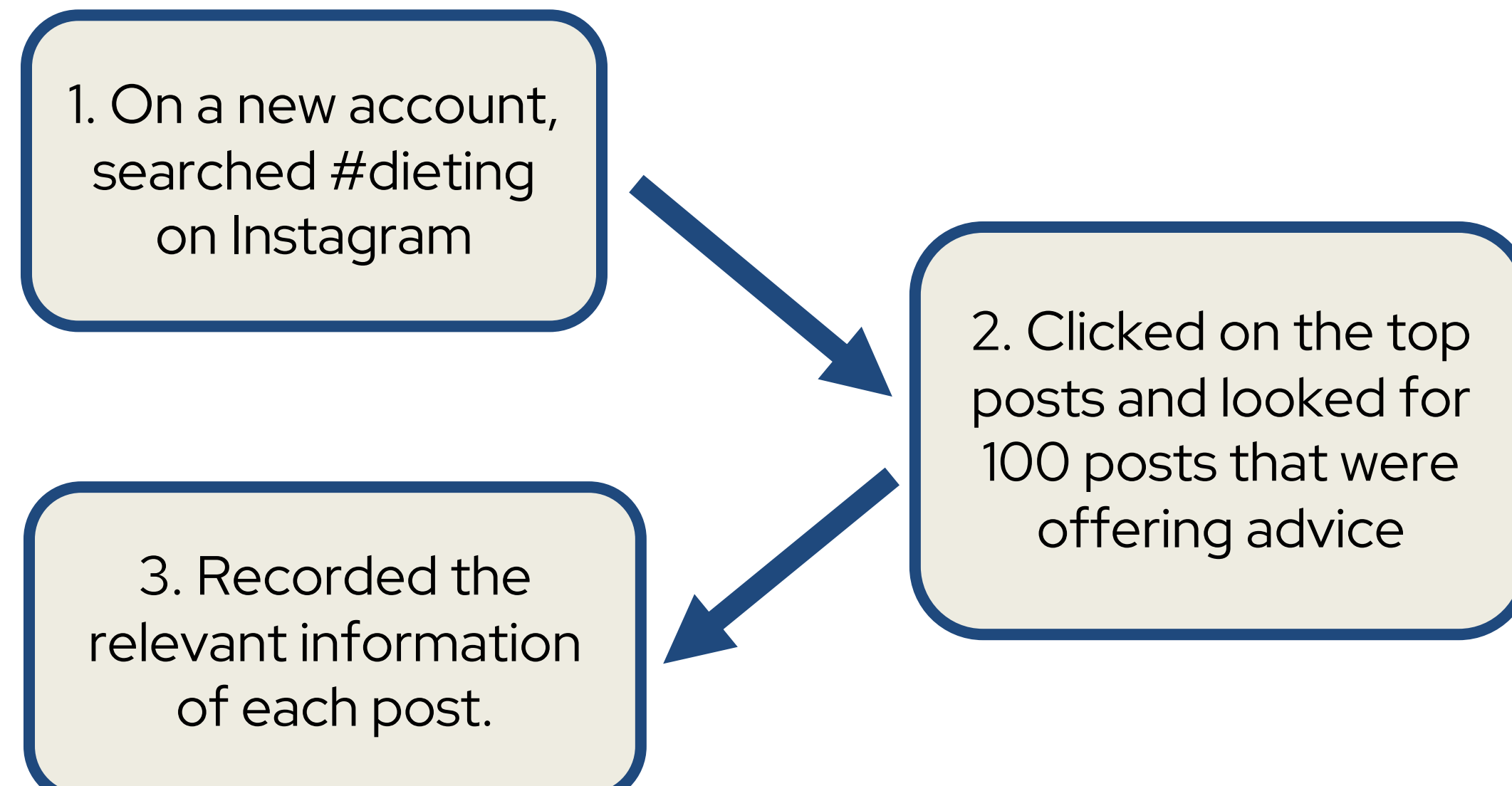
## Introduction

- There is a growing number of nutrition and dieting information on many social media platforms **that could include misinformation**
- Of Instagram users 73% are adolescents aged 13 to 17
- Currently, it remains unknown **what kind of dieting and nutrition content is being posted on Instagram**
- The purpose of this study is to **gain knowledge on what kinds of dieting advice is posted on Instagram**

## Methods

**Design:** Content analysis of Instagram posts

### Data collection process:

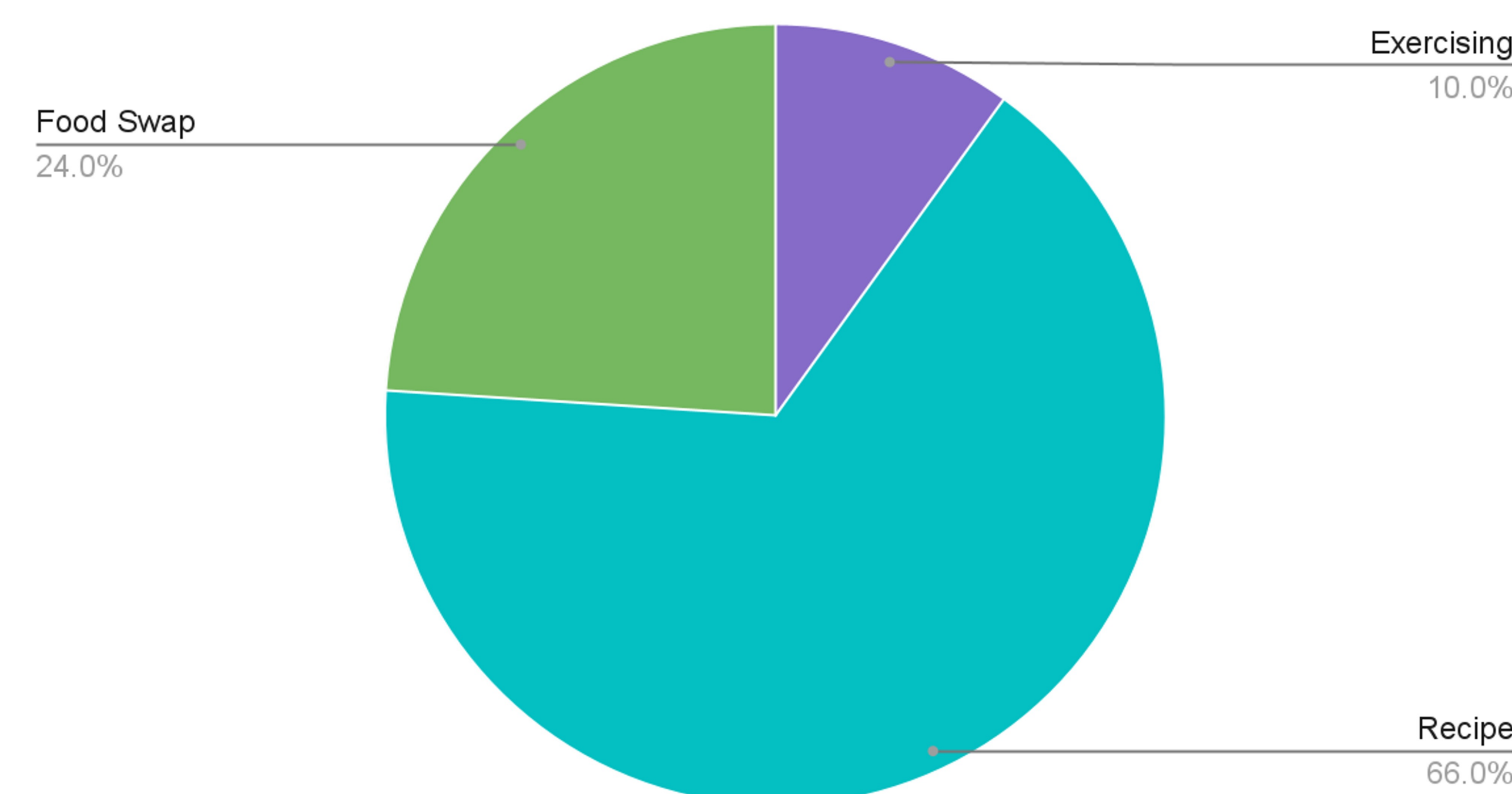


### Variables:

Date content was posted	X
Number of likes on post	X
Exercising recommendations	Recommendations on how people who are dieting should exercise or the amount of exercise they should do.
Recipe and food recommendations	Recommendations on what recipes people who are dieting should make and eat.
Type of recipe being recommended	e.g breakfast, lunch, dinner, snacks or desserts
Food swap recommendations	Recommendations on what foods to substitute for someone who is dieting.
Foods that are being swapped out	e.g swapping dried fruit for fresh fruit

## Results

### Types of Recommendations Posted



Of the overall sample 66% of posts were recipe or food recommendations

### Mean of Likes per Type of Content

Exercises	Recipes	Food Swaps
5,821 likes	12,372 likes	1,410 likes

\*Posts that have hidden their likes were not included in the calculations

### Types of Recipes



Of the recipe posts 34% were snack recipes

### Types of foods swapped out



Of the swapped foods 42% were lunch foods

## Conclusions

### Key findings:

- The most prevalent type of advice posted under #dieting on Instagram were recipe and food recommendations
- Of the types of content recipes and food recommendations have the highest number of average likes
  - ◆ The majority of the content being food related may allude to users not focusing on overall lifestyle changes
- Of recipe posts, snack recipes were the most common
  - ◆ The prevalence of snack posts as well as the existence of dessert posts may be a result of posts encouraging healthier foods rather than less foods.

### Limitations:

- This study was limited by a small sample size. A larger sample size would be helpful in determining recurring advice as well as common trends among foods mentioned

### Future Studies:

- Future studies and research can explore Instagram users responses to specific dieting information as well as its effect on users

## Acknowledgements

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Contact us

