

# What Health Advice do Teens See Under The #Healthtips On Instagram?

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## Introduction

- The majority of teens (9 out of 10) are exposed to information online and there is a large population of adolescents—22%—that implement what they see online into their life
- The content teens are exposed to can either improve or worsen their well-being, and to ensure that it is positive, there is a need to look at what teens are exposed to.
- The existing literature indicates that misinformation is prevalent online, the majority of teens are exposed to information online, and teens implement what they see online
- These sources don't mention what teens are exposed to. I won't be able to address accuracy, but I will look at what information teens are exposed to under #healthtips
- The purpose of this study was to find the prevalence of subcategories under the #healthtips, and find out what information teens are exposed to online, along with how much engagement there is with each topic**
  - Research Question 1:** What is the prevalence of common adolescent subcategories under #healthtips?
  - Research Question 2:** How much engagement do these subcategories receive, what might be the scale of the reach?

## Methods

### Design

- Conducted a content analysis study on public Instagram posts

### Subjects/Search Strategy

- Instagram posts were in English and were located on my feed under #healthtips

### Data Collection

- Searched up the #healthtips on Instagram, copied the links of 100 posts in my feed that were in English, and transcribed their metrics into a google spreadsheet
- Collected via a computer web browser

### Measures

- Post number
- Likes count
- Comments count
- Shares count
- Presence of Subcategories
  - Mental Health (Mentions anxiety, stress, depression)
  - Diet (mentions food, cutting, bulking)
  - Fitness/exercise
    - Mentions/shows Exercise, weights, playing a sport, calisthenics, movement
    - Excludes Posts that show people flexing without evidence of actual physical activity/exercise (i.e. weights/sports equipment in the background)
- Presence of Advice
  - Mentions 'tips, advice, suggest, method, strategy, recommendation, guidance, recipe, insights, tips, reminders, improve'
  - Excludes the caption (e.g. the 'tips' in the #healthtips)

### Analysis

- Calculated the mean, median, and range for my continuous data, a pie chart for my categorical data, and a table that combined the two

## Results

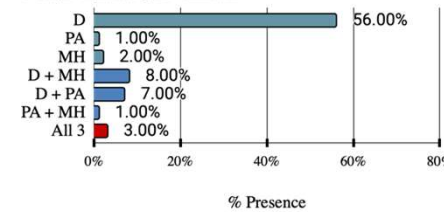
### Subject Information

- 100 subjects

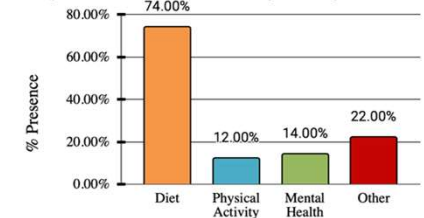
Likes avg:	25,761.16
Likes range	18 - 513,000
Likes median	4,046.00
Comments avg:	5,372.91
Comments range	1 - 421,000
Comments median	63.00
Shares avg:	15,525.17
Shares range	5 - 268,000
Shares median	1,994.00

Categorizing 100 Posts under #healthtips

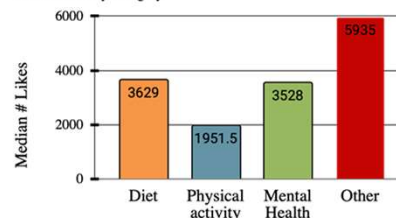
D = Diet, PA = Physical Activity, MH = Mental Health



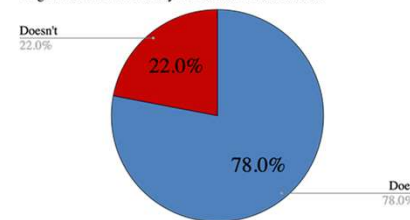
Categories' Prevalence (%) Under #healthtips On Instagram



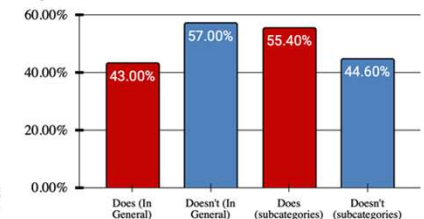
Median Likes by Category



Aligns with the WHO's key indicators for adolescents



Caption Has Advice



## Conclusions

### Key findings

- There was a high prevalence of the three subcategories under #healthtips. This could suggest that there is a high prevalence of common adolescent subcategories under #healthtips, meaning that there isn't a large gap between what the WHO wants communicated and what is communicated online
- There was a large prevalence of diet-based content under #healthtips. This could suggest that adolescents are more exposed to diet content under the #healthtips on Instagram
- There was a high presence of advice within the common adolescent subcategories. This could suggest that adolescents have a high exposure to health advice under #healthtips
- The median likes were in the thousands. This could suggest that every subcategory engages thousands of people, which suggests that the scale of reach is in the thousands

### Limitations

- The statistics and data do not directly describe adolescent engagement, but the general public that has access to a post. This could suggest that the results may not be as specific to adolescents as it could be
- I used my own account's feed on my Macbook which is personalized for me. This could suggest that the data could be slightly subjective
- I didn't categorize posts based on all 47 indicators from the WHO's recommendations. This could suggest that the % of posts that align with the WHO's key indicators may be deflated

### Implications

- Much of the content analyzed in this study contained advice, but there haven't been many studies that have looked at the accuracy of that advice. Future studies could investigate the accuracy of that information to ensure that adolescents aren't exposed to advice that could possibly harm them.
- Future studies could also investigate associations between engagement levels by category and the accuracy of information presented.

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