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IS FITSPIRATION TRULY AN INSPIRATION? HOW SOCIAL MEDIA ACCOUNTS
DEDICATED TO FITNESS AND NUTRITION AFFECT PHYSICAL ACTIVITY LEVELS
AND BODY IMAGE AMONG COLLEGE STUDENTS

By Anna Katherine Bowles

A thesis submitted to the faculty of the University of Mississippi in partial fulfillment of the
requirements of the Sally McDonnell Barksdale Honors College.

Oxford
May 2020

Advisor: Dr. Thomas Andre

Reader: Dr. Allison Ford-Wade

Reader: Dr. Ling Xin

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ABSTRACT

Fitspiration accounts on social media are established to influence those that view or follow them to live a healthier lifestyle. However, just because these accounts are being viewed does not mean that the individuals are following the advice of these influencers. The purpose of this study is to gather data on how physical activity levels and body image are affected by the use, or knowledge of “fitspiration,” or inspiration on fitness and nutrition, accounts on social media among students at the University of Mississippi. The participants were 361 undergraduate students between the ages of 18 and 25 at the University of Mississippi Oxford campus (280 females, 80 males, and 1 other). A self-administered survey was used to gain the information necessary. Results showed that fitspiration accounts did not influence physical activity rates on campus; however, they do influence body image. Only 149 of the 361 respondents claimed to follow workout tips, while 182 individuals stated that viewing these accounts made them feel worse about their body image. It was concluded that while fitspiration accounts may not influence physical activity rates, it does have the ability to negatively influence body image as well as one’s overall perception of their health and wellness, especially among females.

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Introduction

As obesity rates in the United States increase, it is evident that physical activity has potentially become less of a priority. Since 1999, the obesity rate in the United States has continually increased, and as of 2018, 42.4% of adults were classified as obese, while 9.2% were classified as severely obese (Carroll et al., 2020). This is further exacerbated as we age, physical activity rates tend to decline as we get older, and even observe a decline in physical activity rates during the transition from high school to college or the workforce (Martin, 2017). In 1995, a National College Health Risk Behavior Survey found that 35% of students were either overweight or obese (Collins et al., 2000). This was demonstrated in a study where 233 college students' changes in activity levels from high school to college with 65% of students reported being involved in regular vigorous physical activity in high school that subsequently decreased to 38% in college (Bopp et al., 2017).

As a result of social media's rapid expansion and increase in popularity, it has become increasingly prevalent in people's lives. Currently, there are over 3.5 billion people worldwide, or 45% of the Earth's total population, that are active on social media (Mohsin, 2020). Among those between the ages of 18 and 24, an average of 98% of individuals use social media every month (Macale, 2011). Individuals are capable of generating relationships with people across the world with the click of a button. However, social media additionally provides access and platform for the presentation of individuals. Further, social media has evolved to the point where

individuals have developed lucrative careers. Social media celebrities, such as the Kardashian sisters, use their platforms to advertise a multi-million dollar empire including clothing brands, makeup products, and health and fitness products. Lower-tier celebrities can make upwards of \$10,000 per post, whereas some can make upwards of one million dollars (Mejia, 2018). While celebrities most often get paid to market products that they do not have a hand in designing or producing, there is another realm of influencer that does not include those that we consider to be celebrities. Influencers build reputations for themselves by having vast knowledge on a specific topic. They regularly post about this topic on their social media platforms in the hopes to influence people to purchase their products (Influencer Marketing Hub, 2020).

Individuals, termed “fitspirators,” have created careers on social media by selling their own workout routines, fitness products, and diet plans, as well as advertising for other companies that have products (Carotte et al., 2018). This is currently how society classifies a “fitspirator,” or individual who uses a personal social media platform to promote fitness, health plans, and products to followers. Social media has created the ability for social media influencers to develop a two-way relationship with their followers which allows for their success (Noonan, 2018). For these fitspirators, Instagram is the preferred platform due to the option to upload multiple images and videos. Fitspiration accounts can be great for providing quick workouts or a nutritional fact here and there, but there are also harmful aspects to the photos that these influencers post. Many people follow these accounts hoping that, if they do the workouts and buy the products, they will look just like the influencer in these photos. This is almost never the case, and it often creates unrealistic standards of body image that can lead to an extremely harmful mindset. Even though individuals tend to be able to acknowledge the fact that these

goals and standards are unrealistic, people can still have feelings that range from annoyance to more meaningful psychological effects when it comes to seeing these posts (Dennison et al., 2018). In a study conducted by the Burnet Institute in Melbourne, Australia, it was found that, when individuals with an average age of 23, accessed social media posts classified as “fitspiration” posts, 17.7% were later classified as high risk for developing an eating disorder, and 10.3% were classified as being at risk for being involved in addictive exercise behaviors (Carrotte et al., 2018). Although it is unclear what impact following these platforms has on physical activity amongst college aged individuals.

Given the rise of the internet and social media, more people are turning to websites and apps than ever before for information. Fitspiration accounts on social media provide people with information on exercise, nutrition, and overall fitness. These accounts are meant to influence those that see them to lead a healthier lifestyle. Therefore, the purpose of this study was to determine the impact fitspiration has on physical activity levels and body image amongst college students at the University of Mississippi.

Methods

Sample and procedures

A survey was conducted in which a total of 361 undergraduate students (ages 18-25) at the University of Mississippi, including 313 females, 90 males, and 1 other. Students were recruited through an email blast conducted by the University of Mississippi survey panel, social media announcements, the posting of flyers in academic buildings around campus, and making announcements in classrooms.

The students were able to take the survey at any location as it was completed on an electronic device and could be accessed through an access code provided on a flyer or through a link provided through email. 426 total individuals accessed the survey through the link or the access code, and 361 individuals completed the survey in its entirety. This study was reviewed and approved by the University of Mississippi Institutional Review Board, and all students who participated expressed their written consent.

The survey asked questions regarding demographics, social media usage, following fitspirators, participation in physical activity, and body image.

Variables

Demographics

Students were asked to self-report many demographic variables, including age, height, weight,

and gender. Age was reported in years, height was reported in inches, and weight was reported in pounds. Questions were also asked about their education, including their major, year in school, GPA, and their involvement in extracurricular activities.

Physical Activity

Physical activity was measured based on how many days per week an individual exercises as well as what types of exercise they partake in. Individuals also ranked their expertise level when it comes to exercise in one of three categories: beginner, intermediate, or advanced. From there, the students answered questions regarding their usage of activity trackers and what influences them to exercise.

Social media usage

Students were asked to report how many hours per day they spend on social media, and whether or not they follow any fitness inspirators. They were asked whether or not they follow the workout and diet tips posted by these individuals, and why or why not they choose to do so. The questions also take into account celebrity pages that advertise fitness and nutritional tips on top of those fitness inspirators not classified as celebrities. The final question they were asked regarding social media is whether or not the participant had looked into the accreditation or qualifications of those posting the workout and dieting tips.

Body image

Participants were asked two questions about body image. They were asked whether or not they are satisfied with their body image most days and how the bodies of these social media inspirators make them feel about their own body image.

Statistics

Descriptive participants variables are reported in means and standard deviation. Survey results are presented in frequency and percent of total survey population. Statistical procedures were performed using SPSS 26.0 software (Chicago, IL).

Results

Table 1 shows demographic characteristics (n=361) by sex that were self reported. The values listed in the “other” category are not averages based on the fact that only one individuals classified their gender as such.

Table 1: Demographic Characteristics by Sex

Trait	Male	Female	Other
Height (m)	1.80 ± 0.10	1.65 ± 0.07	1.67 ± 0
Weight (kg)	81.1 ± 16.3	65.2 ± 14.2	102.0 ± 0
BMI(kg/m ²)	24.9 ± 4.4	23.9 ± 5.0	36.3 ± 0
Age (years)	20 ± 1.0	20 ± 1.0	20 ± 0

Note: Variables are reported in means and standard deviation.

The participants were asked to identify their involvement in different groups and organizations on campus. Of the 361 individuals that took the survey, 181 were involved in Greek life, while the remaining 180 were not. Four individuals participated in official university athletics, and 13 participated in club athletics. The remaining respondents claimed that they participated in some “Other” activity or organization on campus.

Tables 2 and 3 show the exercise rates and experience levels by gender. Again, there is no average for the “Other” column based on the fact that there was only one individual who responded as such. Exercise rates were measured in days per week, while experience level was measured based on the number of years the individual had been exercising.

Table 2: Average Days per Week of Exercise in One Month

	Male	Female	Other
Days per week of exercise in the past month (days)	3.5 ± 1.9	2.8 ± 1.9	3

Table 3: Exercise Experience Levels

Exercise Experience	Male	Female	Other
Do Not Exercise	5	32	0
Beginner	10	60	0
Intermediate	20	88	1
Advanced	45	99	0

Note: Ranking based on how long (in years) the individuals has been participating in exercise

Of the total sample, 177 respondents, including 148 females, 28 males, and 1 other, claim that they follow accounts that are not affiliated with celebrities that post diet and workout tips. 141 respondents follow accounts that are affiliated with celebrities that claim to do the same, with 120 females and 21 males recording this answer. Table 4 depicts the frequency of social media viewership for fitspiration. Those that answered “Other” commonly said that Reddit and Tik Tok were the two social media platforms that they used to follow or view these accounts.

Table 4: How People are Viewing Fitspiration Accounts

Platform	Number of Responses
Instagram	225 (47.87%)
Twitter	25 (5.32%)
Facebook	34 (7.23%)
Snapchat	32 (6.81%)
Youtube	71 (15.11%)
Pinterest	44 (9.36%)

Other	39 (8.30%)
-------	------------

Note: Question posed in a “Check All That Apply” format, so the total number of responses reads larger than 361.

Respondents were then asked if they actually followed the workout or diet tips that these accounts post. From the sample, 212 (59%) individuals did not follow them, while 149 (41%) did. Out of 80 males, 53 said they did not follow these tips, and out of 280 females, 158 do not follow them. In regards to diet tips, 243 respondents said that they did not follow them, while 118 said that they do. 61 males and 182 females said they did not follow dieting tips either. Table 5 shows a comparison between the reasons people do not follow tips from either category. Along with following these tips, respondents were asked if they ever purchased the meal plans or fitness products advertised on these accounts. Only 40 of the 361 individuals claimed that they had ever done so, and when asked to list what products they had purchased, the most common answers included cookbooks, dietary supplements, meal plans, and workout plans. When asked if they had ever examined the qualifications of those posting these tips, 58 individuals answered yes.

Table 5: Reasons for Not Following Exercise and Diet Tips

Reasons for Not Following Exercise Tips	Reasons for Not Following Diet Tips
1. Lack of time	1. Cost
2. Do not trust their tips or find them useful	2. Other
3. Lack of motivation	3. Lack of time
4. No access to the necessary equipment	4. Lack of motivation
5. Lack of confidence in ability	5. Lack of access to ingredients
6. Do not believe their fitness level is attainable	

Notes: The reasons are ranked from most to least prevalent.

When asked if they were generally happy with their body on most days, 132 individuals said “No,” while the 229 said “Yes.” Respondents were then asked to rate how the bodies of influencers made them feel in regards to their own body image (Table 6).

Table 6: How Fitspiration Influences Body Image by Gender

Effect	Females	Males	Other
Has No Effect	93 (33.2%)	55 (68.6%)	0
Better	5 (1.8%)	5 (6.3%)	0
Worse	182 (65%)	20 (25%)	1 (100%)

Notes: The reasons are ranked from most to least prevalent.

The participants responded how these influencers made them feel in regards to their overall health and fitness with 28 total individuals (21 female and 7 male) noting that they felt better about their health and fitness levels; 164 individuals (106 females, 57 males, 1 other) there was no effect; remaining respondents, 18 males and 153 females, claimed that these images made them feel worse.

Discussion

The purpose of this study was to determine the impact fitspiration has on physical activity levels amongst college students at the University of Mississippi. The results of the current investigation show that 41% of people followed the exercise tips posted, and only 33% of people follow the diet tips posted, so it cannot be concluded that fitspiration accounts influence physical activity levels on this campus. When looking at body image, however, the majority (202/361) of individuals claimed that these accounts made them feel worse about their body image and their overall health.

The number one reason students cited for not following workout tips was lack of time. As students, classes, work, and other extracurricular activities tend to take precedent. These results are consistent with a study conducted by Dennison et al., (2018), in which they found that most people were under the impression that fitspirators seemed to film, post, and edit content as a full-time job. Based on this impression, most individuals perceive time as a barrier to achieve similar results that the individuals in these posts. Interestingly there is a reduction in physical activity in college aged individuals from high school to college (Bopp et al., 2017). The results of the current survey conveyed that 81% of the individuals that completed the survey spend between one and four hours on social media each day. Time spent on social media could translate into time spent in the gym viewing fitspiration content, but this does not seem to be the case among these respondents given only 41% of individuals claimed to follow the workout tips

posted on these accounts. This study found that 42% of individuals spend 1-2 hours on social media each day, which was consistent with previous findings that concluded 43.1% of individuals spend the same amount of time on social media (Norton, 2017).

The second most common reason for not following workout tips was that they did not trust the tips that were posted and/or they did not find the tips to be useful. If there is no trust between a fitspirator and their viewer, they are not creating a positive influential environment in which individuals will want to follow their lead. Many previously conducted studies boast similar results. In a study conducted by Dennison et al., (2018), students were asked to pick between fitspiration posters in regards to which one they would choose to take advice from. However, people were reluctant to decide between posters as they were not provided with information about the qualifications of those who created the posters. A lack of trust creates a lack of desire to follow what that individual is telling them to do. Others also understand that it can be difficult to find reliable information on the internet given that its unregulated format allows for anyone to post anything they want, regardless of their knowledge on the subject (Carrotte et al., 2018). It is common knowledge fitspirators are able to potentially edit their photos and or photoshop to generate an idealized image of themselves rather than their reality, which in turn generates a distrust in their viewers (Fardouly et al., 2016; Palmer, 2015). While fitspiration content can include photos and videos, data suggests viewers prefer videos rather than photos based on the fact that it is much harder to edit a video (Goldstraw et al., 2016). Interestingly enough, despite the distrust with these accounts, the current study saw that only 58 students out of 361 in total from the current investigation have examined a fitspirator's qualifications. Potentially, if these content creators have demonstrated a knowledge and

understanding of the tips that they post, more people would be willing to partake in physical activity based on their recommendation. Although, this concept would require further investigation.

The number three reason that individuals are not following these tips is a distinct lack of motivation. This is consistent with findings from a study conducted by Crossman, (2017), who observed that viewing fitspiration can reduce an individual's activity levels. They found that some individuals view the workout tips provided as “all-or-nothing,” and most choose to do nothing rather than set themselves up for possible failure. Interestingly, previous literature has noted individuals tend to cite extrinsic factors as motivation for exercise rather than intrinsic (Alghadir et al., 2016). Within this paradigm, this would indicate fitspiration accounts have yet to understand how to provide the motivation that people need to exercise. Those that do not believe they have the ideal body type have stated that viewing these accounts has actually dissuaded them from attempting to improve their health (Tiggemann et al., 2018). Further suggesting that these accounts may have a negative impact as opposed to a positive one.

The fourth and fifth ranked reasons (Table 5) that the participants from the current investigation were not following the tips were lack of access to equipment and lack of confidence in ability, respectively. While males tend to be more confident in their abilities to perform physical activity than females, this lack of confidence appears to be primarily displayed in beginner exercisers (Lirgg, 1991). Most fitspiration accounts even post workouts using household items to replace weights or other machines that individuals may not have access to. When looking at one's lack of confidence in ability, this is most common among those who view themselves as a beginner in terms of their exercise experience. When completing the survey, 70

individuals (19%) identified themselves as beginners, and 37 (10%) claim to not exercise in any capacity.

The final reason cited for not following fitspirator's tips was that they do not believe that the fitness levels being portrayed are attainable. Individuals are less likely to follow tips posted by celebrities due to a perception that "fitness" was created through the use of cosmetic surgery or private personal trainers that the average individual cannot afford or does not have access to (Dennison et al., 2018). Additionally, fitspirators have access to home gyms, sponsorships, and other advantages that most people do not, suggesting the average individual cannot possibly achieve their level of fitness (Dennison et al., 2018). Others recognize that what is perceived to be the "ideal body" depends on genetic factors on top of seemingly extreme exercise regimes, which in turn shows that not everyone will be able to obtain these results (Carrotte et al., 2018). These accounts tend to focus on the idea of thinness, or "thinspiration," rather than fitness, having very little to do with health and results that are perceived as realistic for most individuals (Marklew, 2015). Further these accounts imply that a body that is not toned and thin cannot be considered healthy, but there are some that simply cannot reach that level of thinness due to genetics and body type (Crossman, 2017). When respondents in the current investigation were asked if they generally feel satisfied with their body on most days, 132 total individuals answered no, and 115 of these were females. One potential explanation to the higher frequency is females tend to have a higher sense of body dissatisfaction with recent literature linking this with an associated increase in social media usage (Fardouly et al., 2016). Females tend to overestimate their body weight (compared to males) while expressing a desire to be skinnier irrespective of their actual weight and body type (Donati et al., 2014). The females who

completed this survey boasted a greater average number of hours spent on social media each day compared to the males, 3-4 hours and 1-2 hours respectively, so this can be linked with their greater feelings of body dissatisfaction.

The results of the survey showed that 65% of females feel worse about their body image after viewing fitspiration accounts compared to the 25% of males who expressed the same sentiment. This is in agreement with the previous literature observing 76% of the women surveyed noting these accounts and posts made them feel worse (Bizjak, 2015). Further, when young females observed the influence that fitspiration accounts had on them, the majority cited it as a negative influence (Goldstraw et al., 2016). Further, individuals viewership of these accounts have shown a worsening of mood significantly (Russell, 2018). However, there was a distinction between how certain types of images made females feel. When exposed to thin/athletic images, females experienced greater negative feelings towards their body image compared to being exposed to more muscular images (Drummond et al., 2017). Just as females seem to be more negatively affected in regards to their body image, they also cite being more negatively affected in regards to their feelings on their overall health and wellness. Looking at these posts have created a sense of inadequacy among their viewers in terms of an overall sense of self-worth and fitness.

There are limitations to consider when looking at the results of the study. First, only 361 students from a campus of more than 18,000 undergraduates completed the survey. Second, data collection was completed through the use of a self-reported survey, meaning the results of this study are dependent on the idea that every student reported facts and knowledge that are 100% truthful. It is not possible to determine if this is the case or not. Finally, the survey questions did

not go deep into body image satisfaction among the students, so results for this portion of the research are based on three total questions. Additional studies can be done to further understand the relationship between fitspiration and physical activity as well as body image. More research is necessary to understand who is more likely to follow these accounts and what these accounts can do better so as to increase motivation to conduct physical activity and decrease poor self-perception of body image and overall health and wellness. Research can also be done to greater understand the influence of fitspiration pages on body image.

Conclusion

The results of this study confirm that individuals are not increasing physical activity rates as a result of viewing fitspiration accounts on social media platforms. In regards to body image, females are more likely to develop negative feelings in regards to their body image and general health after viewing this content than men, who seem to not be affected by what they are seeing. These findings suggest that fitspiration accounts are not successful in achieving what they advertise, which is to promote a healthy lifestyle to their followers. Instead, they are creating content that is viewed as unrealistic and untrustworthy, failing to encourage the healthy lifestyles that they seemingly portray.

APPENDIX A

Q1

Welcome to the research study!

We are interested in understanding : How Social Media Accounts Dedicated to Fitness/Nutrition Affect Physical Activity Levels Among College Students. You will be presented with information relevant to physical activity/nutrition habits related to fitness personalities on social media. Please be assured that your responses will be kept completely confidential.

The study should take you around 10 minutes to complete, you will entered into a drawing to potentially receive a \$30 gift card for your participation. Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, without any prejudice. If you would like to contact the Principal Investigator in the study to discuss this research, please e-mail [Anna Katherine Bowles; akbowles@go.olemiss.edu].

By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18-25 years of age, you are aware that you may choose to terminate your participation in the study at any time, for any reason.

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). If you have any questions or concerns regarding your rights as a research participant, please contact the IRB at (662) 915-7482 or irb@olemiss.edu

Please note that this survey will be best displayed on a laptop/desktop computer. Some features may be less compatible for use on a mobile device.

- I consent, begin the study (1)
- I do not consent, I do not wish to participate (2)

Q2 What is your Age?

- 18 (1)
- 19 (2)
- 20 (3)
- 21 (4)
- 22 (5)
- 23 (6)
- 24 (7)
- 25 (8)

Q3 What is your major?

Q4 What is your height in total inches? (example: 5ft = 60 inches)

Q5 What is your current weight in pounds?

Q6 What is your overall GPA?

- Lower than 1.99 (1)
- 2.0-2.24 (2)
- 2.25-2.49 (3)
- 2.50-2.74 (4)
- 2.75-2.99 (5)
- 3.0-3.24 (6)
- 3.25-3.49 (7)
- 3.50-3.74 (8)
- 3.75 or higher (9)

Q7 What year are you in school?

- Freshman (1)
- Sophomore (2)
- Junior (3)
- Senior (4)
- 5th year Senior (5)
- Graduate Student (6)

Q8 What gender do you identify as?

- Male (1)
- Female (2)
- Other (3)

Q9 Are you a member of any of the following groups/clubs?

- a. Sorority (1)
- b. Fraternity (2)
- c. Athletics (official school team) (3)
- d. Athletics (club sports) (4)
- e. Other (5)

Skip To: Q11 If Are you a member of any of the following groups/clubs? != c. Athletics (official school team)

Q10 If you play for an official university team, what sport?

Q11 What type of exercise do you most commonly partake in?

- Group fitness (1)
- Aerobic (Examples: Walking, Running, Cycling) (2)
- Resistance Training (3)
- Team Athletics (4)
- Intramural or Club Athletics (5)
- Other (please list) (6) _____

Q12 During the last month how many days per week did you exercise?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)

Q13 How long have you been exercising?

- Beginner (you have been exercising for less than a year) (1)
- Intermediate (you have been exercising for 1-3 years) (2)
- Advanced (you have been exercising for 3+ years) (3)
- I don't exercise (4)

Skip To: Q15 If How long have you been exercising? = I don't exercise

Q14 Please order these factors from greatest to least based on how much they influence you to exercise:

- _____ Appearance of others (body image) (1)
- _____ Want to lose weight for health reasons (2)
- _____ Want to lose weight to look better (3)
- _____ Want to live a healthier lifestyle (4)
- _____ I enjoy exercise (5)
- _____ I don't exercise (6)

Q15 Do you use an activity tracker do you use (Ex: FitBit, Apple watch, Garmin) ?

- Yes (1)
- No (2)

Q16 If yes, what type of activity tracker do you use?

- FitBit (1)
- Apple Watch (2)
- Garmin (3)
- Mobile App (list which ones) (4) _____
- Other (please list) (5) _____
- I do not use one (6)

Q17 Do you follow any social media pages that provide nutrition plans/information?

- Yes (1)
- No (2)

Q18 Do you follow celebrities who post their own workout videos/diet tips on social media?

- Yes (1)
- No (2)

Q19 Do you see these celebrity accounts like those in the previous questions advertised on your social media even though you don't follow similar accounts?

- Yes (1)
- No (2)

Q20 How long have you been following fitness influencers or celebrity fitness or diet pages?

- Less than 6 months (1)
- 7 months - 12 months (2)
- 13 months - 18 months (3)
- 19 months - 24 months (4)
- More than 2 years (5)
- I do not follow any (6)

Q21 What platform do you follow these types of accounts on? (Check all that apply)

- Instagram (1)
- Twitter (2)
- Facebook (3)
- Snapchat (4)
- YouTube (5)
- Pinterest (6)
- Other (please list) (7) _____

Q22 In the past month, how much time did you spend on social media each day?

- Less than 1 hour (1)
- 1-2 hours (2)
- 3-4 hours (3)
- 5 -8 hours (4)
- 9 or more hours (5)

Q23 Do you ever follow the workout tips posted by these fitness influencers or celebrities?

- Yes (1)
- No (2)

Skip To: Q24 If Do you ever follow the workout tips posted by these fitness influencers or celebrities? = Yes

Skip To: Q25 If Do you ever follow the workout tips posted by these fitness influencers or celebrities? = No

Q24 How often do you follow their **workout** tips per week?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)

Q25 Why do you not follow their **workout** tips?

- Lack of confidence in ability (1)
- Lack of time (2)
- Do not believe their fitness level is attainable (3)
- No access to the necessary equipment (4)
- Do not trust their tips or find them useful (5)
- Lack of motivation (6)

Q26 Do you ever follow the **diet tips** posted by these fitness influencers or celebrities?

- Yes (1)
- No (2)

Skip To: Q27 If Do you ever follow the diet tips posted by these fitness influencers or celebrities? = Yes

Skip To: Q28 If Do you ever follow the diet tips posted by these fitness influencers or celebrities? = No

Q27 How often do you follow fitness influencers or celebrities **diet tips** each week?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)

Q28 Why do you not follow the diet tips?

- Cost (1)
- Lack of access to ingredients (2)
- Lack of time (3)
- Lack of motivation (4)
- Other (please list): (5) _____

Q29 Have you ever purchased any meal plans or fitness products marketed by a fitness influencer or celebrity?

- Yes (1)
- No (2)

Skip To: Q30 If Have you ever purchased any meal plans or fitness products marketed by a fitness influencer or ce... = Yes

Skip To: Q31 If Have you ever purchased any meal plans or fitness products marketed by a fitness influencer or ce... = No

Q30 Please state what type of products you purchased:

Q31 Have you ever participated in a free trial for a product marketed by a fitness influencer or celebrity?

- Yes (1)
- No (2)

Skip To: Q32 If Have you ever participated in a free trial for a product marketed by a fitness influencer or cele... = Yes

Skip To: Q33 If Have you ever participated in a free trial for a product marketed by a fitness influencer or cele... = No

Q32 What type of products did you receive a free trial:

Q33 Have you ever checked to see these influencers' qualifications or certifications?

- Yes (1)
- No (2)

Q34 Are you generally satisfied with your body most days?

- Yes (1)
- No (2)

Q35 Would you say that the bodies of these influencers or celebrities make you feel better or worse about yourself in regards to your body image?

- Better (1)
- Has no effect (2)
- Worse (3)

Q36 How do the fitness levels of these influencers/celebrities make you feel in regards to your overall health/fitness?

- Better (1)
- Has no effect (2)
- Worse (3)

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