

Glossary of terms

Term	Definition	Communicating Health papers that use this term
Active use	The creation and exchange of information on social media including sharing pictures, posting status updates, and commenting on posts. Refer to engagement. (1)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Appearance comparisons	The predisposition for a person to compare their appearance to others as a means of evaluating their opinion of themselves (2, 3)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Appearance satisfaction	Refer to body dissatisfaction	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Appearance self-worth	Refer to body dissatisfaction	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Body dissatisfaction	Negative feelings about body weight or shape. Also referred to as body shame, appearance concern, appearance self-worth, body shape concern and reduced body satisfaction (4)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Body satisfaction	Positive feelings about body weight or shape (5)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Body shame	Refer to body dissatisfaction	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Body shape concern	Refer to body dissatisfaction	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Body surveillance	The extent an individual habitually monitors their appearance (2, 6)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Brand	What the public think, both factually and emotionally, when they hear a brand name. It can be a design, sign, symbol, words or a combination of these employed in creating a reputation that identifies a product (7)	Klassen et al, 2018, doi:10.2196/10227
Bulimia nervosa	Engaging in cyclic episodes of uncontrollable eating that are followed compensatory behaviours aimed at controlling weight. These may include vomiting, use of laxatives or diuretics, engaging in excessive exercise and/or fasting (8)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Challenge	A task presented to young adults by online moderators that requires thought and innovation to an issue or idea (first appeared in Rounsefell et al, 2019)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581 Brennan et al, 2019, doi:pending Molenaar et al, 2019, doi:pending
Co-creation	When two or more people create something together, collaboratively and in agreement with each other about desired outcomes. Note: this is not co-production whereby the ideation may occur outside the group producing the artefact (9, 10)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Walker et al, 2019, doi:10.2196/11573
Co-design	A form of design that actively involves a variety of stakeholders in the design process. Its roots are embedded in theories of participatory design (10)	Lombard et al, 2018, doi:10.1111/1747-0080.12448
Comment (Facebook or Instagram)	When a user leaves a comment or replies to the post (11)	Klassen et al, 2018, doi:10.2196/10227

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Consumer segmentation	Market segmentation is the process of dividing a market of potential customers into groups, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations. The idea behind segmentation is to create and resource different marketing strategies for different groups of consumers (12, 13)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Brennan et al, 2019, doi:pending
Design thinking	Design thinking is a method adopted by designers to collaboratively solve complex problems. Design thinking is a process of collaborative systemic reasoning about the issue, the end user and possible outcomes; considering what is viable and feasible given the circumstances (14)	Lombard et al, 2018, doi:10.1111/1747-0080.12448
Digital ethnography	Digital ethnography describes the process and methodology of doing ethnographic research in a digital space. The digital field site is sometimes comprised of text, video or images and may include social interactions (15, 16)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Brennan et al, 2019, doi:pending Molenaar et al, 2019, doi:pending
Disordered eating	A range of abnormal eating behaviours including dietary restraint, binge eating, skipping meals and dieting (17)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Drive for thinness	Excessive concern with dieting, weight preoccupation and an ongoing pursuit of thinness including a fear of weight gain and is a measure of anorexia nervosa (3, 18)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Emerging Adulthood	A theory of a prolonged transition from adolescence to adulthood in people aged 18 to 25 years present in developed industrialised countries where adulthood has been delayed and is now occurring later in life than in previous generations (19)	Brennan et al, 2019, doi:pending Molenaar et al, 2019, doi:pending
Engagement	Refers to social media activities that including browsing, liking, commenting and sharing content. Also referred to as passive and active social media use (20)	Klassen et al, 2018, doi:10.2196/10227 Klassen et 2018, doi:10.1186/s12966-018-0696-y Rounsefell et al, 2019, doi:10.1111/1747-0080.12581 Molenaar et al, 2019, doi:pending
Enjoyment of sexualisation	The extent that a person seeks and enjoys expressing their sexualisation as a form of self-objectification (2, 18)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Fitspiration	Images of fitness sports that aim to inspire others to engage in physical activity and healthy lifestyle behaviours. Refer to idyllic images (21)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Feedback seeking	Refer to negative engagement	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Facebook fan	When a user follows a page, the user becomes a “fan” of the page on Facebook (22)	Klassen et al, 2018, doi:10.2196/10227
Facebook interactions	Facebook interactions are the sum of the number of comments, shares and all reactions (no reference was given)	Klassen et al, 2018, doi:10.2196/10227
Facebook investment	The importance that Facebook plays to one's social life (2)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Facebook page	A business account on Facebook to promote business materials. Brands have “pages” on Facebook (23, 24)	Klassen et al, 2018, doi:10.2196/10227
Facebook profile	Individuals have “profiles” on Facebook i.e. a personal account where you communicate on a personal level	Klassen et al, 2018, doi:10.2196/10227
Facebook reactions	When a user expresses their reaction to a post by clicking either “like”, “love”, “haha”, “wow”, “sad”, or “angry” (11, 25)	Klassen et al, 2018, doi:10.2196/10227
Facebook share	When a user “shares” (also referred to as tagging) or reposts the post (26)	Klassen et al, 2018, doi:10.2196/10227

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Health communication theory	In order to successfully influence an audience, there is a need to understand the needs and desires of the target audience and the barriers they may face to adopting the intended behaviour (27)	Molenaar et al, 2019, doi:pending
Health promotion organization	An organisation that aims to promote health by “enabling people to increase control over the determinants of health and thereby improve their health” using a variety of strategies, including health education, mass media, community development and community engagement processes (28, 29)	Klassen et al, 2018, doi:10.2196/10227
Idyllic images	Images of celebrities, friends and peers portraying perfect lifestyles (no reference was given)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Instagram interactions	Instagram interactions are the sum of the number of likes and number of comments (no reference was given)	Klassen et al, 2018, doi:10.2196/10227
Instagram likes	When a user clicks “like”, which suggests that a post has resonated with a user in some way (30)	Klassen et al, 2018, doi:10.2196/10227
Instagram profile	An Instagram profile shows you bio and Instagram posts. Brands have “pages” on Facebook and “profiles” on Instagram, but for consistency, papers refer to both as “pages” (31)	Klassen et al, 2018, doi:10.2196/10227

Term	Definition	Communicating Health papers that use this term
Integrative model of behaviour change	IMBC theory suggests a higher probability that a behaviour will be performed if one has the intention to perform the behaviour, has the necessary skills and abilities required, and there are few environmental or other constraints (32)	Lombard et al, 2018, doi:10.1111/1747-0080.12448
Journal entry	A log or diary kept by young adults to record their social media use and the content they were exposed to. This was a task within the online conversations that was separate to the forums (no reference was given)	Brennan et al, 2019, doi:pending
Lifestyle celebrity	A person who is famous or well known because of their perceived credibility and expertise in the health and lifestyle industry (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Living and Eating for Health Segment (LEHS)	These segments will be defined based on the outcomes of Phase 1 (online conversations and online survey) and evaluated throughout the project. Short descriptive segmentation personas will be developed to aid program development (first appeared in Lombard et al, 2018)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Brennan et al, 2019, doi:pending
Lurkers also “lurking”	Individuals on social media who view information, but do not necessarily comment or share (33-35)	Klassen et al, 2018, doi:10.2196/10227 Klassen et 2018, doi:10.1186/s12966-018-0696-y

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Market research	Market research involves the process of gathering, analysing and interpreting information about people or companies (a market) to better understand their needs and preferences (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Mediator	Is a variable that acts as the mechanism by which an independent causes change to the dependent variable (36)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Negative body talk	Making negative comments about one’s body. Refer to negative engagement (6)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Negative engagement	Negative social media activities including engaging in body fat talk (e.g. “I’m too fat”), or a predisposition to seek negative feedback or validation from others (feedback/reassurance seeking) (37)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Objectification theory	Sexual portrayal of women in society promotes a culture where women are seen as objects for the viewing pleasure of others. It suggests that these influences acclimatise women in particular, to engage in self-objectification (38, 39)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581 Molenaar et al, 2019, doi:pending
Objectified body consciousness	A constructed term relating to feelings of appearance self-worth, engaging in body surveillance, and enjoyment of sexualisation (2)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Online community	A virtual community where its members interact with each other around a shared interest, where interaction is mediated by technology via the internet. People join online communities through social networking sites, chat rooms, discussion boards, video games, blogs and virtual worlds (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Online conversations	A multi-way dialogue between participants in an internet environment. It is informal, unstructured and dialogic (not mono-logic) in nature. It involves both listening and answering and develops over a period of time. It is not an online chat or interview (no reference was given)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Brennan et al, 2019, doi:pending Molenaar et al, 2019, doi:pending
Online fat talk	Predisposition for women to negatively label their body as ‘fat’ when communicating with others. Refer to negative engagement (40, 41)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Online forum	An online discussion group that allows its members with common interests to exchange open messages. It is hierarchical with a tree-like structure and may contain a number of sub-forums, each of which may have several topics (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Online panel	A group of research participants who have been selected to provide information in an online discussion forum at specified intervals over an	Brennan et al, 2019, doi:pending

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	extended period of time (first appeared in Brennan et al, 2019)	
Orthorexia	Defined as a “healthy anorexia”, is viewed as an exercise of purification particularly in young females, where they limit their food intake to an amount beneath the national dietary recommendations (42)	Brennan et al, 2019, doi:pending
Passive use	Consuming content on social media without engaging with other users including reading stories and viewing user profiles. Refer to engagement (1)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Person in the pew	People who accept the ideals of healthy eating but are not actively adopting these practices at present. Changing their eating habits is not a current priority. They think they are “good” (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Platform society	Where social media platforms shape the formation of societies (43)	Molenaar et al, 2019, doi:pending
Positive body image	People with positive body image respect and appreciate their body for its physical and functional abilities (5)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Post	A Facebook status update or an item (such as a photo or video) on a social media channel, blog or forum (20)	Klassen et al, 2018, doi:10.2196/10227
Reassurance seeking	Refer to negative engagement	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Saints	People who are exemplars and set apart by their adherence to healthy eating (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Segmentation “lens”	Analysing text from the online conversations using the healthy eating ‘segments’ (LEHS) identified through initial thematic analysis to help guide further analysis (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Self determination theory	SDT posits people can be self-motivated and self-regulating in terms of their own behaviours and motivation and rewards can be self-generated or intrinsic (44)	Brennan et al, 2019, doi:pending
Self-objectification	The degree a person is occupied by the look of their body to others. Self-objectification is associated with development of body shame and body dissatisfaction (18, 45)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581 Molenaar et al, 2019, doi:pending

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Sinners	People who oppose (actively or passively) the healthy eating messages they have heard (e.g. think the government is lying to them about obesity and healthy food) (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Social comparison theory	SCT suggests that people are inclined to compare themselves to others as a means of self-evaluation and this predisposition to compare is stronger when the comparator is considered similar to oneself. (46, 47)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581 Molenaar et al, 2019, doi:pending
Social grooming	Engaging in online socialising behaviours aimed at building relationships and alliances. Including browsing, checking user profiles, liking, commenting and messaging (48)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581
Social marketing	Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable: Consensus definition International Social Marketing Association (49-51)	Lombard et al, 2018, doi:10.1111/1747-0080.12448 Walker et al, 2019, doi:10.2196/11573 Brennan et al, 2019, doi:pending
Social media content	All images, videos and text published on SMP for user consumption and engagement (no reference given)	Rounsefell et al, 2019, doi:10.1111/1747-0080.12581

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Social media influencer	<p>Social media influencers can be defined as individuals or groups of individuals who can shape attitudes and behaviors through online channels (52)</p> <p>A social media influencer is a person on social media who has established a large audience and credibility in a specific area e.g. fitness, nutrition, fashion (39, 53, 54)</p>	<p>Klassen et al, 2018, doi:10.2196/10227</p> <p>Brennan et al, 2019, doi:pending</p>
Social media platforms	<p>Websites and applications that enable users to create and share content or to participate in social networking (55, 56)</p> <p>Any web-based communications channel dedicated to community-based input, interaction, content-sharing and collaboration. (57) including social networking sites (SNS) (e.g. Facebook, Instagram, Snapchat), micro-blogs (e.g. Twitter), content communities (e.g. YouTube), websites and applications facilitating forums (e.g. Reddit), social bookmarking (e.g. Pinterest), and wikis (e.g. Wikipedia). (56)</p>	<p>Lombard et al, 2018, doi:10.1111/1747-0080.12448</p> <p>Klassen et 2018, doi:10.1186/s12966-018-0696-y</p> <p>Walker et al, 2019, doi:10.2196/11573</p> <p>Rounsefell et al, 2019, doi:10.1111/1747-0080.12581</p> <p>Brennan et al, 2019, doi:pending</p>
Thin-ideal	<p>Refer to slim women’s body’s portrayed as the ideal body shape to attain health and happiness (58)</p>	<p>Rounsefell et al, 2019, doi:10.1111/1747-0080.12581</p>

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Typology	A classification according to types or characteristics (first appeared in Brennan et al, 2019)	Brennan et al, 2019, doi:pending
Wicked problems	The term was first coined by Rittel & Webber (59) and is widely used to describe an issue (e.g. obesity prevention) that is socially complex, with many interdependencies and no universal solution. For social marketers, the inherently conflicting consumer and stakeholder behaviours that are difficult to define represent a ‘Wicked Problem’ (51)	Lombard et al, 2018, doi:10.1111/1747-0080.12448

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