International Journal of Home Science 2025; 11(2): 346-351

International Journal of Home Science

ISSN: 2395-7476
IJHS 2025; 11(2): 346-351

www.homesciencejournal.com
Received: 09-05-2025
Accepted: 11-06-2025

Sumaiya Shaikh
Post Graduate Student, Master's in Specialized Dietetics, Diabetes & Cardiac Nutrition, Sir Vithaldas Thackersey College of Home Science (Empowered Autonomous Status), SNDT Women's University, Juhu, Mumbai, Maharashtra, India

Dr. Rekha Battalwar
Professor & Directorm Administration & Planning, Sir Vithaldas Thackersey College of Home Science (Empowered Autonomous Status), SNDT Women's University, Juhu, Mumbai, Maharashtra, India

Corresponding Author:
Sumaiya Shaikh
Post Graduate Student, Master's in Specialized Dietetics, Diabetes & Cardiac Nutrition, Sir Vithaldas Thackersey College of Home Science (Empowered Autonomous Status), SNDT Women's University, Juhu, Mumbai, Maharashtra, India

Impact of online health influencers on young adults' dietary choices and lifestyle: A cross-sectional study

Sumaiya Shaikh and Dr. Rekha Battalwar

DOI: https://www.doi.org/10.22271/23957476.2025.v11.i2e.1885

Abstract
Social media health influencers increasingly shape health habits among youth, yet limited evidence exists on their real-world impact in Indian urban settings. This cross-sectional study assessed the influence of health influencers on the dietary choices and lifestyle practices of 100 young adults (51 males, 49 females) aged 18-25 years residing in Mumbai. Using convenience sampling, participants were selected based on their daily use of Instagram, YouTube, or Facebook and regular engagement with at least one health influencer. A self-structured questionnaire collected data on demographics, anthropometry, social media usage, influencer interaction, dietary changes, lifestyle habits, and psychological responses. Statistical analysis (SPSS v25) employed chi-square tests, t-tests, and Bonferroni corrections (significance set at $p<0.05$). Significant gender differences were observed in age (P=0.004), body measurements (P=0.000), and platform usage patterns. Instagram and YouTube were the most used, with passive engagement dominating. Males followed more fitness content (P=0.009), initiated new exercise routines (P=0.012), and reported greater energy gains (P=0.010), whereas females adopted more skincare routines (P=0.017) and showed higher caution regarding content credibility. About 32% adopted dietary changes, mainly increasing fruits/vegetables (48%) or reducing sugar (40%), but 52% reported side effects like acne or digestive issues. Lifestyle changes included stress management (28%), sleep hygiene (31%), and mindfulness (29%), with males perceiving health goals as more realistic (P=0.002). These findings underscore both the motivational potential and risks of influencer-led health advice, highlighting the urgent need for digital health literacy and culturally tailored public health strategies for Indian youth navigating online health ecosystems.

Keywords: Mumbai, health influencers, dietary change, lifestyle habits, social media, young adults, gender differences

Introduction
Young adulthood, typically defined as the age range between 18 and 25, is a dynamic phase marked by increased autonomy, identity exploration, and the formation of long-term behavioral patterns. It is a period of intense personal development that often lays the foundation for lifelong health habits (Sercu, 2024) [16]. Public health researchers have increasingly turned their attention to this demographic due to their vulnerability to behavioral health risks, including unbalanced diets, mental stress, sedentary lifestyles, and substance use. In India, the challenges are more pronounced due to rapid urbanization, shifting family structures, and increasing access to digital platforms that influence choices and attitudes (Anjana et al., 2024) [1].

Urban Indian youth are particularly susceptible to lifestyle-related non-communicable diseases (NCDs), such as obesity, hypertension, type 2 diabetes, and cardiovascular diseases. These health issues are often attributed to changes in dietary habits, physical inactivity, and increased exposure to screen time and digital media content (Anjana et al., 2024) [1]. Nutritional deficiencies, such as inadequate protein intake in carbohydrate-rich diets, have also been observed, raising concerns about long-term health outcomes (Lunn et al., 2022). These health trends underscore the urgent need to understand the multifactorial influences driving young adults' health behavior, especially in metropolitan contexts like Mumbai. One major influence on youth behavior today is social media, which serves not only as a platform for entertainment and communication but also as a primary source of health-related information.

Platforms like Instagram, YouTube, and TikTok are increasingly populated by social media influencers (SMIs) who provide advice on diet, fitness, and wellness. These influencers often create highly engaging, visually appealing content that resonates with young adults seeking accessible and relatable guidance (Han, 2023) [8]. Influencers shape audience behavior not just through informational content but through parasocial relationships, emotionally one-sided connections that mimic real-life friendships, which boost trust and behavioral imitation (Kožuh et al., 2023) [9].

However, the credibility of such health information remains highly contested. While some influencers may share evidence-informed guidance, many others disseminate misinformation or non-scientific trends, especially when motivated by sponsorships or engagement metrics (Mulcahy et al., 2024) [14]. In some cases, influencer content may promote restrictive or extreme diets, unrealistic body image ideals, or pseudoscientific remedies, which can negatively impact the psychological and physical well-being of young followers (Yeung et al., 2022) [17]. Research has shown that many users assess trustworthiness based on follower count, aesthetics, or relatability rather than professional qualifications, which creates a gap between perceived and actual credibility (Sercu, 2024) [16].

Additionally, algorithm-driven personalization of social media feeds reinforces content that aligns with users' prior beliefs, thus creating echo chambers that amplify misinformation while reducing exposure to diverse or evidence-based viewpoints (Mulcahy et al., 2024) [14]. Despite this, many young adults continue to rely on influencers for health advice due to their accessibility, emotional connection, and informal tone, sometimes even placing more trust in them than in official sources. There remains, however, a significant research gap in the Indian context, particularly concerning how youth living with their parents interpret, evaluate, and act upon health advice received via social media. Cultural dynamics, family roles, and socio-economic variables influence both media use and health behavior. Mumbai, as one of India's largest urban hubs, presents a unique setting to examine how health influencers affect dietary and lifestyle patterns among young adults. This study seeks to explore these interactions, examining how health advice is received, filtered, and internalized by youth, to inform culturally relevant and digitally attuned public health strategies. Put the matter in continuous.

Methods and Materials

A descriptive cross-sectional study was conducted among 100 young adults aged 18-25 years in Mumbai using convenience sampling. Participants were selected based on predefined inclusion criteria: they had to reside with their parents, be active users of Instagram, YouTube, or Facebook, and follow at least one health influencer. Individuals with medical conditions affecting diet, such as thyroid disorders or PCOS, and those living independently were excluded. Data were collected using a self-structured questionnaire covering demographics, social media usage, influencer engagement, dietary and lifestyle modifications, and psychological impacts. Ethical clearance was obtained from the Intersystem Biomedica Ethics Committee, Mumbai (approval dated December 4, 2023). Informed consent was secured from all participants. Confidentiality and the right to withdraw were upheld throughout the research process. Statistical analysis was performed using SPSS version 25. Descriptive statistics (means, standard deviations, and frequencies) were used to summarize the data. Inferential tests included the chi-square test for categorical variables, the independent t-test for mean comparisons, and the Friedman test for ranking data. Bonferroni corrections were applied for multiple comparisons. A p-value < 0.05 was considered statistically significant. This rigorous approach ensured both statistical accuracy and meaningful interpretation of behavioral patterns related to social media health influencer engagement.

Results

This section presents the findings of the study based on the analysis of data collected from 100 young adults (51 males and 49 females) in Mumbai. It explores key aspects such as participant demographics, anthropometric characteristics, social media usage patterns, engagement with online health influencers, and the dietary and lifestyle changes that followed. Additionally, it examines gender-based differences in perceived effectiveness, behavior change, and psychological impact. The results offer detailed insights into how influencer-driven content affects youth health behaviors and attitudes in an urban Indian context.

Table 1: Demographic profile of participants by gender

Parameters	Males (N=51)		Females (N=49)		Total (N=100)		P value
	N	%	N	%	N	%	
Age Distribution							
18-19 years	22	43.1	11	22.4	33	33	0.004*
20-21 years	15	35.3	10	20.4	28	28	
22-23 years	9	17.6	23	46.9	32	32	
24-25 years	2	3.9	5	10.2	7	7	
Education							
SSC	2	3.9	1	3	3	3	0.051*
HSC	22	43.1	12	24.5	34	34	
Graduation	25	49	27	55	52	52	
Post-graduation	2	3.9	9	18.4	11	11	
Profession							
Student	37	72.5	36	73.5	73	73	0.917
Employed	14	27.5	13	26.5	27	27	
Household income							
<30k	22	43.1	17	34.7	39	39	0.239
30-40k	11	21.6	7	14.3	18	18	
50-60K	1	2	6	12.2	7	7	
>60k	12	23.5	15	30.6	27	27	

Note: * P-Value being less than the typical significance level of 0.05 indicates statistically significant results

Table 1 presents the Demographic characteristics of the 100 young adults aged 18-25 years (51 males, 49 females). A statistically significant gender-based difference was observed in age distribution (P=0.004), with more males (43.1%) in the 18-19 age group and more females (46.9%) in the 22-23 age group. Education differences approached significance (P=0.051), with more females completing post-graduation. No significant differences were found in occupation (P=0.917) or household income (P=0.239).

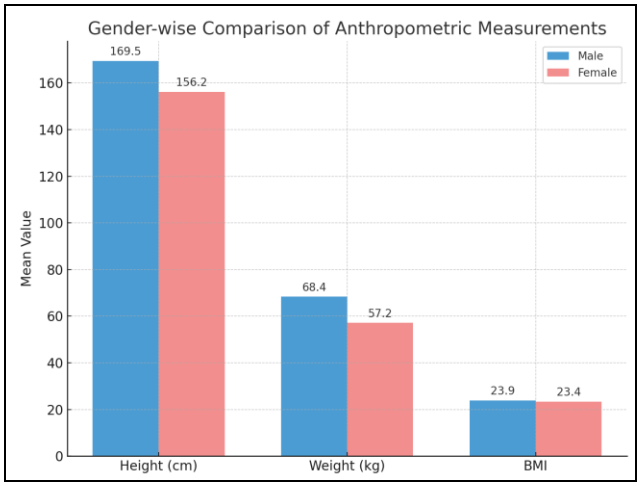

Fig 1: Comparison of mean height, weight, and BMI between male and female

Figure 1, Males had significantly higher average height (169.5±11.07 cm) and weight (68.4±13.04 kg) than females (156.2±8.48 cm; 57.2±13.4 kg), with P=0.000 for both. BMI did not differ significantly (P=0.545), indicating comparable body composition.

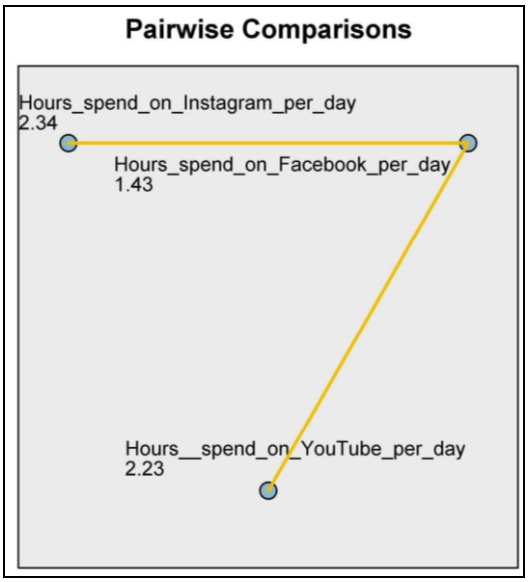

Fig 2: Pairwise comparisons of average daily time spent on Instagram, YouTube, and Facebook

Figure 2. Participants reported spending the most time on Instagram (mean rank=2.34), followed closely by YouTube (mean rank=2.23), while Facebook was used the least (mean rank=1.43). Pairwise comparisons revealed that Participants spent significantly more time on both YouTube and Instagram compared to Facebook, with adjusted p-values < 0.001. There was no statistically significant difference in the amount of time spent on Instagram vs. YouTube (P=1.000), suggesting that participants engaged with these two platforms for similar durations each day.

Table 2: Dietary changes, positive health impact, and adverse effects of following health influencers' recommendations

Responses	Males (N=51)		Females (N=49)		Total (N=100)		P-Value
	N	%	N	%	N	%	
Influence of Health Influencers on Dietary Modification							
Dietary changes based on advice from health influencers	17	33.3	15	30.6	32	32	0.771
Increased fruit or vegetable intake	26	51	22	44.9	48	48	0.543
Reduce Sugar intake	18	35.3	22	44.9	40	40	0.327
Trying a new diet	16	31.4	9	18.4	25	25	0.133
Perceived Health Improvements Following Influencer-Recommended Dietary Changes							
Improvement after adopting dietary changes	15	29.4	16	32.7	31	31	0.726
Increased energy levels	24	47.1	11	22.4	35	35	**0.010***
Weight loss	18	35.3	16	32.7	34	34	0.780
Mental Health	19	37.3	11	22.4	30	30	0.106
Better Skin	14	27.5	15	30.6	29	29	0.728
Better digestion	13	25.5	13	26.5	26	26	0.906
Reported Negative Effects of Following Dietary Advice from Health Influencers							
Negative effects of following dietary advice	27	52.9	25	51	52	52	0.848
Hair loss	7	13.7	10	20.4	17	17	0.374
Acne	13	25.5	7	14.3	20	20	0.161
Weight gain	8	15.7	5	10.2	13	13	0.415
Digestive issues	7	13.7	11	22.4	18	18	0.256

Note: * P-Value being less than the typical significance level of 0.05 indicates statistically significant results

Table 2 summarizes participants' experiences with dietary modifications influenced by health influencers, including reported health benefits and negative outcomes. Approximately 32% of participants made dietary changes based on influencer advice, with similar proportions among males (33.3%) and females (30.6%) (P=0.771). The most common change was increased fruit or vegetable intake (48%), with slightly more males (51%) adopting this habit than females (44.9%).

Sugar reduction was reported by 40% of participants, more so among females (44.9%) than males (35.3%). Additionally, 25% tried a new diet, with males (31.4%) more likely than females (18.4%) to do so, although this difference was not statistically significant (P=0.133). Self-reported improvements following dietary changes included increased energy levels (35%), weight loss (34%), better mental health (30%), improved skin (29%), and better digestion (26%). While most outcomes showed no significant gender differences, males were significantly more likely to report increased energy levels (47.1%) compared to females (22.4%) (P=0.010), suggesting potential gender-based differences in perceived physiological response, which is significant at p value < 0.05. Despite the reported benefits, 52% of participants also experienced negative effects from following influencer dietary advice. These included acne (20%), digestive issues (18%), hair loss (17%), and weight gain (13%). The prevalence of negative experiences was comparable across genders (males: 52.9%, females: 51%), and no individual adverse effect showed a statistically significant gender difference. These findings highlight both the perceived value and potential risks of following dietary content from online health influencers.

Table 3: Perceived effectiveness and sustainability of influencer-driven dietary advice

Gender	Never (%)	Rarely (%)	Sometimes (%)	Often (%)	Always (%)	P-Value
Frequency of following dietary advice from health influencers						
Male	25.5	15.7	39.2	17.6	2	0.544
Female	14.3	18.4	46.9	20.4	0	
Gender	**Not at all effective (%)**	**Slightly (%)**	**Moderately (%)**	**Very (%)**	**Extremely (%)**	**P-Value**
Effectiveness of suggested dietary changes						
Male	17.6	3.9	49	23.5	5.9	**0.038***
Female	10.2	24.5	46.9	16.3	2	
Gender	**Not at all Sustainable (%)**	**Slightly (%)**	**Moderately (%)**	**Very (%)**	**Extremely (%)**	**P-Value**
Sustainability of the dietary changes						
Male	15.7	7.8	49	21.6	5.9	0.407
Female	14.3	20.4	42.9	20.4	2	

Note: * P-Value being less than the typical significance level of 0.05 indicates statistically significant results

Table 3 explores gender-wise responses related to how often participants follow dietary advice from health influencers and how effective or sustainable they find those changes. Frequency of following dietary advice (P=0.544): There was no statistically significant difference. A slightly higher proportion of females followed advice "sometimes" (46.9%) compared to males (39.2%), but this difference was not enough to indicate a meaningful gender gap in behavioral adoption. Effectiveness of suggested dietary changes (P=0.038): This p-value is statistically significant, indicating a clear gender-based difference in perceived effectiveness. Males found dietary advice to be more effective overall, with 49% rating it "moderately" and 23.5% "very" effective. In contrast, females were more reserved, with 24.5% selecting "slightly effective" and fewer rating it "very" or "extremely." This suggests that males may perceive quicker or more noticeable outcomes, whereas females may evaluate effectiveness through a more critical or longer-term lens, possibly influenced by expectations and body-related goals. Sustainability of dietary changes (P=0.407): No statistically significant gender differences were observed. Both genders primarily rated changes as "moderately" or "very" sustainable, suggesting that while influencer-driven diets may be temporarily motivating, their long-term adoption remains modest and similarly perceived across groups.

Table 4: Lifestyle changes influenced by health influencers

Responses	Males (N=51)		Females (N=49)		Total (N=100)		P-Value
	N	%	N	%	N	%	
Changes in physical activity levels following advice from health influencers							
Change in physical activity level based on advice from health influencers	14	27.5	19	38.8	33	33	0.229
Increased exercise frequency	20	39.2	23	46.9	43	43	0.435
Started a new exercise routine	17	33.3	6	12.2	23	23	**0.012***
Adopted new lifestyle habits from a health influencer							
New lifestyle habits from a health influencer	22	43.1	21	42.9	43	43	0.977
Stress management	14	27.5	14	28.6	28	28	0.901
Sleep hygiene	20	39.2	11	22.4	31	31	0.070
Mindfulness	13	25.5	16	32.7	29	29	0.430
Adopted stress management techniques recommended by health influencers							
Stress management techniques recommended by health influencers	22	43.1	20	40.8	42	42	0.814
Yoga	11	21.6	6	12.2	17	17	0.215
Time management	23	45.1	13	26.5	36	36	0.053
Breathing exercises	10	19.6	11	22.4	21	21	0.727
Sleep Routine	26	51	25	51	51	51	0.997

Responses	Males (N=51)		Females (N=49)		Total (N=100)		P-Value
	N	%	N	%	N	%	
Adopted any new personal hygiene practices based on advice from health influencers							
Skincare routine	16	31.4	27	55.1	43	43	0.017*
Regular hand washing	16	31.4	11	22.4	27	27	0.315

Note: * P-Value being less than the typical significance level of 0.05 indicates statistically significant results

Table 4 presents various health-related behavioral changes among participants resulting from exposure to health influencer content, including physical activity, lifestyle habits, stress management techniques, and personal hygiene practices. Overall, 33% of participants reported modifying their physical activity based on influencer advice, with more females (38.8%) than males (27.5%) doing so, though this difference was not statistically significant (P=0.229). Increased exercise frequency was noted by 43% of participants across both genders. However, starting a new exercise routine was significantly more common among males (33.3%) than females (12.2%), with a p-value of 0.012, indicating that men may be more receptive to structured or novel fitness content from influencers. In terms of lifestyle habits, 43% of participants adopted new routines influenced by health influencers, including stress management (28%), sleep hygiene (31%), and mindfulness (29%). Although not statistically significant, a larger proportion of males (39.2%) reported adopting sleep hygiene practices compared to females (22.4%) (P=0.070). Stress management techniques, such as yoga (17%), breathing exercises (21%), time management (36%), and improving sleep routines (51%), were also influenced by health influencer content. While gender distributions were largely similar, time management strategies were more frequently adopted by males (45.1%) than females (26.5%), with a p-value of 0.053, approaching

significance and suggesting a possible gender-based preference in managing daily stressors. Finally, under personal hygiene behaviours, skincare routines were notably influenced by influencers, with a significantly higher number of females (55.1%) adopting new skincare practices compared to males (31.4%) (P=0.017), which was significant at p-value < 0.05. Adoption of regular hand washing was also reported by 27% of participants, without a significant gender difference.

Table 5: Gender-wise analysis of motivational factors and perceived utility of health influencer content in supporting health goals

Gender	Not realistic (%)	Slightly (%)	Moderately (%)	Very (%)	Extremely (%)	P-Value
Realism of the health goals						
Male	17.6	15.7	19.6	41.2	5.9	0.002*
Female	10.2	32.7	42.9	12.2	2	
Gender	**They don`t (%)**	**Slightly (%)**	**Moderately (%)**	**Very (%)**	**Extremely (%)**	**P-Value**
Helps to stay accountable to health goals						
Male	9.8	17.6	41.2	29.4	2	0.138
Female	18.4	14.3	55.1	12.2	0	
Gender	**Not at all (%)**	**Slightly (%)**	**Moderately (%)**	**Very (%)**	**Extremely (%)**	**P-Value**
Content as a source of practical advice						
Male	17.6	5.9	37.3	31.4	7.8	0.281
Female	12.2	18.4	38.8	20.4	10.2	
Helps to stay committed to health goals						
Male	17.6	11.8	45.1	19.6	5.9	0.086
Female	16.3	22.4	55.1	4.1	2	
Content as a source of practical advice						
Male	17.6	3.9	41.2	33.3	3.9	0.227
Female	14.3	14.3	49	18.4	4.1	
Sharing health progress or goals on social media						
Male	31.4	17.6	31.4	17.6	2	0.719
Female	42.9	18.4	26.5	10.2	1	

Note: * P-Value being less than the typical significance level of 0.05 indicates statistically significant results

Table 5 explores the extent to which males and females perceive health influencer content as motivating and practical in achieving their personal health goals. Among all variables, a statistically significant gender difference was observed in the realism of influencer-promoted health goals (P=0.002). A higher proportion of males (41.2%) rated these goals as "very realistic," while females were more skeptical, with 42.9% considering them only "moderately realistic" and 32.7% "slightly realistic." This suggests that males may be more trusting or receptive to influencer-led narratives. In contrast, females may evaluate them more critically, possibly due to the unrealistic body or lifestyle standards often presented. Other aspects of motivation, including whether influencer content helps participants stay accountable (P=0.138) or committed to their goals (P=0.086), did not yield significant gender differences. However, females consistently leaned toward more moderate levels of agreement. Similarly, both genders perceived influencer content as a moderately useful source of practical advice, with no significant variation (P=0.281). Additionally, the frequency of sharing health goals on social media was low across both genders (P=0.719), with females being slightly more hesitant, possibly reflecting privacy concerns or differing social media behavior.

Discussion

The findings of this study offer an in-depth understanding of how online health influencers influence the health-related behaviors of young adults in Mumbai. Through statistically significant patterns in dietary and lifestyle modifications, gender-based differences, and social media engagement, this research builds on existing global literature while highlighting unique socio-cultural factors relevant to the Indian urban youth population. The discussion below integrates key findings with current academic and empirical perspectives to offer a critical evaluation of influencer-led health communication in the digital age.

A statistically significant gender difference in age distribution (P=0.004) suggests that males tend to engage with health influencers earlier, while females show heightened health interest later in young adulthood. Research by Kim, Lee, & Park (2022) confirms that age and gender both shape engagement timing and content preferences in health-related social media use. No significant gender differences were observed in education, occupation, or income, indicating comparability in the social and economic context of participants. These findings suggest that gender differences in health influencer engagement and impact are less likely due to socioeconomic disparity, and more likely shaped by psychological and behavioral factors.

Although height and weight differ by gender (P=0.000), BMI does not (P=0.545). Recent NFHS data from India confirm this trend: urban males and females both show rising obesity rates while still maintaining comparable BMI levels overall (Bhattacharya et al., 2024). These findings illustrate that while size differs, body composition remains similar across genders in media-influenced populations.

Participants followed fewer health influencers on Facebook compared to Instagram or YouTube (p<0.001), indicative of a shift to visual-first platforms. They displayed predominantly passive engagement likes and story views with significantly lower interactions like commenting or attending live streams (p<0.001-0.003). This aligns with Lim et al. (2022), who found that young adults engage with health content passively, reducing critical evaluation of influencer messaging.

Males reported greater perceived effectiveness of influencer-recommended diets (P=0.038) and energy improvements (P=0.010), while females expressed more skepticism. Several participants reported negative side effects such as acne, fatigue, and digestive issues echoing a systematic review by Cohen et al. (2021) [4], which pointed out that exposure to popular diet trends on Instagram can negatively impact health behaviors and body perception.

Males were significantly more likely to adopt new exercise routines (P=0.012), whereas females took up new skincare practices (P=0.017). Both genders also embraced broader wellness habits like mindfulness and better sleep hygiene a pattern reflected in Rathi, Riddell & Worsley (2022) [15], who described widespread holistic influencer influence among Indian college students.

No significant gender differences emerged for other lifestyle habits like mindfulness, stress management, or sleep hygiene, though males slightly outpaced females in adopting time management practices (P=0.053). These findings suggest that both genders are open to behavioral changes promoted online, but tend to diverge in the type of content they respond to most. There was a significant gender gap in perceiving influencer-driven health objectives as realistic (P=0.002): 41.2% of males said "very realistic", versus just 12.2% of females. This aligns with findings from Fardouly et al. (2020) [7], who noted that women are more critical of social media portrayals, often perceiving them as idealized and unattainable. Despite these concerns, over one-third of participants rated influencer content as moderately or very helpful in staying accountable to health goals. This highlights the motivational power of influencers and the perceived accessibility of health information delivered in relatable and visual formats.

Conclusion

This study highlights the measurable influence of online health influencers on the dietary and lifestyle habits of young adults in Mumbai. Influencer content motivated both positive dietary changes, such as improved energy levels, and lifestyle modifications, including increased physical activity and skincare adoption. Notably, gender differences were evident: males perceived influencer content as more realistic and effective, while females reported higher engagement with self-care routines and demonstrated greater skepticism toward unverified claims. Although some participants reported psychological benefits such as improved mindfulness and stress management, these were not statistically significant. Overall, while health influencers can support healthier habits, the findings underscore the importance of critical evaluation and digital health literacy to navigate the risks of misinformation and unrealistic health standards. These insights can inform targeted health communication strategies and support ethical influencer practices in public health messaging.

References

1. Anjana RM, Deepa M, Pradeepa R, Bahijri SM, Shah B, Narayan KMV, et al. Burden of non-communicable diseases in India: Findings from the ICMR-INDIAB study. Int J Diabetes Dev Ctries. 2024;44:635-643.
2. Bhattacharya S, Patel A, Kumar R. Urban trends in BMI and obesity among Indian young adults: Evidence from national surveys. BMC Public Health. 2024;24(1):325-338.
3. Barua S. Spatial inequality and explaining the urban-rural gap in obesity in India: Evidence from 2015-16 population based survey. PLOS ONE. 2023;18(1):e0279840.
4. Cohen R, Fardouly J, John NT, Slater A. Instagram and body image in young adults: A systematic review of experimental studies. Body Image. 2021;36:232-243.
5. Chung A, Vieira D, Donley T, Tan N, Louis JG, Kiely Gouley K, et al. Adolescent peer influence on eating behaviors via social media: Scoping review. J Med Internet Res. 2021;23(6):e19697.
6. Durau L, Ionescu S, Mihalcea L. Social media influence and youth fitness behavior in urban environments. Health Promot Perspect. 2022;12(3):276-284.
7. Fardouly J, Magson NR, Rapee RM, Johnco CJ, Oar EL. Social media use and body dissatisfaction in adolescents: testing a mediated model of appearance comparisons. Body Image. 2020;33:200-206.
8. Han J. Meta-analysis of social media influencer impact: key antecedents and theoretical foundations. Psychol Mark. 2023;41(2):394-426.
9. Kožuh I, Čakš P. Social media fact-checking: the effects of news literacy and trust on the intent to verify health-related information. Healthcare. 2023;11(20):2796.
10. Kim Y, Lee H, Park H. Gender differences in health-related content engagement among young adults. Health Commun. 2022;37(6):742-750.
11. Lim MSC, Molenaar A, Brennan L, Reid M, McCaffrey T. Young adults' use of different social media platforms for health information: Insights from web-based conversations. J Med Internet Res. 2022;24(1):e23656.
12. Lunn T, McGuigan C, Musa M. The use of social media as a persuasive platform to facilitate nutrition and health behavior change in young adults: Web-based conversation study. J Med Internet Res. 2022;24(5):e28063.
13. Melchior C, Oliveira M. Health-related fake news on social media platforms: A systematic literature review. New Media Soc. 2021;24(6):1243-1262.
14. Mulcahy R, Barnes R, Scheepers DVR, Kay S, List E. Going viral: Sharing of misinformation by social media influencers. Australasian Mark J, 2024.
15. Rathi N, Riddell L, Worsley A. Social media use and lifestyle changes among Indian college students. Health Educ Res. 2022;37(3):233-245.
16. Sercu L. Social media influencers, health literacy and food literacy: A correlational study among adolescents. Int J Environ Res Public Health. 2024;21(12):1629.
17. Yeung AWK, Tosevska A, Klager E, et al. Medical and health-related misinformation on social media: Bibliometric study of the scientific literature. J Med Internet Res. 2022;24(1):e28152.