

The effect of social media on obesity

By Anne Smits

2039511 - U304177

Based on:

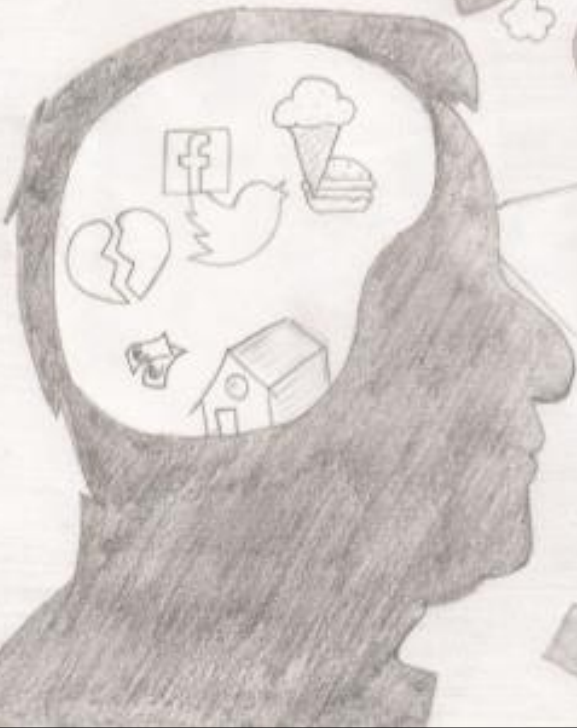
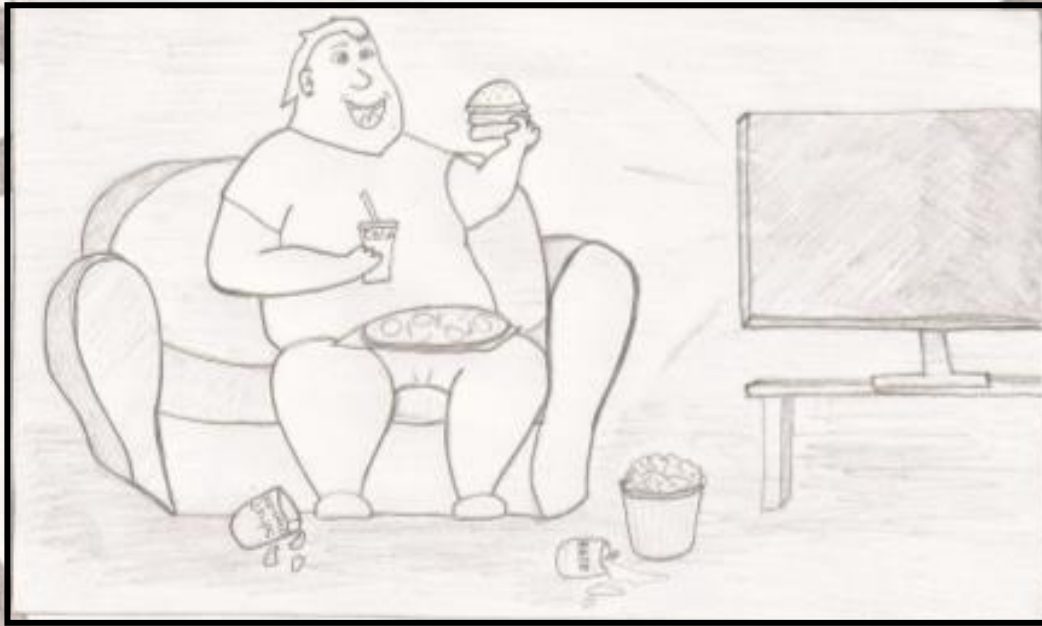
CHOU, S. W., PRESTIN, A. AND KUNATH, S. (2014) . OBESITY IN SOCIAL MEDIA: A MIXED METHODS ANALYSIS.
TRANSLATIONAL BEHAVIORAL MEDICINE, 4(3) , 314-323, [HTTPS://DOI.ORG/10.1007/S13142-014-0256-1](https://doi.org/10.1007/s13142-014-0256-1).

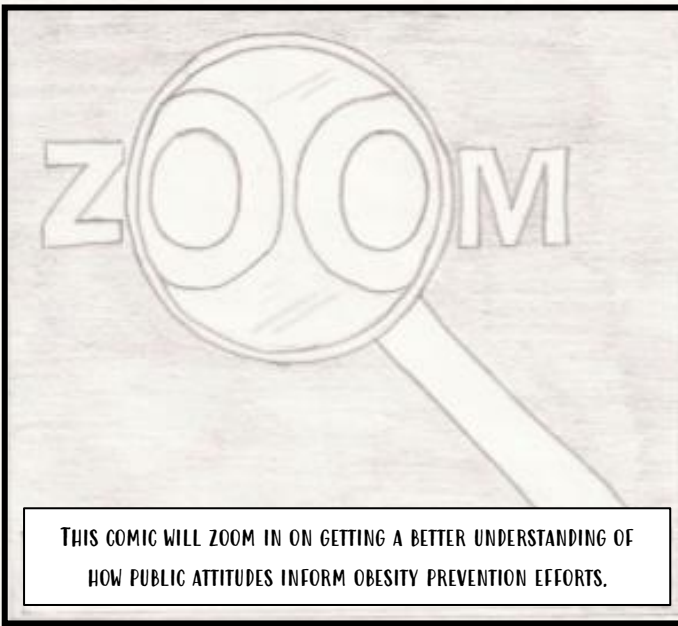
VISUAL THINKING AND COMPOSITION

TILBURG UNIVERSITY, DEPARTMENT OF BUSINESS, MEDIA & DESIGN COMMUNICATION

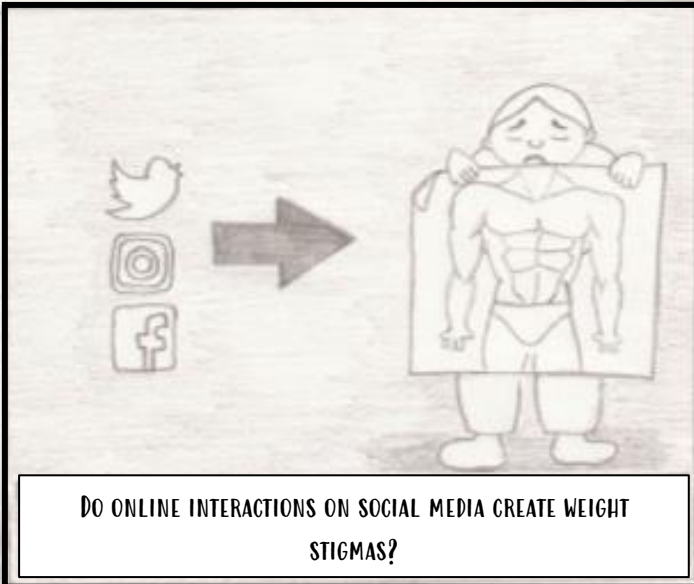
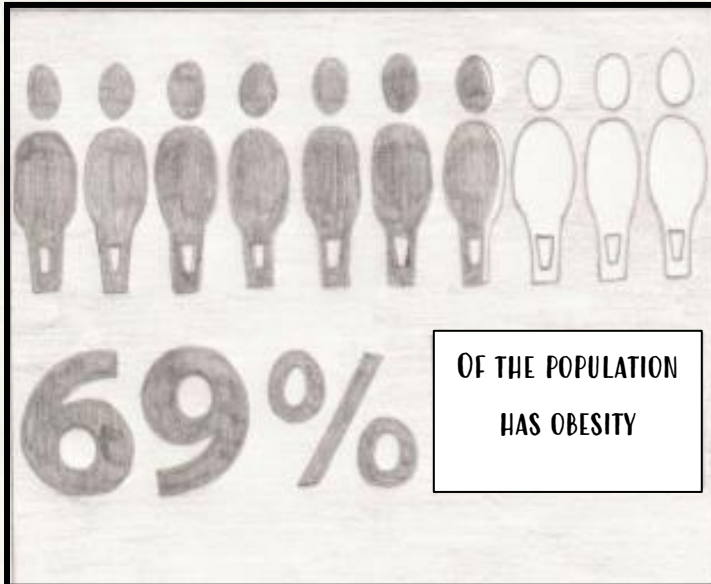
3-4-2020

INSTRUCTOR: NEIL COHN, NEILCOHN@VISUALLANGUAGELAB.COM





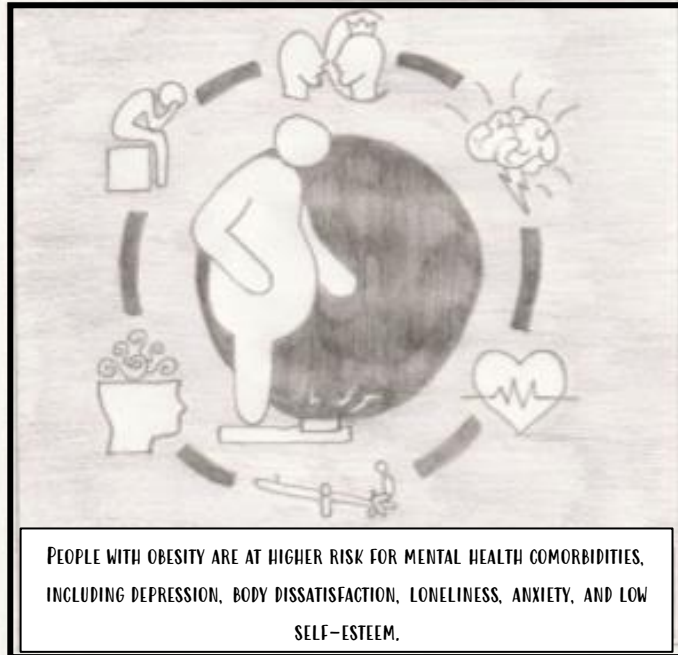
THIS COMIC WILL ZOOM IN ON GETTING A BETTER UNDERSTANDING OF HOW PUBLIC ATTITUDES INFORM OBESITY PREVENTION EFFORTS.



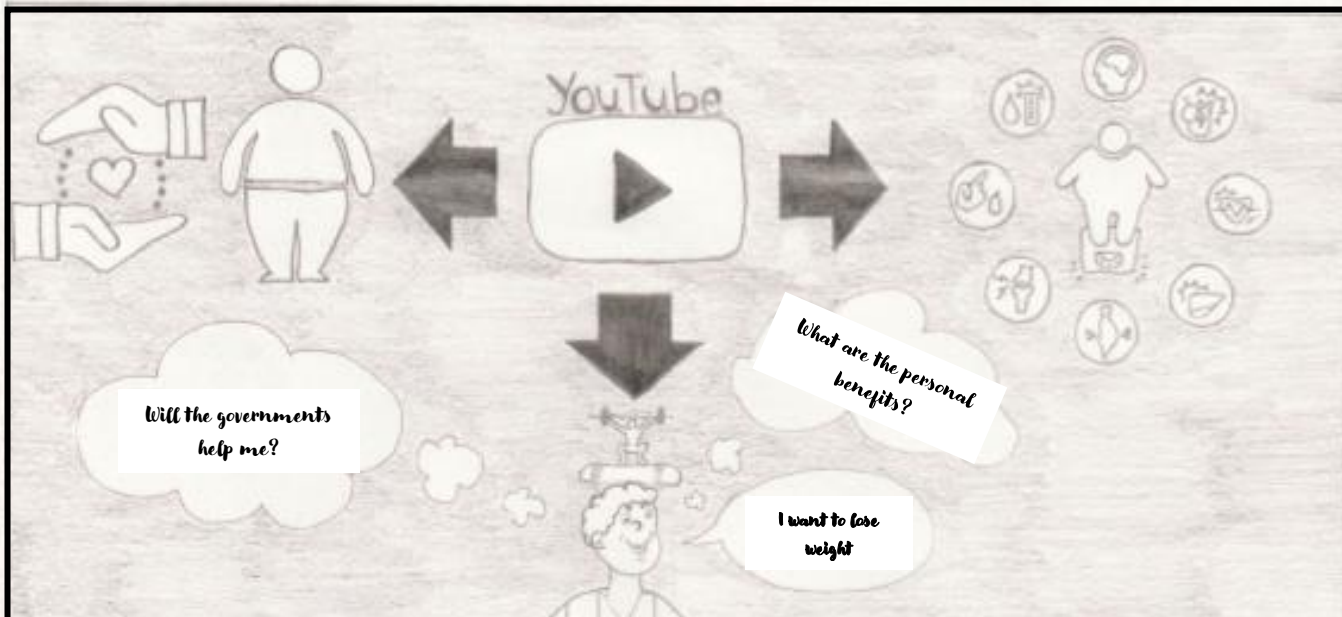
DO ONLINE INTERACTIONS ON SOCIAL MEDIA CREATE WEIGHT STIGMAS?



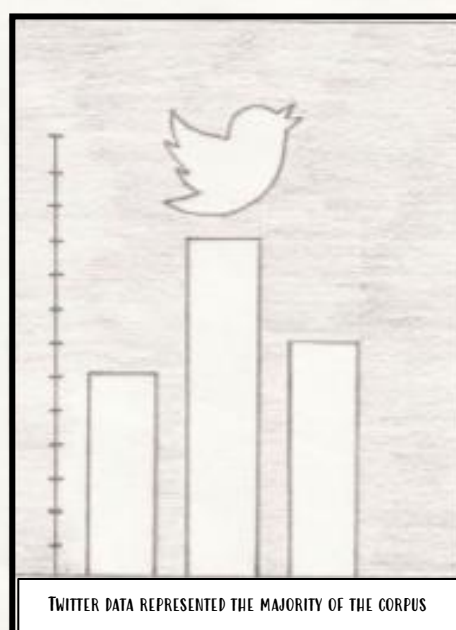
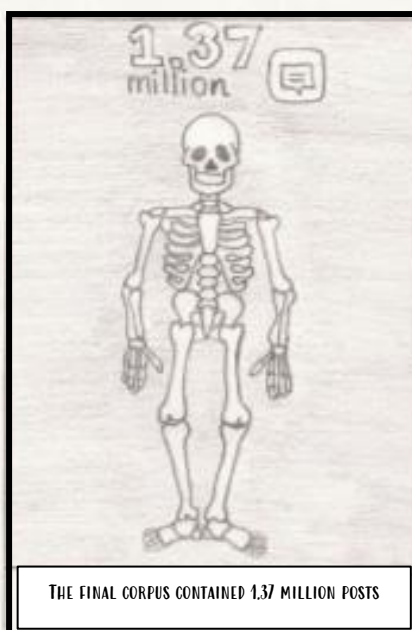
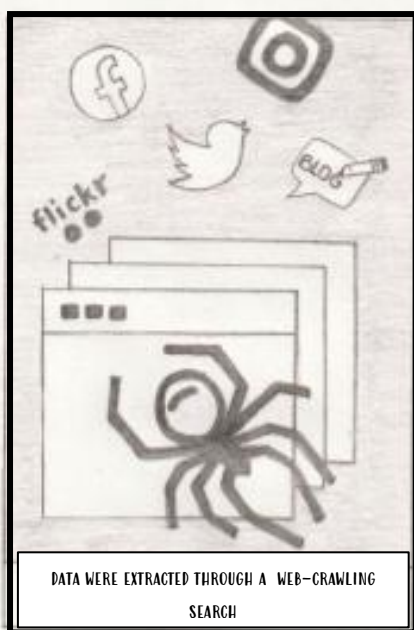
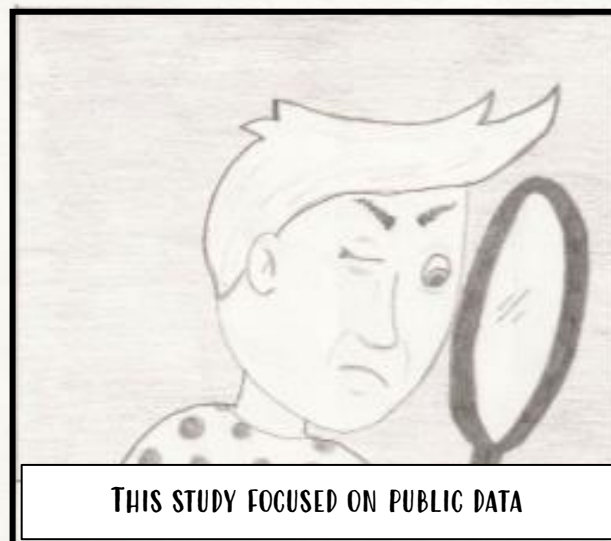
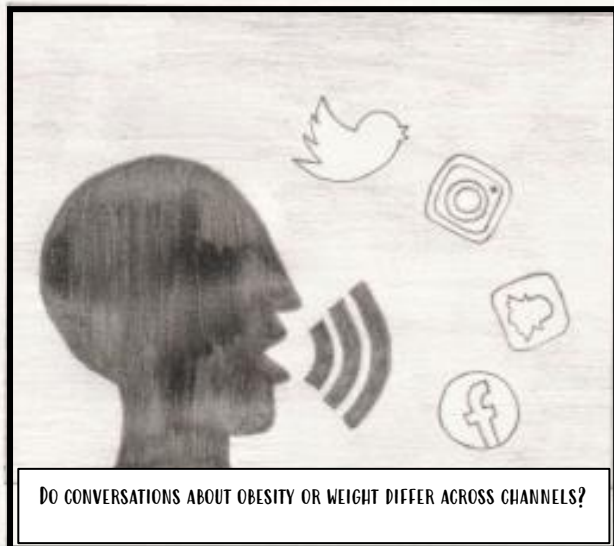
"FAT SHAMING" CONTINUES TO BE A THEME ON SOCIAL MEDIA.



PEOPLE WITH OBESITY ARE AT HIGHER RISK FOR MENTAL HEALTH COMORBIDITIES, INCLUDING DEPRESSION, BODY DISSATISFACTION, LONELINESS, ANXIETY, AND LOW SELF-ESTEEM.

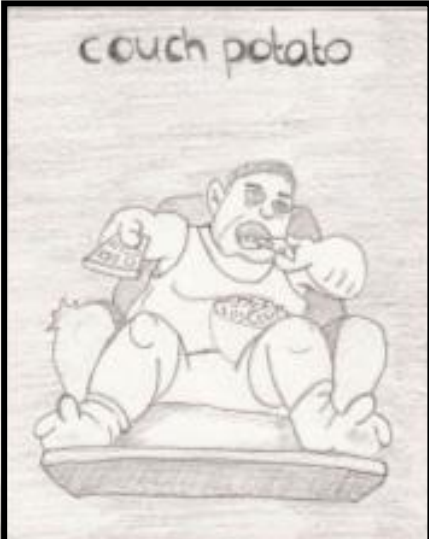


ON YOUTUBE PERSONAL CAUSES OF AND RESPONSIBILITY FOR OBESITY WERE DOMINANT THEMES, AND INDIVIDUAL-LEVEL BEHAVIORAL CHANGES WERE RECOMMENDED MOST OFTEN.





THE STUDY IDENTIFIES



PERVASIVE NEGATIVE STEREOTYPES



FAT JOKES, WHICH MAKES PEOPLE FEEL TRAPPED



ALIENATION OF OVERWEIGHT PEOPLE



AND FINALLY SELF-DEPRECATING HUMOR



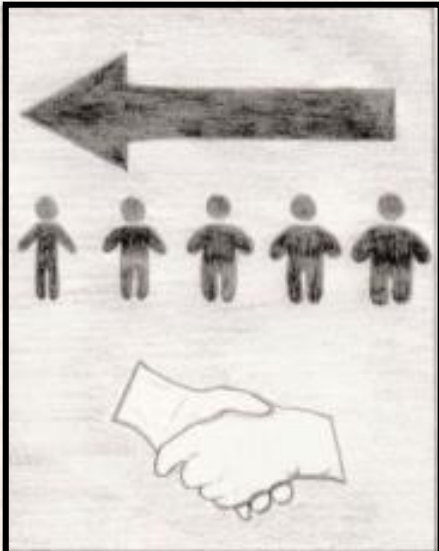
THERE ARE MANY SOCIALLY ORIENTED DISCUSSIONS



1. WEIGHT STIGMATIZATION ON SOCIAL MEDIA - "FAT JOKES"



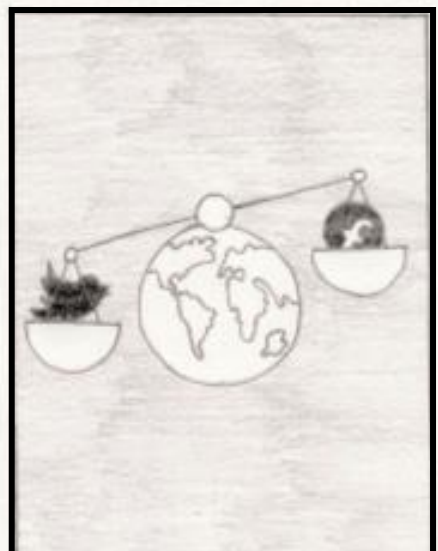
2. POSITIVE SENTIMENT



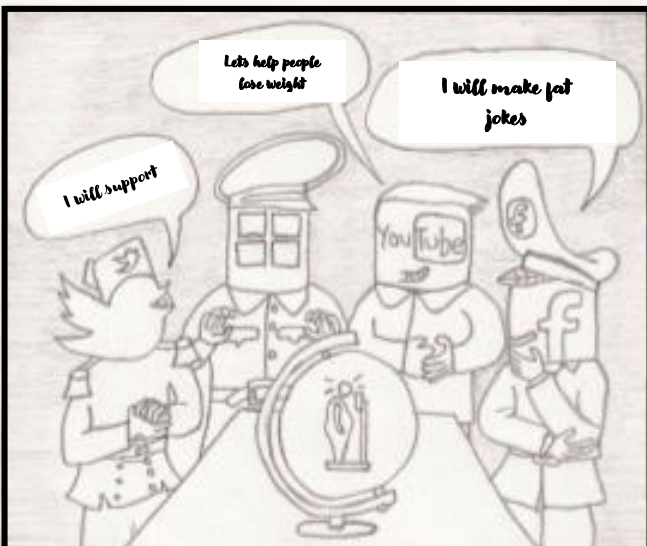
LIKE SOCIAL SUPPORT



AND "FAT ACCEPTANCE" ON SOCIAL



3. NOT ALL SOCIAL MEDIA ARE EQUAL



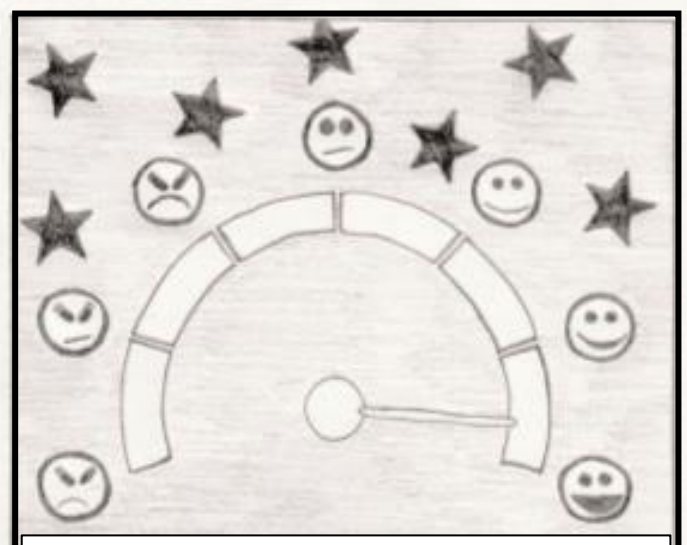
CHANNELS AND COUNTRIES CARRY VERY DIFFERENT CONVERSATIONS



HOSTILE ONLINE ENVIRONMENT ALSO PROMOTES WEIGHT STIGMATIZATION



WHICH HAS SERIOUS PUBLIC HEALTH CONSEQUENCES



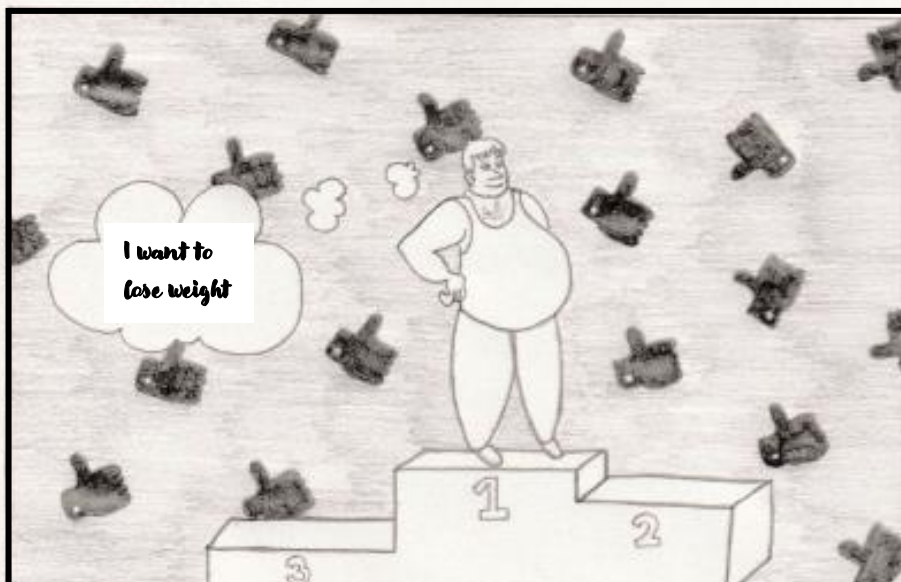
POP-CULTURE MAY ALSO SPARK INTERACTION THAT PROMOTES POSITIVE SENTIMENT



PEOPLE ON SOCIAL MEDIA SUPPORT EACH OTHER AND SILENT THE BULLIES



OBESITY PREVENTION EFFORTS REQUIRE INDIVIDUAL FOCUS IN BALANCE WITH A REPRESENTATION OF THE ISSUE



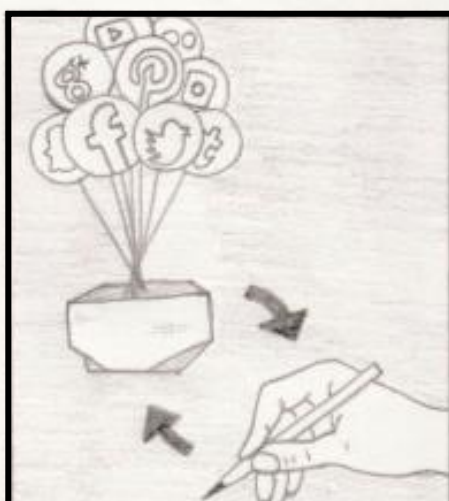
WE MUST FOCUS ON EMPOWERING THOSE ENDEAVORING TO MAKE BEHAVIORAL CHANGE



SO, IN CONCLUSION



THE ANALYSIS CONFIRMS HOSTILITY TOWARDS OVERWEIGHT INDIVIDUALS



SO WHEN DESIGNING HEALTH INTERVENTIONS, WE NEED TO CONSIDER THE ACCESSIBILITY AND FEASIBILITY OF SOCIAL MEDIA CHANNELS

