

1. What gender do you identify with?

Female                      Male

2. Which age bracket do you fall within?

18-29                      30-39                      40-49                      50+

3. What is your height in cm? \_\_\_\_\_

4. What is your weight in kilograms? \_\_\_\_\_

5. Do you have an Instagram account?

Yes                      No

6. Are you currently on a diet or restricting your food intake? (not including veganism, vegetarianism or allergies/intolerance)

Yes                      No

7. Please look at the following images below. Spend 3 minutes looking at each photo and captions, click continue when you have finished.  
(IV manipulation)

**PANAS**

This scale consists of several words that describe different feelings and emotions. Read each item and then list the number from the scale below next to each word. Indicate to what extent you feel this way at the present moment.

1                      2                      3                      4                      5  
Very Slightly or Not    A Little    Moderately    Quite a Bit    Extremely  
at All

- 8. Interested \_\_\_\_\_
- 9. Distressed \_\_\_\_\_
- 10. Excited \_\_\_\_\_
- 11. Upset \_\_\_\_\_
- 12. Strong \_\_\_\_\_
- 13. Guilty \_\_\_\_\_
- 14. Scared \_\_\_\_\_
- 15. Hostile \_\_\_\_\_
- 16. Enthusiastic \_\_\_\_\_

- 17. Proud \_\_\_\_\_
- 18. Irritable \_\_\_\_\_
- 19. Alert \_\_\_\_\_
- 20. Ashamed \_\_\_\_\_
- 21. Inspired \_\_\_\_\_
- 22. Nervous \_\_\_\_\_
- 23. Determined \_\_\_\_\_
- 24. Attentive \_\_\_\_\_
- 25. Jittery \_\_\_\_\_
- 26. Active \_\_\_\_\_
- 27. Afraid \_\_\_\_\_

**BAS-2**

28. For each item, please circle the number that best characterizes your attitudes or behaviours using the scale below.

1      2      3      4      5

I respect my body	1	2	3	4	5
I feel good about my body	1	2	3	4	5
I feel that my body has at least some good qualities	1	2	3	4	5
I take a positive attitude toward my body	1	2	3	4	5
I am attentive to my body's needs	1	2	3	4	5
I feel love for my body	1	2	3	4	5
I appreciate the different and unique characteristics of my body	1	2	3	4	5
My behaviour reveals my positive attitude toward my body: eg. I walk holding my head high and smiling	1	2	3	4	5
I am comfortable in my body	1	2	3	4	5
I feel like I am beautiful even if I am different from media images of attractive people (e.g., models, actresses)	1	2	3	4	5





## SAC

Please think back to when you were viewing the images, how much do the following phrases apply to you, please rate them using the scale below.

1      2      3      4      5      6      7

No comparison

A lot of comparison

34. To what extent did you think about your overall appearance when viewing these images?

1      2      3      4      5      6      7

35. To what extent did you compare your overall appearance to the individuals in the Instagram images?

1      2      3      4      5      6      7

To what extent did you compare your stomach to the individuals in the Instagram images?

1   2   3      4      5      6      7

36. To what extent did you compare your thighs to the individuals in the Instagram images?

1      2      3      4      5      6      7

37. Are you vegetarian or vegan?

I am vegan

I am vegetarian

I am neither

38. How long ago did you eat?

Less than 1 hour

1 hour

2 hours

More than 2 hours

39. How hungry do you feel?

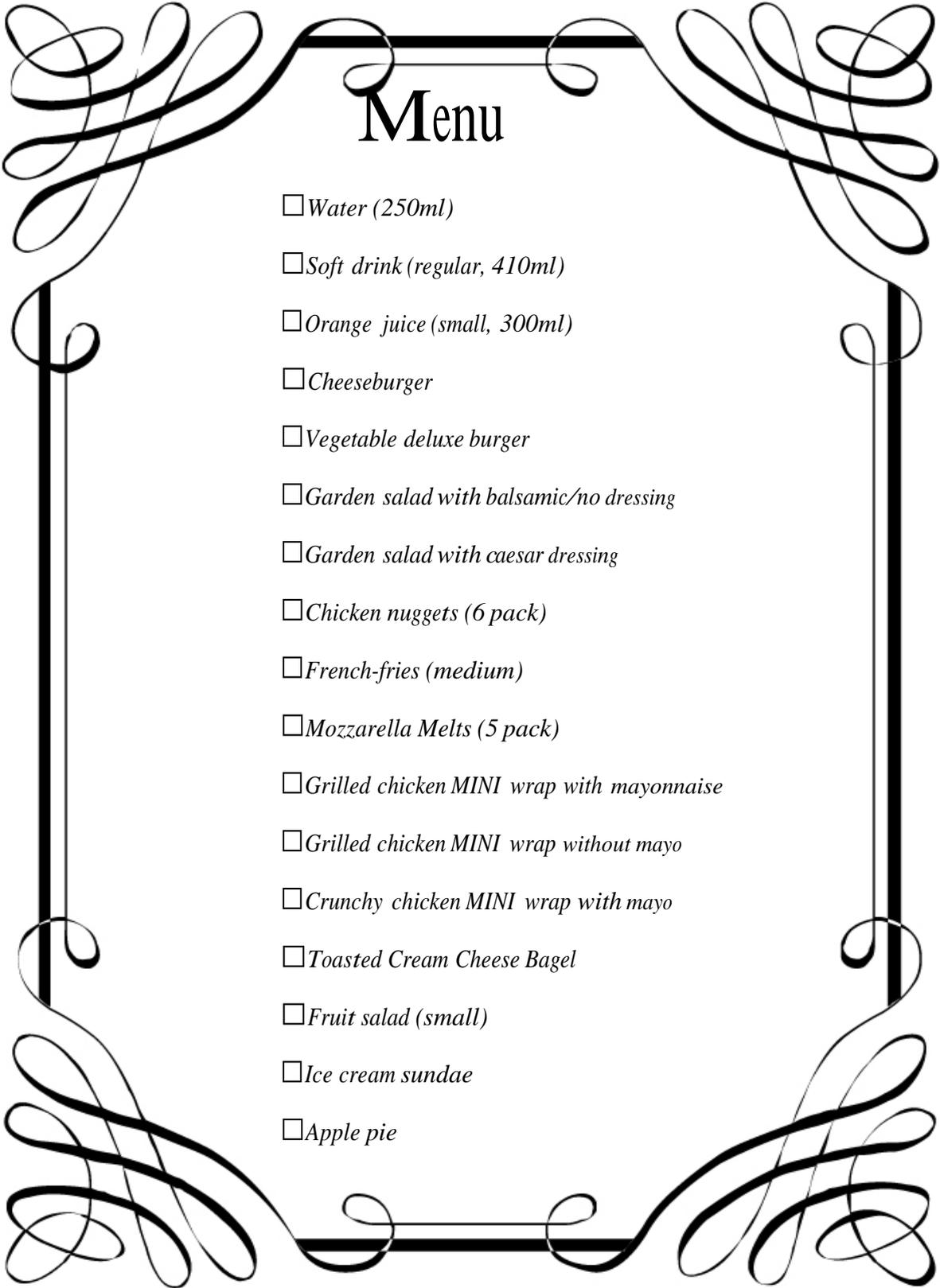
Very hungry

Quite hungry

A little hungry

Not hungry at all

40. Below is a menu, please select as many or as little food options as you like as if you were choosing lunch for yourself.



## Menu

- Water (250ml)*
- Soft drink (regular, 410ml)*
- Orange juice (small, 300ml)*
- Cheeseburger*
- Vegetable deluxe burger*
- Garden salad with balsamic/no dressing*
- Garden salad with caesar dressing*
- Chicken nuggets (6 pack)*
- French-fries (medium)*
- Mozzarella Melts (5 pack)*
- Grilled chicken MINI wrap with mayonnaise*
- Grilled chicken MINI wrap without mayo*
- Crunchy chicken MINI wrap with mayo*
- Toasted Cream Cheese Bagel*
- Fruit salad (small)*
- Ice cream sundae*
- Apple pie*

41. Did you have a food intolerance or allergy that prevented you from making a food choice?

Yes      No

42. What do you think the purpose of the study was?

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43. Please generate a unique code with the first letter of your first name and the first letter of your second name and the year you were born. This is to identify your information if you later choose to remove your data.

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### **Further Information and Debrief**

Thank you for your participation in this study, below you will find further information on the full purpose of the study.

Previous research into fitspiration images on Instagram have shown that it causes users to feel more inspired to lead a healthier lifestyle, however it was found it also caused unhealthy eating choices and increased body dissatisfaction.

The current study investigates whether body positivity at different sizes on Instagram has an impact on women's own body satisfaction in comparison to a control. This study separates participants into three conditions, one with body positive women who are considered "average", one with body positive women who are considered "larger than average", and the final is a control condition without bodies shown. We are also interested in whether women who are currently dieting might respond differently to different images.

It is hypothesised that due to the positive nature of body positivity, these posts will have a positive effect on participant's body satisfaction, appreciation and eating choices.

If you feel distressed about your eating or that you need to seek help, please visit <http://www.eatingdisorderssupport.co.uk/help> , call UK Telephone Helpline: [01494 793223](tel:01494793223) or email [support@eatingdisorderssupport.co.uk](mailto:support@eatingdisorderssupport.co.uk).

If you have any further questions or would like to remove your data, please don't hesitate to contact me, Kathleen Simon ([kfs22@sussex.ac.uk](mailto:kfs22@sussex.ac.uk)) or alternatively my supervisor Megan Hurst ([M.Hurst@sussex.ac.uk](mailto:M.Hurst@sussex.ac.uk)).

44. If you would like to be entered into the £25 prize draw, please follow this link and enter your email.