

The Effect of Social Media Usage on Engagement and Following up the Therapeutic Diets

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Social Media (definition)

- Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). *Merriam Webster Dictionary.*
- websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. *Cambridge Dictionary*
- Social media is interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. *Wikipedia.*
- There are more than 30 definitions.

Social Media and Social Network

Networking

The process or processes of exchange of information or services among groups, individuals or institutions are called online Networking.

Internet is a public global network consisting of other networks and these networks are interconnected.

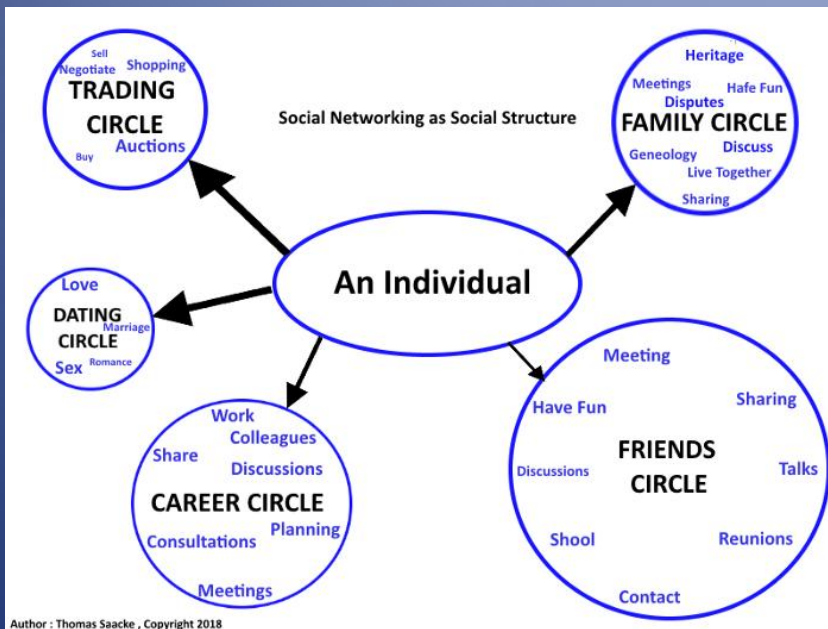
Social Network: Network of personal correlations or community-based interactions.

Social Media

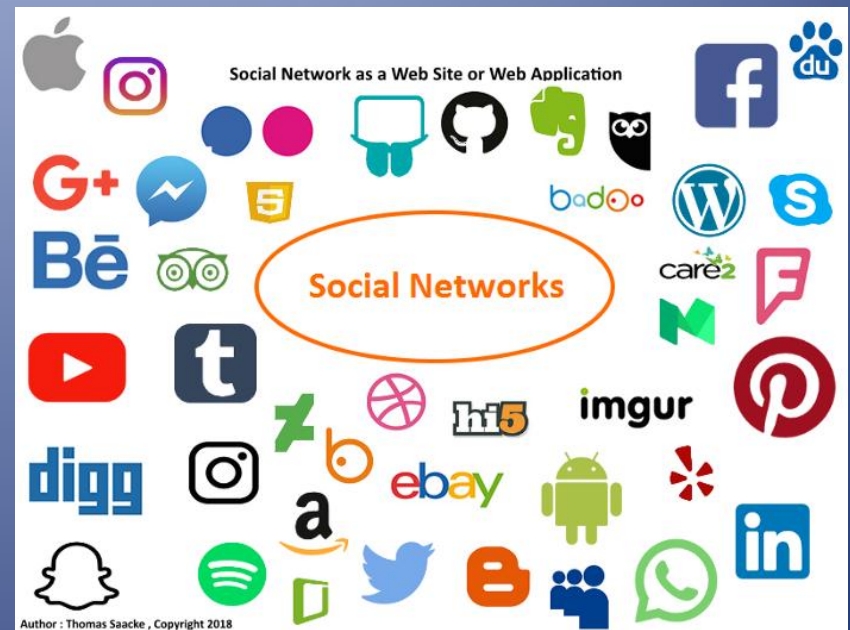
Taking into account Media is plural for Medium, a Social Media is the combination between web sites and web or computer software which allows individuals to exchange ideas and a variety of information, not limited to opinions and observations, notes, news, digital videos and photos and many others. End users can participate in this collaboration and use Social Media services if they use a mobile device, such as phone or tablet, or computer. Social Media makes possible people to share information on Internet by using their mobile devices or computers, to interact with others and to participate in Online Social Networking.

Social Network Examples

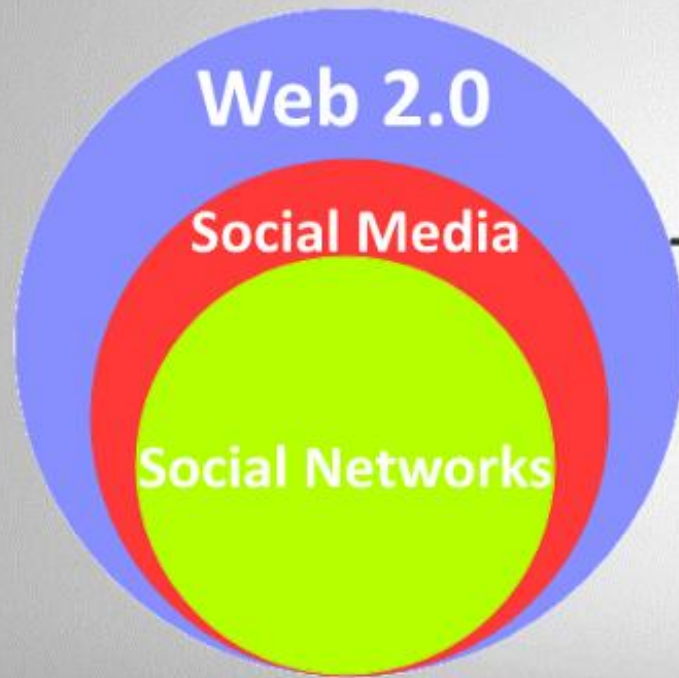
Social Network as a Social Structure



Social Network as a Networking Site or Web Application (Web App)



Social Media vs. Social Networks



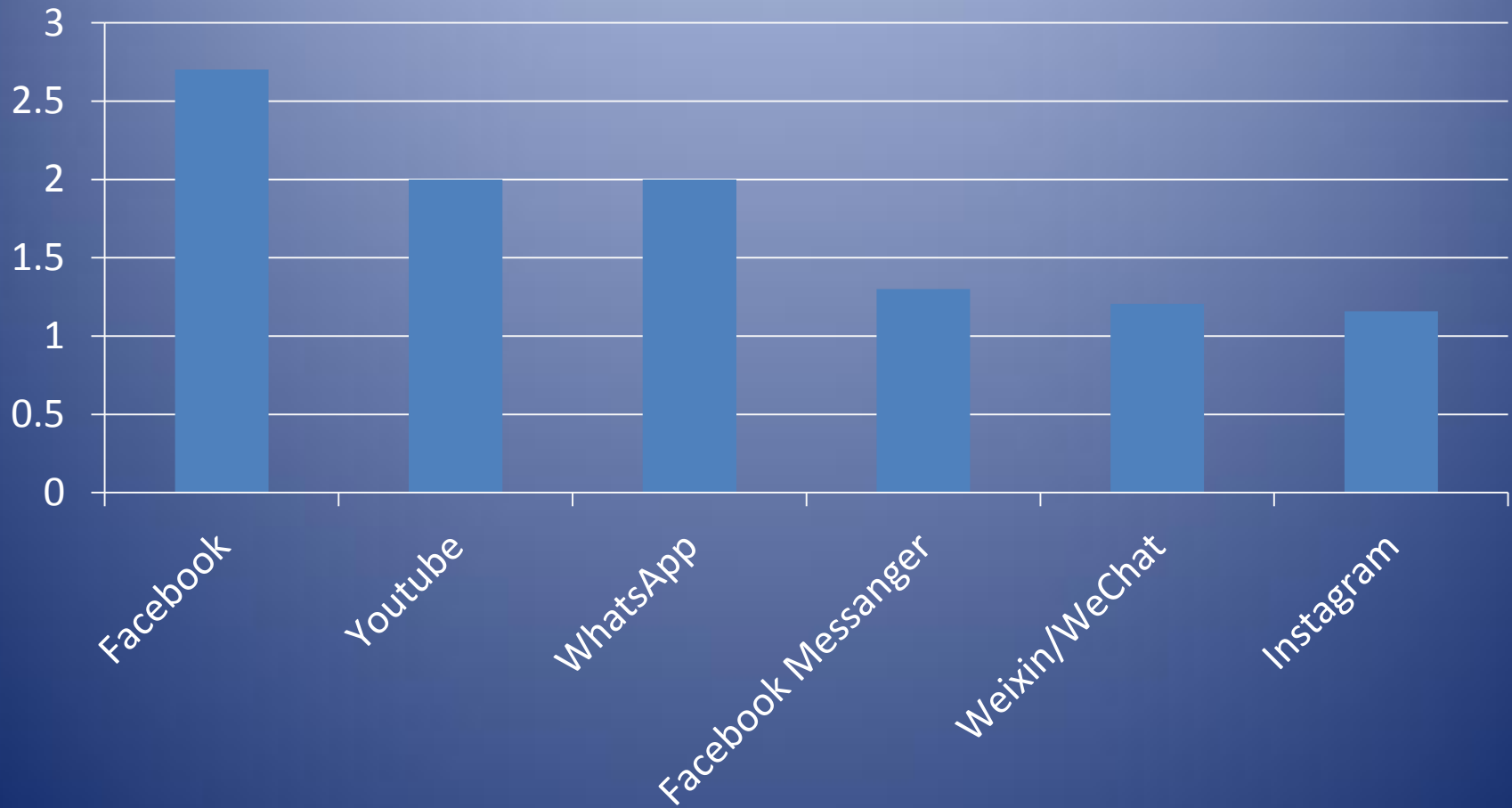
The World Wide Web

Author : Thomas Saacke , Copyright 2018

Types of Social Media

1. Social Networking
2. Photo Sharing
3. Video Sharing
4. Interactive Media
5. Blogging/Community Building

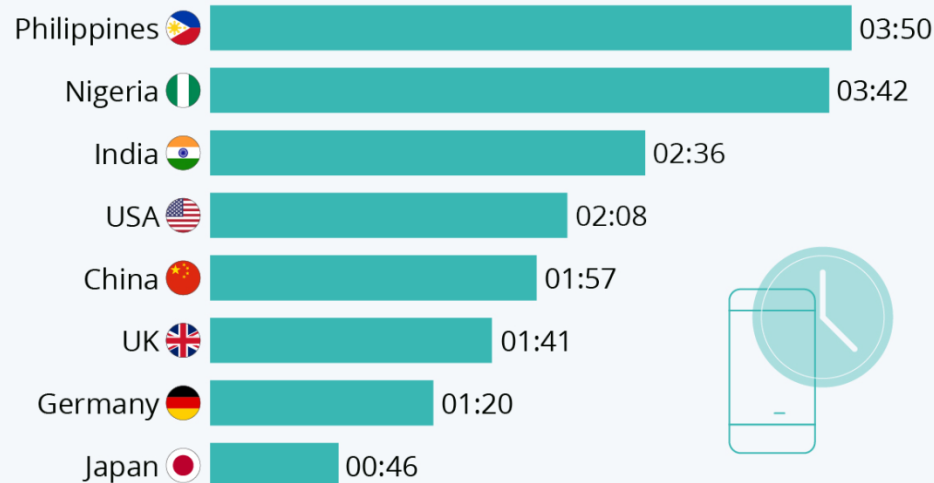
Most popular social networks worldwide as of October 2020,
ranked by number of active users (*in millions. Source: Statista*)



On average global internet users spent 2 hours and 22 minutes on social media per day

Where Do People Spend Most Time on Social Media?

Average time spent connected to social networks during a typical day in 2020 (hh:mm)



676,000 internet users aged 16-64 were interviewed across 46 markets.

Source: Global Web Index via DataReportal



statista

Social Media for Nutrition and Health Promotion

- Source
- Interactive or non-interactive
- Content:
 - Level of message
 - Quality of information
 - Target group
 - Visual Features

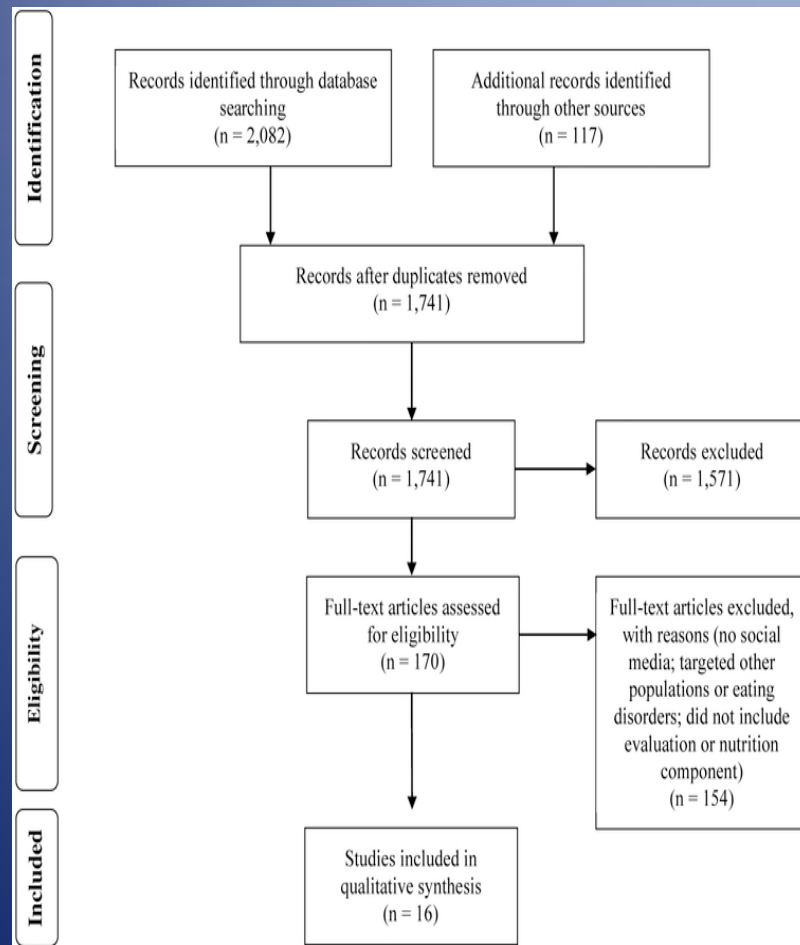
Assessment of Nutritional Status: ABCDEF format

- Anthropometry, body composition.
- Biochemical, haematological tests.
- Clinical, physical.
- Dietary.
- Environmental, behavioural, and social.
- Functional.

Ref. Oxford Handbook of Nutrition and Dietetics, 3rd Edition, 2020.

The use of social media in nutrition interventions for adolescents and young adults—A systematic review

(Chau *et al.*, *Int J Med Inform.* 2018 Dec; 120: 77–91)



There is a growing body of nutrition interventions featuring social media that show positive clinical and behavioral outcomes within this age group.

The use of social media for nutrition interventions with adolescents and young adults is limited. Current social media interventions utilize only basic social media features, did not evaluate the efficacy of social media components, and did not differentiate between the efficacy of social media compared to other delivery mechanisms.

Effectiveness of Integrating Online Social Networks into Routine Diet Therapy of Overweight and Obese Adults to Improve Session Follow-Up (M.Sc. thesis in Nutritional Sciences, R. Tahmasbi)

- A parallel three-armed RCT for 2 months
- 113 overweight/ obese females, under usual care for weight loss
- Randomly assigned to one of three study groups. The Control group received the usual care. Besides the usual care, the interactive group joined a group on WhatsApp platform, and the non-interactive group received daily messages via WhatsApp platform.
- Using online social networks besides the diet therapy of overweight and obese adults can have a positive effect on their follow-up rate. It also showed that engaging patients in an online community is more effective than just providing weight-loss related information via online social networks. We observed no significant differences between the weight loss of those who followed their sessions, regardless of the intervention they received.

What should be evaluated?

(for example in weight loss consultations)

- Process indicators: engagement in sessions, active participation, being followed up, ...
- Outcome indicators: weight loss, prevention of weight regain, ...

The Effect of Covid-19 Pandemic on Nutritional Consultations

- Accelerating online diets and social media usage

Final Points

- Looking to the status as a pure market (not as health promotion tool)
- Necessity of more effective legislation
- Like almost any other phenomenon, social media in applied nutrition can open opportunity and/or thereat windows.

Thank you for your attention.

