

Međudnos praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama i sociokulturnog pritiska za mršavošću mladih žena u Hrvatskoj

/ The Relationship Between Health-Related Social Media Content Consumption and Sociocultural Pressures to Be Thin Among Young Women in Croatia

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Cilj istraživanja bio je ispitati međudnos praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama s doživljenim pritiscima medija i vršnjaka za mršavošću i provođenja dijete. U istraživanju su sudjelovale 352 mlade žene iz Hrvatske u dobi između 18 i 21 godine. *Online* upitnikom prikupljeni su podaci o korištenju društvenih mreža, doživljaju pritiska povezanog sa izgledom od medija i vršnjaka te podaci o provođenju dijete. Rezultati ukazuju da mlade žene u Hrvatskoj pretežito koriste Instagram za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom te da ih većina provede do 30 minuta na dan prateći ovu vrstu sadržaja na društvenim mrežama. Korištenje društvenih mreža i pritisci koje doživljavaju mlade žene za mršavošću od medija i vršnjaka, izravno su predviđali provođenje dijete. Istovremeno, praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom predviđalo je provođenje dijete i neizravno, ali samo pritiskom koji mlade djevojke doživljavaju od medija. Nalazi ovog istraživanja korisni su za osmišljavanje budućih intervencija s ciljem ublažavanja osjećaja sociokulturnog pritiska i smanjenja provođenja dijeta među mladim ženama koje prate sadržaj povezan sa zdravom prehranom i zdravim životom na društvenim mrežama.

/ The aim of the study was to examine the relationship between health-related social media content consumption and the perceived media and peer pressures for being thin and dieting. The study involved 352 young women from Croatia, between 18 and 21 years of age. An online questionnaire was used to collect data on their social media use, the perceived media and peer pressures relating to appearance, and their dieting behavior. The results indicate that young women from Croatia mostly use Instagram to follow health-related content, and the majority of them spend up to 30 minutes per day following this type of content on social media. The use of social media, as well as the media and peer pressures experienced by young women to be thin, directly predicted their dieting behavior. At the same time, health-related content consumption indirectly predicted dieting as well, but only through pressure that young women experience from the media. The findings of this study are useful for designing future interventions with the aim of alleviating the experience of sociocultural pressures and reducing dieting among young women who follow health-related content on social media.

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U današnjem društvu interneta većina mladih koristi pametni telefon (1) s kojim je moguće cjelodnevno koristiti društvene medije. Društveni mediji čine platformu preko koje mladi primaju informacije i međusobno komuniciraju izlažući ih medijima i utjecajima vršnjaka u novom društvenom kontekstu (2,3). Zbog toga su recentna istraživanja prebacila fokus s teme doživljaja pritiska putem tradicionalnih medija ili pritiska u klasičnoj interakciji licem u lice s vršnjacima na razmatranje povezanosti sociokulturnih pritisaka vezanih uz izgled koje mladi doživljavaju od medija i vršnjaka na društvenim mrežama (2).

U većini istraživanja u kojima su razmatrani sociokulturni pritisci na društvenim mrežama ispitanici su bili korisnici *Facebook*-a i *Instagram*-a. Ta su istraživanja pokazala da korištenje društvenih mreža i utjecaj vršnjaka može doprinijeti stvaranju pritiska za postizanje određenog tjelesnog izgleda što može stvoriti osjećaj nezadovoljstva vlastitim tijelom i poremećaje prehrane (4-7). Čini se da društvene mreže, poput *Instagram*-a i *Facebook*-a, potiču socijalnu usporedbu i procjenjivanje na temelju fizičkog izgleda, što pridonosi internalizaciji nametnutih ideala mršavosti i potencijalno vodi do negativnih ishoda kao što su, primjerice, povećana briga vezana uz sliku o vlastitom tijelu, nezadovoljstvo tijelom ili razvoj poremećaja prehrane (4,7-10).

INTRODUCTION

In today's internet-based society, the majority of young people use smartphones (1) which enable them to use social media throughout the day. Social media act as a platform where young people receive information and interact with one another, thus exposing them to the media and peer pressures in a new social context (2, 3). For this reason, recent studies have shifted focus from the pressures of traditional media or face-to-face interactions among peers to examining the connections between appearance-related sociocultural pressures experienced by young people from the media and their peers on social media (2).

Most of the studies addressing sociocultural pressures on social media included participants using Facebook and Instagram. Such studies have shown that social media use and peer pressure can contribute to creating the pressure to meet certain appearance standards, which could lead to body dissatisfaction and eating disorders (4-7). It appears that social media, such as Instagram and Facebook, encourage social comparisons and evaluations based on physical appearance, which contributes to the internalization of imposed ideals of thinness, and potentially leads to negative outcomes such as increased concern about one's body image, body dissatisfaction or eating disorders (4, 7-10).

Different researchers tried to explain the mechanisms behind body image dissatisfaction and

Više je istraživača pokušalo objasniti mehanizme nakon nezadovoljstva vlastitim tijelom i poremećaja prehrane kod mladih djevojaka te su pokušali objasniti koju ulogu u tome imaju sociokulturni utjecaji (3,11-13). Prema sociokulturnom tripartitnom modelu (13) nezadovoljstvo tijelom kod žena nastaje jer sociokulturna okolina, poput roditelja, vršnjaka i medija, izravno ili neizravno, promovira određene ideale ljepote i preferira specifičan tjelesni izgled i mršavost, koje žene zatim internaliziraju. Žene, međutim, nastojeći dostići te standarde ljepote najčešće dožive neuspjeh, jer su ti standardi za većinu žena nerealni i nedostižni (13). U ovim nastojanjima, zbog nemogućnosti dostizanja navedenih ideala, javlja se nezadovoljstvo vlastitim tijelom što za posljedicu ima brojne druge negativne ishode, kao što je, primjerice, razvoj poremećaja prehrane (14-16).

U kontekstu doživljaja pritiska od medija i vršnjaka na društvenim mrežama, razvojno-sociokulturni model (3) pretpostavlja da karakteristike društvenih mreža, poput prisutnosti idealiziranih slika vršnjaka i povratnih informacija koje su vidljive svima, mogu kod žena pojačati brigu vezanu uz sliku o vlastitom tijelu i narušiti njihovo mentalno zdravlje. To je posebno izraženo kod mlađih žena u razvojno važnoj fazi adolescencije kada su im odnosi s vršnjacima izrazito važni (17-20). Zbog toga su žene podložnije društvenim pritiscima da se konformiraju društveno nametnutom poželjnom standardu tjelesnog izgleda (21).

Prijašnja istraživanja potvrđuju da su žene, te osobito mlađe žene (3,22-24), ranjiva skupina za razvoj pretjerane brige vezano uz sliku o vlastitom tijelu i za razvoj nezadovoljstva tijelom, budući da doživljavaju snažnije društvene pritiske povezane s izgledom te su sklonije prikloniti se nametnutim društvenim idealima ljepote (4,10,25-28). Ovo nije iznenađujuće jer žene i inače češće koriste društvene mreže, općenito su sklonije uspoređivanju s drugima (29-31) te su sklonije od muškaraca uspoređivati vlastiti

eating disorders in young women, as well as the role of sociocultural influences in this regard (3, 11-13). According to the sociocultural Tripartite Influence model (13), body dissatisfaction among women arises because their sociocultural surroundings, such as parents, peers and media, directly or indirectly promote certain beauty ideals and preferences for certain body images and thinness, which women then internalize. Women, however, usually fail in their attempts to achieve these beauty standards, because they are unrealistic and unachievable for most women (13). Due to the inability to achieve these ideals, these attempts result in body dissatisfaction which can lead to other negative outcomes, such as the development of eating disorders (14-16).

Within the context of media and peer pressures perceived on social media, the developmental-sociocultural framework (3) assumes that the characteristics of social media, with their idealized images of peers and feedback that is visible to everybody, can exacerbate body image concerns in women and impair their mental health. This is particularly pronounced in younger women during the developmentally important period of adolescence, when the relationships with their peers are extremely important (17-20). For this reason, women are more susceptible to social pressures to conform to the socially imposed desirable standard of physical appearance (21).

It was observed in previous studies that women, especially younger women (3, 22-24), are more susceptible to developing exaggerated body image concerns or body dissatisfaction, as they tend to experience more social pressure regarding their appearance, and are more prone to adhere to the imposed social ideals of beauty (4, 10, 25-28). This is not surprising, as women usually use social media more frequently, they are generally more inclined to compare themselves to others (29-31), and are more likely to compare their appearance to others than men,

izgled, i to ponajprije s vršnjacima a onda i s drugim društvenim skupinama poput primjerice članova svoje obitelji (4,26). Istraživanja pokazuju da provođenje više vremena na društvenim mrežama dovodi do nižeg samopoštovanja i veće brige o slici vlastitog tijela, kao i do više poremećaja prehrane (5,6 8, 32,33).

Činjenica je da izloženost sadržaju koji promiče ideale mršavosti, savjeti i strategije kako biti mršav, kao i izloženost različitim slikama mršavosti, idealiziranim slikama utjecajnih osoba na društvenim mrežama i slavni osoba ili vršnjaka na društvenim mrežama naglašava idealizaciju mršavih tijela što može pridonijeti nezadovoljstvu tijelom i dovesti do poremećaja ponašanja u prehrani kod mladih žena (24,33-36). Međutim, težnja za mršavošću često obuhvaća i provođenja dijete radi gubitka tjelesne težine. Istraživanja pokazuju da ekstremnija ograničenja u prehrani dovode često do osjećaja deprivacije i gubitka kontrole što zauzvrat potiče nezdravo ponašanje s obzirom na prehranu (12,37-38). Također, različita istraživanja pokazuju da su djevojke koje su u mlađim godinama provodile dijetu, kasnije u životu bile podložnije razvoju poremećaja prehrane (12,39-41). Stoga je prema Američkom psihijatrijskom udruženju (42) provođenje dijete prepoznato kao jedno od ključnih obilježja poremećaja prehrane, te se smatra čimbenikom rizika za razvoj poremećaja prehrane poput anoreksije nervoze i bulimije nervoze (41).

Štoviše, istraživanja su pokazala da mlade djevojke provode značajno vrijeme na društvenim mrežama koristeći ih kao primarni izvor informacija o zdravlju i zdravom načinu života (43). One često prate sadržaj povezan sa zdravom prehranom i zdravim životom kako bi postigle mršav i 'fit' izgled zdravim načinom života poput zdrave prehrane i tjelovježbe (15). U tom smislu društvene mreže dijeljenjem različitih savjeta i strategija među korisnicima radi postizanja specifičnog tjelesnog izgleda mogu lako postati platforma za stvaranje sociokulturnih

primarily to their peers and then to other social groups such as their families (4, 26). Studies have shown that spending more time on social media leads to lower self-esteem and greater body image concerns, as well as more eating disorders (5, 6, 8, 32, 33).

The fact is that exposure to content that promotes thin ideals, tips and strategies on how to be thin, as well as exposure to different images of thinness, idealized images of social media influencers and celebrities or peers on social media, emphasizes the idealization of thin bodies which can contribute to body dissatisfaction and lead to the development of eating disorders in young women (24, 33-36). However, a pursuit of thinness often involves the adoption of some form of dieting with the aim of losing weight. Studies have shown that more extreme dietary restrictions often lead to feelings of deprivation and loss of control, which in return facilitates unhealthy eating behaviors (12, 37-38). Furthermore, different studies have shown that young women who used to diet at a younger age are at an increased risk of developing eating disorders later in life (12, 39-41). According to the American Psychiatric Association (42), dieting is, therefore, recognized as one of the key features of eating disorders, and is considered a risk factor for the development of eating disorders such as anorexia nervosa and bulimia nervosa (41).

Moreover, studies have shown that young women spend a significant amount of time on social media, using them as the primary source of health and healthy lifestyle information (43). They often follow healthy eating and healthy lifestyle related content in order to achieve a thin and fit appearance by adopting healthy lifestyle choices, such as healthy eating and exercise (15). In this regard, social media can easily become a platform for creating appearance-related sociocultural pressures by encouraging the sharing of different tips and strategies among their users, aiming at achiev-

pritisaka usmjerenih na izgled. Primjerice, na društvenim mrežama se tako promovira sadržaj koji potiče korisnike na mršavost (npr. “*thinspiration*” (44)), no problematično je to što se pri takvim pokretima najčešće ne uzimaju u obzir specifične potrebe pojedinca, a i promiče se prehrana i tjelovježbe koji nisu nužno zdravi za sve. Pokazalo se da je među mladim ženama koje su koristile sadržaj vezan uz zdravu prehranu i zdrav život na društvenim mrežama, 17,7 % bilo izloženo visokom riziku za razvoj poremećaja prehrane, 17,4 % je iskazalo visoku razinu psihološkog stresa, a 10,3 % ih je iskazalo znakove ovisnosti o vježbanju (45).

U Hrvatskoj se više istraživanja bavilo odnosom između sociokulturnih pritisaka i rizika za razvoj poremećaja prehrane. Internalizacija ideala mršavosti predviđa nezadovoljstvo tjelesnim izgledom (46), kao i provođenje dijete kod žena (47). Istraživanje Anić i sur. (48) i Rukavina i Pokrajac-Bulian (49) je pokazalo da žene s višim indeksom tjelesne mase češće doživljavaju sociokulturni pritisak da se prilagode kulturološki definiranim idealima mršavosti. Također, pokazalo se da je taj pritisak povezan i s internalizacijom ideala mršavosti, provođenjem dijete (49-51) i s motivacijom za vježbanjem radi poboljšanja vlastitog izgleda i regulacije tjelesne težine (48). Osim toga, u Hrvatskoj je provedeno i jedno novije istraživanje u kojem se promatra odnos društvenih medija, slike o vlastitom tijelu i ponašanja vezanima uz prehranu. Marić i sur. (52) su pokazali da žene koje češće prate stranice vezane uz fitness, zdravlje i prehranu na *Instagram*-u pokazuju značajno veću želju za mršavošću i veće idealiziranje vitke građe u usporedbi s ispitanicama koje manje prate ovakve sadržaje. Štoviše, Marić i sur. (52) primijetili su da žene koje redovito prate slavne i utjecajne osobe imaju tendenciju internalizirati društvene ideale. To dodatno potvrđuje istraživanje Stojčić i sur. (46), u kojem se pokazalo da su žene bile manje zadovoljne svojim tijelom kada su bile izložene slikama idealnih mršavih žena.

ing certain appearance standards. Social media, for example, promote content that encourages thinness (e.g. “*thinspiration*” (44)), but the problem arises in the fact that such movements generally do not consider the specific individual needs, and promote eating and exercise choices that are not necessarily healthy for everyone. It has been observed that among young women who accessed health-related content on social media, 17.7% were at a high risk of developing eating disorders, 17.4% reported high levels of psychological stress, and 10.3% showed signs of addictive exercise behavior (45).

Several studies conducted in Croatia have examined the relationship between sociocultural pressures and the risk of developing eating disorders. An internalization of the ideal of thinness predicts body image dissatisfaction (46) and dieting (47) among women. It was observed in studies conducted by Anić et al. (48), and Rukavina and Pokrajac-Bulian (49), that women with higher body mass index levels more often experience sociocultural pressures to conform to the culturally defined ideals of thinness. These pressures were also found to be associated with the internalization of the ideal of thinness, dieting behavior (49-51) and motivation to engage in exercise for the purpose of enhancing one’s appearance and managing body weight (48). Furthermore, a more recent study conducted in Croatia has examined the relationship between social media, one’s own body image and eating behaviors. Marić et al. (52) found that women who frequently follow fitness, health and nutrition-related accounts on Instagram, exhibit a significantly greater desire for thinness and idealization of a slender physique compared to those who did so less frequently. Moreover, Marić et al. (52) observed that women who regularly follow accounts of celebrities and influential figures tend to internalize social ideals. This was further confirmed in the study conducted by Stojčić et al. (46), where it was observed that women were less

Nastavljajući na navedene rezultate u ovom smo istraživanju željeli razmotriti odnos između sadržaja povezanog sa zdravom prehranom i zdravim životom (vježbanje i sl.) na društvenim mrežama, sociokulturnih pritisaka za mršavošću i provođenja dijete među mladim ženama u Hrvatskoj. Dok je fokus istraživanja Marić i sur. (52) na korištenju *Instagram*-a, cilj ovog istraživanja je uzeti u obzir različite platforme društvenih mreža i ispitali učestalost korištenja sadržaja povezanog sa zdravom prehranom i zdravim životom (vježbanje i sl.). Rezultati će nam pružiti bolje razumijevanje odnosa između korištenja sadržaja na društvenim medijima, sociokulturnog pritiska i provođenja dijete. Dosadašnja istraživanja u Hrvatskoj bavila su se odnosom sociokulturnih pritisaka, provođenjem dijete i poremećajima prehrane. Međutim, dinamika odnosa navedenih konstrukata nije ispitana u kontekstu društvenih medija i praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim medijima. Također, u prijašnjim istraživanjima u Hrvatskoj nije istraživani medijatorski utjecaj medija i pritiska vršnjaka u odnosu između učestalosti korištenja društvenih medija i provođenja dijete.

Prema tome, prvi cilj našeg istraživanja bio je utvrditi koje društvene mreže mlade žene u Hrvatskoj koriste za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom, te ispitati učestalost korištenja tog sadržaja na različitim društvenim mrežama. Drugi cilj bio je ispitati kako je među mladim djevojkama u Hrvatskoj praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama povezano s pritislima koje one doživljavaju vezano uz izgled od strane medija i vršnjaka te s provođenjem dijete. Zapravo, cilj je testirati model koji predviđa rizik od provođenja dijete kod mladih žena u Hrvatskoj, na temelju njihovog praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama (npr.

satisfied with their bodies when they were exposed to images of ideal thin women.

Building upon these findings, our study aim was to examine the relationship between health-related content (exercise etc.) on social media, sociocultural pressures for thinness, and dieting among young women in Croatia. While the study conducted by Marić et al. (52) focused solely on Instagram, the aim of our study was to incorporate various social media platforms and examine the frequency of engagement with health-related content (exercise, etc.). The results will provide us with a better understanding of the relationship between engagement with social media content, sociocultural pressures, and dieting behavior. The studies conducted in Croatia so far have explored the relationship between sociocultural pressures, dieting behaviors and eating disorders. However, they have not examined the dynamics between these constructs within the context of social media and health-related content consumption on social media. Additionally, previous studies conducted in Croatia did not explore the mediating role of media and peer pressure in the relationship between the frequency of social media usage and dieting.

Accordingly, the first aim of our study was to identify which social media young women in Croatia predominantly use in order to consume health-related content, and to determine the frequency of their engagement with such content on different social media. The second aim of our study was to examine how the consumption of health-related content on social media relates to the pressures young women in Croatia experience from both peers and the media regarding their appearance, as well as their dieting behaviors. Specifically, the aim was to test the model of predicting the risk of dieting among young women in Croatia, based on their level of engagement with health-related content on social media (e.g. following fitness, exercise and healthy eating content), in which the

praćenje sadržaja o fitnessu, tjelovježbi i zdravoj prehrani), a da pri tome sociokulturni pritisci koje one doživljavaju vezano uz izgled imaju medijatorsku ulogu.

METODA

Ispitanici i postupak

Ispitanice su 352 mlade žene u dobi između 18 i 21 godina ($M = 19,97$; $SD = 1,08$), iz različitih županija Republike Hrvatske. U istraživanju je sudjelovalo 47 žena (13,35 %) iz Istarske županije, 85 (24,15 %) iz Primorsko-goranske županije, 14 (3,98 %) iz Ličko-senjske županije, 61 (17,33 %) iz Zadarske županije, 28 (7,95 %) iz Šibensko-kninske županije, 94 (26,70 %) iz Splitsko-dalmatinske te 23 (6,53 %) mlade djevojke iz Dubrovačko-neretvanske županije. Korišten je prigodan, neprobabilistički uzorak.

Podatci su prikupljeni *online* upitnikom u razdoblju od travnja do svibnja 2021. godine. Upitnici su ispitanicima podijeljeni putem platformi društvenih mreža (*Instagram* i *Facebook*) ciljanim *Facebook* grupama koje srednjoškolski i studenti koriste za komunikaciju o školi i fakultetskim obavezama. Za prezentiranje ovog istraživanja korišteni su i plaćeni oglasi *Instagram* i *Facebook* kako bi se sakupio veći broj mladih djevojaka. Osim toga, ispitanici su odabrani i putem osobnih kontakata u različitim srednjim školama, veleučilištima i sveučilištima u Hrvatskoj. Istraživanje je odobrilo Etičko povjerenstvo Filozofskog fakulteta u Zagrebu te je provedeno u skladu s etičkim standardima provođenja istraživanja s mladima.

Mjere

Osim sociodemografskih podataka ispitanici su odgovarali i na dihotomno pitanje s ponuđenim odgovorima „da“ i „ne“ koje se odnosi na *iskustvo provođenja dijete* (“Jeste li trenutno na dijete s ciljem smanjenja tjelesne težine?”).

sociocultural pressures they experience with regard to their appearance have a mediating role.

METHOD

Participants and procedure

A total of 352 young women between 18 and 21 years of age ($M = 19.97$; $SD = 1.08$) from different counties in the Republic of Croatia participated in the study. Specifically, the study included a total of 47 (13.35%) women from Istria County, 85 (24.15%) from Primorje-Gorski Kotar County, 14 (3.98%) from Lika-Senj County, 61 (17.33%) from Zadar County, 28 (7.95%) from Šibenik-Knin County, 94 (26.70%) from Split-Dalmatia County and 23 (6.53%) young women from Dubrovnik-Neretva County. Convenience/non-probability sampling was used.

The data were collected using an online questionnaire in the period from April to May 2021. The questionnaires were administered to participants by means of social media platforms (*Instagram* and *Facebook*) to targeted *Facebook* groups often used by highschoolers or students for the purpose of communicating about school or study obligations. Paid ads on *Facebook* and *Instagram* were also used to advertise this study, in order to gather a larger number of young women. In addition, the participants were also recruited through personal contacts in various secondary schools, polytechnics and universities in Croatia. The study was conducted in accordance with the ethical standards on research with young people as participants, and was approved by the Ethics Committee of the Faculty of Humanities and Social Sciences at the University of Zagreb.

Measures

In addition to sociodemographic data, the participants also answered a dichotomous question with two possible answers – “yes” or “no”,

Korištenje društvenih medija izmjereno je pitanjima kojima se ispituje vrsta društvene mreže koju ispitanici prate te pitanjima o učestalosti praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom. Sadržaj vezan uz zdravu prehranu i zdrav život operacionaliziran je praćenjem stranica o fitnessu, vježbanju i zdravoj prehrani na društvenim medijima. Ispitanici su trebali označiti koju platformu društvenih mreža najviše koriste za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom (Facebook; Instagram; YouTube; TikTok; LinkedIn; Twitter; Pinterest). Osim toga, trebali su procijeniti učestalost praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama: broj različitih platformi društvenih mreža (broj od 0 do 99), dnevno korištenje društvenih mreža (ništa; manje od 15 minuta; 15 do 30 minuta; 30 do 60 minuta; 1-2 sata; 2-3 sata; više od 3 sata), te broj ljudi ili stranica na društvenim mrežama putem kojih se prati sadržaj vezan uz zdravu prehranu i zdrav život (broj od 0 do 99).

Upitnik sociokulturnih stavova prema tjelesnom izgledu (engl. *Sociocultural Attitudes towards Appearance Questionnaire - SATAQ-4* (53), sadrži u originalu 5 podljestvica koje mjere različite sociokulturne pritiske vezane uz tjelesni izgled (internalizacija mršavosti/niske količine tjelesne masnoće; internalizacija atletske/mišićave građe; pritisak obitelji; pritisak vršnjaka; pritisak medija). U ovom istraživanju korištene su 2 podljestvice tog upitnika, i to 2 podljestvice koje se odnose na doživljeni sociokulturni pritisak medija i vršnjaka. Doživljeni pritisak vršnjaka i doživljeni pritisak medija izmjereni su s ukupno 8 čestica, 4 čestice za svaku podljestvicu (primjerice, *Osjećam pritisak od svojih vršnjaka da smanjim razinu tjelesne masnoće; Osjećam pritisak od strane medija da izgledam mršavije*). Zadatak ispitanika bio je da na ljestvici Likertovog tipa označe (ne)slaganje s ponuđenim tvrdnjama (1 - u potpunosti se ne slažem; 5 - u potpunosti se slažem) koje se odnose na doživljavanje pritiska za mršavoću od medija i vršnjaka. Ukupan rezultat računa se kao prosječan odgovor, s mogu-

which referred to their *dieting experience* ("Are you currently on a diet with the primary goal of losing weight?").

The use of social media was measured through questions examining the type of social media the participants engaged with, and questions on the frequency of following health-related content. Health-related content was operationalized through the following of fitness, exercise and healthy eating accounts on social media. The participants were asked to indicate *which social media platforms they mostly use in order to follow health-related content* (Facebook; Instagram; YouTube; TikTok; LinkedIn; Twitter; Pinterest). They were also asked to evaluate the *frequency of health-related content consumption on social media platforms*: the number of different social media platforms (from 0 to 99), daily use of social media (none; less than 15 minutes; 15 to 30 minutes; 30 to 60 minutes; 1-2 hours; 2-3 hours; more than 3 hours), and the number of people or pages they followed on different social media platforms in terms of health-related content (number from 0 to 99).

The Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-4) (53) was used, originally consisting of five subscales which measure the different sociocultural pressures relating to one's appearance (internalization of thinness/low body fat; internalization of muscular/athletic built; family pressures; peer pressures; media pressures). Two subscales from this questionnaire were used in our study, more specifically, the subscales that refer to the perceived media and peer pressures. The perceived peer and media pressures were measured using a total of eight items, four items per each scale (e.g., *I feel pressure from my peers to reduce my body fat level; I feel pressure from the media to look thinner*). The participants had to indicate their (dis)agreement with various offered statements referring to the peer and media pressures to be thin (1 – strongly disagree; 5 – strongly agree) on a five-point Likert scale. The total score was

ćim rasponom od 1 do 5 pri čemu viši rezultat ukazuje na veći doživljaj pritiska za mršavošću od vršnjaka i medija. Potvrđena je očekivana faktorska struktura, zadovoljavajuća pouzdanost te konvergentna valjanost ovih dviju ljestvica na uzorcima u SAD-u, Italiji, Engleskoj i Australiji (53). Ljestvica je korištena na hrvatskim uzorcima te su potvrđena zadovoljavajuća psihometrijska svojstva izvorne verzije ljestvice (47,49,51), ali i verzije ljestvice SATAQ-4 koja je korištena u ovom istraživanju (46,54). Pokazatelji unutarne konzistencije, Cronbachovi alfa koeficijenti iznose ,90 za podljestvicu pritiska od vršnjaka, te ,94 za podljestvicu pritiska od medija, ukazujući na visoku unutarnju pouzdanost.

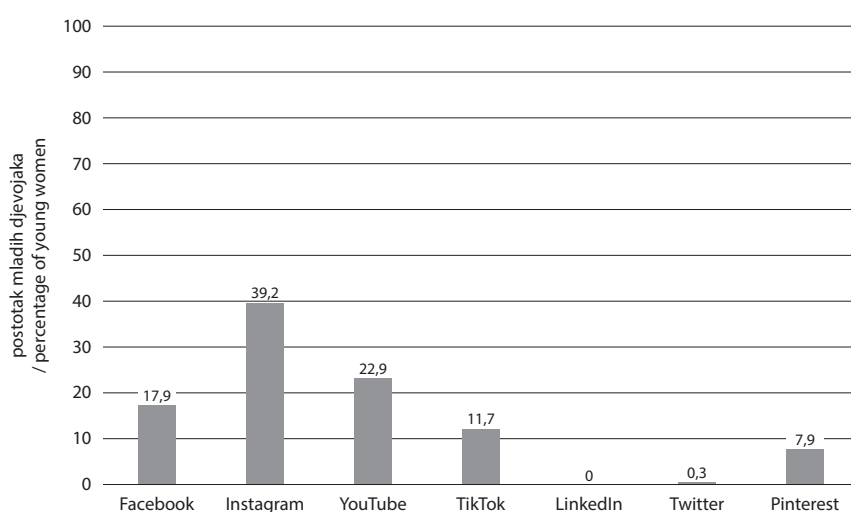
REZULTATI

Rezultati ukazuju da mlade žene pretežito koriste *Instagram* (39,2 %; $n = 272$) kao platformu za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom (slika 1). Osim *Instagram*-a, mlade žene za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom koriste i *YouTube* (22,9 %; $n = 159$) te *Facebook* (17,9 %; $n = 124$). U nešto manjoj mjeri ove sadržaje prate i na *TikTok*-u (11,7 %; $n = 81$) i *Pinterestu* (7,9 %; $n = 55$), dok im ostale

calculated as the average of responses, and was ranged from 1 to 5, with a higher score indicating higher perceived peer and media pressures to be thin. The expected factor structure was confirmed, as well as sufficient reliability and convergent validity of these two scales with regard to samples in the USA, Italy, England and Australia (53). The scale was used in Croatian samples and the satisfactory psychometric properties of the original version of the scale were confirmed (47, 49, 51), as well as those of the version of the SATAQ-4 scale applied in this study (46, 54). Internal consistency indicators, the Cronbach alpha coefficients amounted to .90 for peer pressure subscale, and .94 for media pressures subscale, indicating high internal reliability.

RESULTS

The results indicate that young women generally use Instagram (39.2%; $n = 272$) as a platform for following health-related content (Figure 1). In addition to Instagram, they also use YouTube (22.9%; $n = 159$) and Facebook (17.9%; $n = 124$) to follow health-related content. To a somewhat lesser extent, they follow such content on TikTok (11.7%; $n = 81$) and Pinterest



SLIKA 1. Postotak mladih žena koje prate sadržaje povezan sa zdravom prehranom i zdravim životom na različitim platformama društvenih mreža (N=352)

FIGURE 1. Percentage of young women following health-related content on different social media platforms (N = 352)

platforme društvenih mreža poput *Twitter*-a (0,3%; $n = 2$) i *LinkedIn*-a (0 %; $n = 0$) nisu toliko važne za praćenje ove vrste sadržaja.

Većina mladih žena sadržaje povezane sa zdravom prehranom i zdravim životom prati na samo jednoj ili dvije platforme (55,7), 21,6 % ovu vrstu sadržaja prati na do tri platforme, dok ih 10,3 % istovremeno prati 4 ili više platformi (tablica 1). Što se tiče vremena provedenog na platformama za društvene mreže, pokazalo se da većina mladih žena (64,7 %) prati ovaj sadržaj provede do 30 minuta, 16,8 % provede 30 do 60 minuta, a 8 % ih provede više od 1 sata/dan prateći sadržaj vezan uz zdravu prehranu i zdrav život. Mlade žene prate do 26 ljudi ili stranica koje promiču sadržaje poveza-

(7.9%; $n = 55$), while they do not consider other social media platforms such as *Twitter* (0.3%; $n = 2$) and *LinkedIn* (0%; $n = 0$) as relevant when it comes to following this type of content.

Most young women follow health-related content on only one or two platforms (55.7%), while 21.6% follow this type of content on up to three platforms, and 10.3% follow this content on four or more platforms simultaneously (Table 1). As regards the time spent on social media platforms, it has been observed that the majority of young women (64.7%) spend up to 30 minutes per day following this type of content, while 16.8% of young women spend 30 to 60 minutes, and only 8% spend more than one hour per day following health-related content.

TABLICA 1. Deskriptivni podatci o praćenju sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama i o sociokulturnom pritisku za mršavošću među mladim ženama (N=352)

TABLE 1. Descriptive statistics of health-related social media content consumption and sociocultural pressures to be thin among young women (N = 352)

Praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama / Health-related social media content consumption		
Broj PDM (N; %) / Number of SMPs (N; %)	Niti jedna / None	44; 12,5
	Jedna / One	80; 22,7
	Dvije / Two	116; 33,0
	Tri / Three	76; 21,6
	Četiri / Four	27; 7,7
	Pet / Five	9; 2,6
Dnevno korištenje PDM (N; %) / Daily SMP usage (N; %)	Uopće ne / None	37; 10,5
	Manje od 15 minuta / Less than 15 minutes	130; 36,9
	15 do 30 minuta / 15-30 minutes	98; 27,8
	30 do 60 minuta / 30-60 minutes	59; 16,8
	1 do 2 sata / 1-2 hours	18; 5,1
	2 do 3 sata / 2-3 hours	7; 2,0
	Više od 3 sata / More than 3 hours	3; 0,9
Broj ljudi/stranica na DM (M±SD) / Number of people/pages on SM (M±SD)	Broj ljudi/stranica na DM / Number of people/ pages on SM	5,52±5,80
Dijeta (N; %) / Dieting (N; %)	Ne / No	209; 59,4
	Da / Yes	143; 40,6
Sociokulturni pritisci (M±SD) / Sociocultural pressures (M±SD)	Pritisak vršnjaka / Peer pressure	1,46±0,72
	Pritisak medija / Media pressure	2,51±1,05

Napomena. Broj PDM – Broj platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom.; Dnevno korištenje PDM – Dnevno korištenje platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom.; Broj ljudi/stranica na DM – Broj ljudi i/ili stranica na društvenim mrežama putem kojih se prati sadržaj vezan uz zdravu prehranu i zdrav život.
/ *Note.* Number of SMPs – Number of social media platforms for following health-related content; Daily SMP usage – Daily social media platform usage for following health-related content; Number of P/P on SM – Number of people and/or pages on social media whose health-related content is followed

ne sa zdravom prehranom i zdravim životom, a u prosjeku prate 5 ljudi ili stranica. U pogledu provođenja dijete i doživljavanja sociokulturnog pritiska pokazalo se da 40 % mladih žena trenutno provode dijetu s ciljem smanjenja tjelesne težine, te da doživljavaju relativno nizak pritisak vršnjaka ($M = 1,46$; $SD = 0,72$) i umjeren pritisak medija ($M = 2,51$; $SD = 1,05$).

U tablici 2 vidljivo je da je provođenje dijete u umjerenj pozitivnoj korelaciji s većim pritiskom vršnjaka i medija vezano uz izgled te s izraženijim praćenjem sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama, što se očituje korištenjem većeg broja platformi, višednevnim korištenjem te praćenjem većeg broja ljudi ili stranica na društvenim mrežama. Osim toga, pokazalo se da je veći pritisak medija i vršnjaka povezan s korištenjem većeg broja platformi društvenih mreža, dok je samo pritisak medija povezan s učestalijim praćenjem sadržaja povezanog sa zdravom prehranom i zdravim životom na dnevnoj razini.

Kako bi se provjerio model koji predviđa rizik od provođenja dijete na temelju praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama, uz medijaciju sociokulturnih pritisaka prema tjelesnom izgledu, korišteno je strukturalno modeliranje (slika 2) s WLSMV načinom procjene parametara te

Young women generally follow up to 26 people or pages that promote health-related content, averaging in 5 people or pages. In terms of dieting and experiencing sociocultural pressures, it has been observed that 40% of young women are currently on a diet with the goal of reducing body weight, and are experiencing relatively low peer pressure ($M = 1.46$; $SD = 0.72$) and moderate media pressure ($M = 2.51$; $SD = 1.05$).

As presented in Table 2, dieting has a moderate positive correlation with stronger appearance-related peer and media pressures, and with more pronounced health-related social media content consumption, which is evident in the use of more platforms, multi-day usage and a larger number of people or pages followed. Moreover, it has been proved that stronger media and peer pressure was correlated with the use of more social media platforms, while only media pressure was correlated with more frequent daily usage of health-related content.

In order to test the model predicting the risk of dieting based on the health-related social media content consumption, in addition to mediation of appearance-based sociocultural pressures, structural equation modeling was conducted (Figure 2) with the WLSMV method of parameter estimation and FIML method

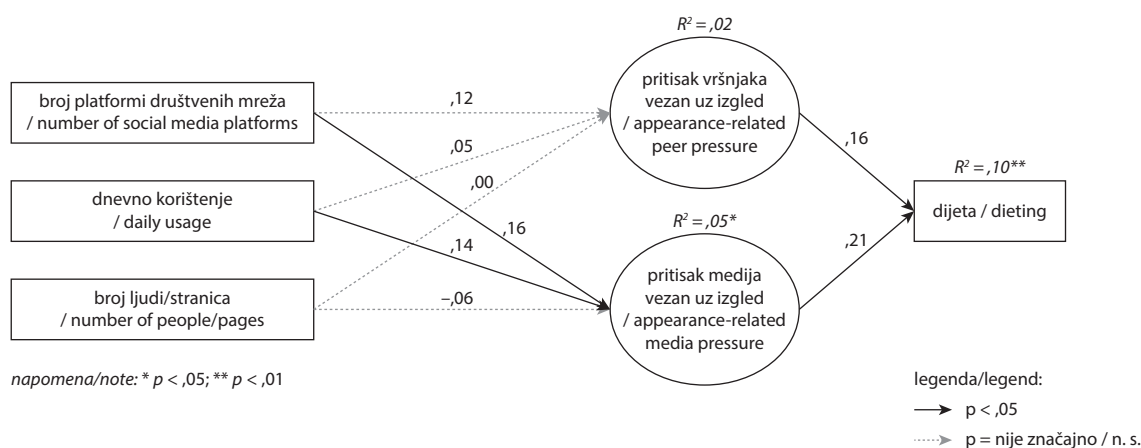
TABLICA 2. Pearsonovi koeficijenti korelacije između praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama i sociokulturnog pritiska za mršavošću kod mladih žena ($N = 352$)

TABLE 2. Pearson's correlation coefficients between health-related social media content consumption and sociocultural pressures to be thin among young women ($N = 352$)

	Pritisak vršnjaka / Peer pressure	Pritisak medija / Media pressure	Broj PDM / Number of SMPs	Dnevno korištenje PDM / Daily SMP usage	Broj LJS na DM / Number of PP on SM
Provođenje dijete / Dieting	,20**	,25**	,27**	,25**	,25**
Pritisak vršnjaka / Peer pressure	–	,38**	,14**	,09	,07
Pritisak medija / Media pressure	–	–	,20**	,17**	,08
Broj PDM / Number of SMPs	–	–	–	,54**	,45**
Dnevno korištenje PDM / Daily SMP usage	–	–	–	–	,50**
Broj LJS na DM / Number of PP on SM	–	–	–	–	–

Napomena. Broj PDM – Broj platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom.; Dnevno korištenje PDM – Dnevno korištenje platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom.; Broj LJS na DM – Broj ljudi i/ili stranica na društvenim mrežama putem kojih se prati sadržaj vezan uz zdravu prehranu i zdrav život; * $p < ,05$; ** $p < ,01$.

Note. Number of SMPs – Number of social media platforms for following health-related content; Daily SMP usage – Daily social media platform usage for following health-related content; Number of PP on SM – Number of people and/or pages on social media whose health-related content is followed; * $p < .05$; ** $p < .01$.



SLIKA 2. Model predviđanja rizika provođenja dijete na temelju praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama sa sociokulturnim pritiscima vezanim uz izgled kao medijatorima
FIGURE 2. Model of predicting the risk of dieting based on health-related social media content consumption that is mediated by appearance-based sociocultural pressures

FIML metodom tretiranja nedostajućih vrijednosti u podatcima koji su posljedica nedovršavanja ispunjavanja upitnika od ispitanika. Rezultati strukturalnog modeliranja, prema kriterijima Hu i Bentlera (55), ukazuju na vrlo dobro pristajanje modela podatcima ($\chi^2(44) = 109,18$, $p < ,001$; $\chi^2/df = 2,48$; CFI = ,972; TLI = ,961; RMSEA = 0,065 (90% CI [0,050, 0,081], $p_{\text{close}} = ,052$); SRMR = 0,045). Testirani model ukazuje na to da je praćenjem sadržaja povezanog sa zdravom prehranom i zdravim životom putem društvenih mreža moguće objasniti 5,4 % ($p = ,028$) varijance pritiska od medija vezanog uz izgled, a iako neznajčajno, ipak je moguće objasniti i 2,4 % pritiska doživljenog od vršnjaka ($p = ,161$). Također, pritiskom medija i vršnjaka zajedno moguće je objasniti 9,7 % ($p = ,002$) držanja dijete.

Što se tiče izravnih efekata u modelu (tablica 3), pokazalo se da broj društvenih mreža ($\beta = ,16$, $p = ,017$) i dnevno korištenje društvenih mreža ($\beta = ,14$, $p = ,047$) značajno predviđaju pritisak vezan uz izgled doživljen od medija. To znači da korištenje većeg broja platformi društvenih mreža i češće korištenje društvenih mreža tijekom dana kod mladih žena predviđaju jači pritisak vezan uz tjelesni izgled doživljen od medija. Uz to, jači pritisak vršnjaka ($\beta = ,16$, $p = ,009$), ali i pritisak medija ($\beta = ,21$, $p < ,001$) značajno predviđaju provođenje dijete među mladim ženama.

for treating missing values in the data due to the participants' non-completion of questionnaires. Structural equation modeling results indicated a very good model data fit ($\chi^2(44) = 109.18$, $p < .001$; $\chi^2/df = 2.48$; CFI = .972; TLI = .961; RMSEA = 0.065 (90% CI [0.050, 0.081], $p_{\text{close}} = .052$); SRMR = 0.045) according to Hu and Bentlers' criteria (55). The tested model indicates that through health-related social media content consumption it is possible to explain 5.4% ($p = .028$) of variance in terms of appearance-related media pressures, and, albeit non-significantly, it is also possible to explain the 2.4% of perceived peer pressure ($p = .161$). Furthermore, media and peer pressures together can explain 9.7% ($p = .002$) of dieting.

As regards the direct effects in the model (Table 3), it was observed that the number of social media platforms ($\beta = .16$, $p = .017$) and daily use of social media ($\beta = .14$, $p = .047$) significantly predict appearance-related media pressure. This means that the use of multiple social media platforms and more frequent usage of social media during the day are predictors of stronger appearance-related media pressure among young women. At the same time, stronger peer pressure ($\beta = .16$, $p = .009$) and media pressure ($\beta = .21$, $p < .001$), significantly predict dieting among young women.

TABLICA 3. Izravni efekti između praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom putem društvenih mreža, sociokulturnog pritiska za mršavošću i držanja dijete među mladim ženama. (N = 350)**TABLE 3.** Direct effects between health-related social media content consumption, sociocultural pressures to be thin and dieting among young women (N = 350)

	Pritisak vršnjaka / Peer pressure			Pritisak medija / Media pressure		
	β	p	95% CI	β	p	95% CI
Broj PDM / Number of SMPs	,12	,073	[-,01; ,26]	,16*	,017	[,03; ,29]
Dnevno korištenje PDM / Daily SMP usage	,05	,511	[-,09; ,19]	,14*	,047	[,00; ,27]
Broj LJS na DM / Number of PP on SM	,00	,967	[-,13; ,13]	-,06	,331	[-,19; ,06]
	R^2	p		R^2	p	
Ukupni model / Model summary	,024	,161		,054*	,028	
Provođenje dijete / Dieting						
	β	p	95% CI			
Pritisak vršnjaka / Peer pressure	,16**	,009	[,04; ,27]			
Pritisak medija / Media pressure	,21**	<,001	[,10; ,33]			
	R^2	p				
Ukupni model / Model summary	,097**	,002				

Napomena. Broj PDS – Broj platformi društvenih medija za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom; Dnevno korištenje PDM – Dnevno korištenje platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom; Broj LJS na DM – Broj ljudi i/ili stranica na društvenim mrežama putem kojih se prati sadržaj vezan uz zdravu prehranu i zdrav život.; * $p < ,05$; ** $p < ,01$; CI –interval pouzdanosti.
/ *Note.* Number of SMPs – Number of social media platforms for following health-related content; Daily SMP usage – Daily social media platform usage for following health-related content; Number of PP on SM – Number of people and/or pages on social media whose health-related content is followed; * $p < ,05$; ** $p < ,01$. CI – Confidence interval

Većina neizravnih efekata, kao što je praćenje sadržaja na društvenim mrežama, provođenje dijete te pritisak vezan uz tjelesni izgled doživljen od vršnjaka i medija nisu se pokazali značajnim ($p > ,05$; tablica 4). Jedino se broj platformi društvenih mreža koje se koriste za

The majority of indirect effects, such as social media content consumption, dieting or experiencing appearance-related media and peer pressures, did not prove to be significant ($p > ,05$; Table 4). The only exception is the number of social media platforms used to follow

TABLICA 4. Neizravni efekti između konzumacije sadržaja povezanog sa zdravom prehranom i zdravim životom putem društvenih medija i provođenja dijete putem sociokulturnog pritiska za mršavošću (N = 350)**TABLE 4.** Indirect effects between health-related social media content consumption and dieting through sociocultural pressures to be thin (N = 350)

Praćenje PDM / SMC consumption	Sociokulturni pritisci / Sociocultural pressures	Provođenje dijete / Dieting		
		β	p	95% CI
Broj PDM / Number of SMPs	→ Pritisak vršnjaka / Peer pressure	,02	,142	[-,01; ,05]
Dnevno korištenje PDM / Daily SMP usage		,01	,525	[-,02; ,03]
Broj LJS na DM / Number of PP on SM		,00	,967	[-,02; ,02]
Broj PDM / Number of SMPs	→ Pritisak medija / Media pressure	,03	,047	[,00; ,07]
Dnevno korištenje PDM / Daily SMP usage		,03	,083	[-,00; ,06]
Broj LJS na DM / Number of PP on SM		-,01	,347	[-,04; ,01]

Napomena. Praćenje PDM – praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom putem društvenih mreža; Broj PDM – Broj platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom; Dnevno korištenje PDM – Dnevno korištenje platformi društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom; Broj LJS na DM – Broj ljudi i/ili stranica na društvenim mrežama putem kojih se prati sadržaj vezan uz zdravu prehranu i zdrav život.; * $p < ,05$; ** $p < ,01$; CI – interval pouzdanosti.
/ *Note.* SMC consumption – Health-related social media content consumption; Number of SMPs – Number of social media platforms for following health-related content; Daily SMP usage – Daily social media platform usage for following health-related content; Number of PP on SM – Number of people and/or pages on social media whose health-related content is followed; * $p < ,05$; ** $p < ,01$. ** $p < ,01$; CI – Confidence interval

praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom pokazao značajnim neizravnim efektom na provođenje dijete putem pritiska vezanog uz tjelesni izgled, doživljenog od medija ($\beta = .03, p = .047; 95\% \text{ CI } [.00, .07]$). Drugim riječima, više korištenje društvenih mreža za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom predviđa provođenje dijete kod mladih žena neizravno, putem percipiranog jačeg pritiska vezanog uz tjelesni izgled doživljenog od medija.

RASPRAVA

Provedeno istraživanje pruža nove spoznaje o praćenju sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama od mladih žena, te posebno na *Instagram*-u, *YouTube*-u i *Facebook*-u. Ove platforme pokazale su se važnima za promicanje i oblikovanje društvenih standarda ljepote. Cilj ovog istraživanja bio je ispitati kako korištenje sadržaja povezanog sa zdravom prehranom i zdravim životom doprinosi objašnjenju doživljaja pritiska medija i vršnjaka za mršavošću i provođenju dijete kod mladih žena u Hrvatskoj.

Prvo, utvrdili smo da među platformama društvenih mreža mlade žene najviše prate sadržaje povezane sa zdravom prehranom i zdravim životom na *Instagram*-u (39 %), zatim na *YouTube*-u (23 %) i *Facebook*-u (18 %). U manjoj mjeri koriste druge platforme, kao što su *TikTok* (12 %), *Pinterest* (8 %), dok gotovo uopće ne prate takav sadržaj na *Twitter*-u i *LinkedIn*-u (manje od 1 %). Ovaj nalaz je u skladu s nalazima ranijih istraživanja koja pokazuje da žene češće koriste visoko vizualne platforme društvenih medija (56) i istraživanjima koje navode *Instagram*, *YouTube* i *Facebook* kao najpopularnije platforme za mlade (57). Ovaj nalaz sugerira da *Instagram* kao platforma društvenih medija ima središnju ulogu u oblikovanju *online* sadržaja povezanog sa zdravom prehranom i zdravim životom koji je dostupan mladim ženama u Hrvatskoj.

health-related content, which was proved to have a significant indirect effect on dieting through the appearance-related media pressure ($\beta = .03, p = .047; 95\% \text{ CI } [.00, .07]$). In other words, more frequent use of social media platforms for the purpose of following health-related content indirectly predicts dieting among young women, by creating stronger perceived appearance-related media pressure.

DISCUSSION

The conducted study offers new insights into the health-related social media content consumption among young women, particularly on *Instagram*, *YouTube* and *Facebook*. It was observed that these platforms are important when it comes to promoting and shaping social beauty standards. The aim of this study was to examine how engagement with health-related content might contribute to the perception of pressures imposed by the media and peers in terms of pursuing thinness and dieting among young women in Croatia.

First, we determined that *Instagram* (39%) is the predominant platform for young women to engage with health-related content, followed by *YouTube* (23%) and *Facebook* (18%). Other platforms, such as *TikTok* (12%) and *Pinterest* (8%) are used to a lesser extent, while this type of content is barely followed on *Twitter* and *LinkedIn* (less than 1%). This finding aligns with the previous studies indicating that women tend to use highly visual social media platforms more frequently (56), as well as the studies indicating that *Instagram*, *YouTube*, and *Facebook* are the most popular platforms among young people (57). This finding suggests that *Instagram* as a social media platform has a central role in shaping the online health-related content available to young women in Croatia.

Such findings could represent a cause for concern, as other studies have shown that plat-

Ovaj bi nalaz mogao biti razlog za zabrinutost jer su druga istraživanja pokazala da bi platforme koje se više fokusiraju na vizualni sadržaj i samoprezentaciju korisnika (58,59) mogle voditi pogoršanju internalizacije ideala mršavosti kod gledanja vizualnog sadržaja, što bi zatim moglo dovesti do veće usredotočenosti žena na vlastito tijelo i zabrinutosti oko tjelesnog izgleda, što može voditi do provođenja nezdravih dijeta i razvoja poremećaja prehrane (4-6,60, 61). *Instagram*, kao dominantno vizualna platforma, potiče objektivizaciju pojedinaca pri objavi fotografije sebe ili svog života s namjerom da se slika gleda i komentira (6). Za razliku od toga, *Facebook*, primjerice, nije toliko fokusiran na posve vizualni sadržaj, jer ima više tekstualnog sadržaja koji se odnosi na samoizražavanje, a dijeljenje informacija i društvene interakcije malo su drugačije jer se ljudi više poznaju i izvan mreže (62). Istraživanja pokazuju da žene koje koriste *Instagram* doživljavaju veći pritisak povezan s izgledom, više svoj izgled uspoređuju s drugima, više su usredotočene na svoje tijelo te imaju negativniju sliku o svom tijelu od žena koje koriste *Facebook* (22,34,64,66). Dakle, ako mlade žene u Hrvatskoj prate sadržaje povezane sa zdravom prehranom i zdravim životom većinom na *Instagramu*, to bi moglo pogoršati sve negativne ishode koji se odnose na doživljavanje vlastitog tijela pa tako i potaknuti provođenje dijete. Isto je je potvrdilo i drugo istraživanje provedeno u Hrvatskoj, u kojem je dobivena značajna povezanost između češćeg praćenja *Instagram* profila vezanih uz fitness, zdravlje i prehranu sa željom za mršavošću i idealizacijom vitkog tijela (52).

Kad govorimo o učestalosti praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama, naše je istraživanje pokazalo da više od polovice mladih žena prati ovu vrstu sadržaja na najviše dvije platforme društvenih mreža istovremeno, pri tome provedu do 30 minuta/dan pregledavajući takav sadržaj i prateći u prosjeku 5 osoba ili stra-

forms which place more focus on visual content and self-presentation of its users (58, 59) could exacerbate the internalization of the ideals of thinness associated with viewing visual content, which could then lead to women being more focused on their own bodies and developing body image concerns, resulting in unhealthy diets and the development of eating disorders (4-6, 60, 61). As a predominantly visual platform, *Instagram* encourages the objectification of individuals as they post photographs of themselves or their lives with the intent to be looked at and commented on (6). At the same time, e.g. *Facebook* is not so focused on purely visual content since it contains more textual content relating to self-expression, with information sharing and social interactions that are somewhat different because people are more familiar with each other offline (62). Studies have shown that women who use *Instagram* experience more appearance-related pressures, compare their appearance to others more often, place more focus on their bodies, and have a more negative image of their bodies than women using *Facebook* (22, 34, 64, 66). Therefore, if young women in Croatia follow health-related content mostly on *Instagram*, this could exacerbate all of the negative outcomes relating to their own body perception, and thus encourage dieting. This was confirmed by another study conducted in Croatia, which observed a significant association between more frequent following of *Instagram* accounts dedicated to fitness, health and eating, and the desire to be thin and idealizing a slender physique (52).

Furthermore, when it comes to the frequency of following health-related content on social media platforms, the results of our study indicate that more than a half of young women follow this type of content on up to two social media platforms simultaneously, thereby spending up to 30 minutes per day browsing such

nica koje promiču sadržaj vezan uz zdravu prehranu i zdrav život. To ukazuje na koncentriran i promišljen pristup u traženju informacija o zdravoj prehrani i zdravom životu na internetu, pri čemu mlade žene daju prednosti određenim platformama društvenih medija. Naši su nalazi u skladu s drugim istraživanjima koja ukazuju da se mlade žene često oslanjaju na društvene medije kao primarni izvor informacija o zdravlju i fitnessu (43) s ciljem postizanja mršavog i 'fit' izgleda (15). Prema tomu, dobiveni rezultati o navikama korištenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim medijima naglašavaju ključnu ulogu koju te platforme društvenih medija imaju u oblikovanju stavova i ponašanja povezanih sa zdravljem među mladim ženama u Hrvatskoj. Nadalje, rezultati strukturnog modeliranja doprinose razumijevanju rizičnih čimbenika povezanih s provođenjem dijete. Model je pokazao da učestalost praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama značajno objašnjava 5,4 % doživljenog pritiska vezanog uz tjelesni izgled, doživljenog od medija. Konkretno, broj platformi društvenih medija i svakodnevno korištenje društvenih medija pokazali su se kao značajni prediktori doživljenog medijskog pritiska povezanog s izgledom. Ovi nalazi ukazuju da su učestalost i praćenje većeg broja različitih platformi sa sadržajem vezanim uz zdravu prehranu i zdrav život povezani s doživljenim medijskim pritiskom mladih žena da budu mršave. Također, broj platformi društvenih medija koje se koriste za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom povezan je s većim rizikom od provođenja dijete, neizravno, jače doživljenim medijskim pritiskom povezanim s izgledom.

Ovi su nalazi u skladu s prethodnim istraživanjima koja pokazuju da češće korištenje društvenih mreža dovodi do doživljaja većeg sociokulturnog pritiska za mršavošću i do negativnih ishoda kod mladih žena kao što su briga ve-

content and, on average, following five people or pages that promote health-related content. This indicates a concentrated and deliberate approach to seeking health information online, with young women giving preference to specific social media platforms. Our findings are in line with other studies that suggest that young women often rely on social media as the primary source of health and fitness information (43) with the aim to achieve a thin and fit appearance (15). Accordingly, the obtained results on the habits involving health-related social media content consumption emphasize the crucial role these social media platforms have when it comes to shaping the health-related attitudes and behaviors among young women in Croatia. Furthermore, the results of structural equation modeling contribute to a more comprehensive understanding of the underlying risk factors associated with dieting. The model demonstrated that the frequency of health-related social media content consumption significantly explains 5.4% of appearance-related media pressures. Specifically, the number of social media platforms and daily social media usage emerged as significant predictors of perceived appearance-related media pressure. These findings imply that frequent use and following of a larger number of platforms with health-related content are associated with media pressures experienced by young women encouraging them to be thin. Moreover, the number of social media platforms used for following health-related content is associated with a higher risk of going on a diet, and indirectly, stronger perceived appearance-related media pressure.

These findings are in line with the previous studies indicating that increased social media usage leads to stronger sociocultural pressures to be thin, which, in turn, contributes to negative outcomes for young women, such as body image concerns and the adoption of unhealthy eating behaviors (5, 6, 8, 9, 22, 32, 33). Numer-

zana uz sliku o vlastitom tijelu i nezadovoljstvo vlastitim tijelom (5-6,8,9,22,32,33). Brojna su istraživanja potvrdila da je češće korištenje društvenih medija povezano s većim nezadovoljstvom vlastitim tijelom i više nezdravih navika u prehrani kod mladih žena (33,52,67). Istraživanja potvrđuju i da sociokulturni pritisak za mršavošću može dovesti do poremećaja u prehrani kod mladih žena (49,50), dok internalizacija ideala mršavog izgleda tijela može dovesti do povećanog socijalnog uspoređivanja, što može dovesti do većeg nezadovoljstva vlastitim tijelom ili prihvaćanja nezdravih ponašanja vezanih uz prehranu i tjelovježbu (8,15,47).

Kada smo ispitali izravnu povezanost između doživljenog pritisaka od vršnjaka i medija vezano uz izgled s provođenjem dijete, naši su nalazi pokazali da doživljeni pritisak od vršnjaka i medija zajedno statistički značajno objašnjavaju 9,7 % varijance provođenja dijete među mladim ženama. Međutim, kada se promatraju prosječne razine doživljenih sociokulturnih pritisaka povezanih s izgledom, razvidno je da mlade žene u prosjeku doživljavaju samo nisku razinu sociokulturnog pritiska od vršnjaka i srednju razinu medijskog pritiska.

Ovaj nalaz, zajedno sa shvaćanjem da pritisci vršnjaka i medija vezani uz izgled značajno predviđaju restriktivnu prehranu među mladim ženama, ukazuje da su sociokulturni utjecaji doista prisutni među mladim ženama u Hrvatskoj, ali oni možda nisu uvijek izravni. Moguće je pretpostaviti da sociokulturni pritisci djeluju na suptilnije načine, oblikujući percepcije i ponašanja pojedinaca u vezi s restriktivnom prehranom implicitnim društvenim normama i očekivanjima u pogledu standarda ljepote. Kada se ove društvene norme i očekivanja prenose putem medija, reklama i društvenih interakcija, pojedinci ih mogu internalizirati i doživjeti neizravni pritisak da svoje tijelo prilagode određenim oblicima i veličinama, a da pri tome ove norme i očekivanja izravno niti ne doživljavaju kao pritisak niti su ih svjesni (13).

ous studies have confirmed that more frequent social media usage is associated with higher body dissatisfaction and more unhealthy eating practices among young women (33, 52, 67). Studies have also confirmed that sociocultural pressures to be thin can lead to the development of eating disorders among young women (49, 50), while the internalisation of the ideals of thinness may lead to increased social comparison, thus resulting in greater dissatisfaction with one's own body or the adoption of unhealthy dieting and exercise behaviors (8, 15, 47).

When we examined the direct association between appearance-related peer and media pressures and dieting, our findings showed that perceived peer and media pressures collectively explain 9.7% of the variance in terms of dieting among young women. However, when considering the average levels of perceived sociocultural appearance-related pressures, it is evident that young women on average experience only low levels of sociocultural peer pressure and moderate levels of media pressure.

This observation, along with the understanding that appearance-related peer and media pressures significantly predict restrictive dieting among young women, suggests that sociocultural influences are indeed present among young women in Croatia, but they are perhaps not always direct. It is reasonable to assume that sociocultural pressures likely operate in more subtle ways, by shaping the individuals' perceptions and behaviors with regard to restrictive dieting through implicit social norms and expectations in terms of beauty standards. When such social norms and expectations are conveyed through the media, advertisements and social interactions, individuals may internalize them and experience indirect pressure to conform to specific body shapes and sizes, without explicitly perceiving or acknowledging these norms and expectations as pressure (13).

Istraživanja dalje podupiru ovu ideju pokazujući da su žene iz Hrvatske koje su internalizirale ideal mršavosti manje zadovoljne svojim izgledom i veličinom tijela (46). Uz to, sociokulturni pritisci značajno su povezani s restriktivnom prehranom, i to izravno i neizravno internalizacijom ideala mršavosti (47). Svi ovi nalazi ukazuju na to da sociokulturni pritisci imaju veći neizravni nego izravni utjecaj na stavove prema dijete. Dakle, socijalnokulturni pritisak je više sastavni dio doživljaja i ponašanja pojedinaca, primjerice kod provođenja dijete, nego što je sastavni dio doživljenog osjećaja pritiska koji ispitanici iskazuju.

Međutim, kada se radi o pritisku vršnjaka vezano uz izgled, suprotno našim očekivanjima, češće korištenje društvenih medija za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom nije u izravnoj vezi s doživljenim pritiskom vršnjaka vezanim uz izgled, iako doživljeni pritisak vršnjaka izravno predviđa provođenje dijete. To ukazuje na zaključak da pritisak vršnjaka na drugačiji način, bez povezanosti s pritiskom medija, predviđa provođenje dijete kod mladih žena. Čini se da mlade žene doživljavaju pritisak vršnjaka bez obzira na učestalost korištenja društvenih medija, i da taj doživljeni pritisak mijenja ponašanje mladih žena na način da su one spremnije provoditi dijete. Iako razvojno-sociokulturni okvir (3) ukazuje da društveni mediji, sa svojim idealiziranim slikama vršnjaka i interakcijama koje su vidljive svima, mogu pojačati pritiske za mršavošću i pogoršati nezdravu praksu prehrane među ženama, naši rezultati to nisu potvrdili.

Ograničenja provedenog istraživanja

Moguća objašnjenja za naše neočekivane nalaze o dobivenoj neznačajnoj povezanosti između korištenja društvenih medija i pritiska vršnjaka vezani uz izgled mogu se pronaći u načinu

Studies further support this notion, indicating that women in Croatia who internalized the ideal of thinness were more dissatisfied with their body image and size (46). Additionally, sociocultural pressures were significantly associated with restrictive dieting, both directly and indirectly, through the internalization of the ideal of thinness (47). All of these findings suggest that the influence of sociocultural pressures on dieting attitudes is more indirect than direct. Sociocultural pressure is, therefore, more subtly integrated into the individuals' perceptions and behaviors, e.g. when engaging in dieting, rather than being explicitly perceived through the feelings of pressure in individuals.

However, when it comes to appearance-related peer pressure, contrary to our expectations, more frequent social media usage in following health-related content was not directly associated with appearance-related peer pressure, although perceived peer pressure directly predicts going on a diet. This indicates that peer pressure predicts dieting in young women in a different manner, which is not related to media pressure. It seems that young women experience peer pressure regardless of the frequency of social media usage, and this pressure shapes their behavior by making them more prone to dieting. Although the developmental-sociocultural framework (3) suggests that social media, with their idealized images of peers and interactions that are visible to everybody, can intensify pressures to be thin and exacerbate unhealthy dieting practices among women, this was not confirmed by our results.

Limitations of the study

Our unexpected findings regarding the non-significant association between social media usage and appearance-related peer pressure might be explained by the manner in which this study

provođenja ovog istraživanja i u mogućim ograničenjima istraživanja. Kao prvo, mlade žene u ovom istraživanju su djevojke u kasnoj fazi adolescencije koje upravo ulaze u mlađu odraslu dob (18-21 godina). U tom razdoblju utjecaj vršnjaka slabi kako vršnjaci postepeno prestaju biti toliko važan izvor povratnih informacija pri čemu slabi i konformiranje s vršnjacima (17-20). U ranijim istraživanjima se pokazalo da mlade žene doživljavaju veći društveni pritisak u pogledu vlastitog izgleda i da više teže društvenom idealu ljepote, te da su u većem riziku za razvoj iskrivljene slike vlastitog tijela i nezadovoljstva vlastitim tijelom (3, 21-24). Drugo, u ovom istraživanju nisu kontrolirane vrste interakcije s vršnjacima (npr. frekvencija, važnost i valencija interakcija s vršnjacima), što bi moglo za posljedicu imati različite osjećaje pritiska vršnjaka. Treće, mlade žene u našem istraživanju doživjele su samo blagi društveni pritisak vršnjaka, što je suzilo varijabilitet odgovora i potencijalno oslabilo korelaciju s korištenjem društvenih mreža i provođenje djeteta. Četvrto, moguće je da je određena skupina mladih žena osjetljivija na pritisak vršnjaka, a takve mlade žene možda nisu sudjelovale u istraživanju. Primjerice, neka istraživanja ukazuju na to da su žene koje su sklonije socijalnoj usporedbi, ili one koje svoju tjelesnu težinu percipiraju kao prekomjernu, manje zadovoljne vlastitim tijelom (9,12, 48,49, 68,69). Na taj bi način one mogle biti podložnije pritisku vršnjaka. Na kraju, opće ograničenje provedenog istraživanja je provođenje istraživanja *online* s prigodnim uzorkom, što otežava mogućnost generalizacije rezultata na sve mlade žene u Hrvatskoj. Također, transverzalni istraživački nacrt, za razliku od longitudinalnog nacrta, ne dopušta donošenje zaključaka o razvojnom putu ili o kauzalnim odnosima tijekom vremena između korištenja društvenih mreža i pritiska vezanog uz izgled doživljenog od strane vršnjaka i medija te ponašanja koja se odnose na provođenje djeteta.

was conducted and the possible limitations of this study. First, the young women who participated in the study are late adolescents who are just entering young adulthood (18-21 years old). Peer influences tend to weaken in this period, as peers gradually stop being such an important source of feedback, and conformity to peers weakens (17-20). Previous studies have demonstrated that young women tend to experience more social pressure regarding their appearance, they are more inclined to conform to the social beauty ideals, and are also at a higher risk of developing a distorted body image and body dissatisfaction (3, 21-24). Second, this study did not control the types of peer interactions (e.g. the frequency, importance, or valence of peer interactions), which could lead to different feelings of peer pressure. Third, the young women who participated in our study reported experiencing only mild social peer pressure, which narrowed the variability of responses and potentially weakened the correlation with social media use and dieting. Fourth, it is possible that a certain group of young women is more susceptible to peer pressure, and such young women perhaps did not participate in this study. For example, some studies indicate that women who are more prone to social comparison or who perceive themselves as overweight, are more dissatisfied with their bodies (9, 12, 48, 49, 68, 69). Such characteristics could make them more susceptible to experiencing peer pressure. Finally, the general limitation of our study is the fact that it was conducted online, through convenience sampling, which limits the possibility of generalizing the results to all young women in Croatia. Furthermore, the cross-sectional design, as opposed to the longitudinal one, makes it impossible to draw any conclusions about the developmental trajectories or temporal causal relationships between social media usage and appearance-related peer and media pressures, as well as dieting-related behaviors.

Buduća istraživanja

U budućim istraživanjima bilo bi korisno usporediti utjecaje različitih platformi društvenih mreža na percipirani sociokulturni pritisak i na provođenje dijete, odnosno na razvoj poremećaja hranjenja. Budući da različite platforme društvenih mreža omogućuju raznovrsne oblike interakcija i imaju različite karakteristike, kao što je primjerice komentiranje, objavljivanje statusa ili *chat*, bilo bi dobro u budućim istraživanjima uzeti u obzir druga društvena ponašanja u *online* svijetu, koja su se u drugim istraživanja pokazala važnima u težnji za mršavošću, a ne istraživati samo općenitu izloženost sadržaja vezanog uz zdravu prehranu i zdrav život putem društvenih mreža (70). Buduća istraživanja trebaju se usmjeriti ne samo na učestalost korištenja društvenih mreža, već i na način kako je to vrijeme provedeno i na to kako se ostvaruju socijalne interakcije. Također, osim pritiska za mršavošću, u budućim istraživanjima valjalo bi razmotriti i pritisak za mišićavošću za koji postoje naznake da može voditi do još više negativnih ishoda za mlade žene poput toga da trebaju biti 'fit'. Primjerice, mladim ženama teže je ostvariti cilj da budu istovremeno mršave i jake od toga da budu „samo“ mršave (44). Također, bilo bi dobro da se osim držanja dijete, razmotre i drugi psihološki ishodi povezani s poremećajima hranjenja, kao što su, primjerice, stavovi o hranjenju ili nezadovoljstvo vlastitim tijelom.

U budućim istraživanjima valjalo bi longitudinalno ispitati povezanost među konstruktima u modelu ili detaljnije istražiti korištenje platformi društvenih mreža u pogledu praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom. Ponajprije bi trebalo razmotriti mogućí utjecaj pritiska doživljenog od strane vršnjaka na ovim platformama, pri čemu valja uzeti u obzir i vrstu doživljenog pritiska od strane vršnjaka (važnost, valenciju, frekvenciju interakcije među vršnjacima i povratne informacije) i pokušati pronaći specifična, sociodemografska ili psihološka obilježja ili obilježja ličnosti žena

Future studies

In terms of future studies, it would be beneficial to compare the influences of different social media platforms on the perceived sociocultural pressure and dieting, i.e. on the development of eating disorders. Since different social media platforms enable diverse interactions and have different characteristics, such as commenting, posting, status updating or chatting, future studies could benefit from evaluating other online social behaviors, which in other studies were found to have a significant correlation with the desire for thinness, as opposed to only assessing the general exposure to health-related content on social media (70). Future studies should focus not only on the frequency of social media use, but also on how that time is spent and the manner in which social interactions are achieved. Furthermore, besides the pressure to be thin, future studies should additionally examine the pressure to be muscular, for which there are indications that it could lead to even more negative outcomes for young women, such as the pressure to be fit. For example, it is more difficult for young women to achieve the goal of being both thin and strong, as opposed to "just" being thin (44). It would also be beneficial if, in addition to dieting, other psychological outcomes related to eating disorders were examined, such as eating attitudes or body dissatisfaction.

Future studies should also conduct longitudinal testing of the associations between the model constructs or examine in more detail the use of social media platforms in terms of health-related content consumption. First and foremost, the potential impact of peer pressure on such platforms should be examined, whereby the type of perceived peer pressure should also be taken into account (importance, valence, frequency of peer interactions and feedback), and attempts should be made to find the specific, sociodemographic, psychological or personality

koja bi mogla imati moderatorski ili medijacijski utjecaj na ovaj odnos. To bi moglo pomoći u osmišljavanju intervencija koje bi bile namijenjene određenim profilima mladih žena koje su možda više podložne doživljaju pritiska vezanog uz tjelesni izgled od strane vršnjaka ili medija i rizičnom ponašanju vezanom uz hranjenje.

Implikacije provedenog istraživanja

Za razliku od prijašnjih istraživanja koja su bila usmjerena u prvom redu na *Instagram* i *Facebook*, naše istraživanje je prošireno te su u obzir uzete različite platforme društvenih medija (*Instagram, YouTube, Facebook, TikTok, Pinterest, Twitter, LinkedIn*) kako bismo dobili sveobuhvatnije razumijevanje o korištenju sadržaja povezanog sa zdravom prehranom i zdravim životom mladih žena.

Instagram se pokazao dominantnom mrežom za praćenje sadržaja vezanog u zdravu prehranu i zdrav život među mladim ženama. Taj nalaz doprinio je boljem razumijevanju uloge *Instagram*-a u oblikovanju *online* sadržaja povezanog sa zdravom prehranom i zdravim životom. Korištenjem naprednog metodološkog pristupa, modeliranja strukturnim jednadžbama, ovo istraživanje doprinijelo je većem razumijevanju složenog odnosa između različitih konstrukata vezanih uz zdravu prehranu i zdrav život. Istražili smo medijacijski utjecaj doživljenog pritiska od strane vršnjaka i medija na odnos korištenja socijalnih medija i rizika provođenja dijeta.

Naše istraživanje ima i nekoliko praktičnih implikacija koje mogu biti korisne za razvoj različitih zdravstvenih intervencija. Dobiveni rezultati ukazuju da su mlade žene koje više koriste društvene mreže izložene riziku za sociokulturni pritisak za mršavošću i tome da prakticiraju dijetno ponašanje, a za koje se zna da je rizični faktor za razvoj poremećaja prehrane. Gotovo polovina mladih žena u našem istraživanju (40 %) provodile su dijetu. Ovaj nalaz je poseb-

characteristics of women which could moderate or mediate such relationships. This could help in the creation of interventions which would be intended for specific profiles of young women who are possibly more susceptible to peer and media appearance-related pressures and risky eating behaviors.

Implications of the study

Unlike prior studies which primarily focused on Instagram or Facebook, our study was extended to take into account multiple social media platforms (Instagram, YouTube, Facebook, TikTok, Pinterest, Twitter, LinkedIn) in order to provide a more comprehensive understanding of young women's engagement with health-related content.

Instagram was identified as the predominant platform for health-related content consumption among young women. This finding contributed to the better understanding of the platform's role in the shaping of health-related content online. By applying an advanced methodological approach, i.e. structural equation modeling, this study contributed to a better understanding of the complex relationship between different constructs relating to healthy eating and healthy lifestyle. We examined the mediating role of perceived media and peer pressures in the relationship between social media usage and the risk of engaging in dieting.

Our study also has several practical implications that may be useful for the development of different health intervention strategies. The obtained results indicate that young women who use social media more frequently are at a greater risk of experiencing sociocultural pressures to be thin and engaging in dietary behavior, which is known to be a risk factor for the development of different eating disorders. Almost half of the young women involved in our study reported having engaged in dieting

no važan kada se razmatra u kontekstu ranijih istraživanja, koja su pokazala da je prakticiranje dijetnog ponašanja rizični faktor za razvoj poremećaja prehrane (41). U literaturi se konzistentno naglašava kako je provođenja dijeta povezano s osjećajem deprivacije i manjka kontrole, što doprinosi razvoju nezdravih navika hranjenja (37,38,41). Prevalencija provođenja dijeta u našoj studiji naglašava potrebu da kliničari i drugi praktičari koji rade s mladim ženama prepoznaju potencijalne rizike povezane s korištenjem društvenih medija. Točnije, čak i kada se društveni mediji koriste za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom, to ne dovodi nužno do zdravih ishoda za mlade žene.

Rezultati ukazuju na postojanje potrebe za ciljanim intervencijama i preventivnim mjerama usmjerenim na promicanje zdravijih stavova o prehrani i smanjenju potencijalnog razvoja nezdravog ponašanja u prehrani ili poremećaja u prehrani kod mladih žena u Hrvatskoj. Prepoznajući ulogu *Instagram*-a u oblikovanju *online* sadržaja povezanog sa zdravom prehranom i zdravim životom, koji je pretežno vizualna platforma, postoji jasna potreba za specifičnim intervencijama za specifičnu vrstu platforme, kako bi se smanjili potencijalni negativni ishodi povezani s nezdravom prehranom. Također, intervencije se ne bi trebale baviti isključivo vremenom koje mlade žene provode na društvenim mrežama, već bi se trebale usredotočiti i na smanjenje doživljenog pritiska medija i vršnjaka, kao i na ciljanje dijeta. Nadalje, intervencije bi mogle uključivati edukaciju mladih žena o mogućim negativnim posljedicama praćenja sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim medijima, osobito u kontekstu provođenja dijete.

ZAKLJUČAK

Rezultati ukazuju da mlade žene u Hrvatskoj doista koriste društvene mreže za praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom i da ih većina prati takav sa-

(40%). This finding is particularly noteworthy in light of the previous studies indicating that a history of dieting is a risk factor for the development of eating disorders (41). It is consistently emphasized in literature that dieting often leads to feelings of deprivation and loss of control, thereby fostering unhealthy eating habits (37, 38, 41). The prevalence of dieting behaviors in our study highlights the need for clinicians and other practitioners working with young women, to recognize the potential risks associated with social media use. More precisely, even in cases when social media is used for health-related content consumption, it does not necessarily lead to healthy outcomes for young women.

Our findings, therefore, highlight the need for targeted interventions and preventative measures aimed towards promoting healthier attitudes with regard to diet, and reducing the potential development of unhealthy eating behaviors or eating disorders among young women in Croatia. By recognizing the role of *Instagram*, which is a predominantly visual platform, in the shaping of health-related content online, it is evident that there is a clear need for platform-specific interventions in order to reduce the potential negative outcomes related to unhealthy dieting behaviors. Moreover, interventions should not only address the overall time young women spend on social media, but should also focus on reducing the perceived media and peer pressures, and on targeting dieting behaviors. Furthermore, interventions could involve educating young women about the potential negative consequences of health-related content consumption on social media, particularly in the context of dieting.

CONCLUSION

Our results indicate that young women in Croatia do indeed use social-media platforms in order to follow health-related content, and

držaj često i svakodnevno. Također, češće praćenje sadržaja povezanog sa zdravom prehranom i zdravim životom na društvenim mrežama predvidjelo je snažnije osjećaje pritiska za mršavošću doživljene od medija, što je zatim predviđjelo veći rizik od držanja dijete. U isto vrijeme, snažniji pritisci vezani uz izgled doživljeni od strane vršnjaka predviđali su provođenje dijete neovisno o korištenju društvenih mreža. Postoji potreba za daljnjim istraživanjem potencijalnog negativnog utjecaja sadržaja društvenih mreža povezanog sa zdravom prehranom i zdravim životom na brigu vezanu uz sliku o vlastitom tijelu kod mladih žena. Potreban je oprez u vezi s promicanjem „zdravog” načina života na društvenim mrežama, jer takav sadržaj može dovesti do doživljaja sociokulturnog pritiska povezanog s izgledom i do restriktivnije prehrane koja je prepoznati čimbenik rizika za razvoj različitih poremećaja hranjenja.

that the majority of them follow such content frequently and on a daily basis. Furthermore, more frequent engagement with health-related content on social media platforms predicted stronger appearance-related pressures from the media to be thin, which then predicted a higher risk of going on a diet. At the same time, stronger appearance-related peer pressures predicted going on a diet regardless of social media usage. The need exists for further exploration of the potential negative impact of health-related social media content on the self-perceived body image of young women. Our study highlights the need for special caution with regard to the promotion of a “healthy” lifestyle on social media, since such content can lead to appearance-related sociocultural pressures, as well as to more restrictive dieting, which is a well-established risk factor for the development of various eating disorders.

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