


**CONTENT EVALUATION OF INSTAGRAM POSTS RELATED TO FOOD AND HEALTH PRODUCED BY DIGITAL INFLUENCERS** <https://doi.org/10.56238/sevened2024.037-039>**Gabriela Pergher<sup>1</sup>, Rosangela Vaz<sup>2</sup> and Marina Werner<sup>3</sup>****ABSTRACT**

With the growth of social networks, influencers have a great impact on the eating habits of their followers, promoting products and diets without scientific basis. The present study evaluated the content of *Instagram*® posts related to food and health, produced by digital influencers without a qualification in nutrition. The methodology used was descriptive, exploratory and analytical, with a qualitative approach, analyzing five influencer profiles between March 2023 and September 2024. The publications were categorized into "Dissemination of sponsored products" and "Guidelines on what to eat". The results showed that influencers encourage the practice of exercise and the consumption of products, without considering nutritional individuality and health risks. It is concluded that the guidance of these digital influencers can have a negative impact on the physical and mental health of their followers, reinforcing the need for qualified professionals to provide nutritional guidance.

**Keywords:** Social network. Nutrition. Health. Impact.

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## INTRODUCTION

Social media are increasingly present in people's daily lives, with advertising and digital influencers constantly impacting their routine (Soares et al., 2020). The excessive use of social networks leads to an excess of information, which can positively or negatively impact people's lives (Muniz, Pereira, 2019). Being a digital influencer implies having a direct impact on the choices of your followers, lifestyle, opinions and especially on consumption, which can impact the health of these people (Alves, 2019).

The human body is a complex biochemical system, linked to genetic characteristics and dependent on nutrients from food to function properly. Proper nutrition is critical for a healthy metabolism, the functioning of organs and tissues, growth, reproduction, physical activity, and disease resistance (Bittencourt, 2018).

The social network *Instagram*® is compared to a large *shopping mall*, it is undeniable the influence that the publications and opinions of digital influencers, also known as bloggers, exert on their followers, further encouraging the consumption of the products and services they promote (Barbosa, 2019). The ideal of beauty promoted on social media makes people feel the need to change their habits to fit aesthetic standards, making them susceptible to miraculous solutions offered by influencers. They often base their recommendations only on their personal experiences, without considering the diversity of bodies and the need for reliable information and without adequate training, especially in the area of nutrition, to pass on information and guidance on nutrition (Kamida, Rizeto, Mungiolli, 2021).

The illegal practice of the profession occurs when unqualified people or professionals from other areas carry out the practice of activities that are private to the nutritionist. According to Law No. 8,234 of September 17, 1991, only those who have an Undergraduate Degree in Nutrition from an Institution recognized by the Ministry of Education and are duly registered with the Regional Council of Nutritionists (CRN) have the right to be called Nutritionists and prescribe diets, which is a practice exclusive to this professional (Brazil, 1991). The Councils are firmly opposed to the illegal exercise of the profession of Nutritionist and fight against any proposal that aims to attribute to other professions, activities that are exclusive to nutritionists (Federal Council of Nutritionists – CFN, 2018).

Considering that these digital influencers, without training in the area of nutrition, have an important reach and influence in the lives of people who use social networks, there is a need to know how they affect the eating and living habits of these people and what risks they are exposed to. Therefore, it is essential to analyze the content produced and



identify the patterns of the acts of digital influencers on *Instagram*® on matters related to food and health.

## MATERIALS AND METHODS

This is a descriptive, exploratory and analytical study with a qualitative approach by convenience, analyzing content related to food and health posted by people without qualification in nutrition.

Five *Instagram*® profiles chosen by convenience were analyzed, from March 2023 to September 2024, where the inclusion criteria were: having more than one million followers, addressing weekly content about food and health; not being a nutrition professional; being sponsored by a food or supplement brand and; encouraging the following of fad and/or restrictive diets. The criteria for excluding the pages were: being linked to an educational institution focused on nutrition; not to publish weekly subjects related to food and health; not be sponsored by any brand related to food and supplements.

Respecting the identity of the digital influencers selected for this study, they were named A, B, C, D and E. Personal data such as age, profession and education were obtained from the *Google*® *platform* and exposed in the study, respecting the identification of each one. For content analysis of these publications, the method proposed by Bardin (2016) was used in its stages: a) organization of the analysis; b) codification; c) categorization; d) treatment of results, inference and interpretation of results.

During the investigative period, content published by A, B, C, D and E related to food and health was analyzed daily. To carry out the follow-up, the influencers were followed on *Instagram*® and followed. Posts that met the inclusion criteria were saved (a function allowed by *Instagram*®) and analyzed through floating reading.

Three publications on non-consecutive days of each influencer were selected for content analysis. The selected publications were presented by means of *posts* on the *timeline*. Through the analysis of the number of followers and likes on the selected publications, the percentages of the audience that interacted with these publications were calculated. No follower had their identity revealed, only numbered.

For the analysis of the results, the data obtained were inserted into a matrix for analysis in *the Microsoft Excel*® and *Word*® *programs* (version 2016) and tabulated in tables and graphs for descriptive analysis.

The study was not submitted to the Research Ethics Committee (CEP) because it was an analysis of documents exposed to the general public and did not have names

exposed. However, all other ethical precepts were respected by the researchers at all stages of the research.

## RESULTS

After the superficial reading suggested by Bardin (2016), the categories of analysis emerged, and the discourses were organized into two categories: "Disclosure of products and foods from sponsoring brands" and "Disclosure of what one should eat" (Chart 1).

Chart 1 - Categories emerged for content analysis from the publications of digital influencers on *Instagram*®. Videira, Brazil, 2024.

Category 01	Category 02
Disclosure about what to eat	Promotion of products and food from sponsoring brands.
Keywords: Diet; Reduce; Ideal weight; Cut; Physical exercises; Detox; Fasting.	Keywords: Supplements; Creams; Protein bars; Straps; Cafes; Shakes; Gold.

After identifying the profile of the digital influencers and the selected pages, the five in this study are all women, aged between 20 and 37 years, playing varied roles such as digital influencers, entrepreneurs, actresses, personal trainers, bodybuilders and *coaches*. Their content collectively reaches more than 15 million followers, mainly promoting physical exercise practices and healthy lifestyles, often combined with advertising for food supplements, beauty products, clothing and food from sponsoring brands.

The objectives of *the digital influencers'* *Instagram*® posts include encouraging intense physical activity, promoting specific and restrictive diets, promoting products associated with sponsoring brands, and disseminating lifestyle ideas that often lack scientific basis. In addition, there is a strong emphasis on supplements and weight loss practices, with often extremist discourses that disregard nutritional individuality and the risks associated with the exaggerated consumption of products or adherence to fad diets.

The three discourses selected on alternate days, together with the numbers and percentages of "likes" in the publications (Charts 2, 3, 4, 5 and 6), are presented individually below.

Chart 2 - Content, number and percentage of "likes" of publications by digital influencer A. Videira, Brazil, 2024.

Digital Influencer A					
Publication 01		Publication 02		Publication 03	
Publication of how you lost 7 kg		Advertising of cream X to remove folliculitis and flaccidity by brand sponsorship.		Advertising about supplementation X by brand sponsorship.	
Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %
91,700	5,4	36,500	2,1	47,000	2,8



The following publications made by digital influencer A were selected as a highlight to exemplify the speeches.

**Publication 01** is about "how to lose 7 kg":

As I lost 7kg by changing some simple habits and putting these new habits in my life (...) I ended up gaining a little weight unintentionally. And to get back to my ideal weight I started to eat more fiber, less fat, basically I increased the amount of vegetables a lot and decreased a little the amount of foods with high caloric density (...)

**Publication 02** is about "cream to remove folliculitis and flaccidity":

Did you know that you can transform your butt with physical exercise, healthy eating and hydration. Yes guys, hydration, both water and X. X is the icing on the cake, I mean, the icing on the butt. It fights flaccidity, folliculitis, reduces the appearance of stretch marks and cellulite (...).

**Publication 03** is about "protein bar":

Brand X my favorite snack with the colors of my selection. 25% off with my coupon.

The protein bar sold as a healthy product, has some ingredients checked in its nutritional table, such as: vegetable fat, polydextrose, palm fat, natural identical flavoring, maltitol, bi-distilled glycerin, soy lecithin, polyglycerol polyricinoleate, potassium sorbate and mix of tocopherols.

Chart 3 - Content, number and percentage of "likes" of publications by digital influencer B. Videira, Brazil, 2024.

Digital Influencer B					
Publication 01		Publication 02		Publication 03	
Advertising about alfajor of brand X by brand sponsorship.		Advertising about supplementation X by brand sponsorship.		Advertising about supplementation X by brand sponsorship.	
Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %
322,000	6,8	145,000	3,1	177,000	3,8

The following publications made by digital influencer B were selected as a highlight to demonstrate the speeches.

**Publication 01** is about "healthy alfajor":

Seriously, just a little bit... There is no way to resist brand X. This alfajor. SERIOUS! If you don't know it, you need to try it. Perfect for any moment. Powdered milk, spoon brigadeiro, hazelnut and white chocolate (...).

Alfajor, sold as a healthy product, has some ingredients checked in its nutritional table such as: wheat flour enriched with iron and folic acid, vegetable fat, polydextrose,



natural caramel IV coloring, ammonium bicarbonate, sodium acid pyrophosphate, calcium carbonate anti-caking agent, flavoring, sodium metabisulfite, maltitol, sucralose, acesulfame potassium, stabilizer INS 476 and flavorings.

**Publication 02** is about "whey protein":

What is the grade? The one from brand X is at least ten k, best cost benefit and "taste" there is! X does not have a physical store, so you buy directly from the factory through the website (...).

**Publication 03** is about "peanut butter":

(...) This folder doesn't need details, there's no way not to like it! And using the coupon you have 10% off on the entire site.

Peanut butter sold as a healthy product, has some ingredients checked in its nutritional table: vegetable oil, emulsifiers soy lecithin and polyglycerol esters of ricinoleic acid, sweetener maltitol, flavorings, salt, xylitol, sucralose and acesulfame potassium.

Chart 4 - Content, number and percentage of "likes" of publications by digital influencer C. Videira, Brazil, 2024.

Digital Influencer C					
Publication 01		Publication 02		Publication 03	
Advertising about supplementation X by brand sponsorship.		Publication about everything you eat in a day.		Advertising about brand X protein shake by brand sponsorship.	
Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %
299,000	17,6	85,300	5,0	28,2	1,7

The following publications made by digital influencer C were selected as a highlight to exemplify the speeches.

**Publication 01** is about "protein bar":

A protein bar from brand X helps with everything. Use my coupon.

The protein bar encouraged by blogger C is the same as blogger A.

**Publication 02** is about "everything I eat in a day":

Everything I eat in a day totally out of the routine. (...). I started the day with water on an empty stomach like every day, and I went to practice my physical activity (...). I put an energy drink X "for" inside. I went to make my breakfast which was two eggs with bread, a cut mango that was very sweet and black coffee, I mixed it with my thermogenic coffee X that is there in the corner I don't know if you saw it. (...). As an afternoon snack I got açai, there was açai X at will. So I took açai and put peanut butter X that has protein and strawberry fruit. (...).

**Publication 03** is about "*protein shake*":



Practicality in the life of those who train is like a pot of gold. Even more so if it's a REAL protein shake, the perfect answer for your post-workout ensuring muscle recovery. The X is the perfect balance with 15g of PROTEIN and ONLY 3.5g of "carbo" (...).

The *protein shake* sold as a healthy product has some ingredients checked in its nutritional table such as: modified starch, coconut oil, sunflower oil, calcium carbonate, salt, sucralose, gellan gum, dipotassium phosphate.

Chart 5 - Content, number and percentage of "likes" of publications by digital influencer D. Videira, Brazil, 2024.

Digital Influencer D					
Publication 01		Publication 02		Publication 03	
Publication of seven tips to speed up your metabolism and get out of the plateau effect.		Publication about top 5 supplements.		Advertising about supplementation.	
Number of Tanneries 14,560	Number of Followers % 1,4	Number of Tanneries 18,568	Number of Followers % 1,8	Number of Tanneries 20,000	Number of Followers % 2,0

The following publications made by *digital influencer D* were selected as a highlight to exemplify the speeches.

**Publication 01** is about "seven tips to speed up your metabolism and get out of the plateau effect":

Seven tips to speed up metabolism and get out of the plateau effect? First: de-inflate the body, cut sugar, gluten, milk and alcohol. Second: physical exercise every day, at least 30 minutes. Third: increase lean mass, the more muscles you have, the faster your metabolism gets and the more calories you expend. Fourth: intermittent fasting, you will stimulate your metabolism to work better, through a detox that is autophagy, promoted by fasting. Five: Healthy gut, so you have to drink more water and eat more fiber. Six: use more spices such as ginger, cinnamon, cloves, pepper. It can be in the form of tea or use in food. (...).

**Publication 02** is about "top 5 supplements":

First place: Morosil, promotes lipolysis which is the breakdown of body fat (...) The general recommendation is 400mg a day. Second: Coenzyme Q10, it's wonderful to increase energy, get out of the plateau effect, that difficulty of losing weight you know (...). General recommendation 100mg a day, along with meals that have good fats. Third: pysillium with chitosan, a perfect combination to reduce hunger, satiety, control binge eating and clean the intestines. General recommendation is 250mg of *Pysillium* and 350mg of Chitosan. Take 10 minutes before meals along with water, it is very important to drink plenty of water. Fourth: whey, is the best supplement to help hit protein goals, kill that desire to eat sweets without eating junk. It can be in the afternoon, it can be at night, I love to make *shakes* with frozen fruits, it looks like a little sorbet. And five: creatine that I can't do without either, it improves training performance a lot, increases lean mass, makes the muscle look good, you know? With that tone. The general recommendation is 3g a day, it can be taken pure, with water, mixed in the shake, as you wish. (...).

**Publication 03** is about "supplements":



A supplement to give energy? Thermogenic coffee X; A supplement to help burn fat? Morosil X; One to give focus, disposition and get out of the plateau effect? Coenzyme Q10; One to stimulate the gut? Magnesium; And to help increase lean mass? Creatine and whey but you have to do weight training. And which brands are reliable? The ones I wear, I love (...).

Chart 6 - Content, number and percentage of "likes" of publications by digital influencer E. Videira, Brazil, 2024.

Digital Influencer and					
Publication 01		Publication 02		Publication 03	
Advertising about shaping belt X by brand sponsorship.		Advertising about supplementation X by brand sponsorship.		Post about choices in a meal.	
Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %	Number of Tanners	Number of Followers %
29,500	0,5	305,000	5,0	83,300	1,4

The following publications made by the digital influencer E were selected as a highlight to exemplify the speeches.

**Publication 01** is about "shaping belt":

DRY... I use it 6 to 8 hours a day every day and girls, real, it's "everything!!!."

**Publication 02** is about "creatine and pre-workout":

Always before training. COUPON X.

**Publication 03** is about "meal choices":

This is my breakfast, I'm in a hotel and the most common thing to happen is that you have a table full of sweets, cookies and then you start eating with your mind, it says like this: wow sugar. (...). The way you do one thing, you do all the others, put it in your head. If you arrive at your breakfast and you put everything messy, out of order at work (...). When you understand this phrase your diet will change, your relationship will change, your body will change, your mind will change. Pay attention to this, remember.

## DISCUSSION

With the floating reading proposed by Bardin (2016), the discussion will be conducted based on the two categories identified: **Category 1:** Disclosure of what to eat and **Category 2:** Disclosure of products and foods from sponsoring brands. It is noted that digital influencers have common goals, which is to encourage the practice of daily physical exercise and consume products and foods from sponsoring brands.

In Category 1, identified by "Disclosure about what you should eat", it is perceived that in the *fitness* universe, food plays an indispensable role, being related to health benefits such as achieving better performance in physical exercise, or to have a leaner





body with more defined muscles. These fitness muses on *Instagram*® post tips on food, lifestyle, recipes and exercises for their followers without scientific basis, or specific training in the health area, only with personal experience, often with extremist speeches contributing to the punitive conception of food (Bueno, Montanha, 2019).

As is the case of Digital Influencer A who in her publication 01 tells how she lost 7kg. A fact that also occurs in publication 02 of Digital Influencer C, who tells everything she eats in a day, Digital Influencer D who in publication 01 gives seven tips to speed up your metabolism and get out of the plateau effect, and Digital Influencer E in publication 03 who talks about meal choices.

According to Theodoro, Fernandez and Reis (2021), this influence can be negative for individuals with no knowledge between the ideal and the real, generating psychological suffering for not reaching the standards, for not having financial conditions and feeling excluded from the healthy coexistence of society. However, the author says that these publications can motivate people to adhere to a healthy lifestyle by changing their lifestyle habits.

What draws attention in publication 01 of Digital Influencer D is the fact that it propagates that certain foods inflame the body, causing nutritional terrorism and encouraging its followers to stop consuming them without scientific basis or a clear explanation.

Restrictive diets can cause negative psychological and metabolic effects, increasing the risk of eating disorders. Individuals in dietary restriction tend to eat uncontrollably after periods of limitation, facing emotional problems such as anxiety and depression. The so-called "fad diets" promote quick results, but have no scientific basis, leading people to focus on what they should avoid instead of focusing on a balanced diet that meets their nutritional needs (Santana, Melo, 2020).

In a study carried out by Leite (2022) on the influence of diets and food tips published on *Instagram*®, he pointed out that of the 78 survey participants, 74.4% pointed out an inclination towards food tips. According to the author, these digital influencers do not care if their audience fits with what they consider to be an ideal and healthy diet, representing a risk to the health of those who follow the tips without a reliable scientific basis, which is often just advertising.

In this same publication (publication 01 of Digital Influencer D), the digital influencer encourages her followers to adhere to intermittent fasting in order to "*stimulate your metabolism to work better, through a detox that is autophagy, promoted by fasting*", this without any scientific basis or advice to consult a professional nutritionist.



Intermittent fasting causes a ketogenic state, where the body starts using fatty acids and ketones as an energy source, especially for the brain, after 6 to 8 hours of fasting. This results in a reduction in LDL levels and an increase in HDL levels. Ketones require more energy to produce, contributing to weight loss. This change in metabolism may also reduce the risk of cardiometabolic disease, suggesting that intermittent fasting may be helpful in treating obesity and metabolic syndrome. Studies indicate that this practice decreases cardiovascular risk, possibly due to the reduction of oxidative stress and systemic inflammation (Hanna et al., 2021).

However, intermittent fasting is not suitable for everyone, as there are individuals who should not go too long without eating, such as people with type 1 diabetes, pregnant or breastfeeding women, individuals with eating disorders or other health conditions, as well as those who need a regular intake of food due to certain medications. Prolonged practice can lead to symptoms such as tension, irritability, fatigue, depression, and moodiness. Another concern is the possibility of alteration in the menstrual cycle (Silva, Batista, 2021).

In a study on fad diets carried out by Rodrigues and Ferreira (2021), with 54 university students from the Federal District, it pointed out that the most followed diet was intermittent fasting, where 33.6% have already adhered to it. Of these 54 participants, only 11.1% had individualized nutritional monitoring and 88.9% had no follow-up, being influenced by social networks. Another study carried out by Bernardes, Vilela and Machado (2023), on the influence of social networks and fad diets with 92 participants, observed that 58.70% of the participants had already followed a diet they saw on social networks, among the most followed types of diets intermittent fasting corresponded to 32.61% of the total participants and 19.57% corresponded to some type of diet followed by a blogger.

It is possible to note that the profiles analyzed based on the selection and exclusion criteria as exposed in the methodology are all female. The same occurred with the study by Pereira (2021), which analyzed content from 5 (five) digital influencers, where they were all female. Theodoro, Fernandez, and Reis (2021) also state that the higher prevalence of women as digital influencers is related to the fact that women become more sensitive due to the relentless pursuit of the standard of beauty imposed by the media as a lifestyle.

The most popular profiles on social networks are of women with good *socioeconomic status* who present their lives as models of perfection. They influence thousands of followers, using their experiences and opinions. Currently, the body has become an important way to express personality and self-esteem, serving as a showcase in society and used as a *marketing* strategy the association of certain products and their image with their body (Mota et al., 2019).



This fact corroborates the present study where in category 2, entitled "Promotion of products and foods from sponsoring brands", influencers encourage the consumption of these sponsored products. These products are sold as *fit* and healthy with the promise of helping you stay focused on healthy eating, have more energy during the day and achieve the desired body. All of the influencers observed in this study encourage the consumption of supplements and protein foods from sponsored brands, such as *shakes*, *whey protein* and protein bars, as well as other products aimed at burning fat, increasing energy and focus.

Self-supplementation can be dangerous due to the lack of information about the products, which can lead to contamination and the consumption of ineffective supplements. Instead of promoting muscle growth, the excess can be stored as fat. The excessive use of protein supplements can overload the liver and kidneys, cause cardiovascular damage, alter the nervous system, joint pain, infertility and serious kidney problems, as well as dehydration and muscle fatigue. Only a specialized professional, such as a nutritionist, can provide guidance on the need to use food supplements, including the ideal amount, time and form of ingestion. This professional is the most qualified for this task. In addition, it is essential to collect a set of individual information to ensure an adequate prescription (Macedo, Ferreira, 2021).

Products with nutrition and health claims tend to have a more favorable nutritional profile, featuring fewer total and saturated fats and more fiber compared to products without these claims. However, these parameters alone do not guarantee better nutritional quality. Despite being attractive, these products do not ensure a healthier impact for consumers. Foods labeled as "healthy" are often associated with weight loss, while "unhealthy" foods are seen as responsible for weight gain, suggesting that health and obesity are related (Carneiro, 2022).

In addition to supplements, these digital influencers encourage the consumption of ultra-processed foods, calling these sponsored foods healthy. This is the case of Digital Influencer B in publications 01 and 03.

Advertising about ultra-processed foods minimizes the health risks associated with these foods, which are nutritionally questionable due to their ingredients. Due to their formulation, they tend to be consumed in excess, replacing *fresh* or minimally processed options. They are often high in fats, sugars, sodium, and low in fiber. By promoting these products, influencers can create a false impression of benefits, hiding the dangers of their consumption (Pereira, 2021).

According to Venturini et al. (2020), the "fitness muses " address that, despite the routine with strict diets and intense exercises, the architecture of the body needs to be



enhanced with a shaping belt, often driven by discourses that value thin waists as a standard of beauty. This practice seeks to align women's bodies with norms of femininity that deviate from the natural due to physical training. Worn for up to eight hours a day, these girdles refer to corsets and bodices, reinforcing the idea that women must conform to increasingly unattainable beauty standards, reflecting norms of social acceptance.

A fact that corroborates the present study where in publication 01 of the Digital Influencer E she encourages the use of a shaping belt for long hours daily. Both publication 01 by Digital Influencer E, and publication 02 by Digital Influencer A on cream to remove flaccidity and folliculitis, no scientific basis was found on effectiveness, which means that it has no scientific basis and is only *marketing* for sponsoring brands.

For Pereira (2021), the recommendations made by these digital influencers go against the principles of nutrition and current legislation, since they are not registered with the Nutrition Council, thus becoming unqualified professionals to disseminate such information. Even if they were nutritionists, the guidelines analyzed would be inadequate, as they would violate the code of ethics and conduct of the profession.

The female audience often feels fragile when comparing themselves to fitness bloggers on social networks, trying to follow diets and eating habits to achieve the same results. This search for aesthetic standards can lead to frustration and eating disorders, such as anorexia and bulimia. The nutritionist plays a crucial role in this context, and must be aware of distorted information about nutrition and help the population to modify their eating behavior in a healthy way. It should emphasize the importance of individualized eating plans, taking into account preferences, intolerances, and health conditions, to avoid complications and promote well-being (Esteves, Veras, Santos, 2022).

## CONCLUSION

In view of the above, it is possible to see that thousands of people are influenced daily by these women, affecting the physical and mental health of their followers who seek in every way to fit into the standard of beauty exposed by them. These digital influencers make publications about food, exercise, and supplementation without any scientific basis, and without even knowing the audience that follows them, they often just want engagement for sponsored brands.

The audience that follows these influencers is looking for quick, easy, and sometimes miraculous information to achieve a body similar to theirs. Often, these people follow these recommendations and purchase supplements without understanding whether the information is really reliable. It is important to note that only health professionals, such as



nutritionists, are qualified to prescribe supplements and developing appropriate food plans is a nutritionist's exclusive activity.

The importance of the professional nutritionist in disseminating information on food and nutrition with a scientific basis is noted so that in this way they can combat false information and nutritional terrorism propagated by digital influencers, making it clear that each human being is unique and, consequently, their nutritional needs vary from person to person.

Finally, the lack of supervision for this type of posting means that thousands of lay people are influenced daily to consume or not consume certain foods, which can have harmful consequences for the physical and psychological health of those influenced. Therefore, there is a need to develop public health policies that can mitigate these harmful effects and thus promote a better quality of life.



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