

Multimedia Appendix 1 - Content Analysis Codebook

| Categorical variables | | | | | |
|-----------------------|---------------|----------|---------|--|--|
| # | Variable name | κ | % agree | Description | Example |
| 1 | Relevancy | .73 | 93.7 | Post is relevant to fitspiration (Y/N) | Content related to exercise, health, diet or body appearance |
| 2 | Platform | .98 | 99.5 | Platform on which the post appears (Instagram, Twitter, Tumblr, or Facebook) | |
| 3 | Text | 70.1 | 91.2 | Post contains motivational or inspirational quote/text embedded in an image or as an image (Y/N) | 'Unleash the beast' (grey text overlaying a muscular man lifting weights) |
| 4 | Caption | .75 | 92.5 | Post contains a caption or other text added by the person who posted it (Y/N) | Text: 'Breakfast! Spinach, greek yoghurt, oats...' accompanying photo of breakfast |
| 5 | Photo | .85 | 94.8 | Post contains a photo (Y/N) | - |
| 6 | Video | .96 | 99.2 | Post contains or links to a video (Y/N) | - |
| 7 | Selfie | .88 | 95.6 | Post contains a selfie (Y/N) | - |
| 8 | Food | .91 | 97.2 | Post's content thematically relates to food in some way (Y/N) | A photo of a meal, description of a meal plan |
| 9 | Exercise | .61 | 83.7 | Post's content thematically relates to exercise in some way (Y/N) | Text describing an exercise routine, photo in a gym |
| 10 | Face | .79 | 90.4 | A person's face is visible in the post (Y/N) | - |
| 11 | Full body | .74 | 87.8 | A person's whole body or nearly whole body is visible in the post (clothed or unclothed) (Y/N) | - |
| 12 | Stomach | .76 | 89.9 | Post contains image emphasising subjects' stomach (Y/N) | - |
| 13 | Buttocks | .61 | 92.0 | Post contains image emphasising subjects' buttocks (Y/N) | - |

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|----|------------------|-----|------|--|---|
| 14 | Sexualisation | .72 | 89.4 | Post is sexual in nature (i.e. contains a 'sexual' or 'sexy' image, and/or references sex or being sexy) (Y/N) | Photo emphasising crotch/buttocks/cleavage, 'sexy' pose (e.g. posing in bikini) |
| 15 | Before/after | .66 | 99.0 | Post references a person before and after weight loss/another body transformation (Y/N) | Photos of female subject 1 year apart, before and after getting visible abdominal muscles |
| 16 | Healthy eating | .70 | 89.9 | Post emphasises eating 'healthy' food (Y/N) | Photo of beef curry with caption 'Healthy choices can still be made on vacation... #healthychoices' |
| 17 | Active exerciser | .80 | 90.4 | Post contains image of a person before, during or after exercise (Y/N) | Selfie of sweaty man in gym changing room with caption 'Two and a half hour workout complete!' |

Ordinal and interval variables

| # | Variable name | ρ | | Description | Example |
|----|---------------|--------|---|--|---------|
| 18 | Thinness | .74 | - | Thinness rating of main subject of image on Figure Rating Scale [20] (N/A, 1-9, Unable to assess) | - |
| 19 | Muscularity | .76 | - | Muscularity rating of person 1/main subject of image on modified Figure Rating Scale [22] (N/A, 1-9, Unable to assess) | - |
| 20 | Age | .73 | - | Approximate age of any subject(s) in the photo (N/A, <18, 18-24, 25-34, 35-44, 45+, Multiple people of varying age, Unclear) | - |
| 21 | Person | .92 | - | Number of people pictured in the post (<i>n</i>) | - |
| 22 | Women | .96 | - | Number of female subjects pictured in the post (<i>n</i>) | - |
| 23 | Men | .94 | - | Number of male subjects pictured in the post (<i>n</i>) | - |