

Supplementary Table S5. Content analysis on the quality of most popular content from each digital platform

Category	Digital platforms			
	Social media	Smartphone apps	Websites	Streaming services
Name	Chloe Ting	Fitbit	Healthline	What the Health
Frequency				
N, % of mentions by participants	30/568, 5.3%	16/156, 8.8%	30/314, 9.6%	16/64, 25.0%
Expertise				
Individual health professional	Individual health professional	Commercial company	Commercial Company	Company
Individual non-health professional	• Personal trainer	• Sell sensors and wireless technology	• Health news website	• Sensational documentary
Health organisation	• Other non-health qualifications listed			
Non-health organisation				
Commercial company				
Other				
Objectivity				
Are there any commercial interests like products or programs or personal feelings?	Yes <ul style="list-style-type: none"> • Advertising present within posts e.g. Victoria's Secret advertising 	Yes <ul style="list-style-type: none"> • Sell sensors and wireless technology 	Yes <ul style="list-style-type: none"> • Advertise products and services e.g. Noom 	Yes <ul style="list-style-type: none"> • Selective interviewing by production team based on personal feelings
Transparency				
Are important information that influences a user's ability to make informed choices disclosed?	No <ul style="list-style-type: none"> • Individual influencer • No list of disclosures 	Yes <ul style="list-style-type: none"> • Terms of service listed on website 	Yes <ul style="list-style-type: none"> • Ads and sponsorship policy available 	No <ul style="list-style-type: none"> • Selective interviewing not disclosed by production team
Popularity				
Number of active platforms (Instagram, Facebook, YouTube, TikTok)	4	-	-	-
Number followers on Instagram, Facebook, YouTube, TikTok	24,018,234	-	-	-
Relevance				
Is there content relevant to physical activity?	Yes <ul style="list-style-type: none"> • Workout programs 	Yes <ul style="list-style-type: none"> • App features to track physical activity 	Yes <ul style="list-style-type: none"> • Health topics include physical activity 	No

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Is there content relevant to weight management?	Yes <ul style="list-style-type: none"> Promoting a ‘summer shred’ challenge Body focused poses 	Yes <ul style="list-style-type: none"> App features to track weight and weight loss 	Yes <ul style="list-style-type: none"> Health topics weight management 	Yes <ul style="list-style-type: none"> Content is relevant to weight management
Is there content relevant to nutrition?	Yes <ul style="list-style-type: none"> Recipe and meal ideas provided 	Yes <ul style="list-style-type: none"> App features to track dietary intake 	Yes <ul style="list-style-type: none"> Health topics include nutrition 	Yes <ul style="list-style-type: none"> Content is relevant to nutrition
Is there content relevant to sleep?	No	Yes <ul style="list-style-type: none"> App features to track sleep 	Yes <ul style="list-style-type: none"> Health topics include sleep 	No