



GREEN TICK GUIDELINE

**The Regulation and Systematization of Social Media Content
and Digital Apps Related to Health, Diet, and Sports.**

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ABBREVIATIONS

AI	: Artificial Intelligence (Technology)
AIDA	: Attention, Interest, Desire, Action (Marketing Framework)
ANCE	: Athens Network of Collaborating Experts (Part)
BMC	: BioMed Central (Medical Journal)
BMJ	: British Medical Journal (Medical Journal)
CEIPES	: Centro Internazionale Per La Promozione Dell'Educazione e lo Sviluppo
COVID	: Coronavirus Disease (Health Context)
DOI	: Digital Object Identifier (Citations)
EACEA	: Education, Audiovisual and Culture Executive Agency (EU Program)
EU	: European Union (EU Context)
FZS	: Fitness Federation of Slovenia (Partner Organization)
ICIQ	: International Consultation on Incontinence Questionnaire (Survey Tool)
IMAGINE	: Innovative Methods and Advanced Generation of Intelligent Networks for Education (Project Name)
JC	: Journal Club (Journal)
JMIR	: Journal of Medical Internet Research (Journal)
KM	: Knowledge Management (Research)
PA	: Physical Activity (Health Context)
PDF	: Portable Document Format (File Format)
PMC10986089	: PubMed Central Identifier 10986089 (Citation)
PMCID	: PubMed Central Identifier (Citation)
PMID	: PubMed Identifier (Citation)
REFERENCES	: References Section (General)
S2	: Section 2 (Document Section)
SEA	: Sport Evolution Alliance (Partner Organization)
SIGKDD (Research)	: Special Interest Group on Knowledge Discovery and Data Mining
SR	: Systematic Review (Research)
TEXT	: Text Section (Document Section)
TV	: Television (Media)
UCL	: University College London (Education)
UK	: United Kingdom (Country)
UNESCO	: United Nations Educational, Scientific and Cultural Organization (Education and Culture)
US	: United States (Country)
WADA	: World Anti-Doping Agency (Anti-Doping)
WHO	: World Health Organization (Global Health)





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Introduction

Digital content is ubiquitous in daily life. The abundance of platforms, apps, and other means to reach and receive information helps users in various ways. However, it also raises serious concerns regarding the authenticity and genuineness of the content circulated on digital platforms. Among the many concerns related to digital content, misinformation and disinformation about diet, health, and sports stand out, given the pervasive role of social media and digital technologies in shaping perspectives on physical inactivity, health, and diet. The potential harm to users could be serious in this regard, as evidenced by studies such as Engels et al. (2024) and Antoniou (2024). This is consistent with Goodyear et al. (2023), who found that many young people altered behaviours related to health, nutrition, and sports due to exposure to social media content.

The growing influence of digital health technologies is at the centre of efforts to promote healthy lifestyles, especially among young people. Goodyear and Armour (2018), among others, indicate that young people have access to a variety of health-related information from both regulated and unregulated sources. International research highlights the critical role of digital platforms and social media campaigns in fostering healthy eating habits. For example, Livingstone et al. (2024) promoted digital health equity, while Januraga et al. (2020) showed that social media campaigns positively influence healthy eating behaviours among young Indonesian women. Furthermore, mobile health tools are being developed as effective platforms to help young people to achieve their fitness and health goals (Carraro et al., 2023). Despite this, there are various risks and potentials in issues such as the effects of digital media consumption on cognitive health and nutritional information (Pinto and Anakkathil, 2023; Clark et al., 2023). In other words, digital health-related technologies are shaping young people's behaviours by offering both opportunities and challenges, and therefore, user-centred approaches and continuous improvement processes are becoming increasingly important in this field (Müsenner et al., 2020; Langlet et al., 2020; Goodyear and Armour, 2018). Youth as digital natives, are often assumed to be critical users. However, they remain vulnerable to negative influences, particularly regarding body image and peer comparisons on digital platforms.





Fact-checking has been a practice to filter useless, bad-intended, and harmful content and develop a critical perspective in practising the information derived from digital platforms. While media and digital literacy are holistic sets of skills (Corio, 2012; Lankshear & Knobel, 2011), Barton (2019) highlights fact-checking as a comprehensive disposition of a responsible citizen. However, digital content dissemination is exponential, which makes it hard for one person or a couple to tackle. They, moreover, point out that the current scholarly studies engage in various categories, such as increasing awareness and product promotion. Consequently, the wide range of literature and content urged the “Green Tick” team to develop a guideline that could serve as a single document for scholarly and non-scholarly users of digital platforms. Accordingly, this guideline aims to provide critical information and recommendations on how to use social media and digital technologies more effectively and efficiently and how to raise awareness on sports, health and nutrition.

This guideline is grounded on the fact that social media/digital technologies allow young people to easily access content on health, sports and nutrition in an uncontrolled manner. Against this uncontrolled content, the "Green Tick" project aims to provide a reliable and verifiable guide and control mechanism for social media/digital applications related to health, sports and nutrition, just like WADA. This document offers guidance on building the skills needed to identify misleading or harmful digital content related to health, diet, and sports. It is intended for youth, teachers, educators, parents, policymakers, students, and anyone relying on digital resources to make informed decisions about their health, diet, and sports activities. This document consists of the seven chapters as follows: 1) Traditional Sources vs Digital Sources, 2) Pros and Cons of Digital Applications, 3) Pros and Cons of Social Media, 4) Recommendation/Strategies for Young People, 5) Recommendation/Strategies for Content Producers, 6) Recommendation/Strategies for Practitioners, Parents and Policy Makers and 7) Conclusion.



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Methodology

The partners involved in the development of this guide [Bolu Provincial Directorate of Youth and Sports (Turkiye), Bandırma Onyedi Eylül University (Turkiye), Centro Internazionale Per La Promozione Dell'Educazione e lo Sviluppo (CEIPES, Italy), Athens Network of Collaborating Experts Astiki Etaria (ANCE, Greece), Universidad De Sevilla (Spain), Sport Evolution Alliance (SEA, Portugal), and Fitnes Zveza Slovenije (FZS, Slovenia)] have undertaken a range of tasks to gather appropriate material to develop this document.

Initially, a comprehensive systematic review was conducted to explore the impacts of social media on sports, health, and nutrition. This systematic review examined the existing literature on the regulation and systematization of social media content and digital applications in the fields of health, diet, and sports. A comprehensive 20-year search was performed to identify peer-reviewed journal articles published up to June 15, 2024. The search included literature in English and the languages of the project partners.

In total, 8,278 records were initially identified across seven databases. After removing 3,567 duplicates, the titles and abstracts of the remaining 4,711 records were screened, leading to the exclusion of 4,404 records. During the inclusion phase, the full text of 307 records was meticulously reviewed to assess their eligibility. Ultimately, 29 studies that met the inclusion criteria were synthesized. This systematic review is currently under consideration by a leading sports journal and is awaiting publication.

This systematic review was followed by 103 structured interviews with experts from six different countries, which underscored the risks and potential benefits associated with social media and digital technologies in the realms of health, diet, and sports. Finally, evidence-based information was merged with the wisdom and experience of partners to establish this first EU-wide guideline. During this process, partners also offered several critical comments on chapters developed by other partners. Consequently, this document resulted in the seven chapters:

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Chapter 1 - Digital Apps and Social Media vs. Traditional Sources:

While digital apps and social media platforms have the potential to improve users' quality of life by providing quick access to information on health, diet and sports, these sources often differ significantly from traditional sources. While traditional sources provide evidence-based information that is rigorously checked for scientific accuracy, the reliability of content on digital platforms is often questioned. This chapter critically discusses the differences and similarities between digital and traditional sources.

Chapter 2 and 3 - Pros and Cons of Digital Applications and Social Media for Young People:

While digital apps can help young people develop healthy habits in the areas of health, sports, and nutrition, they also pose some risks. While they are useful for raising health, diet, and sport awareness and tracking personal health-related sports and diet data. However, dangers such as the spread of unverified information, negative body perceptions, and personal data security can pose serious risks for young people. Our systematic review reveals that effective regulations and educational programs are necessary to maximise the benefits and minimise the potential harms of digital technologies, including social media. This chapter addresses all aspects of these platforms in this context.

Chapter 4 - Strategies/Recommendations for Young People:

After discussing the topics in the preceding chapters, we aimed to provide suggestions and practical advice, leveraged with evidence, separately for young people, content producers, professionals, parents, and policymakers. First, Digital media literacy is critical for young people to critically evaluate information from social media and digital applications on health, sports and nutrition. Skills gained through this guideline can enable young people to analyse the accuracy and reliability of online content, strengthening their defences against misinformation and supporting them to make informed health decisions.





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Chapter 5 - Strategies/Recommendations for Content Producers:

We advocate that individuals or organisations that produce digital content in the fields of health, sports, and nutrition are responsible for the accuracy and reliability of the information they publish. This is because misleading or inaccurate information may adversely affect the health of users but also may expose content creators to legal liability. Therefore, our project and this guideline also aim to support content producers in creating content while preparing them for potential legal sanctions.

Chapter 6 - Strategies/Recommendations for Practitioners, Parents, and Policymakers:

This document highlights that teachers, sport, health, and diet practitioners, parents, media, and policymakers do not have a clear understanding of what exactly the legal regulations for digital media content are or what the consequences will be (Goodyear, Armor, & Wood, 2018). This chapter offers practical advice to raise awareness and recommends changes to legal regulations, emphasising 'platform accountability' through strategies such as the 'Green Tick' label we developed.

Chapter 7 - Conclusion:

This section outlines the findings of this guideline, revisits findings of systematic review and expert interviews in a broader perspective and discusses future directions.





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CHAPTER 1: Digital Apps and Social Media vs. Traditional Sources

Social media and digital platforms have fundamentally transformed the way people consume information. As Emamjome et al. (2013) point out, social media has redefined how information is shared, allowing for wide accessibility, immediacy, and interactivity that were previously unavailable with traditional media. The integration of digital media into daily life presents opportunities for increased engagement and personalization but also raises questions about the quality and reliability of the information provided (Rabaa'i et al., 2013). As such, this chapter explores the comparative advantages and disadvantages of digital apps and social media versus traditional sources, focusing on aspects such as accessibility, speed, user engagement, credibility, personalization, and other critical factors influencing modern media consumption.

1. Accessibility, Convenience and Speed and Timeliness of Information

Digital apps and social media have revolutionised how we access information. Emamjome et al. (2013) note that platforms like Facebook, LinkedIn, and Twitter have globally broadened information accessibility, allowing users to access data anytime, anywhere. This convenience is further enhanced by mobile apps like MyFitnessPal and Cronometer, as Al-Shamaileh and Sutcliffe (2023) highlight their ease of use for accessing health information. In contrast, traditional media such as newspapers and television depend on physical availability and set





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schedules, often requiring access at specific times and places, compared to digital media, which allows access to breaking news and updates in real-time (Rabaa'i et al., 2013).

Expert Views 1: Interview with Slovenian Expert in the field of diet

Although traditional media offers a more curated and consistent flow of information, they often fail to keep up with the fast-paced information cycles of digital platforms (Agarwal & Yiliyasi, 2010). This delay can be a disadvantage in contexts where speed is a priority, such as during public emergencies or market fluctuations (Emamjome et al., 2013). However, this difference

EXPERT VIEW?

Nowadays, we can easily find answers to many questions about nutrition, health and sports. There are so many articles, posts and findings on the internet and most of them are just a click away. I think this is good and effective because information is easily accessible to everyone.

(Interview 93 with Slovenian Expert in the Diet)



not only gives digital platforms a convenience edge but also poses challenges like information overload (Agarwal & Yiliyasi, 2010) but also issues of credibility.

EXPERT VIEWS!

It would be right to share my comments on a few sites I have come across because I do not follow applications other than those who have proven their expertise in their field and verified accounts. However, the idea of "giving people what they want to hear" leaves the door open to abuse by distorting what is real. Content like "You can lose 30 kilos in 5 days" is produced in order to gain more followers, get more clicks or get more downloads of the application they have produced. Some may choose such shortcuts to increase their visibility and some to increase their earnings.

(Interview 42 with Turkish Expert in the sports)



Expert Views 2: Interview with Turkish Expert in the field of sport



As Agarwal and Yiliyasi (2010) point out, the low barriers to publishing content on social media platforms have contributed to the spread of misinformation, resulting in growing concern, particularly in sectors like health and politics, where inaccurate information can have significant consequences. The lack of rigorous editorial oversight on digital technologies, opposite to the traditional media, exacerbates this issue, making it difficult for users to distinguish between credible and unreliable sources. The reliability and trustworthiness of traditional media, including newspapers, academic journals, and TV broadcasts, stem from their adherence to strict and universally recognized standards, offering significant benefits over digital platforms (Lavie and Tractinsky, 2004; Emamjome et al., 2013). In conclusion, the strengths and weaknesses of the two info sources mentioned above are summarised in the following table.

Type	Key Examples	Access Features	Advantages	Challenges
Digital Platforms	Social media, Digital Apps, websites, etc.	• Accessible at any time, • Accessible at anywhere, • Rewatchable • Recordable	• Fast, • Global access, • High convenience, • Personalization, • Customisation, • Innovative	• Misinformation, • Overload, • Product promotion, • legal responsibilities, • Algorithm of Digital Platforms
Traditional Media	Newspapers, Television, radio	• Requires specific times and locations, • Available only alive	• Slow, • Curated, • More credible • More consistent, • More reliable, • Structured content • Legal responsibilities	• Inflexibility in updates, • Traditional, • Limited reach, • Product promotion • Bias and policies of traditional media

Table 1: Accessibility Comparison of Digital Platforms and Traditional Media

2. User Engagement, Interactivity, Customization and Personalization

Social media and digital platforms are often designed to be interactive, encouraging user participation through comments, shares, and reactions. This level of engagement is a major departure from traditional media, where information is consumed passively. According to Rabaa'i et al. (2013), this interactivity not only increases user engagement but also leads to



more personalized content, creating a highly individualized experience. In contrast, traditional media provides a one-way flow of information with limited opportunities for interaction and does not tailor content to individual preferences, thereby constraining the level of engagement it can foster (Agarwal & Yiliyasi, 2010). Although traditional media offers a more comprehensive perspective, exposing users to content they may not actively seek out on personalized platforms (Emanjome et al. 2013), innovative digital technologies like social media and apps use algorithms to provide users with personalised health advice, dietary plans, and fitness recommendations. These platforms gather data from users' behaviour and preferences to tailor the information to individual needs, offering a highly customized experience that traditional media cannot match (Rabaa'i et al., 2013).

Media Type	Interactivity & Engagement	Personalization & Customisation	Advantages	Challenges
Social Media Platforms	- Highly interactive, - Two-way interaction encourages user participation	Personalisation and customisation through algorithms, user feedback	- Innovative - Individual preferences - Participatory - Real-time engagement	Algorithm narrows the field of interest
Traditional Media	Mainly passive with limited and one-way interaction	Personalisation and customisation through traditional ways	- Caters to a wide range of interests - Control mechanism	- Out of personal interest - Lack of personal engagement

Table 2: Comparison of Adaptability Between Digital Platforms and Traditional Media

3. Algorithms, Psychological Dimensions and The Economics of Information



One of the key advantages of digital platforms is the ability to use algorithms to curate, tailor, and customize content for individual users. This feature is a double-edged sword. While it provides users with a highly personalised experience, it also creates filter bubbles, limiting the exposure to diverse viewpoints (Emamjome et al., 2013). Rabaa'i et al. (2013) note that the reliance on algorithms can lead to echo chambers, where users are only exposed to information that reinforces their existing beliefs, reducing the breadth of information they encounter. This contrasts with traditional media, which typically offers a wider range of perspectives in its coverage, despite its limitations in personalization (Agarwal & Yiliyasi, 2010).

The psychological impact of consuming information on social media is another critical difference between digital and traditional platforms. Social media platforms are designed to generate engagement through likes, shares, and comments, which create constant feedback loop that can significantly affect users' emotional well-being (Rabaa'i et al., 2013). Therefore, the instant validation users receive from interactions can lead to a heightened emotional response,

whether positive or negative, compared to the passive consumption of traditional media. However, the curated, often idealised content found on social media can lead to feelings of inadequacy or anxiety, particularly among younger users. In contrast, traditional media typically delivers a more neutral and less emotionally charged experience, as content is designed for broad audiences and does not rely on immediate user feedback (Emamjome et al., 2013).

The monetization models of social media platforms have a direct impact on the quality of the information they promote. As noted by Emamjome et al. (2013), digital platforms often prioritize content that drives user engagement—whether through clicks, likes, or shares—leading to a prevalence of sensational or emotionally charged content. This engagement-driven model creates an environment where accuracy and quality may be sacrificed for the sake of attracting more users. Traditional media, while also reliant on advertising revenue, tends to place greater emphasis on long-term credibility, as subscription models and advertising partnerships depend on maintaining a trustworthy reputation (Agarwal & Yiliyasi, 2010). This



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difference in economic models contributes to the stark contrast in content quality between digital and traditional platforms, with the latter maintaining stricter editorial standards.

Section	Key Points
Algorithms and AI	Digital platforms use algorithms to personalize content, creating filter bubbles. Traditional media offers broader perspectives.
Psychological Effects	Social media affects psychological well-being via instant feedback and idealized content. Traditional media provides a neutral experience.
Economics of Information	Social media prioritizes engagement, which can compromise content quality. Traditional media values credibility, maintaining higher editorial standards.

Table 3: The impact of Digital Platforms

In summary, digital apps and social media provide significant benefits over traditional media, including enhanced accessibility, speed, user engagement, and customization. These platforms enable users to access information in real time, interact with content, and receive a personalised experience. However, the convenience of digital media is offset by issues like misinformation, information overload, and the psychological impacts of constant feedback. In contrast, traditional media, though slower and less interactive, remains a trusted source due to strict editorial standards and fact-checking. The choice between digital and traditional media





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ultimately depends on whether a user prioritises immediacy and engagement or reliability and accuracy.

Reflective Practices 1:

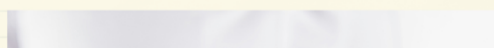
Reflective Practices 2:

CHAPTER 2. Pros and Cons of Digital Applications for Young People

Digital applications have rapidly become an integral part of daily life, especially for young people, offering tools to monitor, manage, and enhance their health, diet, and physical activity. As digital natives, today's youth inherently turn to these technologies as primary sources of



PRACTICE 1



During the Covid-19 Pandemic, social media became a primary



PRACTICE 2



During the Paris 2024 Olympics, various media outlets focused on gender controversy, gender testing, and qualification rules in the context of a boxer from Algeria.

Critically consider how information regarding this athlete's gender and medal circulated on social media and traditional media.

information and guidance. These apps, ranging from fitness trackers to diet planners, have revolutionized how young people engage with health-related content, offering personalized experiences tailored to individual needs. Wearable devices allow users to monitor their physical activity, dietary intake, and sleep patterns in real-time, enhancing health awareness and encouraging positive lifestyle changes, while also unlocking numerous opportunities for youth to autonomously and effectively take control of their health (Tobin et al., 2023; Nikolaou et al., 2019). However, while the convenience and accessibility of these applications are undeniable, their rapid proliferation has raised concerns. The unregulated nature of much of this content poses risks, as not all information provided is necessarily accurate or safe (Clark et al., 2023).



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As digital health technologies evolve, it is crucial to balance their potential with appropriate guidance and regulation to ensure young people benefit from the positive aspects while avoiding the associated risks (Goodyear et al., 2018).

1. Advantages of Digital Applications for Young People

Digital applications designed for health, diet, and fitness offer a range of advantages that can significantly benefit young people. These tools serve as a gateway to valuable knowledge and provide users with the ability to manage their well-being independently and proactively. The advantages of such applications are particularly noteworthy given their capacity to foster awareness, track progress, and engage users in sustained healthy behaviours. One of the most prominent benefits is the increase in awareness and knowledge. Digital applications provide instant access to information about nutrition, exercise routines, and overall health management, allowing young users to educate themselves on best practices (Triptow et al., 2024). For instance, apps like MyFitnessPal or Chronometer offer insights into daily caloric intake, macronutrient distribution, and exercise tracking, empowering users to make informed decisions about their lifestyle (Slazus et al., 2022). Such tools also deliver personalised advice,

often tailored to an individual's health goals, making it easier for young people to establish and maintain healthy habits.

Another key advantage is the ability to personalize health tracking. Wearable devices such as Fitbit or Apple Watch enable users to monitor various aspects of their health, including steps taken, calories burned, heart rate, and even sleep quality. This continuous feedback encourages users to stay engaged with their health goals, offering a sense of control and motivation (Tobin et al., 2023). Personalized tracking allows young people to visualize their progress, which not only boosts their motivation but also fosters a long-term commitment to maintaining a healthy lifestyle. Additionally, the motivation and engagement provided by these apps play a significant role in promoting consistent health-related behaviours. Many fitness and health apps incorporate gamification techniques, such as challenges, badges, and progress streaks, to keep users motivated (Bosworth et al., 2023). This interactive approach makes maintaining a healthy

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lifestyle more enjoyable and rewarding for young users. Lastly, these apps often serve as a platform for educational content created by experts in health, fitness, and nutrition. This content, accessible through videos, articles, or in-app coaching, helps young people access reliable information that can support their physical and mental well-being (Goodyear et al., 2018). This makes digital applications not only a tool for self-monitoring but also a valuable source of expert advice, bridging the gap between young people and professional health guidance.

2. Dangers and Risks of Digital Applications

While digital applications related to health, diet, and fitness offer numerous advantages, they also present significant risks, particularly for young people. The unregulated nature of these platforms can expose users to misinformation, unhealthy comparisons, and potential harm if not used carefully. As young people increasingly rely on these apps for health advice, the dangers associated with misleading content and overuse cannot be overlooked.





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ARE YOU AWARE?



Social media platforms have become powerful spaces for sharing information on diet, health, and sports, but they also pose significant risks when harmful narratives take center stage. Liv Schmidt, a young activist, has drawn attention to the dangers of extreme diet culture perpetuated online, advocating for stricter regulations on content that promotes extreme dieting and unhealthy body standards. Read this full article for more information

https://www.teenvogue.com/story/liv-schmidts-tiktok-ban-diet-talk-online?utm_source=chatgpt.com

Extreme Diet: [https://www.teenvogue.com/story/liv-schmidts-tiktok-ban-diet-talk-online?](https://www.teenvogue.com/story/liv-schmidts-tiktok-ban-diet-talk-online?utm_source=chatgpt.com)

One of the primary risks is the spread of misinformation and unregulated content. Unlike traditional sources of health information, which are subject to rigorous peer review and expert oversight, many digital health applications lack sufficient verification (Clark et al., 2023). This can lead to the promotion of unscientific, and sometimes dangerous, advice. For example, apps may endorse extreme diets, unsafe supplements, or exercise regimens that are inappropriate for certain users. The commercialization of these apps often leads to the promotion of products or services without sufficient safety checks, potentially resulting in harm rather than health improvements (Tobin et al., 2023).



EXPERT VIEW?

“They (digital applications) are very dangerous if not used properly”.

(Interview 58 with Italian Expert in the nutrition)



Expert Views 3: Interview with Italian Expert in the field of diet

Another key concern is the negative impact on body image and mental health. Many young people turn to fitness and diet apps in pursuit of an idealised body image, often influenced by the unrealistic standards portrayed on social media and within these platforms. This constant exposure can lead to unhealthy comparisons, dissatisfaction with one’s own body, and in some cases, the development of eating disorders (Pfender & Bleakley, 2024). The pressure to meet these unrealistic standards can have serious psychological consequences, including anxiety, low self-esteem, and even depression (Zeeni et al., 2018). Moreover, the over-reliance on digital tracking can become a source of stress for young users. The emphasis on constant monitoring—whether it be calories, steps, or sleep quality—can foster an unhealthy obsession with health metrics. Some users may experience anxiety over not meeting their daily goals, leading to feelings of failure and frustration. This obsession with data can diminish the intended positive effects of the apps, turning health management into a source of stress (Lilo et al., 2023).



Finally, data privacy and security concerns are a significant issue with digital health applications. Many of these apps collect sensitive personal information, including health data, which may be shared with third parties or inadequately protected. For young people, who may not fully understand the implications of sharing personal information, this poses a risk to their privacy and security. The potential misuse of personal health data, whether for targeted marketing or other purposes, underscores the need for stricter regulations on data handling within these platforms (Nikolaou et al., 2019).

Section	Pros	Cons
Digital Technologies	• The increase in awareness and knowledge • Free/Quick Access to Educational Content • Motivation and engagement • Facilitation through in-app coaching • Personalisation and Customisation • Gamification	• Data Privacy and security Concerns • Stress due to the constant monitoring • Body Image and Social Comparison • The quick spread of misinformation • Unregulated content • Overuse and sedentary behaviour

Table 4: Advantages and Disadvantages of Digital Technologies

DTs encourage self-awareness, promote healthy lifestyle choices, and provide a platform for learning through expert-driven content (Goodyear et al., 2018). However, the benefits of these tools come with the responsibility to navigate risks such as misinformation, privacy concerns, and the potential for over-reliance on digital solutions for health management (Pfender & Bleakley, 2024; Nikolaou et al., 2019). As such, young users must develop digital literacy and critical thinking skills to maximise the benefits of digital health technologies while minimising their risks. Educational initiatives are therefore crucial in fostering these skills, enabling users to discern reliable information from misinformation and recognise the commercial biases that may influence content (Triptow et al., 2024; San Wong et al., 2023). Furthermore, integrating professional guidance into the use of these applications can ensure that young users receive accurate and personalised advice, allowing them to use these apps as supplements to traditional healthcare services rather than as replacements (Bosworth et al., 2023; Lilo et al., 2023).



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Reflective Practice 3



PRACTICE 3



Digital apps promoting diet, health and sport use gamification and social interaction technics to enhance motivation and engagement

Critically consider whether these aspects help to you reach your purpose to use these technologies?

Reflective Practice 4



PRACTICE 4



Digital apps provide quick and substantial opportunities to improve well-being, physical activity, and diet, frequently offering accessible resources.

Critically consider issues such as data privacy, security, body image, social comparison, spread of misinformation



CHAPTER 3. Pros and Cons of Social Media for Young People

In today's digital era, social media significantly impacts young people's lives, providing ubiquitous access to global information, content, and peer interactions on platforms like Instagram, TikTok, YouTube, and Facebook. These platforms serve both as social tools and vital information sources, influencing decisions regarding nutrition, physical activity, health, and lifestyle. Despite their benefits, the information shared is often unverified and not scientifically backed, posing risks of poor decision-making. The effects of social media can vary, enhancing or impairing young people's lives based on their ability to critically assess content. This chapter explores the specific advantages and challenges of social media concerning young people's dietary, health, and sports behaviours.

1. Advantages of Social Media

In this chapter, we delve into the benefits of social media in offering young people instant access to information on health, diet, and sports across four key areas: 1) Access to useful information, 2) Motivation and Support, 3) Community Building, and 4) Personalization and Customisation of needs and interests.

Access to Useful Information

People can now, with just a few clicks, find information on nutrition guidelines, health tips, and exercise routines, that is produced by nutrition experts, coaches, doctors, personal trainers, other professionals or even someone who is not an expert. As Francomano and Harpin (2015) highlighted, social networking sites (SNSs) are, for example, being increasingly utilized as tools for healthcare interventions, allowing adolescents to access health information and peer support effectively. Many social media influencers offer advice on meal preparation, nutrient balance for specific goals, and creating effective workout routines. This aligns with Parker et al. (2022), who found that Australian adolescent girls use digital technology for health, highlighting the importance of credible and tailored health content. The accessibility of this information via social media enables young people to enhance their health habits, supported by



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the Technology Acceptance Model, which associates perceived usefulness with the adoption of

EXPERT VIEW?

Social media accounts related to my specialty can be useful to young people in many ways. They can help many gain general information, such as understanding the analysis of a research study or learning about a disease they or someone close to them may have, as well as tips on managing or coping with that disease.



(Interview 62 with Greek Expert in the Health)

health technologies (Drehlich et al., 2020).

Expert Interview 4

Motivation and Support

One of the greatest contributions of social media to a healthy lifestyle is its ability to provide motivation. Many young people follow fitness influencers who share their personal transformation stories (Drehlich et al., 2020). These personal stories serve as a powerful source of inspiration and encouragement (Tong et al., 2018). When young people see real examples of individuals who have transformed their bodies and lives through hard work and perseverance, they often feel more motivated to take on similar challenges themselves (Parker et al., 2022). This motivation often acts as the first push towards adopting a healthier lifestyle (Sampasa-

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Kanyinga & Chaput, 2016). Social media also frequently offers challenges, such as 30-day fitness programs or meal plans, encouraging young people to stay consistent and committed to a healthy lifestyle (Francomano & Harpin, 2015). Adolescents are particularly receptive to these

types of group activities, as they offer a sense of belonging to a community with shared goals (Drehlich et al., 2020; Tong et al., 2018). Additionally, these challenges allow young people to track their progress over time and set goals, promoting their ability to achieve long-term results (Parker et al., 2022). Through these platforms, they can interact with like-minded individuals, fostering a sense of community and belonging (Sampasa-Kanyinga & Chaput, 2016).

Building Communities

Social media provides young people with a space to connect with peers who share similar interests, goals, and values. In these virtual spaces, people can exchange advice, share personal experiences, support one another, and create a positive environment that encourages a healthy lifestyle. Being part of these communities can be incredibly valuable, as it gives adolescents a sense of belonging that they might not find in their immediate physical environment. These virtual relationships can boost their confidence by making them feel less alone in their pursuit of better health, sports and/or diet. Online peer support may help them stay motivated and better cope with the challenges they encounter along the way to a healthier and physically active lifestyle.

Educational Content

In addition to motivation and community building, social media also serves as an informal educational tool. Health, nutrition, and fitness experts regularly share content that is accessible to a broad audience, and these resources are easy to access. Young people can learn proper exercise techniques, understand how their bodies work, and discover the importance of healthy eating for long-term well-being. Such educational content not only helps them make better decisions but also increases their awareness and critical thinking regarding the information they encounter from other sources.





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Personalised and/or Customised Content

Modern social media algorithms allow users to receive content tailored and customised to their interests and needs. Young people searching for health, diet, and sports advice are often shown recommendations for similar content aligned with their personal goals. This means they can quickly find information on specific diets (such as veganism, paleo, or keto), workout routines (e.g., strength training, flexibility, cardio), or tips for managing stress and improving sleep.

2. Negative Impacts of Social Media

In this chapter, we examine the risks associated with social media's role in providing young people with immediate access to health, diet, and sports information across four key areas.: 1) Spread of Misinformation, 2) Negative Impact on Body Image, 3) Pressure to be Perfect, 4) Addiction and Reduced PA, 5) Privacy Concerns, and 6) Misinterpretation and Incorrect Implementation.

Spread of Misinformation

Social media offers easy access to information, but much of the advice from influencers on nutrition, health, and exercise is not scientifically validated. Research highlights that a large portion of health-related information on social media is misleading or pursuing popularity and financial gain, leading to the promotion of unhealthy practices or harmful behaviours like avoiding vaccinations or engaging in risky practices (Chou et al., 2018, WHO, 2020). The spread of this misinformation is especially dangerous for young people, as only 27% of teens can accurately evaluate the credibility of online health information (American Psychological Association, 2020). Consequently, relying on influencer popularity without verifying credibility can result in poor health decisions.

Negative Impact on Body Image

Social media plays a significant role in shaping unrealistic beauty standards. Filtered and retouched images of influencers and celebrities often present body ideals that are unattainable for most people and, in many cases, unhealthy. Youth, who are in a sensitive phase of

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developing their identity and self-esteem, are particularly vulnerable to these pressures. Comparing their appearance to these unrealistic images on social media can lead to lower self-esteem and disordered eating behaviours. A UK survey by the Mental Health Foundation found

that 37% of teenagers felt upset and 31% felt ashamed of their body image due to media exposure (Mental Health Foundation, 2019). Furthermore, trends like "fitspiration" have been linked to increased body dissatisfaction, which may lead to harmful behaviours like excessive dieting and compulsive exercise (Ballard Brief, 2023). As such, these patterns highlight the urgent need to address the influence of social media on young people's mental health and promote more realistic body image standards. Consequently, the pressure to always be the best and most successful may create high-level stress, which can negatively affect both mental and physical health in the long term.

Addiction and Reduced Physical Activity

In addition to psychological pressures, one of the biggest challenges is the excessive use of social media. Adolescents who spend too much time online have less time for PA and real-life socialising. A study examining the relationship between social media use and health behaviours among middle and high school students found that daily social media users were less likely to report adequate sleep, and, among sedentary students, frequent social media use was associated with a lower likelihood of engaging in vigorous physical activity (Lindsey et al., 2019). Furthermore, Du et al. (2023) demonstrated a negative correlation between PA and internet addiction, indicating that higher physical activity levels were associated with lower levels of addiction, highlighting the critical need for promoting active lifestyles among adolescents to mitigate the adverse effects of excessive social media use. The mediating role of self-esteem was identified as significant in this context, suggesting that physical activity not only enhances self-esteem but also serves as a protective factor against internet addiction (Du et al., 2023). Excessive engagement with social media can therefore become an obstacle to developing a healthy lifestyle while also contributing to common psychological issues like anxiety and depression, leading to irritability and mood instability in many individuals



Privacy Concerns

Privacy is one of the biggest worries associated with social media usage. Young people often overlook the long-term consequences of sharing personal data and intimate information online.

A study found that 60% of teenagers do not consider the consequences of sharing personal information on social media, which can lead to identity theft and online harassment (Vogels et al., 2022). Additionally, 41% of young users reported experiencing some form of online harassment, often stemming from shared personal information (Vogels, 2022). Another study indicates that 70% of popular apps among adolescents engage in data collection practices that users may not fully understand, raising concerns about privacy and data misuse (Kuss et al., 2022). Therefore, it is safe to say that there is a lack of education and emphasis in schools on this topic, which fails to adequately warn young individuals about the pitfalls of online platforms. Consequently, many adolescents are unaware that by using such applications, they expose their personal information to the wider public or companies that utilise this data for advertising purposes.

Misinterpretation and Incorrect Implementation

The availability of information on social media and digital platforms is astounding, with various pieces of information circulating that can be deciphered with sufficient knowledge. Recent studies on personalised nutrition emphasise the importance of understanding individual differences in dietary responses, highlighting that what works for one person may not apply to another (Horne et al., 2020; Doets et al., 2020). This is because each individual is unique, and their bodies respond differently compared to those of influencers, for example. This variability is underscored by the significant inter-individual differences in dietary responses observed in scientific studies, suggesting that a one-size-fits-all approach is insufficient for effective nutritional guidance (Livingstone et al., 2016; Food4Me Consortium, 2016; Almeida et al., 2019; Frankwich et al., 2019). Consequently, despite the wealth of information available on social media, the misinterpretation and incorrect application of health, diet, and fitness advice are common issues, often leading individuals to adopt practices that are ineffective or even harmful.



Section	Pros	Cons
Digital Applications	• Quick Access to Information • Motivation and Support • Building Communities • Educative Contents • Personalised and Customised Content	• Spread of Misinformation • Negative Impact on Body Image • Addiction and Reduced PA • Privacy Concern • Misinterpretation and Incorrect Implementation

Table 5: Pros and Cons of Digital Technologies

In conclusion, this chapter emphasises advantages and disadvantages of social media, and the importance of considering individual differences, as a one-size-fits-all approach is inadequate. Social media strongly influences young people's views on health, diet, and sport, but its impact is complex. While these platforms provide valuable resources, motivation, and educational content, they also present challenges, as presented above. Privacy concerns over personal data further complicate matters, as many adolescents lack awareness about data collection. For a



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positive influence, education and guidance from parents, teachers, and health professionals are essential in fostering a balanced, informed approach to social media use.

Reflective Practice 5

CHAPTER 4- Strategies/Recommendations for Young People

Social media platforms, digital apps, and accessible online content expand information availability, yet often sacrifice accuracy. In this environment, personal opinions can easily be



PRACTICE 5



Nearly half of young people change their health-related behaviours directly by accessing social media content (Goodyear et al., 2018).

Reflect on how frequently you compare your body to others and follow weight-loss advice in social media!

mistaken for facts, which risks misleading users. Over-reliance on these tools may lead to distraction, dependency, insecurity, and even injuries from unsupervised activities. As such, a foundation of basic knowledge is essential for distinguishing reliable information from misinformation. These dynamics are strongly connected to the concept of Digital Media Literacy, which, according to UNESCO, represents the ability to access, analyze, evaluate, and create content using digital technologies, encompassing technical, critical, and communicative skills needed to navigate and interact consciously and responsibly in the digital media environment (UNESCO, 2011).



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1. Digital Media Literacy

Renee (2010) discusses different literary types—information, media, health, and digital—that share a common foundation but emphasise unique areas:

- Information literacy focuses on research skills.
- Media literacy emphasises critical evaluation of news and entertainment.
- Health media literacy addresses media's impact on health decisions.
- Digital literacy involves skills in using technology and the internet.

Though distinct, these literacies share essential competencies. While Renee (2010) and others use the term "health media literacy," this document also addresses diet and sport. However, it goes without saying that when Renee (2010) and others refer to health, they also include diet and sport either directly or indirectly. Having said that, it's time to explore the concept of "Digital Media Literacy."

As its definition said, Digital Media Literacy is essential for navigating online content, helping individuals identify reliable sources, recognize disinformation, and apply critical thinking. For instance, a fitness influencer on Instagram or TikTok might promote a supplement, claiming it's essential for muscle building or weight loss, but fail to mention potential side effects or

effectiveness, making it an example of disinformation. Similarly, TikTok trends might encourage "wellness hacks" unsupported by experts, which could be ineffective or harmful. Many diet apps also provide generalized advice without expert input. Digital Media Literacy acts in these dynamics, being fundamental in having a critical approach and in evaluating the social media and app contents.

According to the EU (Shaping Europe's digital future, 2024), disinformation refers to intentionally false or misleading content spread to deceive or gain economic or political advantage, often resulting in public harm. Misinformation, on the other hand, is false or misleading information shared without intent to harm, though it can still have harmful effects. Combatting this disinformation requires strong digital media literacy, especially in areas like health, diet, and sports. "Digital and media literacy" allows one to develop a broad set of

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cognitive, emotional, and social skills, including critical thinking, creativity, ethical reflection, and active participation. These skills can empower individuals to recognize biases, agendas, disinformation, and unreliable contents using their abilities to advocate for change. In this context, we promote the five key competencies reported by Renee (2010) when dealing with digital content related to diet, health and sport.

- **Access** – Using media and technology effectively
- **Analyse & Evaluate** – Critically assessing messages for quality, credibility, and impact
- **Create** – Generating content with confidence and creativity
- **Reflect** – Applying ethical and social responsibility in communication.
- **Act** – Collaborating to solve problems and contribute to the community at various levels.

These competencies work together to foster lifelong learning and active participation in society. Renee (2010) also highlights the importance of recognizing cognitive biases. People tend to trust sources that confirm their existing beliefs and dismiss those that challenge them; awareness of this bias can promote openness to diverse perspectives and reduce political polarization. Another challenge is "source amnesia," where individuals forget the original source of processed information. Education in digital and media literacy can enhance awareness of these cognitive habits, fostering more reflective information processing.

As people grow, they begin taking responsibility for their health habits, shaping their long-term behaviour patterns. With increasing independence from caregivers and rising digital media usage, particularly in late adolescence, concerns about its impact on cognitive health are inescapably growing. In this context, various studies have been carried out on the dichotomy of social media – health influence on adolescents and young adults. For example, Pinto et al. (2023) analyzed how Digital Media behavior of late adolescents can enhance skills like theoretical understanding, visual-spatial reasoning, and learning motivation. Triptow et al. (2024) used principal components analysis with varimax rotation to identify four statistically significant factors, based on interviews with participants, related to how young adults in the U.S. engage with health influencers on social media. The four groups identified were:



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- **Health connoisseurs:** These individuals are highly sceptical of health influencers, relying more on scientific facts and professional health experts rather than social media influencers. They distrust influencer credibility and perceive much of the content as superficial or harmful.
- **Health enthusiasts:** This group actively seeks holistic, reliable health content that addresses both mental and physical well-being. They are selective about the influencers they follow and focus on using social media for practical advice rather than forming connections with influencers.
- **Loyalists:** Initially sceptical, loyalists become dedicated followers once they trust an influencer's credibility. They develop parasocial relationships with influencers but tend to be more critical of the information they consume, often verifying it through the influencer's qualifications.
- **Virtual befrienders:** This group uses social media for community and support, forming friendships with influencers and relying on their virtual presence to stay motivated. They are more trusting and optimistic, although they tend to lack health and media literacy, making them more susceptible to misinformation.

The study concludes that health literacy and media literacy significantly influence individuals' vulnerability to misinformation on social media. Health connoisseurs and enthusiasts tend to be more critical and selective, whereas virtual befrienders are more trusting. The findings also suggest that social media behaviours around health information are complex, shaped by both personal needs and the content consumed. With the rise of influencer reliance, particularly among youth, Pfender and Bleakley (2024) conducted a study examining beliefs about influencers as health information sources. Using the reasoned action approach—which highlights attitudes, norms, and perceived control as drivers of behavioural intentions—the study noted both benefits and risks in seeking online health information. Influencers shape attitudes and behaviours through their reach, parasocial connections, and high engagement.

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Large followings can validate an influencer's health advice, though credibility is often questioned, especially with sponsored content. Influencers with professional credentials, like personal trainers or nutritionists, are generally viewed as more credible. However, followers also value practical experience, such as athletic involvement, which boosts perceived expertise. Normative beliefs indicate younger audiences are more likely to seek health advice from influencers, though they remain cautious and emphasize the importance of critical evaluation. Notwithstanding, influencers with formal credentials, such as personal trainers or nutritionists, tend to be viewed as more credible (Pfender & Bleakley, 2024).

Reflective Practice 6



PRACTICE 7



Can you assess the following three criteria? Evaluate the influencers or accounts that you follow by answering the following questions:

- 1- Are they experts?
- 2- Do they advertise any products?
- 3) Are their contents evidence-based?

Reflective Practice 7



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While digital content can be relatable and tailored, leading to positive outcomes, it can also pose risks. Particularly, the promotion of unverified or harmful products can negatively impact mental and physical health. While social media and digital content provide quick access to diverse opinions, they also pose challenges to information accuracy and reliability, increasing the need to distinguish between credible information and misleading content, impacting mental health and information transparency. To navigate this digital landscape, individuals must develop strong digital and media literacy skills, including the ability to recognize misinformation and unreliable and unsafe contents. Now, let's explore 10 strategies we developed:

Expert Interviews 5:

EXPERT VIEW?

I recommend that young people look for information based on scientific evidence and compare different expert opinions. They should be aware of potential conflicts of interest, such as the promotion of products. It is important to consider both the risks and benefits of the information received, always consulting reliable sources such as health professionals or official websites.



(Interview 57 with Italian Expert in the nutrition)

Comparing traditional and digital sources: One of the most important strategies is comparing the usability and accuracy of traditional sources (such as peer-reviewed journals, PubMed, books, or trusted media outlets) against digital platforms (like social media).

Question the information: Critically assess content by examining its source, intent, biases, meaning, and contradictions. Be aware of conflicts of interest, where creators might prioritize

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profit or followers over accuracy, especially with sponsorships. Watch for spelling, grammar issues, or excessive punctuation—fake news often has noticeable errors or overuses exclamation points, unlike professional, carefully edited content.

Ask experts: Ask trustworthy professionals about the information reliability of a topic or specific contents, especially before applying advice and practices found on social media, apps, websites, and so on. Ask them advice about social media accounts to follow in order to find accurate information.

Familiarity of the source: Be cautious if you come across videos or posts from unfamiliar websites, apps, or users on social media. Reputable news outlets or verified social media accounts are more likely to provide credible information. If the content isn't being reported by experts in the field, question its legitimacy.

Cross-check multiple sources: A key strategy is verifying whether the contents are covered by multiple reputable outlets. For example, fake news often appears on one or a few suspicious websites or social media accounts, while credible stories are typically reported across many platforms. If you can't find the story on major news sites or sources, it's likely unreliable.

Look for credible attributed sources: Misinformation often lacks verifiable sources, official names, quotes, or clear locations, while genuine news includes interviews and statements from recognized experts. Reputable sources also date their content, providing timelines. Misinformation may omit or obscure dates, misleadingly presenting outdated content as new.

Use fact-checking websites and tools: Use fact-checking websites like Snopes, FactCheck.org, or PolitiFact to verify claims in social media posts or videos. Many apps now include fact-checking features that highlight potentially misleading content, helping users gauge news reliability. Watch for fake URLs; fake news sites often mimic legitimate ones with small differences (e.g., "cnn.com.co" vs. "cnn.com"). Verify URLs to ensure authenticity.



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Evaluate the author: Research the author to ensure they are credible and trustworthy. Look for credentials, expertise, certificates, licenses, and prior work. A suggestion is to check biographies, their LinkedIn accounts, or make a check on Google Scholar.

Check the comments section: Sometimes, users in the comments section will point out inaccuracies and provide links to verified information. Read through the comments to see if any corrections or fact-checks have been provided.

Manage algorithms to avoid exposure to unreliable content: Actively follow trusted sources, ignore or block accounts spreading misinformation, and engage with credible health experts or organisations to tailor a reliable information stream. Interacting with reputable content helps algorithms prioritise accuracy, promoting informed decision-making and critical thinking for a healthier online environment.



PRACTICE 8



Many digital applications and social media account are available to help track sleep patterns, calorie intake, dietary habits, and fitness progress.

Could you evaluate the app you use, and the account you follow for this purpose based on the ten strategies we've proposed?

Reflective Practice 8:



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Misinformation can arise from outdated or incorrect information shared in good faith, yet it often persists even after being corrected—a phenomenon called the "continued influence effect." Familiarity also shapes our perception of truth; the more we encounter misinformation without challenge, the more believable it seems, known as the "illusory truth effect." Even if sources are unreliable or information is clearly false, repeated exposure can lead people to accept it. Fact-checking and corrections can help, but they don't fully prevent misinformation from resurfacing. The *Debunking Handbook 2020* (Lewandowsky et al., 2020) explains that misinformation is often framed in emotional, attention-grabbing language that enhances its spread, especially in the digital era where attention is valuable. Some use tactics like "just asking questions" to introduce falsehoods or conspiracy theories subtly, making them appear more credible while planting seeds of belief.

Therefore, navigating the complex intersection of digital technologies, including social media and health, sport, and dietary information, requires a critical, well-informed approach to promote well-being. The prevalence of unreliable sources and minimal vetting processes on digital platforms contribute to widespread misinformation, often with harmful public health consequences. Education and awareness are vital in empowering users, especially young people, to assess online information carefully. Initiatives aimed at increasing digital literacy can help users recognize credible sources, assess potential biases, and make informed choices. Additionally, collaboration among health professionals, app developers, content creators, and regulatory bodies is essential to building a more informed digital landscape. Together, these efforts can foster an environment where users are equipped to differentiate between credible health information and misleading content, contributing to healthier decision-making and reducing the impact of misinformation on social media.

CHAPTER 5. Strategies/Recommendations for Content Producers





1. Introduction

Exposure to false content can have profound psychological effects on young people, leading to confusion, anxiety, and fear (Rocha et al., 2021). This constant exposure can erode trust in legitimate sources and create a sense of insecurity. Misinformation can significantly influence their beliefs and behaviours, particularly regarding health. For instance, during the COVID-19 pandemic, false information about treatments and vaccines spread widely, leading to dangerous behaviours and reluctance to follow public health guidelines (Rocha et al., 2021). The spread of false content also has social and educational consequences. Young people who consume and believe in misinformation may develop skewed worldviews, affecting their social interactions and academic performance. They are more likely to believe and share misinformation if it aligns with their social identity, perpetuating echo chambers and hindering critical thinking (Sunstein, 2018).

On the other hand, content producers are the driving force behind the digital world. They are the storytellers, educators, and entertainers who shape the information and experiences we consume online, across social media platforms, and within apps (Confetto & Siano, 2018). Their role is crucial in disseminating accurate and engaging content, especially in areas as vital as health, diet, and sports. Content producers, regardless of social media or digital applications, play a pivotal role in the success of the Green Tick Project. By creating high-quality, accurate, and engaging content, they can help ensure that the information reaching the public, particularly for youth, is both reliable and beneficial. Thus, this can not only enhance public awareness about sport, health, and diet but also encourage a healthy lifestyle and participation in sport among young people across the EU. Therefore, through comprehensive strategies/recommendations, this chapter aims to support content producers in their mission to deliver verified information.

Champions of Credibility: Having explored the potential pitfalls of online content, we now turn our attention to the vital role content producers play in the ongoing effort to promote



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responsible and credible content, particularly in the realm of health, diet, and sports information. The more credible content may require more time initially, but it offers greater long-term benefits by attracting more users and helping avoid legal issues.

Building Trust: In today's digital age, where information flows freely but accuracy can be elusive, building trust with your audience is paramount. Reliable, verifiable, and safe content isn't just a nicety—it's a cornerstone of responsible content creation (Mangold et al., 2022). By building trust, your users or followers will remain loyal, providing long-term benefits through high engagement and promoting your account or app for free.

Evidence-Based Content: The cornerstone of reliable and trustworthy content is evidence. Ditch the guesswork and anecdotal musings! Ground your content in scientific research, drawing from credible sources like peer-reviewed journals, reputable health organizations, and established government publications. Don't just make claims—substantiate them! By citing these sources throughout your content, you empower your readers to verify the information for

themselves. This transparency fosters trust and positions you as a reliable source of information, not just another voice in the crowded digital world.

Transparency of Methodology: Clarify how you gather and analyze information—whether through expert interviews, surveys, or scientific studies—and be transparent about your methods, like categorizing data or identifying trends. This openness builds trust, allows audiences to assess your content's validity, and strengthens your credibility, promoting informed digital engagement.

Accuracy and Transparency: Content creators have a responsibility to ensure the information they present is factually correct. This includes acknowledging limitations in knowledge and presenting uncertainties with honesty. Stating sources clearly and allowing readers to trace the information back to its origin is crucial for transparency.

Balanced Approach: Earning trust hinges on presenting a balanced view. Instead of solely advocating for a single perspective, acknowledge the existence of different viewpoints on a

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topic. This demonstrates intellectual honesty and allows the audience to form their own informed opinions. Avoid overly promotional language that reeks of bias and marketing speak. Strive for objectivity in your content, letting the facts speak for themselves. This balanced approach fosters trust and positions you as a reliable source of information, not simply a salesperson for a particular viewpoint.

Respectful Tone: The digital landscape is rife with passionate opinions on health and wellness. However, fostering trust doesn't mean shying away from diverse viewpoints. Instead, content creators can maintain a professional and respectful tone when discussing various health approaches, even when presenting opposing viewpoints. This involves avoiding inflammatory language, dismissive remarks, or personal attacks on proponents of different approaches. Instead, focus on presenting the strengths and weaknesses of each approach with a neutral and objective lens. Acknowledge the validity of different perspectives, even if they differ from your own.

Focus on Behaviour Change: Let's ditch the quick fixes and fad diets! Instead, content creators should champion sustainable and realistic approaches to healthy living. This means focusing on long-term behaviour change that individuals can maintain rather than promoting unrealistic or restrictive plans. Imagine a content creator promoting healthy eating – they'd focus on incorporating more fruits and vegetables into daily routines, not eliminating entire food groups. By advocating for sustainable practices, content creators empower their audience to make lasting lifestyle changes that contribute to overall well-being, rather than chasing fleeting results with fad diets.

The Legal Landscape: Content creators don't exist in a lawless Wild West of online information. Instead, they operate within a legal framework that prioritizes three key pillars: accuracy, transparency, and user protection. This means that everything a content creator publishes needs to be grounded in truth. Facts and figures should be meticulously checked, and any limitations in knowledge or areas of uncertainty should be clearly stated (Zhuk, 2023).





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Data Privacy: In today's data-driven world, respecting user privacy is paramount. Content producers must adhere to data privacy regulations and handle user information responsibly.

Disclaimers: When promoting specific products or services, clear and unambiguous disclaimers are essential to avoid misleading users.

Disclosures: Maintaining transparency is crucial for building trust with your audience. One key aspect of this is disclosing any potential conflicts of interest. This means being upfront about any sponsorships, affiliate marketing agreements, or product endorsements that might influence your content. By disclosing these conflicts, you empower your viewers or readers to make informed judgments about the information you present. They can then understand if your perspective might be swayed by a financial incentive, allowing them to weigh your content with this knowledge in mind.

Up-to-Date Information: In health, diet, and sport-related science, information quickly becomes outdated. Like an expired item in your fridge, health knowledge needs regular updates. To stay credible and provide accurate information, content creators should refresh their work

as new research emerges. For example, a blog post on a vitamin may need revision if recent studies reveal new effects or side effects. Updating content reflects a commitment to current knowledge, positioning you as a reliable source for up to date.

Content Formatting: Don't underestimate the power of clear communication! Creating informative, well-researched content is essential but making it clear and engaging is equally important. Use simple, concise language that avoids jargon and suits your audience. Beyond words, visual tools like infographics and charts can simplify complex information, turning dense scientific reports into accessible, captivating content that helps challenging concepts feel approachable and engaging.

Avoiding Medical Advice: It's important to remember that online content should never be a substitute for professional medical advice. Content producers should encourage users to consult with healthcare providers for personalized guidance on health matters.



Engagement and Feedback: The journey towards trust doesn't end with simply publishing well-researched content. A crucial step lies in fostering a two-way street of communication. Encourage user questions and comments – this open dialogue allows you to address misconceptions and provide further clarification. By actively engaging with your audience, you not only demonstrate a willingness to learn and adapt, but also create a sense of community around your content. Addressing user concerns head-on fosters trust and transparency, allowing you to build a space in which learning flourishes through open discussion and collaboration.

Reliable and Responsible Content Production	Legal Framework and Transparency Standards
• Champions of Credibility • Building Trust • Evidence-Based Content • Accuracy and Transparency • Balanced Approach • Respectful Tone • Focus on Behaviour Change • Content Formatting	• The Legal Landscape • Data Privacy • Disclosures • Transparency of Methodology • Engagement and Feedback
• Up-to-Date Information • Avoiding Medical Advice	

Table 6: 10+5 Criteria for Content Production

In our pursuit for healthier lifestyles, we often look to digital technologies for guidance. However, the vast online world of health, diet, and sports content is full of risks, including misinformation that can lead to poor choices and unrealistic expectations. Scientific evidence stresses the importance of critically evaluating online health information; the WHO recommends verifying source credibility and consulting healthcare professionals. WHO research also shows that misinformation can negatively impact health behaviours. Thus, the responsibility for combating the negative impacts of misinformation lies not only with young people but also with content producers, a challenge the Green Tick project seeks to address. We believe that as content creators implement the strategies and recommendations outlined here to



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produce reliable, verifiable, and safe content, the influence of misinformation on youth health will decrease. As sports, health, and diet-governing bodies adopt these guidelines and more creators adhere to them, public pressure will discourage misleading practices, fostering a safer digital environment.

Reflective Practice 9

CHAPTER 6. Strategies/Recommendations for Professionals, Parents, and Policy Makers

In this chapter, we seek to address strategies/recommendations about health, diet and sport-related contents within the digital landscape for professionals, practitioners, parents, and policymakers. It details activities designed to increase relevant group awareness about the importance of discerning digital technology content, including social media. Following that, the chapter unpacks the need for legal regulations for accountability of these contents to keep



PRACTICE 9



As a content producer, you aim to produce a video about a specific exercise you believe that it positively effects health and dietary habits.

Please evaluate any content you view against the 10 criteria above we recommend regarding the Reliable and Responsible Content Production

pace with the rapid technological advancements and their implications. In conjunction with legal regulations, this chapter advocates for adopting a 'Green Tick' label and explains its benefits for users, including how it will enhance safety, privacy, and transparency

6.1. Activities to increase awareness



To increase digital literacy awareness among young people regarding social media and digital technology content about sports, health, and diet, professionals, practitioners, policymakers, and parents can take several important steps. The following table outlines recommendations, strategies, and activities to accomplish this.

Education and Training	
■ <i>Developing a mindset in youth that consistently prioritizes the critical evaluation of encountered digital information related to diet, health and sport.</i>	
Professionals, Practitioners (e.g. coaches, teachers, PE teachers, PT, Sports Experts, Researchers) *R: Recommendation *A: Activity	R*: Integrate digital literacy related to your curriculum/practice and enhance your target group digital literacy skills. A*: Organize workshops promoting the importance of digital literacy related to diet, health and sports. R: Address the risks but also ensure they feel safe, rather than intimidating them towards digital content. A: Emphasize the potential impact of misinformation in areas like health, diet and sports, such as dangers of fad diets, alternative medicine, unverified supplements, or improper training techniques. R: Encourage young people to seek evidence-based digital content or cross-check with evidence-based and reputable sources related to diet, health and sports. A: Recommend social media accounts and/or apps for them to follow, so that students/athletes who establish certain standards will use these as models when exploring other accounts and applications.
Parents	R: As a parent, increasing your awareness, knowledge, and digital media literacy regarding health, diet and sport related digital content is paramount. A: Engage with your children in constructive conversations about the importance of critical thinking for consuming digital content related to diet, health, and



	sports, by also involving teachers and experts or someone who you think your child values their opinions if necessary. R: Acknowledge that youth in developmental stages might be more influenced by misleading digital content A: Follow same accounts and use same digital applications with your children in order to evaluate.
Policy Makers	S1: Launch local, regional, and national campaigns and training for young people that promote the conscious use of social media and digital technologies related to health, diet, and sports. S2: Educate professionals and practitioners about digital media literacy, credibility and verifiability of digital content, misinformation, risks. S3: Develop policies and regulations to fight against unverified and unsafe digital content related to diet, health and sports, and create mechanisms to detect such content using technologies like artificial intelligence.
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Collaborations and Community Engagement	
Engage with colleagues, professionals (e.g., dietitians, coaches, doctors, fitness experts) and other stakeholders	
Professionals and Practitioners	R*: Gain insights from peers and exchange experiences and best practices with colleagues A: Take part in online or in-person communities of practice/learning activities
Parents *R: Recommendation *A: Activity	R: Initiate family activities that promote responsible digital media consumption related to sports, health, and nutrition. A: Joint examination of a selected social media account R: Develop skills to oversee, discuss, and support your children's digital safety concerning health, diet, and sports.



	A: Engage in community forums, workshops, or training programs
Policy Makers *S: Strategy	S*1: Facilitate partnerships and collaborations among schools, health and sports organisations, experts, researchers, and practitioners to build public immunity against unverified, unsafe, manipulative, and misleading digital content.
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Building Safe Spaces	
Spotting real-world examples of how misleading digital information has caused health issues, sports injuries, and unhealthy dieting	
Policy Makers	S1: Encourages and pushes digital platforms to develop systems that automatically warn users when content creators share potentially harmful or unverified information. S2: Implement policies to verify health, diet, and sports-related social media accounts and digital technologies, making them easily recognizable for young people. The 'Green Tick' model can be applied for this purpose S3: Support role models and influencers who emphasize responsible content sharing, transparency, and evidence-based advice in health, sports, and diet.

Table 7: Recommendations for Raising Awareness



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INITIATIVES AIM TO ENHANCE
AWARENESS OF DIGITAL LITERACY
AND DIGITAL INFORMATION.

BEST PRACTICES



GOOGLE "BE INTERNET AWESOME" CAMPAIGN

This initiative aims helping children be safe and confident explorers of the online world. empowers younger children to use the web safely and wisely, so they can be confident explorers of the online world.

https://beinternetawesome.withgoogle.com/en_uk



UNESCO MEDIA AND INFORMATION LITERACY

This initiative provides a set of essential skills to address the challenges of the 21st century including the proliferation of mis- and disinformation and hate speech, the decline of trust in media and digital innovations notably AI.

<https://www.unesco.org/en/media-information-literacy>



EUROPEAN EDUCATION AREA

The EU Commission published a set of guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training

https://education.ec.europa.eu/news/guidelines-for-teachers-and-educators-on-tackling-disinformation-and-promoting-digital-literacy-through-education-and-training?utm_source=chatgpt.com



GREEN TICK PROJECT, FUNDED BY ERASMUS+

The Green Tick project takes action against the uncontrolled spread of health, diet and sport related contents in social media and digital apps. Literature indicates that such content can have a negative impact, particularly on young people.

<https://greentickproject.com>





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6.2. Legal Regulations Change and Policy Advice

There is an urgent need to take action against the uncontrolled spread of health, diet and sport related contents in social media and digital apps. Literature, including our systematic review, under the review to be published, indicates that such content can have a negative impact, particularly on young people. Therefore, various legal amendments are required, and corresponding policy advice is addressed below.

Accountability and Combat with Misinformation: Digital platforms should be accountable and be prevented from producing misinformation and harmful content related to health, diet, and sports.

- **Practice:** Content creators and platforms should periodically report to regulatory bodies on measures taken to ensure content accuracy and reliability. These reports should be made available to the public to enhance transparency and hold creators accountable for misleading or harmful content.

EXPERT VIEW?

Existing legal regulations are not always sufficient to prevent misinformation and commercial exploitation. One of the main challenges is the rapid development of digital technologies and platforms, which makes it difficult to implement and update effective regulations. Unfortunately, we are late.



(Interview 89 with Spanish Expert in the sports)

Expert Interviews 6



Mandatory Disclosure of Sponsorships: Legal regulations should require all social media influencers, content creators, and digital platforms that promote sports, health, and diet-related products to clearly disclose any sponsorships or financial incentives. This includes not only product endorsements but also partnerships with brands, diet programs, or sports organisations. Disclosures should be easily visible to users, ideally as a mandatory label or tag on posts and videos.

- **Practice:** Violations should result in penalties such as fines, content removal, or temporary suspension from digital platforms, and decertification.

Content Creator Licensure: Development of a system, like the “Green Tick” label, that allows users to identify verified accounts and digital technologies, like accreditation. A publicly accessible database or registry could be established to track content creators and influencers who regularly promote health and fitness products.

- **Practice:** Compulsory registration and fulfilment of criteria to be determined; regular and compulsory professional development; regular inspection; delivery of labels/licences.

Proficiency and Training: Digital content producers have to complete compulsory training that integrates subject-specific content in their areas (diet, health, or sports) based on the latest scientific findings, alongside training in accountability, verifiability, misinformation, media literacy, pedagogy, health and injury-related risks, and ethical standards.

- **Practice:** Development and provision of free, self-paced, user-friendly, interactive, and regularly updated online training for content producers and app developers.

Monitoring of Accounts: Governments or public organisations should establish independent regulatory agencies that monitor digital content related to health, diet, and sports. These agencies would regularly assess the credibility, accuracy, and impact of content and identify areas where misinformation is prevalent.



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- **Practice:** Conduct regular assessments of digital content produced in the fields of health, diet, and sports, publish detailed reports, and create a Safeguarding Index for digital content in these areas that illustrates the current situation and provides rankings. Develop the policies to use AI-powered tools to monitor harmful or misleading content that may be generated by health, diet and sports-related social media platforms and apps.

Conflict of Interest: Clearly identify the responsible institutions or establish a clear division of responsibilities for monitoring content related to health, nutrition, and sports to address potential conflicts of interest among different entities operating in these overlapping domains.

- **Practice:** Establishment of an umbrella authority by uniting experts from different disciplines, inter-institutional collaboration (e.g. collaboration between Ministry of Health and Ministry of Sport if available), cooperation with trade associations, and enacting pertinent laws and regulations.

Responsibilities of Platform of Social Media Platforms and App Stores: Content producers are not the only ones responsible but also the platforms where digital content is circulated hold accountability

- **Practice:** Social media platforms and app stores should face legal penalties if they fail to combat promptly against misinformation. Platforms must develop mechanisms for the rapid detection, robust fact-checking systems, and correction, or removal of harmful content related to health, diet, and sports. These sanctions could include penalties or increased government inspections. Therefore, platforms should be encouraged to adopt policies and practices recommended by authorised organisations that allow users to easily identify safe content and accounts.

Consumer Rights for Health, Diet and Sport related Digital Content: Legal regulations should protect consumers and clarify these rights:

- **Practice:** Consumer right laws and regulations should be revised by considering the dynamics of Health, Diet and Sport related Digital Content. There should be an improved/established online arbitration committee for consumer problems. Enhance the





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authority, functions, and competencies of consumer arbitration committees within this domain. Furthermore, social media platforms and app stores are obliged to develop mechanisms specifically for consumers' rights for health, diet and sport related digital content.

Customisation of Social Media Account and Apps: Opening an account in social media or uploading an application to the stores for health, diet, and sports-related content should necessitate different stages and requirements

- **Practice:** Users who select the health, diet, or sports categories when creating an account on social media platforms or choosing an account type during app installation should sign a specially developed contract declaration

In conclusion, this chapter offers a few viable recommendations for ensuring the safety of digital content related to diet, health and sport, and benefiting users, stakeholders around users such as practitioners, teachers, parents etc., and content creators. Below is a summary highlighting the key points of the chapter.

* **The importance of Digital Literacy and Awareness:** Fostering awareness about the critical evaluation of digital content related to health, diet, and sports is essential not just for users but also for professionals, parents, and policymakers.

* **'Green Tick' label:** This proposed label promotes a mechanism for users to easily recognize trusted and verifiable accounts but also promises content creators and app developers to achieve trusted status upon meeting defined criteria, thereby alleviating their workload and promising to give them users' preference over other creators.

* **Legal Regulations and Accountability:** Official Regulations that will require accountability for content creators and platforms should be revised with an eye on sports, health and diet fields. Necessary steps such as periodic reporting, penalties for violations and mandatory disclosure of sponsorships should be taken as soon as possible. Thus, such legal frameworks should safeguard users' consumer rights concerning digital content related to diet, health, and sports.



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* **Training, Collaboration and Community Engagement:** Professionals, parents, and policymakers should engage with training and workshops, cooperate with peers and communities to exchange best practices, enhance digital safeguarding, against digital content related to diet, health and sport.

CHAPTER 7. Conclusion

1. Restatement of Purpose

The Green Tick Guideline was developed to address the pressing challenges young people face when navigating the digital landscape of health, diet, and sports content. In an era where social media platforms, mobile apps, and digital technologies provide unprecedented access to information, young users are simultaneously exposed to the benefits and dangers of these tools. While digital applications can empower individuals to take control of their well-being through personalised health tracking and access to expert advice, the overwhelming availability of unregulated content poses significant risks, particularly for impressionable youth.

The core purpose of this guideline is to equip young people, professionals, parents, and policymakers with the necessary tools to evaluate the credibility of online health-related content. As digital misinformation continues to proliferate, this guideline underscores the importance of critical digital literacy—the ability to discern reliable sources from misleading information. It offers strategies to foster healthier digital behaviours, provides a framework for verifying credible content through the Green Tick Label, and calls for collective action to ensure accountability from content producers and digital platforms. By promoting safe, evidence-based content consumption, the Green Tick Guideline aim to mitigate the potential harms





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caused by misinformation, helping young people make informed decisions about their health, diet, and sports activities

Expert Interviews 7

2. Summary of Key Findings

Throughout the guideline, several key findings have emerged, illustrating both the opportunities and challenges posed by digital applications and social media in the realms of health, diet, and sports. These findings emphasize the dual impact of digital tools—offering both valuable resources for personal growth and significant risks if used irresponsibly. In this regard, the proliferation of digital applications and social media platforms has fundamentally changed how

EXPERT VIEW?

"More international cooperation and updated, comprehensive legal frameworks are needed".

(Interview 75 with Greece Expert in the sports)



young people access and engage with health information. Some of the key benefits include:

- **Increased Accessibility:** Digital apps and social platforms provide young people with immediate access to a wide range of health and fitness information. From fitness trackers to nutritional advice, these tools offer personalized experiences that empower users to take control of their health.
- **Personalisation:** Apps and wearable devices allow users to track and monitor their activity, diet, and sleep patterns, fostering greater awareness and engagement in health-related behaviours.
- **Motivation and Support:** Social media fosters communities of like-minded individuals, offering motivational support through health challenges, personal stories, and shared goals.

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However, these benefits are accompanied by serious risks:

- **Misinformation and Unverified Content:** Digital platforms often lack rigorous fact-checking, leading to the spread of harmful health advice, including dangerous diets and unproven fitness regimens.
- **Negative Body Image and Mental Health Issues:** Constant exposure to idealised body images on social media can lead to body dissatisfaction, anxiety, and the development of unhealthy behaviours such as disordered eating.
- **Data Privacy Concerns:** Many apps collect personal health data without adequate protections, putting users' privacy at risk.

Content producers—including influencers, fitness experts, and health bloggers—play a critical role in shaping the health behaviours of their audiences. While they have the power to educate and inspire, they must also take responsibility for the accuracy of the information they disseminate. Key points include:

- **The Need for Evidence-Based Content:** Content creators must ground their information in credible, researched sources to ensure that their audience receives reliable, accurate advice.
- **Transparency and Accountability:** Disclosures about sponsorships or financial incentives are essential to maintaining trust. Misleading promotional content undermines public confidence and can contribute to misinformation.
- **Engagement and Community Building:** Engaging with audiences through feedback, addressing misconceptions, and encouraging dialogue fosters a sense of trust and collaboration, helping to create a more informed and responsible digital community.

Professionals, parents, and policymakers have a pivotal role in increasing awareness and promoting safe digital use. The following recommendations have been highlighted:





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- **Education and Digital Literacy:** Practitioners and parents should prioritize teaching young people how to critically evaluate health-related content online. Workshops and family activities can foster a safe environment for exploring digital information.
- **Collaboration and Policy Development:** Policymakers must work with health organisations, educators, and tech companies to establish guidelines that combat misinformation and promote responsible digital consumption. Legal frameworks need to evolve to hold content creators and platforms accountable for misleading or harmful content.

The Green Tick Label: This label serves as a tool to verify reliable and credible content, making it easier for young people and the general public to identify trustworthy sources of health information online.

EXPERT VIEW?

“Educators, parents and health professionals should encourage healthy use of these platforms”.

(Interview 4 with Turkish Expert in the nutrition)



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Expert Interview 8

3. The Role of Digital Literacy

Digital literacy is essential for navigating the vast, often unreliable, health, diet, and sports information found online. It equips users—especially young people—with the critical thinking skills to assess whether content is credible and evidence-based, helping them avoid misinformation that can harm their well-being.

Key Skills for Digital Literacy

- **Evaluating Credibility:** Users must assess the authority and reliability of content, verifying sources and checking the credentials of creators.
- **Recognizing Bias:** Understanding how personal biases and platform algorithms can distort information is crucial for objective analysis.
- **Fact-Checking:** Cross-referencing claims and using trusted fact-checking tools ensures accuracy in the content consumed.

Stakeholder Responsibilities

- Educators should integrate digital literacy into curriculums, teaching young people to critically evaluate online health content.
- Content Producers must commit to transparency, evidence-based information, and responsible content creation.
- Policymakers should support initiatives promoting digital literacy and provide tools to help users navigate digital spaces safely.

By fostering digital literacy, we empower individuals to make informed, healthy decisions and promote a safer, more reliable online environment.

4. The Green Tick Label as a Solution

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The Green Tick Label offers a practical and reliable solution to the challenges of misinformation in the digital health space. It serves as a verification system that identifies trustworthy, accurate, reliable and evidence-based content, helping users navigate the overwhelming amount of health, diet, and sports information online. This label allows users, particularly young people, to quickly identify content creators, apps, and platforms that meet high standards of credibility and transparency. By offering this verification, the Green Tick promotes safer and more informed engagement with digital health content.

Benefits for Users:

- **Trust and Confidence:** The Green Tick label helps users easily distinguish credible content from potentially harmful misinformation, reducing the risk of following unverified health advice.
- **Simplicity and Clarity:** With the Green Tick label, users no longer need to navigate complex fact-checking processes on their own. The label simplifies decision-making by acting as a trusted guide.

Benefits for Content Producers:

- **Increased Credibility:** Content producers who earn the Green Tick model demonstrate their commitment to providing reliable, fact-based information, building trust with their audience.
- **User Preference:** Verified content creators are likely to gain user preference, as audiences will seek out trustworthy sources marked by the Green Tick label.

The Green Tick Label can be implemented across social media platforms, apps, and websites to create a safer digital environment. It encourages accountability among content creators and provides users with the confidence to engage with information that supports their health and well-being.

5. Legal Regulations and Accountability





Effective legal regulations and accountability are critical to ensuring reliable health, diet, and sports content online. Both content creators and platforms must be held responsible for the accuracy of the information they share:

Content Creator Accountability

- **Mandatory Disclosures:** Creators should be legally required to disclose sponsorships, ensuring transparency in their content.
- **Verification:** Systems like the Green Tick Label should be backed by regulations to enforce standards of accuracy and credibility.
- **Licensing:** Health content creators could be required to obtain certifications to ensure they follow evidence-based practices.

Platform Responsibility

- **Monitoring Misinformation:** Platforms must implement systems to detect and remove misleading content or face penalties.
- **User Protection:** Platforms should provide mechanisms for reporting false content and ensure privacy protections for user data.

Consumer Rights

- **Stronger Protections:** Legal frameworks must protect users from harmful content, offering avenues for complaints and arbitration.

These regulations are essential to create a safer, more trustworthy digital health environment.

6. Future Directions and Final Call to Action

As the digital landscape continues to evolve, there is an ongoing need to adapt strategies that address the risks and opportunities in health-related digital content. The future should focus on



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enhanced collaboration between content producers, educators, health professionals, and policymakers to create a safer, more reliable online environment. Future directions include:

- **Expanding Digital Literacy:** Schools, organizations, and governments should prioritize digital literacy education for young people, ensuring they can critically evaluate health information online.
- **Strengthening the Green Tick Label:** The Green Tick Label should be expanded across platforms and apps, setting a universal standard for verified health content, and gaining trust among users.
- **Regulatory Advancements:** Governments must continue to refine legal frameworks to hold both content creators and platforms accountable for misinformation, while also safeguarding user privacy and data.
- **Ongoing Research:** As new technologies emerge, continuous research is required to monitor trends, identify new risks, and ensure the guidelines remain relevant.

To ensure the digital health landscape becomes a source of reliable, evidence-based information, action is required from all stakeholders:

- **Young People:** Take responsibility for your health by seeking verified information and using tools like the Green Tick to navigate digital spaces safely.
- **Content Producers:** Commit to creating transparent, evidence-based content, building trust with audiences.
- **Educators and Parents:** Teach young people to critically engage with digital content, guiding them to make informed decisions.





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- **Policymakers:** Implement and enforce regulations that combat misinformation and ensure accountability for content creators and platforms.

Together, these efforts will help foster a healthier, more informed digital environment, empowering everyone to make better decisions about their health and well-being.

Conflict of Interest: In the development of this guideline, we affirm that there are no conflicts of interest among the partners involved. All contributors have collaborated transparently and with mutual respect for the integrity of the guide's content. Any potential conflicts were reviewed and addressed in accordance with our commitment to impartiality, ensuring that the guide serves its intended purpose with unbiased information and guidance.

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