P105 (continued)

performed a cross-sectional survey with 300 respondents (n = 153 English and n = 147 Arabic).

Outcome Measures and Analysis: Emergent themes show that Facebook use appears to influence older female Arab adults who push certain food choices on their children as a result. Facebook provides a platform for unhealthy food advertising and inaccurate information sharing, and is a primer of intake of certain food items and mixes. A difference in the demographic profile is noted between participants who chose to respond to the survey in English over Arabic. While the majority were female (at least 80% and above), those who answered in English were 58% millennials, 60% university graduates, 58% married, and 69% employed compared to those who answered in Arabic: 34% Generation X, 29% millennials, 49% university graduates, 51% married, and 51% unemployed.

Results: Results of linear regression primarily show that the average F scores statistically significantly predicted Exposure to Nutrition Misinformation (EtNM) scores, $F(1,74) = 11.338, P = .001$, accounting for 13.3% of the variation in EtNM score with adjusted $R^2 = 12.1\%$. Increase in F score leads to 0.273 EtNM score, 95% CI [0.111, 0.434] increase in EtNM score.

Conclusions and Implications: We conclude that exposure to nutrition misinformation is related to Facebook use. Future interventions to correct for nutrition misinformation on Facebook is warranted.

Funding: None.

P106 Painting a Global Picture of Health: Use of Instagram to Portray #Healthyfoods vs. #Unhealthyfoods

Bailey K. Allen, BS, Southern Illinois University, Edwardsville; Riley A. Dodson; Jennifer L. Zuercher, PhD, RD, jzuerch@siue.edu, Southern Illinois University, Campus Box 1126, Edwardsville, IL 62026

Background (Background, Rationale, Prior Research, and/or Theory): Social media is about visual sharing. Specifically, Instagram provides a venue for depicting images expressing popular beliefs, including what is or is not considered healthy food.

Objective: To evaluate what is considered healthy and unhealthy food based upon existing Instagram posts.

Study Design, Setting, Participants, Intervention: A total of 400 (200 #healthyfood; 200 #unhealthyfood) publicly available images were selected for analysis. The number of available photographs for each category was noted.

Outcome Measures and Analysis: Photographs were categorized accordingly (healthy/unhealthy). Analysis included user profile, type of food item, food category, preparation method, meal, time of day, and location. Each photo was analyzed based on the image itself, tags used, and available user information.

Results: A total of 37,945,035 #healthyfood and 33,191 #unhealthyfood images were available for analysis. Of the 400 images analyzed, 61.8% were posted by females and 17.5% were posted by males. Additionally, 14.3% of images

were posted by a business/company. All selected #healthyfood images were posted within a two hour period. Nearly one quarter of photos included selfies, trackers, campaigns, or quotes rather than food. Of the food images, the majority (22.5%) included meat or alternatives as the primary food group. More often than not, food displayed was homemade. Entrees were the most regularly included meal part. #Unhealthyfood images spanned posts made over a four month period. In contrast to #healthyfood, only 12.5% of images did not include food. Sweets were the most prominent food group represented (26.0%). And similar to #healthyfood, entrees were most likely to be the featured meal part.

Conclusions and Implications: Making a public statement about what is or isn't healthy happens regularly in today's culture. Analysis of representative social media posts is helpful for understanding popular perceptions of the healthfulness of food.

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P107 Qualitative Comparison of Nutrition Content and Advice From Registered Dietitian and Non-Registered Dietitian Bloggers

Taylor Chan, BS, Bradley University; Teresa Drake, PhD, CHES, RDN; Rachel L. Vollmer, PhD, RDN, rvollmer@fsmail.bradley.edu, Bradley University, 1501 W Bradley Avenue, Peoria, IL 61625

Background (Background, Rationale, Prior Research, and/or Theory): Regardless of credentials, anyone can disseminate nutrition information online, putting the public at risk of receiving unreliable and harmful advice. Registered Dietitians (RD) are nutrition professionals, however, it is unknown how nutrition information or advice online differs between RDs and non-RDs.

Objective: The objective of this study was to compare nutrition content and advice between published blogs by RD and non-RD bloggers.

Study Design, Setting, Participants, Intervention: A blog-ranking platform, based on search and social media metrics, was used to identify the top-ranked, English-language nutrition blogs written by RDs (n = 10) and non-RDs (n = 10). From each blog, the 20 most recent nutrition-related posts were selected, resulting in a final sample of 400 blog posts (RD = 200 blog posts; non-RD = 200 blog posts).

Outcome Measures and Analysis: Blog posts were separated into two groups by author credentials (RD vs. non-RD). Content analysis was applied to all blog posts by three investigators to develop codes and themes. The investigators conducted the qualitative analysis independently, then met to discuss codes and themes.

Results: A total of 400 blog posts from 20 bloggers were analyzed. Bloggers were primarily from the U.S. (n = 13), and all were female. Although three themes were found for both RD and non-RD blogs: food quality/purity, advice to increase fruit/vegetable intake, and service promotion/sponsorship, several themes were unique to RD or non-RD

Continued on page S59