

Reference Author (Year)	Title	Objective	Sample	Methods	Topic
[18] LEGGATT-COOK, CHAMBERLAIN (2012)	Blogging for weights loss: personal accountability, writing selves, and the weight-loss blogosphere	1. Find out motivation for blogging, 2. Examine the construction of an online self, 3. Consider the communities of interest that form around weight-loss-blogs	10 blogs publicly accessible female writers	qualitative content analysis	overweight and weight loss
[13] LYNCH (2010)	Healthy Habits or Damaging Diets: An Exploratory Study of a Food Blogging Community	Describe the virtual socialization, the habits and attitudes in a food blogger community	45 blogs young women over 19 years publicly accessible	grounded Theory	healthy diet
[12] LYNCH (2012)	From food to fuel: Perceptions of exercise and food in a community of food bloggers	Investigate the discussion in a blogger community (restraint eaters) about food and exercise	45 blogs young women over 19 years publicly accessible	grounded Theory	healthy diet
[19] COX, BLAKE (2011)	Information and food blogging as serious leisure	Explore aspects of creating, seeking, sharing and management of information in food blogging	6 qualitative interviews with food bloggers	qualitative content analysis	foodies
[26] KOFÄHL, ADDA (2011)	Food communication in the internet. An explorative view on food blogs based on the themes naturalness and innovation.	Find out the understanding of naturalness and innovation in the context of food	12 food-related blogs	content analysis by the categories naturalness and innovation, inductive categories	natural diet
[21] WATSON, MORGAN, HEMMINGTON (2008)	Online communities and the sharing of extraordinary restaurant experiences	Explore how a community of foodies creates meaning, understanding and identity as a consumer 'tribe'	1 blog (case study)	discourse analysis after MUNCIE	foodies
[14, 20] SIMUNANIEMI, SANDBERG, ANDERSSON, NYDAHL (2011)	[20] Laypeople blog about fruit and vegetables for self-expression and dietary influence	Examine the nature of blogs about fruit and vegetables characterized the bloggers	50 Swedish blogs from laypeople about fruit and vegetables	qualitative content analysis	healthy diet altruistic diet natural Diet
	[14] Normative, authentic and altruistic fruit and vegetable consumption as weblog discourses	Examine the discussions about fruit and vegetables in selected blogs	12 blogs	critical discourse analysis	
[16] SAVOLAINEN (2010)	Dietary blogs as sites of informational and emotional support	Investigate the strategies that people employ to solicit and provide support in the bloggosphere	8 Finnish food blogs	quantitative content analysis: Coding of posts and comments descriptive analysis	overweight and weight loss

[27] KANE, CHIRU, CIUCHETE (2012)	Exploring the eco-attitudes and buying behaviour of Facebook users	Investigate how social media can influence users' perception and buying behaviour	421 Facebook-User, 90% Rumanian	descriptive statistics	altruistic diet
[17] TURNER-MCGRIEVY, TATE (2011)	Tweets, Apps and Pods: Results of the 6-Month Mobile Pounds Off Digitally (Mobile POD) Randomized Weight-Loss Intervention Among Adults	Examine whether a combination of podcasting, mobile support communication, and mobile diet monitoring can assist people in weight loss	96 overweight people from North Carolina/ USA, randomized intervention- and control group	quantitative content analysis, inference-statistics: tests of significance, variance-analysis	overweight and weight loss
[15] YOO, KIM (2012)	Obesity in the New Media: A Content Analysis of Obesity Videos on YouTube	Examine how the topics of obesity are framed and how obese persons are portrayed on YouTube	417 videos (= 20% of the YouTube videos about obesity)	descriptive statistics, ANCOVA	overweight and weight loss

Tab. 2: Selected characteristics of included studies