

Agreement levels - Steering Committee Round 1 (Stage 1: Identification and Development of Preliminary Harm-Identification Rules)

[Rules highlighted in red did not reach consensus]

Consensus was defined as $\geq 75\%$ agreement (i.e. 3/4 members selecting "Strongly Agree" or "Agree")

#Rule	Category	Rules	Agreement, % (n/N)	Status	
1.1	General content	The content depicts individuals with visual ribcages, collarbones, or other bones emphasised to suggest underweight bodies.	75% (3/4)	Agreement reached	
1.2	General content	The content uses language such as "super skinny", "model thin", "bare bones" and "thigh gap goals".	100% (4/4)	Agreement reached	
1.3	General content	The content promotes or encourages participation in "body size-related challenges". [e.g. "A4 waist challenge", "hip bone comparison"]	100% (4/4)	Agreement reached	Consolidated with 7.9, 7.10 and 7.11. Presented in the Steering Committee Round 2.
1.4	General content	The content suggests an ideal shape to aspire to.	50% (2/4)	Agreement not reached	Modified
1.5	General content	The content uses eating disorder-specific terminology, slang or the mutation of these terms into language that promotes harm rather than support.	100% (4/4)	Agreement reached	Modified by adding slang examples. Not presented in the Steering Committee Round 2.
1.6	General content	The content encourages to eat less or exercise excessively.	75% (3/4)	Agreement reached	Modified and consolidated with 1.7 and 1.8. Presented in the Steering Committee Round 2.
1.7	General content	The content promotes restrictive eating behaviour.	75% (3/4)	Agreement reached	Modified and consolidated with 1.6 and

					1.8. Presented in the Steering Committee Round 2.
1.8	General content	The content promotes very low-calorie diets (500 calories per day) or extreme fasting (fasting for more than a certain number of hours).	100% (4/4)	Agreement reached	Modified and consolidated with 1.6 and 1.7. Presented in the Steering Committee Round 2.
1.9	General content	The content encourages weight loss-focused habits.	50% (2/4)	Agreement not reached	Modified
1.10	General content	The content implies weight loss as a virtue or goal to achieve happiness, self-worth, confidence or social success.	75% (3/4)	Agreement reached	
1.11	General content	The content prompts users to ask for dieting tips or suggesting that it is acceptable to pursue extreme weight loss.	50% (2/4)	Agreement not reached	Modified
1.12	General content	The content treats eating disorders as casual or unimportant issues.	75% (3/4)	Agreement reached	
1.13	General content	The content frames eating disorders as trendy lifestyle choices.	75% (3/4)	Agreement reached	
1.14	General content	The content perpetuates myth that eating disorders affect only certain demographics or body types.	75% (3/4)	Agreement reached	
1.15	General content	The content displays eating disorders as minor problems or can be easily controlled.	100% (4/4)	Agreement reached	
1.16	General content	The content involves large quantity of food consumption that may normalise or encourage binge eating behaviours.	50% (2/4)	Agreement not reached	Modified
1.17	General content	The content frames binge eating episodes as fun or entertaining without context on potential health risks.	75% (3/4)	Agreement reached	
1.18	General content	The content frames larger body types negatively, associating them with laziness, lack of control or unattractiveness.	50% (2/4)	Agreement not reached	Modified

1.19	General content	The content implies thinness is superior or essential for worthiness often paired with derogatory references to body fat.	75% (3/4)	Agreement reached	
2.1	Drugs, supplements and surgeries	The content names or references regulated weight-loss drugs, supplements or pills with claims of effectiveness.	75% (3/4)	Agreement reached	Modified by adding examples. Not presented in the Steering Committee Round 2.
2.2	Drugs, supplements and surgeries	The content names or references unregulated weight-loss drugs, supplements or pills with claims of effectiveness.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.
2.3	Drugs, supplements and surgeries	The content promotes easy or quick weight loss through drugs or supplements.	75% (3/4)	Agreement reached	
2.4	Drugs, supplements and surgeries	The content mentions performance-enhancing drugs, steroids or similar substances in connection with achieving specific physical or appearance goals effectively.	75% (3/4)	Agreement reached	
2.5	Drugs, supplements and surgeries	The content presents cosmetic surgeries as desirable solutions for enhancing beauty or confidence.	75% (3/4)	Agreement reached	
2.6	Drugs, supplements and surgeries	The content implies that a person's natural appearance is inadequate and would be improved by changing features.	75% (3/4)	Agreement reached	Modified through grammar changes. Not presented in the Steering Committee Round 2
2.7	Drugs, supplements and surgeries	The content promotes weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries or treatments that will lead to improved self-worth or social success.	75% (3/4)	Agreement reached	

2.8	Drugs, supplements and surgeries	The content presents testimonials or endorsements connected to weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries with emotional well-being or social desirability.	50% (2/4)	Agreement not reached	Modified and consolidated with 2.9.
2.9	Drugs, supplements and surgeries	The content presents testimonials or endorsements connected to weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries without mention of healthcare professionals or medical needs.	75% (3/4)	Agreement reached	Modified and consolidated with 2.8. Presented in the Steering Committee Round 2
2.10	Drugs, supplements and surgeries	The content suggests that taking drugs or surgeries can produce significant physical changes without the need for exercise, healthy eating or medical oversight.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2
2.11	Drugs, supplements and surgeries	The content encourages pursuing surgery and weight loss or performance-enhancing drugs without medical advice or consideration of risks.	75% (3/4)	Agreement reached	
2.12	Drugs, supplements and surgeries	The content downplays the serious health risks of body-modifying practices, including extreme diets, intense exercise regimens, or the use of weight loss and performance-enhancing drugs, potentially encouraging unsafe behaviours.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.
3.1	Beauty products	The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with bleaching agents, and chemical peels).	75% (3/4)	Agreement reached	
3.2	Beauty products	The content implies that people should use these products to achieve beauty standards.	75% (3/4)	Agreement reached	
3.3	Beauty products	The content directly references to common insecurities or flaws framing them as "fixable" issues.	25% (1/4)	Agreement not reached	Modified
4.1	Filters and edited images	The content is noticeably edited to enhance physical features unrealistically.	50% (2/4)	Agreement not reached	Modified

4.2	Filters and edited images	The content promotes edited images as attainable without indicating digital manipulation.	75% (3/4)	Agreement reached	
5.1	Food and nutrition	The content shares diet plans or nutritional guidance without mentioning professional credentials.	75% (3/4)	Agreement reached	
5.2	Food and nutrition	The content suggests that nutritional advice is suitable for all viewers without personalisation or expertise.	75% (3/4)	Agreement reached	
5.3	Food and nutrition	The content suggests the amount consumed is ideal or beneficial for health without mentioning professional credentials.	75% (3/4)	Agreement reached	
5.4	Food and nutrition	The content includes the caloric content of specific foods or meals consumed.	75% (3/4)	Agreement reached	
5.5	Food and nutrition	The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control as the primary focus.	75% (3/4)	Agreement reached	
5.6	Food and nutrition	The content includes the exact portion sizes, serving counts or specific amounts for all meals in a day.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.
5.7	Food and nutrition	The content depicts the creator's entire daily food intake.	75% (3/4)	Agreement reached	
5.8	Food and nutrition	The content encourages restraint or self-control in eating as a pathway to health or beauty.	75% (3/4)	Agreement reached	
6.1	Exercise	The content focuses on appearance-related outcomes rather than health or wellness.	50% (2/4)	Agreement not reached	Modified
6.2	Exercise	The content focuses on exercise routines that are promoted as a way to fix or improve specific body parts to meet certain beauty standards.	75% (3/4)	Agreement reached	
6.3	Exercise	The content suggests high-frequency, high-intensity or long-duration workouts as an ideal or necessary practice.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.

6.4	Exercise	The content depicts lengthy or highly intense workouts as typical or desirable, especially framed as essential for visible results.	75% (3/4)	Agreement reached	
6.5	Exercise	The content highlights the number of calories burned immediately after exercising.	75% (3/4)	Agreement reached	
6.6	Exercise	The content frames exercise as a way to "balance out" or "work off" food consumption.	75% (3/4)	Agreement reached	Modified and consolidated with 6.7. Presented in the Steering Committee Round 2.
6.7	Exercise	The content associates exercise routines with specific meals or foods to imply a need to counteract intake.	75% (3/4)	Agreement reached	Modified and consolidated with 6.6. Presented in the Steering Committee Round 2.
7.1	Body measurements and comparisons	The content includes visual standing on a scale with visible numbers or specific body weights.	100% (4/4)	Agreement reached	
7.2	Body measurements and comparisons	The content highlights a specific body weight, especially in a way that implies personal or social validation.	50% (2/4)	Agreement not reached	Modified and consolidated with 7.7
7.3	Body measurements and comparisons	The content shows tape measurements around body parts or alternative measuring methods using household items.	75% (3/4)	Agreement reached	
7.4	Body measurements and comparisons	The content shows checking or assessing body parts for fat or leanness.	75% (3/4)	Agreement reached	
7.5	Body measurements and comparisons	The content frames body fat as a visible concern that should be monitored or evaluated.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.
7.6	Body measurements and comparisons	The content shows visual features side-by-side or sequential progress visual content particularly highlighting body transformations.	75% (3/4)	Agreement reached	

7.7	Body measurements and comparisons	The content emphasises visual changes in body size, shape or muscle definition.	50% (2/4)	Agreement not reached	Modified and consolidated with 7.2
7.8	Body measurements and comparisons	The content contains languages that promote competition, challenges or achievements that could trigger comparison.	75% (3/4)	Agreement reached	Modified. Presented in the Steering Committee Round 2.
7.9	Body measurements and comparisons	The content implies viewers should match or exceed certain physical results fostering a competitive spirit.	50% (2/4)	Agreement not reached	Modified and consolidated with 1.3. Presented in the Steering Committee Round 2.
7.10	Body measurements and comparisons	The content introduces challenges or formats that track or compare progress with others.	50% (2/4)	Agreement not reached	Modified and consolidated with 1.3. Presented in the Steering Committee Round 2.
7.11	Body measurements and comparisons	The content suggests that certain changes are accomplishments or goals to aspire to.	0% (0/4)	Agreement not reached	Modified and consolidated with 1.3. Presented in the Steering Committee Round 2.
8.1	Eating disorders recovery	The content for eating disorder recovery depicts hospital rooms, medical equipment or related settings.	100% (4/4)	Agreement reached	
8.2	Eating disorders recovery	The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise or normalise hospitalisation for eating disorders.	100% (4/4)	Agreement reached	
8.3	Eating disorders recovery	The content for eating disorder recovery describes or compares symptoms between individuals or experiences, potentially creating a sense of competition.	75% (3/4)	Agreement reached	

8.4	Eating disorders recovery	The content for eating disorder recovery showcases eating or losing weight behaviours that may trigger imitation or reinforce the severity of symptoms.	100% (4/4)	Agreement reached	
8.5	Eating disorders recovery	The content for eating disorder recovery mentions specific numerical values tied to weight, calorie intake, portion sizes or exercise metrics.	100% (4/4)	Agreement reached	,
				Total comments	80