

Result of Round 4 Steering Committee (Stage 3: Finalisation of Harm-Identification Rules and Their Refinement)

Consensus was defined as $\geq 80\%$ agreement (i.e. 4/5 members selecting "Strongly Agree" or "Agree")

#Rule	Category	Rules	Agreement, % (n/N)	Status
APPROVED RULES				
1.1	General content	The content depicts individuals with visual ribcages, collarbones, or other bones emphasised to suggest the desirability or promotion of underweight bodies.	100% (5/5)	Agreement reached
1.2	General content	The content uses language such as "super skinny", "model thin", "bare bones" and "thigh gap goals".	100% (5/5)	Agreement reached
1.3	General content	The content promotes or encourages participation in viral or social media "body size-related challenges" that normalises comparison [e.g. "A4 waist challenge", "hip bone comparison"].	100% (5/5)	Agreement reached
1.4	General content	The content suggests a specific body shape to aspire to and promotes unrealistic or disordered methods to achieve this (e.g. thin waist, curvy bum, six-pack abs or thigh gaps).	100% (5/5)	Agreement reached
1.5	General content	The content uses eating disorder-specific terminology, slang or the mutation of these terms (anOrExia, bulim1a) into language that promotes harm rather than support.	100% (5/5)	Agreement reached
1.6	General content	The content promotes very low-calorie diets (less than 1000 calories per day) or extreme fasting (24 hours or more than 24 hours of fasting) outside of religious, cultural and medical reasons.	80% (4/5)	Agreement reached
1.7	General content	The content encourages weight loss-focused habits or suggests that it is acceptable to pursue extreme weight loss through disordered eating or disordered exercise behaviours that are extreme or unsafe.	100% (5/5)	Agreement reached
1.8	General content	The content implies weight loss as a virtue or goal to achieve happiness, self-worth, confidence or social success.	80% (4/5)	Agreement reached
1.9	General content	The content frames eating disorders as insignificant or unimportant issues or issues that can be easily controlled.	100% (5/5)	Agreement reached

1.10	General content	The content perpetuates myths that eating disorders affect only certain demographics or body types.	100% (5/5)	Agreement reached
1.11	General content	The content frames binge eating episodes as fun or entertaining without context on potential health risks.	100% (5/5)	Agreement reached
1.12	General content	The content associates larger bodies with negative traits such as laziness, lack of control and unattractiveness.	80% (4/5)	Agreement reached
1.13	General content	The content implies thinness is superior or essential for worthiness often paired with derogatory references to body fat.	100% (5/5)	Agreement reached
2.1	Drugs, supplements and surgeries	The content names or references regulated weight-loss drugs, supplements or pills (e.g. Ozempic, Wegovy) with claims of effectiveness.	80% (4/5)	Agreement reached
2.2	Drugs, supplements and surgeries	The content contains product-selling or advertising companies promoting unregulated weight-loss drugs, supplements or pills with claims of effectiveness.	100% (5/5)	Agreement reached
2.3	Drugs, supplements and surgeries	The content promotes easy or quick weight loss through drugs or supplements.	100% (5/5)	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.	100% (5/5)	Agreement reached
2.5	Drugs, supplements and surgeries	The content includes potential misleading, deceptive, or unfair advertising of cosmetic surgery, including the use of testimonials, discounts without conditions, and unrealistic depictions of outcomes.	100% (5/5)	Agreement not reached
2.6	Drugs, supplements and surgeries	The content implies that a person's natural appearance is inadequate or would be improved by modifying their appearance.	80% (4/5)	Agreement reached
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.	80% (4/5)	Agreement reached
2.8	Drugs, supplements and surgeries	The content features testimonials or endorsements promoting specific weight loss pills, fad diets, performance-enhancing drugs, or cosmetic surgery procedures intended primarily for aesthetic enhancement, without any mention of consultation with licensed healthcare professionals or medically verified needs.	100% (5/5)	Agreement reached

2.9	Drugs, supplements and surgeries	The content implies that drugs or surgeries alone can create drastic physical changes and dismisses the importance of exercise, balanced nutrition, or proper medical supervision, which can encourage unsafe practices.	60% (3/5)	Agreement not reached
2.10	Drugs, supplements and surgeries	The content encourages pursuing surgery and weight loss or performance-enhancing drugs without medical advice or consideration of risks.	80% (4/5)	Agreement reached
2.11	Drugs, supplements and surgeries	The content minimises, denies or dismisses 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.	100% (5/5)	Agreement reached
2.12	Drugs, supplements and surgeries	The content promotes easy or quick muscle gain through illegal anabolic steroids.	100% (5/5)	Agreement reached
3.1	Beauty products	The content implies that people should use these products to achieve beauty standards.	80% (4/5)	Agreement reached
4.1	Filters and edited images	The content promotes edited images as attainable without indicating digital manipulation.	60% (3/5)	Agreement not reached
4.2	Filters and edited images	The content is advertising material that has been noticeably edited to enhance physical features unrealistically to meet the beauty of body standards and doesn't provide any disclaimer.	80% (4/5)	Agreement reached
5.1	Food and nutrition	The content suggests that nutritional advice is suitable for all viewers without personalisation or expertise.	60% (3/5)	Agreement not reached
5.2	Food and nutrition	The content suggests the amount consumed is ideal or beneficial for health without mentioning professional credentials.	40% (2/5)	Agreement not reached
5.3	Food and nutrition	The content includes the caloric content of specific foods or meals consumed.	80% (4/5)	Agreement reached
5.4	Food and nutrition	The content includes very low portion sizes, serving counts or specific amounts that would account for less than 1000 calories in total per day, and recommends this as a daily intake.	80% (4/5)	Agreement reached
5.5	Food and nutrition	The content encourages restraint or self-control in eating as a pathway to health or beauty.	80% (4/5)	Agreement reached
5.6	Food and nutrition	The content sells weight loss packages or nutritional programs without proper credentials.	60% (3/5)	Agreement not reached

6.1	Exercise	The content emphasises exercise solely for achieving appearance-related goals, such as weight loss, muscle definition, or a "perfect" body shape, rather than promoting health benefits like improved strength, endurance, or overall wellness.	80% (4/5)	Agreement reached
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.	80% (4/5)	Agreement reached
6.3	Exercise	The content suggests high-frequency, high-intensity or long-duration workouts as ideal or necessary for maintaining a certain physique for someone who is not an athlete.	80% (4/5)	Agreement reached
6.4	Exercise	The content depicts lengthy or highly intense workouts as typical or desirable, especially framed as essential for visible results.	80% (4/5)	Agreement reached
6.5	Exercise	The content highlights the number of calories burned immediately after exercising.	80% (4/5)	Agreement reached
6.6	Exercise	The content promotes a disordered concept of exercise by framing it solely as a way to "balance out" or "work off" food consumption, reinforcing harmful relationships with food and physical activity.	100% (5/5)	Agreement reached
7.1	Body measurements and comparisons	The content includes a person visually standing on a weighing scale with their body weight clearly visible, with or without imagery of extreme thinness or muscularity, or language and hashtags promoting disordered eating behaviours.	100% (5/5)	Agreement reached
7.2	Body measurements and comparisons	The content promotes achieving or maintaining a specific body weight as a measure of personal value, social validation, or beauty, in a way that may reinforce disordered eating behaviours or contribute to the development of eating disorders.	100% (5/5)	Agreement reached
7.3	Body measurements and comparisons	The content shows tape measurements around body parts or alternative measuring methods using household items as a means of body checking.	100% (5/5)	Agreement reached
7.4	Body measurements and comparisons	The content shows checking or assessing body parts for fat or leanness.	100% (5/5)	Agreement reached
7.5	Body measurements and comparisons	The content frames body fat and/or lack of muscularity as a visible concern that should be monitored or evaluated.	100% (5/5)	Agreement reached

7.6	Body measurements and comparisons	The content shows visual features side-by-side (as a process of showcasing before and after progress for weight loss) and sequential progress particularly depicting ``body transformations (excluding gender-affirming or transgender-related transitions or pregnancy or illness or injury).	80% (4/5)	Agreement reached
7.7	Body measurements and comparisons	The content encourages comparison or evaluation of body size, shape, or specific physical features (e.g., waist size, bone visibility), focused on achieving specific body measurements or physical traits, excluding bodybuilding or athletic performance contexts.	100% (5/5)	Agreement reached
8.1	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% (5/5)	Agreement reached
8.2	Eating disorders recovery	The content for eating disorder recovery mentions specific numerical values tied to weight, calorie intake, portion sizes or exercise metrics.	100% (5/5)	Agreement reached
REJECTED RULES (Agree with rejection)				
	General Content	The content involves the consumption of large quantities of food that may normalise disordered eating behaviours.	100% (5/5)	Agreement reached
	Beauty products	The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with bleaching agents, and chemical peels) without a disclaimer.	100% (5/5)	Agreement reached
	Filters and edited images	The content is noticeably edited through digital manipulation or use of AI to enhance physical features such as body size and body shape unrealistically to meet beauty or body standards without any disclaimer.	100% (5/5)	Agreement reached
	Food and nutrition	The content shares nutritional guidance without mentioning professional credentials.	80% (4/5)	Agreement reached
	Food and nutrition	The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control for weight loss as the primary focus.	100% (5/5)	Agreement reached
	Food and nutrition	The content depicts the creator's entire daily food intake.	100% (5/5)	Agreement reached
	Eating disorders recovery	The content for eating disorder recovery depicts hospital rooms, medical equipment or related settings.	100% (5/5)	Agreement not reached

	Eating disorders recovery	The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise hospitalisation for eating disorders (e.g. stylising medical settings or framing hospitalisation as a base of authenticity or dedication to recovery rather than a serious medical necessity).	60% (3/5)	Agreement not reached
	Eating disorders recovery	The content for eating disorder recovery describes or compares weight or weight loss journey between individuals or experiences, potentially creating a sense of competition.	80% (4/5)	Agreement reached
			Total comments	78