

S3 Table. Additional theories outside of Rodgers' framework

THEORY	EXPLANATION
<i>Social learning theory</i>	Individuals observe and imitate the behaviours of others, particularly when that behaviour is rewarded. This is hypothesized to play a role in the development of body image (BI) attitudes and disordered eating (DE) behaviours e.g., dieting
<i>Social comparison theory</i>	Self-evaluation is derived from comparisons to similar others. Comparisons can be upward (comparing to someone deemed superior) or downward (comparing to someone deemed inferior)
<i>Cultivation theory</i>	Immersion in social media shapes attitudes, perceptions and behaviours based on what is perceived as the norm
<i>Cognitive affective model</i>	Hypothesises that the internalisation of the thin ideal leads to social comparison and subsequent poor body esteem outcomes
<i>Tripartite influence model</i>	Postulates that the media (social or mass), parents and peers contribute to the development of appearance ideals, social comparison and subsequent BI or DE outcomes
<i>Biopsychosocial model</i>	Brings together both biological and sociocultural theories of BI and eating disorders (ED). Indicates that self-esteem, depressive state, and SM use → internalisation of the thin/muscular ideal & upward appearance comparison → body image dissatisfaction (BID) & dietary

restraint & muscle building behaviours

Dual pathway model

Postulates that social environmental pressures to be thin (media, family, and peers) leads to thin-ideal internalisation. Where an individual is unable to actualise this ideal, this leads to BID. BID is hypothesised to lead to bulimia symptomatology via two pathways: dietary restraint (& subsequent bingeing /purging) and negative emotionality (& subsequent bingeing / purging as a distraction)

