Supplementary Analysis

Correlation between fitspiration-related questions and the AAI and SCS scores

Table S1 contains the coefficients and the levels of significance of the Pearson correlations between the fitspiration-related questions and the scores of the AAI and SCS. It is important to mention that items 1, 2, 3, 5, and 6 are based on the total sample (N = 729), while results for item 4 exclude the Spanish sample (N = 467) as data were not available.

Table 1: Correlation coefficients between fitspiration-related questions, AAI and SCS scores. Results in bold are significant

Item	AAI (p-value)	SCS (p-value)
AAI scores	-	**-0.383 (<0.001)**
1. I feel that the influencers I follow affect my look more than before	**0.283 (<0.001)**	**-0.134 (<0.001)**
2. I feel more prone to use products or supplements recommended by influencers or seen on the Internet	**0.208 (<0.001)**	-0.020 (0.591)
3. I started to follow more influencers on social media in relation to fitness or sport activity	**0.216 (<0.001)**	0.069 (0.062)
4. I feel more pressurized to exercise because of the constant exposure to exercise on social media *(without Spain)*	**0.0361 (<0.001)**	**-0.224 (<0.001)**
5. I downloaded any new fitness app during this period of physical distancing	**0.158 (<0.001)**	**-0.090 (0.015)**
6. Since physical distancing I have spent time on non-work or study-related online activities, such as Social Networking	**0.422 (<0.001)**	**-0.199 (<0.001)**

Internal consistency of fitspiration-related questions

In table S2 are reported the Chronbach's α values for the fitspiration-related questions. The total has been computed without Spain, since data from this country lacked of item 4 ("*I feel more pressurized to exercise because of the constant exposure to exercise on social media*"), and for the whole sample excluding item 4.

Table 2: Cronbach's α for fitspiration-related questions, divided by country

	N items	α
Spain	5	0.643
Lithuania	6	0.732
UK	6	0.749
Japan	6	0.661
Hungary	6	0.647
Total (without Spain)	6	0.732
Total (without item 4)	5	0.634

Mediation effects of self-compassion between fitspiration-related questions and appearance anxiety

Following are presented the mediation analysis exploring the direct effect of the fitspiration inquires, both as separate items and as a sum, and the indirect mediation effect of the *Self Compassion Scale* over the score of the *Appearance Anxiety Inventory*. The models are multivariable regression analyses based on Hayes's mediation model 4, and have been generated and calculated using Hayes's PROCESS macro for SPSS 17.0 for Microsoft.

Table S3 of the Supplementary Materials reports the coefficients resulting from the mediation models, including direct and indirect effects. For a graphic illustration, see Figure S1 (for item 1), Figure S2 (for item 2), Figure S3 (for item 3), Figure S4 (for item 4), Figure S5 (for item 5), Figure S6 (for item 6), and Figure S7 for the total sum of the fitspiration inquiries.

Materials: Supplementary Tables

Table S3: Results of mediation path analysis, based on A. Hayes's model 4. Item 1 of the fitspiration inquires is set as predictor variables, AAI score as dependent variables and SCS score as mediator.

To test whether SCS (mediator) carries the influence of the fitspiration inquires (predictor) on the scores of the AAI, the Sobel test was used. Table S4 displays the outcomes for the Sobel test of each model with the level of significance.

Table 3: Coefficients and significance levels of the mediation path analysis. The mediators corresponds to the SCS scores. ** $p<.01$; *** $p<.001$

		AAI scores					
		Step 1			Step 2 (predictor x mediator)		
		B [95% C.I.]	β	R^2	B [95% C.I.]	β	R^2
Model a	Item 1	1.30 [0.98;1.63]	2.83***	0.08	1.09 [0.78;1.39]	0.27***	0.20
	mediator	-0.29 [-0.35;-0.25]	-0.38***	0.15	-0.27 [-0.33;-0.22]	-0.35***	
Model b	Item 2	1.08 [0.71;1.45]	0.21***	0.04	1.04 [0.69; 1.38]	0.38***	0.19
	mediator	-0.29 [-0.35;-025]	-0.38***	0.15	-29 [-0.35;-0.24]	-0.38***	
Model c	Item 3	0.86 [0.57;1.14]	0.22***	0.05	0.75 [0.49;1.02]	0.19***	0.18
	mediator	-0.29 [-0.35;-0.25]	-0.38***	0.15	-0.29 [-0.34;-0.24]	-0.37***	
Model d	Item 4	1.66 [1.27;2.05]	0.36***	0.13	1.35 [0.97;1.73]	0.29***	0.22
	mediator	-0.29 [-0.36;-0.22]	-0.37***	0.14	-0.24 [-0.30;-0.17]	-0.30***	
Model e	Item 5	1.96 [1.07;2.86]	0.16***	0.03	1.55 [0.72;2.38]	0.13***	0.16
	mediator	-0.29 [-0.35;-0.25]	-0.38***	0.15	-0.28 [-0.34;-0.24]	-0.37***	
Model f	Item 6	1.26 [0.93;1.58]	0.27***	0.07	0.96 [0.64;1.27]	0.21***	0.19
	mediator	-0.29 [-0.35;-0.25]	-0.38***	0.15	-0.27 [-0.32;-0.21]	-0.35***	
Model g	Sum	0.56 [0.45;0.67]	0.42***	0.18	0.48 [0.37;0.58]	0.36***	0.26
	mediator	-0.29 [-0.35;-0.25]	-0.38***	0.15	-0.27 [-0.33;-0.22]	-0.35***	

Table 4: Outcomes of the Sobel test for each presented model. Results in bold are significant.

	z	p-value
Model a (item 1)	3.462	**<0.001**
Model b (item 2)	0.538	0.591
Model c (item 3)	1.846	0.065
Model d (item 4)	4.279	**<0.001**
Model e (item 5)	2.371	**0.018**
Model f (item 6)	4.672	**<0.001**
Model g (item 7)	3.888	**<0.001**

a)

$$\text{SCS}$$
$$\text{(mediator)}$$

$B_a = -0.795$

$B_b = -0.298$

$B_c = 1.305$

Item 1 $\longrightarrow$ AAI

$B_{c'} = 1.087$
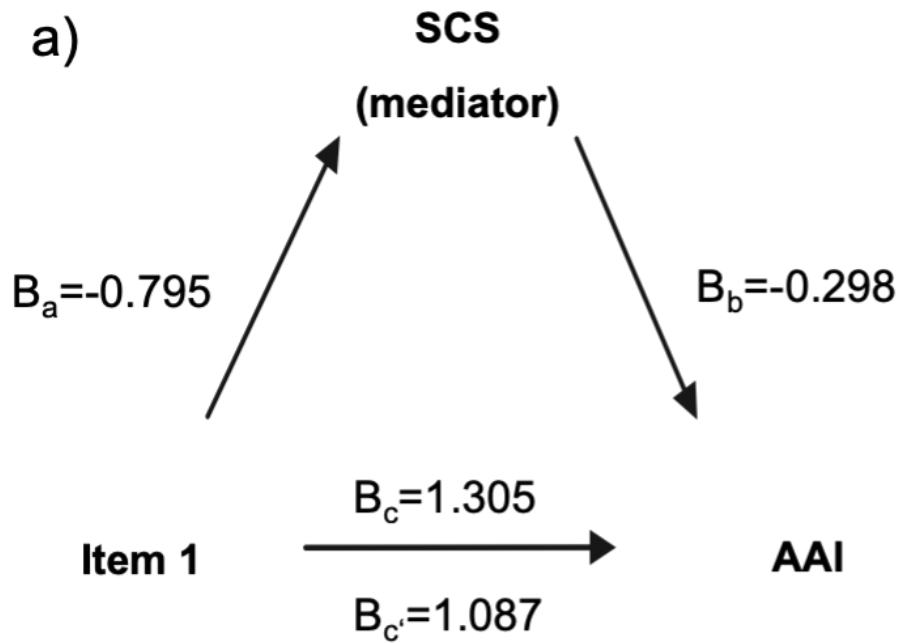
Figure 1: **Model a.** Mediation model of the direct and indirect effects of Item 1 of the Fitspiration inquires on SCS and AAI scores. Model a Sobel test z = 3.463 p<.01
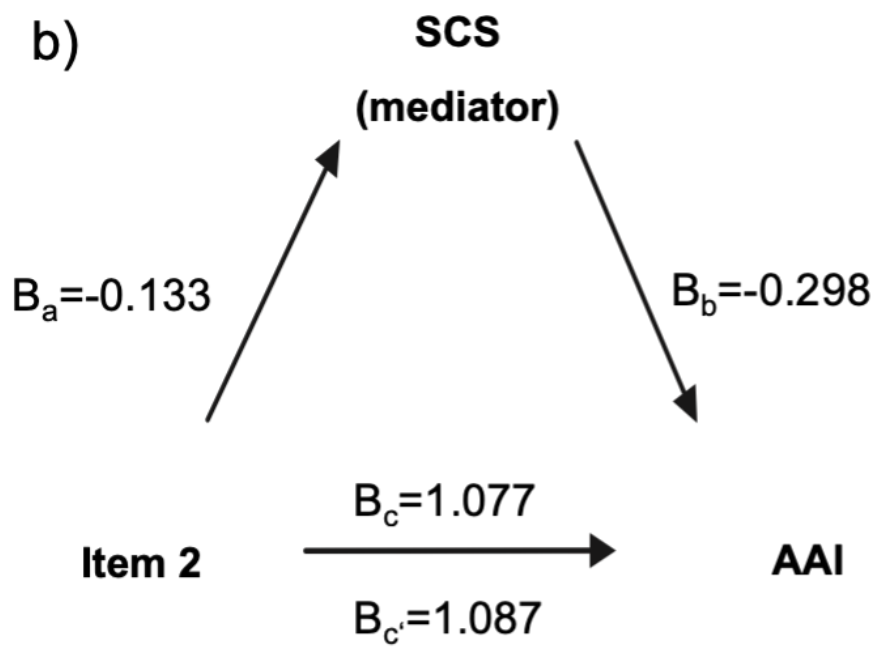
Figure 2: Mediation model of the direct and indirect effects of Item 2 of the Fitspiration inquires on SCS and AAI scores
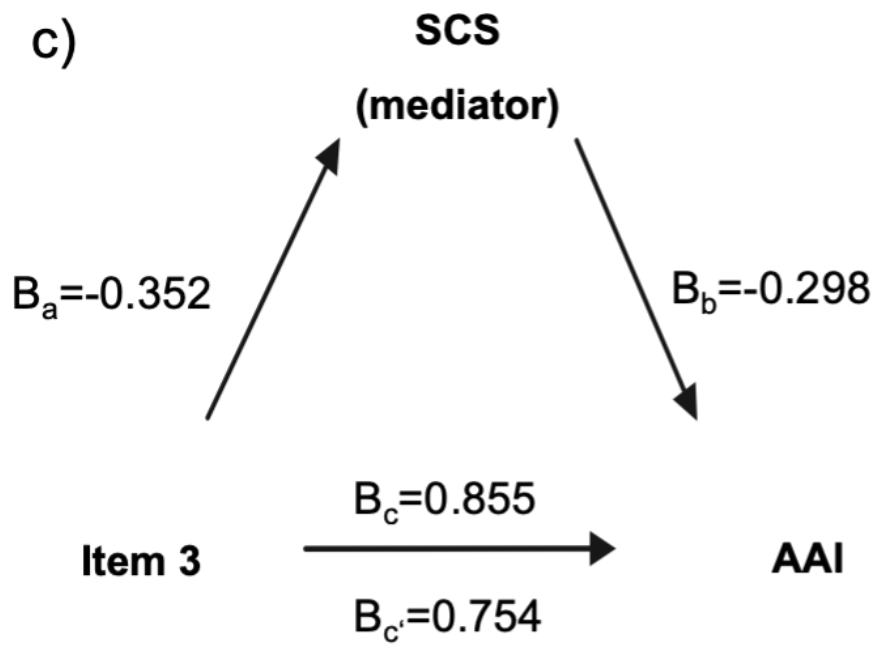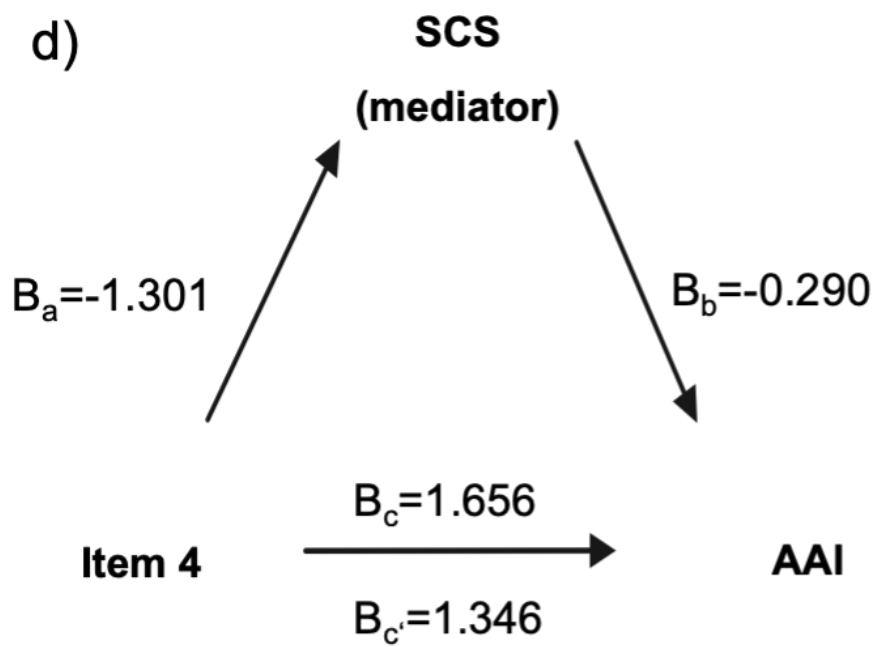
c)

SCS
(mediator)

$B_a=-0.352$

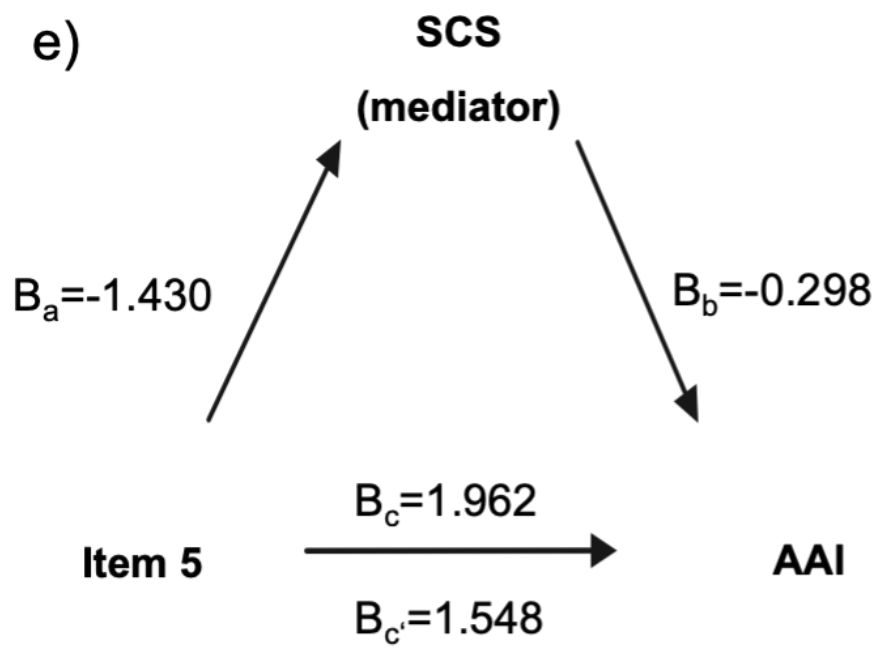$B_b=-0.298$

$B_c=0.855$

Item 3 ──────────────► AAI

$B_{c'}=0.754$

Figure 3: Mediation model of the direct and indirect effects of Item 3 of the Fitspiration inquires on SCS and AAI scores

d)

SCS
(mediator)

B_a=-1.301

B_b=-0.290

B_c=1.656

Item 4 → AAI

$B_{c'}$=1.346

Figure 4: Mediation model of the direct and indirect effects of Item 3 of the Fitspiration inquires on SCS and AAI scores

e)

SCS

(mediator)

$B_a=-1.430$ $B_b=-0.298$

$B_c=1.962$

Item 5 ———————→ AAI

$B_{c'}=1.548$

Figure 5: Mediation model of the direct and indirect effects of Item 5 of the Fitspiration inquires on SCS and AAI scores

Figure 6: Mediation model of the direct and indirect effects of Item 6 of the Fitspiration inquires on SCS and AAI scores
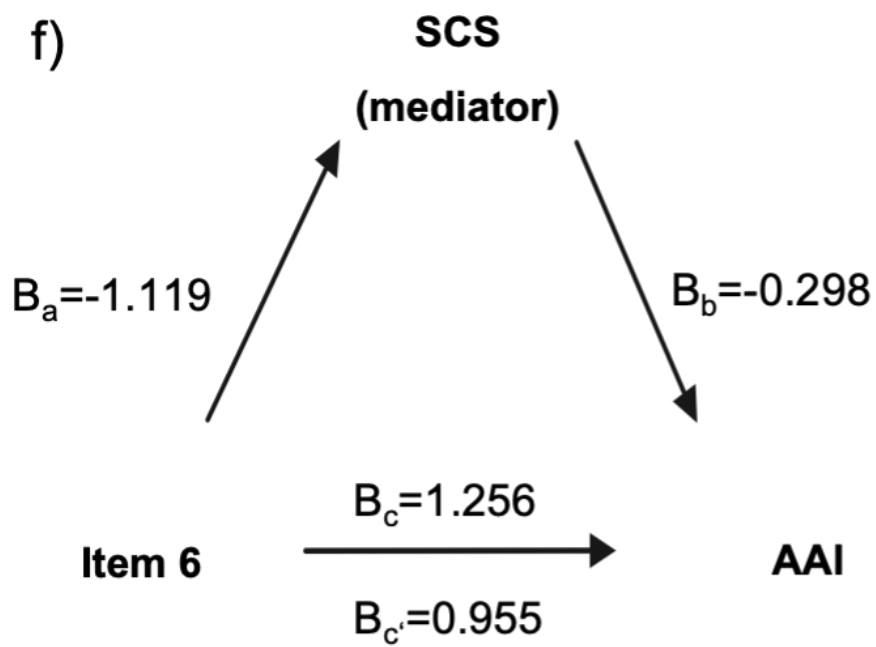
g)

SCS
(mediator)

$B_a = -0.332$

$B_b = -0.290$

$B_c = 0.555$

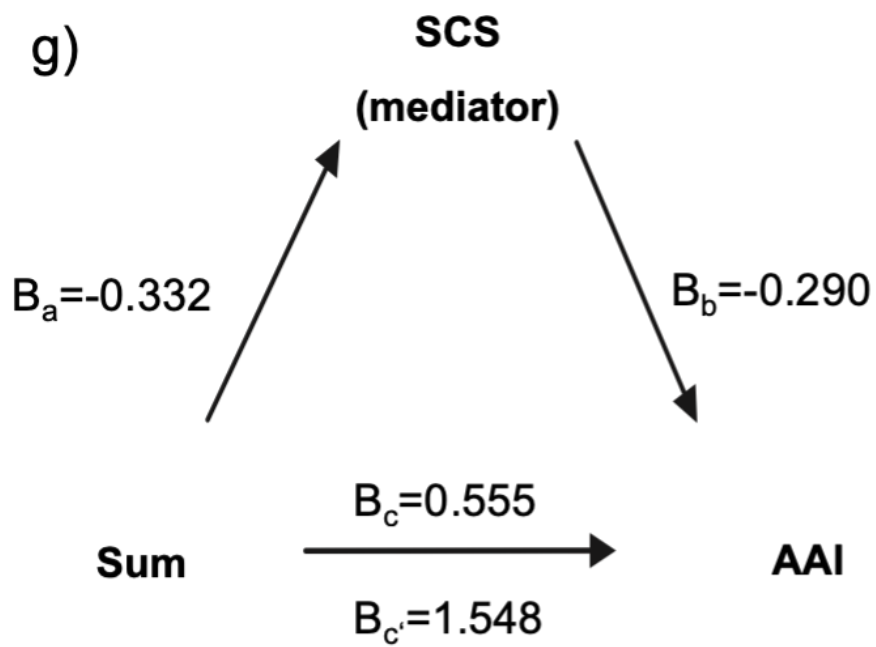**Sum** → **AAI**

$B_{c'} = 1.548$

Figure 7: Mediation model of the direct and indirect effects of the total sum of the Fitspiration inquires on SCS and AAI scores