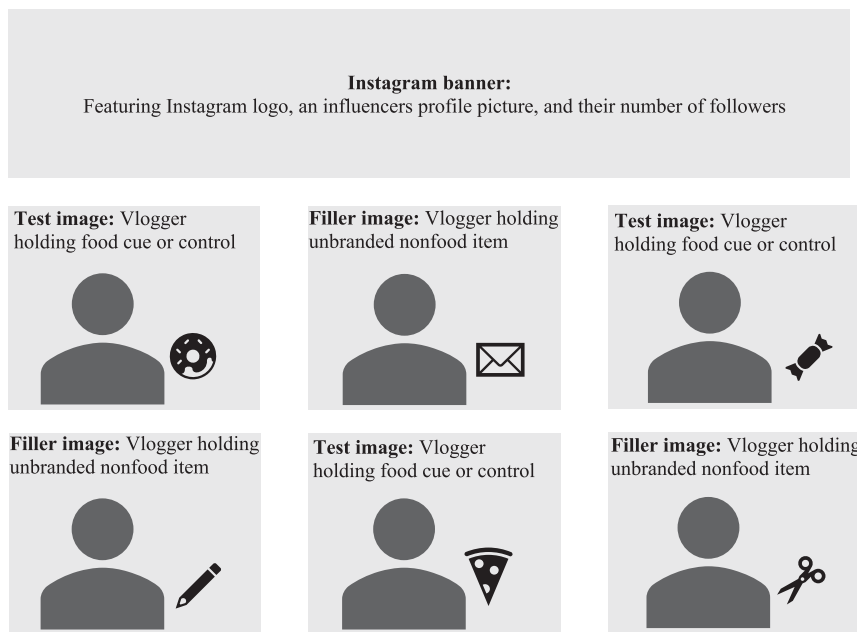


Supplemental Information



SUPPLEMENTAL FIGURE 2

Outline of a mock Instagram profile of a social media influencer shown to children.

SUPPLEMENTAL TABLE 4 Results From a 3×2 Mixed-Model Analysis of Covariance to Predict Snack Foods Consumed by Hunger, Previous Vlogger Exposure, Liking of Instagram Profile, and Condition (*n* = 176)

	Healthy Snacks		Unhealthy Snacks	
	Consumed kcals, Mean (\pm SD)	Main Effect, <i>P</i>	Consumed kcals, Mean (\pm SD)	Main Effect, <i>P</i>
Hunger on VAS, mm		.11		.007
High (<i>n</i> = 114)	67.25 (26.76)		344.81 (148.77)	
Low (<i>n</i> = 62)	63.5 (24.92)		308.14 (145.73)	
Previous vlogger exposure		.84		.13
Yes (<i>n</i> = 90)	65.65 (26.33)		353.39 (155.43)	
No (<i>n</i> = 86)	66.22 (26.05)		309.4 (137.85)	
Liking of Instagram profiles		.63		.17
Yes (<i>n</i> = 139)	65.67 (26.52)		344.27 (146)	
No (<i>n</i> = 37)	66.91 (24.9)		285.4 (149.78)	
Instagram condition		.49		.001
Healthy (<i>n</i> = 59)	69.46 (25.36)		319.51 (143.77)	
Control (<i>n</i> = 59)	64.85 (21.36)		292.24 (146.85)	
Unhealthy (<i>n</i> = 58)	63.43 (30.91)		384.83 (141.21)	
Effect size ^a		.01		.08

^a Partial η squared.