

Instrument: Questionnaire

First goal: To characterize the samples

Age:

- a) Among 18 and 20 years old
- b) Among 21 and 25 years old
- c) Among 26 and 30 years old
- d) Over 31 years old

Gender:

- a) Female
- b) Male
- c) Other

Nationality:

- a) Brazil
- b) Another country

Place of birth (city where you were born): _____

The city where you live: _____

Where did you graduate from basic education (Kindergarten, Elementary, and High School):

- a) Totally at public school
- b) Totally at private school
- c) Partially at public school (at least in two stages)
- d) Partially in private school (at least in two stages)

Year of completion of Elementary and High School: _____

Current occupation:

- a) Student
- b) Worker
- c) Other _____

Familiar income:

- a) Until a minimum wage
- b) Between one and three minimum wages
- c) Among three and five minimum wages
- d) More than five minimum wages
- e) No income

In which semester of Physical Education graduation course do you find yourself enrolled?

- a) 1°
- b) 2°

- c) 3°
- d) 4°
- e) 5°
- f) 6°
- g) 7°
- h) 8°

Second goal: To discuss the relation between the training context of the subjects investigated and the search for the content of promotion/education toward health in the Instagram

How long do you have access to equipment with Internet connection?

- a) Since Kindergarten
- b) Since Elementary School
- c) Since High School
- d) Since Higher Education
- e) I have no access

Do you use to access research bases?

- a) Yes
- b) No

What kind of research bases do you access the most? (Select more than one option if necessary)

- a) Google
- b) Google Scholar
- c) I don't use to access
- d) Other: _____

During the stages of your education (Kindergarten, Elementary, and High School) did you study health care?

- a) In all stages
- b) At least, in two stages
- c) In only one stage
- d) At no stage at all

During your basic education and/or your higher education, have you heard about empowerment in health before?

- a) Yes, only in the basic education
- b) Yes, only in the higher education
- c) Yes, in both basic and higher education
- d) In none of these formation stages

During your basic education and/or your higher education, have you heard about education toward health?

- a) Yes, only in the basic education
- b) Yes, only in the higher education
- c) Yes, in both basic and higher education
- d) In none of these formation stages

During your basic education and/or your higher education, have you ever participated in discussions about body patterns and well-being?

- a) Yes, only in the basic education
- b) Yes, only in the higher education
- c) Yes, in both basic and higher education
- d) In none of these formation stages

Do you believe that in your Physical Education under graduation course, the concepts about health and well-being have a relation with what Digital Influencers disclose on Instagram?

- a) Always
- b) Frequently
- c) Seldom
- d) Never

During your process of higher education, do you consider that there was an increase of interest in the search for content about health and well-being disclosed on Instagram?

- a) Yes
- b) No

Justify your opinion: _____

During your under-graduation course, do you still participate or have ever participated in classes about the use of social media to discuss health and/or well-being?

- a) Yes, we had classes that discussed the theme
- b) No, we have never had any classes related to the theme
- c) Other

When speaking about both concepts of health and well-being, do you believe that these concepts may have a relation with (Select more than one option if necessary):

- a) Balanced nutrition
- b) Slim body
- c) Routines of physical exercise
- d) Balance of mind and body
- e) Mental health
- f) Other: _____

Third goal: To investigate if the types of content produced by Digital Influencers on the social media Instagram constitute an agent of education toward health

Do you use Instagram?

- a) Yes
- b) No

How many times do you access Instagram?

- a) Daily access
- b) Four times per week
- c) Once by week
- d) I don't access it

When you access Instagram or other social media, what other device do you often use? (Select more than one option if necessary)

- a) Cellphone
- b) Tablet
- c) Computer
- d) I don't have access
- e) Other

How do you get information about health and well-being?

- a) Every time I have doubts I go to the Instagram/Social Media as a more accessible source
- b) I use Instagram/Social Media when I don't have access to another means of information
- c) I get information from other sources, initially
- d) I don't trust Instagram/Social Media as sources of information
- e) Other: _____

Do you consider Instagram as a viable resource to discuss health and well-being?

- a) Yes
- b) No
- c) I don't have an opinion

Justify your opinion:

About health and well-being, do you use to follow the Digital Influencers, which produces these contents?

- a) Yes
- b) No

How frequently do you use Instagram and content disclosed by the Digital Influencer to get information about health and well-being?

- a) Always
- b) Frequently
- c) Seldom
- d) Never

What are the motives that lead you to follow the Digital Influencers that produce content about health and well-being on Instagram? (Select more than one option if necessary)

- a) I like the content they disclose about health and well-being
- b) I feel that their reality is close to mine
- c) I feel represented by the content they disclose
- d) I like their point-of-view about health and well-being subjects matters
- e) I use to consume the products they sell
- f) They represent my ideal model of body
- g) The number of their followers gives trust on their methods of health and well-being
- h) Others

Which kind of content related to health do you follow on Instagram? (Select more than one option)

- a) Content about exercises
- b) Content/recipes about healthy nutrition/food
- c) Content about meditation
- d) Content about mental health
- e) Content about the environment/nature
- f) Content about medicines/products to the health
- g) Products to the skin/body
- h) Fitness products
- i) Others

Do you adopt the behavior about health and well-being disclosed on the Instagram of the Digital Influencers in your daily life?

- a) Yes
- b) No

Justify your answer to the earlier information:

- a) I adopt it entirely because I believe that they have enough knowledge and experience to guide me
- b) I adopt it partially because I use to reflect on the differences between my lifestyle and theirs
- c) I adopt it rarely because I comprehend that their lifestyle have some differences compared to mine
- d) I don't adopt it, because I comprehend that the behaviors of the Digital Influencers it is based on and lifestyle that do not cover all the differences between me and them

Do you believe that could reach your goals in case you adopt the same behavior about health and well-being disclosed by the Digital Influencers in their profiles on Instagram?

- a) Yes, without no effort
- b) Perhaps, I just need to make an effort
- c) No, because we are different persons
- d) Others

Do you consider that the Digital Influencers you follow on Instagram present a pattern of body possible to reach by everyone who follow their suggestions and/or adopts their behaviorse?

- a) Yes
- b) No

Justify your opinion: _____

Do you consider that the content disclosed by the Digital Influencers which treat about health and well-being contribute to your self-care?

- a) Always
- b) Frequently
- c) Seldom
- d) Never