

# Social media can help boost weight loss success

November 4 2017

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(HealthDay)—Struggling to lose weight? Maybe posting that selfie on

social media can help, researchers say.

Their study included 33 people in two weight-loss groups—surgical and nonsurgical—who regularly blogged or posted online about their weight-loss experiences and were followed for four years.

Sharing their successes and setbacks on [social media](#) helped the participants stay committed to setting and achieving their weight-loss goals, according to the study results.

"The sharing of intimate information and photos about weight-loss goals in [virtual space](#) is a key factor in motivating behaviors that fulfill that new thinner identity and thus helps people reach their goals," said study co-author Sonya Grier, a professor of marketing at American University in Washington, D.C.

She said this approach allows for relative anonymity, accessibility, availability and flexibility for people to create a community that can help keep them motivated and accountable.

"Not everyone can get the support they need from the people they interact with in person on a daily basis," Grier said in a university news release. "It is helpful that technology can support community building and [goal achievement](#) in virtual spaces."

The findings were published in the November 2017 issue of the *Journal of Interactive Marketing*.

**More information:** The U.S. Centers for Disease Control and Prevention has information on [healthy weight loss](#).

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Citation: Social media can help boost weight loss success (2017, November 4) retrieved 15 August 2024 from <https://medicalxpress.com/news/2017-11-social-media-boost-weight-loss.html>

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