

Supplementary Material

Table S1: Force pick up words.

social media marketing	fast food	public health
natural language processing	unhealthy food	qualitative research
corporate social responsibility	food risk	randomized controlled-trial
user-generated content	food safety	risk communication
behavior change	food security	risk perception
big data	junk food	sentiment analysis
consumer behavior	nutrition education	social media
content analysis	online reviews	social network
customer satisfaction	physical activity	social marketing
data mining	planned behavior	young adult
eating disorder		

Table S2: Code words.

*communication	*waste	*consumer_behavior
communication	waste	consumer_behavior consumer-behavior
*consumption	*program	*evaluation
consumption	program	evaluation
*obesity	*medical	*food_security
obesity	medical medicine pharmaceutical	food_security
*child	*message	*assessment
child childhood	message	assessment
*online	*response	*halal
online	response	halal
*impact	*behavioral	*emerge
impact	behavioral behavioural	emerge
*diet	*perspective	*awareness
diet dietary dietary-intake	perspective	awareness
*media	*vegetable	*factor
media	vegetable	factor
*tourism	*(smart)phone	*family
tourism tourist	phone smartphone	family
*nutrition	*design	*classification
nutrition	design	classification
*social	*green	*status
social	green	status
*model	*adoption	*personal
model	adoption	personal
*adolescent	*economy	*population
adolescence adolescent	economy	population
*twitter	*scale	*sale
twitter	scale	sale
*internet	*machine	*self-efficacy
internet	machine	self-efficacy
*risk	*user-generated_content	*trial
risk	user-generated_content	trial
*perception	*climate	*video
perception	climate climate-change	video
*management	*hotel	*outcome
management	hotel	outcome
*product	*group	*weight-loss
product	group	weight-loss
*quality	*belief	*power
quality	belief	power
*marketing	*metaanalysis	*loss
marketing	metaanalysis	loss
*eating	*topic	*availability
eat eating	topic	availability
*environment	*united-state	*critical
environment environmental	united-state	critical
*facebook	*space	*culinary
facebook	space	culinary
*word-of-mouth	*body	*identification
word-of-mouth	body	identification
*social_network	*barrier	*habit
social_network	barrier	habit
*experience	*influencer	*nervosa
experience experiential	influencer	nervosa
*community	*beverage	*randomized_controlled-trial
community	beverage	randomized_controlled-trial
*advertising	*illness	*virtual
advertisement advertising	illness	virtual
*intervention	*ewom	*tool
intervention	ewom	tool

*physical_activity physical_activity physical-activity *attitude attitude *smoking cigarette e-cigarette smoking tobacco *intention intention *network network *knowledge knowledge *use usage use *analysis analysis *brand brand *technology technology *sustainability sustainability sustainable *image image *value value *satisfaction satisfaction *gender gender girl woman *theory theory *culture cultural culture *trust trust *blog blog blogg *adult adult adulthood *young_adult young_adult young-adult youth *system system *healthy healthy *engagement engagement *service service *covid-19 coronavirus covid-19 pandemic *digital digital *review review *perceive perceive *food_safety food_safety *practice practice *choice choice *web web website *disease disease *overweight overweight *prevention prevention *crisis crisis *innovation innovation *survey questionnaire survey *strategy strategy	*time time *supply supply *people people *sharing share sharing *behavior_change behavior_change behavior-change *farmer farmer *energy energy *drinking drink drinking *corporate corporate *allergy allergy *role role *opinion opinion *meat meat *modify modify *qualitative_research qualitative_research *customer_satisfaction customer_satisfaction *index index *business business *benefit benefit *event event *framework framework *loyalty loyalty *low-income low-income *participation participation *young young *mining mining *seek seek *care care *influence influence *control control controlled *place place *user user *moderate moderate *depression depression *cooking cooking *anxiety anxiety *content content *intake intake *discourse discourse *data_mining data_mining natural_language_processing	*taste taste *social_marketing social_marketing *photography photography *meal meal *mass mass *adverse adverse *gratification gratification *change change *governance governance *home home *adherence adherence *country country *body-mass body-mass *genetically genetically *detection detection *mouth mouth *shopping shopping *narrative narrative *rural rural *pregnancy pregnancy *risk-factor risk-factor *fear fear *generation generation *application application *commerce commerce *advergame advergame *alternative alternative *coverage coverage *equation equation *gastronomy gastronomy *ethnography ethnography *activism activism *cue cue *world world *willingness willingness *poverty poverty *stigma stigma *organization organization *tripadvisor tripadvisor *validity validity
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*policy	*word	*university
policy	word	university
*restaurant	*travel	*state
restaurant	travel	state
*education	*norm	*muslim
education	norm	muslim
*exposure	*falsehood	*monitoring
exposure	misinformation rumor	monitoring
*science	*planned_behavior	*visual
science	planned_behavior	visual
*public	*peer	*reduction
public	peer	reduction
*support	*structural	*prescription
support	structural	prescription
*association	*co-creation	*social-responsibility
association	co-creation	social-responsibility
*weight	*ethic	*need
weight	ethic moral	need
*organic	*food-intake	*orientation
organic	food-consumption food-intake	orientation
*sentiment_analysis	*disorder	*negative
sentiment_analysis	disorder	negative
*politics	*celebrity	*spatial
politics politics	celebrity	spatial
*emotion	*validation	*relationship
emotion emotional	validation	relationship
*literacy	*personality	*ehealth
literacy	personality	ehealth
*purchase	*risk_perception	*inequality
purchase	risk_perception	inequality
*promotion	*school	*decision-making
promotion	school	decision-making
*site	*global	*action
site	global globalization	action
*prevalence	*addiction	*authenticity
prevalence	addiction	authenticity
*agriculture	*frame	*concern
agricultural agriculture	frame	concern
*public_health	*buying	*build
public_health public-health	buy buying	build
*research	*endorsement	*amplification
research	endorsement	amplification
*datum	*infant	*individual
datum	infant	individual
*news	*issue	*fda
news	issue	fda
*performance	*nutrition_education	*australium
performance	nutrition_education	australium
*preference	*patient	*effect
preference	patient	effect
*lifestyle	*self	*anorexia
lifestyle life-style	self	anorexia
*market	*source	*cancer
market	source	cancer
*destination	*mother	*neighborhood
destination	mother	neighborhood
*television	*trend	*unite
television	trend	unite
*feeding	*city	*netnography
feed feeding	city	netnography
*determinant	*exercise	*social_media_marketing
determinant	exercise	social_media_marketing
*hospitality	*disaster	*popularity
hospitality	disaster	popularity
*development	*wine	*south
development	wine	south
*identity	*vegan_vegetarian	*well-being
identity	vegan vegetarian	well-being
*study	*stress	*sport
study	stress	sport
*safety	*resource	*process
safety	resource	process
*qualitative	*self-management	*street
qualitative	self-management self-regulation	street
*industry	*mental	*natural
industry	mental	natural
*drug	*sentiment	*recipe
drug	sentiment	recipe
*motivation	*store	*sector
motivation	store supermarket	sector

*learning	*new	*recovery
learning	new	recovery
*acceptance	*unhealthy_food	*warning
acceptance	unhealthy_food	warning
*instagram	*traditional	*symptom
instagram	traditional	symptom
*parent	*involvement	*sensitivity
parent parental parenting	involvement	sensitivity
*pattern	*antecedent	*resistance
pattern	antecedent	resistance
*local	*age	*work
local	age	work
*big_data	*bias	*trade
big_data	bias	trade
*content_analysis	*decision	*platform
content_analysis	decision	platform
*fast-food	*life	*reputation
fast_food fast-food junk_food	life	reputation
*eating_disorder	*ethnic	*acculturation
eating_disorder eating-disorder	ethnic race	acculturation
*youtube	*corporate_social_responsibility	*citizen
youtube	corporate_social_responsibility csr	citizen
*fruit	*focus	*infection
fruit	focus	infection
*method	*app	*entrepreneurship
method methodology	app	entrepreneurship
*modeling	*foodborne	*justice
modeling modelling	foodborne	justice
*student	*weight-gain	*fit
student	weight-gain	fit
*online_reviews	*psychological	*attribute
online_reviews	psychological	attribute
*customer	*nutritional	*food_risk
customer	nutritional	food_risk
*credibility	*sugar	*cognitive
credibility	sugar sugar-sweetened	cognitive
*chain	*tweet	*efficacy
chain	tweet	efficacy
*analytic	*surveillance	*disparity
analytic	surveillance	disparity
*china	*movement	*dynamics
china	movement	dynamics
*label	*recommendation	*distress
label	recommendation	distress
*electronic	*geography	*campaign
electronic	geography	campaign
*urban	*interaction	*attention
urban	interaction	attention
*text	*access	*healthcare
text	access	healthcare
*mobile	*implementation	
mobile	implementation	
*alcohol	*american	
alcohol	american	
*diabetes	*body-image	
diabetes mellitus	body-image	
*risk_communication	*challenge	
risk_communication	challenge	

Table S3: Full matrix of factor loadings.

[illegible]

[illegible]

recommendation	1	0.483			
healthcare	1	0.47			
home	1	0.469			0.308
life	1	0.469			
qualitative	1	0.466			0.355
time	1	0.466			
trend	1	0.463		0.389	
drinking	1	0.455		0.407	
research	1	0.451			
validity	1	0.431		0.377	0.304
diabetes	1	0.42			
outcome	1	0.411			
focus	1	0.409			
assessment	1	0.408			
cognitive	1	0.404			
store	1	0.395			
design	1	0.395			
implementation	1	0.392			0.367
inequality	1	0.391			
study	1	0.391			
stigma	1	0.381			
method	1	0.377			0.312
awareness	1	0.365			
people	1	0.338			
vegan_vegetarian	1	0.337			
evaluation	1	0.336			
factor	1	0.335			
process	1	0.327	0.308		
availability	1	0.323			
age	1	0.321			
bias	1	0.316			
label					
disparity					
natural					
individual					
photography					
university					
hotel	2	0.868			
online_reviews	2	0.868			
word-of-mouth	2	0.862			
review	2	0.845			
performance	2	0.836			0.317
satisfaction	2	0.831	0.307		
restaurant	2	0.814			
service	2	0.808			
hospitality	2	0.8			
customer_satisfaction	2	0.799			
customer	2	0.793			
experience	2	0.751			0.452
quality	2	0.74	0.354		
tourism	2	0.74			0.523
ewom	2	0.737	0.306		
loyalty	2	0.727			
user-generated_content	2	0.727			
attribute	2	0.718			
tripadvisor	2	0.696			
impact	2	0.693	0.307	0.382	
antecedent	2	0.684			
electronic	2	0.649			
perceive	2	0.612	0.417		
brand	2	0.61		0.445	
sale	2	0.593			
value	2	0.58	0.481		
product	2	0.58	0.536		
motivation	2	0.562			
content	2	0.555			
word	2	0.537			
online	2	0.534	0.506		
big_data	2	0.533			0.483
model	2	0.531	0.435	0.457	

moderate	2		0.531		0.399		
management	2		0.526	0.432		0.465	
role	2		0.505		0.432		
mouth	2		0.49				
industry	2		0.483			0.341	
sector	2		0.482		0.303		
corporate	2		0.471				
engagement	2		0.464	0.381			
decision	2		0.462		0.38		
involvement	2		0.46		0.34		
shopping	2		0.456				
orientation	2		0.456				
recovery	2		0.449				
user	2		0.444		0.312		
generation	2		0.44		0.414		
co-creation	2		0.424			0.349	
critical	2		0.415				
strategy	2	0.389	0.414		0.301	0.342	
development	2		0.396			0.349	
relationship	2		0.396		0.308		
new	2		0.389				
social-responsibility	2		0.367				-
corporate_social_responsibility	2		0.363				0.306
facebook	2	0.308	0.339	0.327	0.301		
negative	2	0.325	0.326				
visual	2		0.316				
south							
virtual							
work							
food_safety	3			0.827			
risk_communication	3			0.788			
crisis	3			0.787			
amplification	3			0.76			
communication	3			0.73			
risk_perception	3			0.721	0.319		
public	3			0.709			
risk	3	0.441		0.704			
safety	3			0.689			
food_risk	3			0.673			
news	3			0.661			
coverage	3			0.641		0.383	
issue	3			0.632			
falsehood	3			0.6			
credibility	3		0.454	0.593	0.364		
modify	3			0.589			
trust	3		0.549	0.588	0.421		
source	3			0.585			
monitoring	3			0.563			
media	3		0.311	0.559	0.412		0.4
science	3			0.558		0.392	0.312
benefit	3			0.548			
knowledge	3	0.45		0.513			
fear	3			0.513			
perception	3		0.453	0.499	0.345		0.32
internet	3	0.394		0.488			0.352
traditional	3			0.47			
mass	3			0.469			
reputation	3		0.31	0.458			
governance	3			0.455		0.36	
genetically	3			0.449			
technology	3		0.31	0.441		0.324	
frame	3			0.411			0.378
framework	3			0.407			
emotion	3			0.404			
seek	3			0.4	0.322		
infection	3	0.358		0.399			
gratification	3			0.395			
illness	3			0.394			
web	3		0.334	0.393			

message	3	0.321	0.366			
foodborne	3		0.355			
perspective	3		0.345		0.343	
allergy	3		0.326			
tool	3		0.314			
unite						
organic	4			0.765		
purchase	4	0.406		0.757		
planned_behavior	4			0.755		
buying	4			0.722		
attitude	4		0.336	0.707		
intention	4	0.591		0.687		
food-intake	4			0.647		
belief	4			0.646		
acceptance	4		0.332	0.324	0.634	
theory	4	0.3		0.622		
consumer_behavior	4		0.343	0.586		
green	4			0.578	0.453	
determinant	4	0.314		0.522		
equation	4			0.509		
structural	4			0.505		0.326
norm	4			0.503		
social	4	0.402	0.398	0.472		0.329
commerce	4		0.389	0.467		
willingness	4			0.439		
fit	4			0.437		
behavioral	4		0.384	0.429		
concern	4			0.345	0.413	
china	4			0.312	0.405	
meat	4			0.404	0.303	
opinion	4		0.356	0.402		0.32
influence	4	0.343		0.384		
decision-making	4		0.365	0.377		
sharing	4		0.349	0.357	0.333	
personal	4			0.352		0.306
action	4			0.319		
interaction						
advertising	5				0.915	
marketing	5				0.857	
unhealthy_food	5				0.829	
television	5	0.304			0.815	
exposure	5	0.36			0.81	
advergame	5				0.797	
beverage	5	0.382			0.775	
celebrity	5				0.757	
youtube	5				0.755	
endorsement	5				0.737	
influencer	5				0.697	
cue	5				0.638	
literacy	5	0.326			0.595	
alcohol	5	0.321			0.56	
digital	5				0.54	0.342
response	5			0.308	0.526	
preference	5	0.317		0.356	0.484	
australium	5	0.381			0.473	
identification	5				0.444	
smoking	5	0.369			0.408	
self-management	5	0.382			0.391	
popularity	5		0.32		0.379	
power	5				0.358	
campaign	5	0.318			0.333	
attention						
sustainability	6		0.313	0.347	0.727	
agriculture	6				0.695	
innovation	6				0.684	
system	6				0.672	
network	6				0.666	0.32
economy	6				0.639	
chain	6				0.636	
alternative	6				0.63	

supply	6			0.622		
farmer	6			0.6		
rural	6			0.597		
climate	6			0.531		
waste	6		0.374	0.522		
local	6	0.359		0.521		0.33
space	6			0.516	0.368	
entrepreneurship	6			0.511		
movement	6			0.506		
community	6	0.32		0.494		
urban	6			0.467		
trade	6			0.454		
market	6	0.329		0.445		
resource	6			0.438		
dynamics	6			0.419		
organization	6		0.327	0.416		
justice	6			0.416		
city	6			0.411		
activism	6		0.37	0.404		
reduction	6			0.403		
business	6	0.368		0.395		
access	6			0.381		
challenge	6		0.346	0.378		
change	6	0.304		0.355		
citizen	6			0.326		
social_media_marketing	6			0.312		
global						
food_security						
state						
resistance						
acculturation						
sentiment_analysis	7	0.374		0.74		
tweet	7			0.713		
halal	7			0.704		
datum	7			0.694		
detection	7			0.686		
twitter	7		0.388	0.684		
topic	7			0.679		
mining	7	0.316		0.641		
classification	7			0.612		
sentiment	7	0.467		0.61		
analytic	7	0.458		0.591		
text	7			0.57		
modeling	7			0.553		
data_mining	7			0.527		
muslim	7			0.516		
geography	7			0.512	0.334	0.313
analysis	7	0.475		0.5		
spatial	7			0.482		
surveillance	7			0.429		0.333
machine	7	0.317		0.411		
social_network	7	0.324		0.394	0.346	
learning	7	0.351		0.384		
world	7			0.333		
disaster	7			0.332		
sport						
depression	8				0.793	
anxiety	8				0.749	
addiction	8				0.72	
disorder	8	0.308		0.686		
symptom	8			0.638		
distress	8			0.549		
psychological	8		0.345	0.516		
stress	8	0.31		0.511		
well-being	8	0.331		0.507		
personality	8			0.505		
sensitivity	8		0.331	0.483		
scale	8	0.418		0.465		
use	8		0.423	0.453		
mental	8	0.408		0.449		

covid-19	8				0.415	
event	8				0.364	
ethnic						
discourse	9				0.557	
blog	9	0.386	0.308		0.522	
body-image	9				0.486	
eating_disorder	9				0.428	0.476
body	9	0.421			0.466	
politics	9		0.302	0.438	0.466	
narrative	9				0.463	
anorexia	9				0.445	
site	9		0.315		0.393	
nervosa	9				0.377	
ethnography	9				0.375	
culture	9				0.366	0.33
participation	9			0.312	0.363	
platform	9				0.354	
identity	9				0.353	
ethic	9				0.347	
street	9				0.308	
self	9				0.305	
need						
poverty						
destination	10		0.527			0.645
authenticity	10					0.64
place	10		0.314	0.347		0.586
culinary	10		0.333			0.583
image	10		0.554			0.562
travel	10		0.42			0.525
wine	10		0.357			0.504
content_analysis	10		0.389			0.486
gastronomy	10		0.441			0.467
instagram	10					0.318
country						
netnography						
video						
drug	11					0.486
medical	11					0.432
patient	11					0.413
adverse	11					0.368
						-
build	11					0.342
fda	11					0.34
						-
neighborhood	11	0.321		0.313		0.339
prescription	11					0.334
warning	11					0.331
effect	11					0.314
care						
application	12					0.621
mobile	12	0.383				0.619
(smart)phone	12	0.376				0.556
app	12	0.326				0.515
adoption	12		0.314	0.33		0.358

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization

Rotation converged in 15

iterations.