

Post classification prompt

Please identify the topics discussed in the following post based on the information provided and following the codebook.

You are a research assistant helping researchers analyze health & wellness posts on social media.

Please pay close attention to the instructions below, where we have provided rules and examples for each code. Use only the provided information to make your determinations.

There are a series of questions you are trying to answer:

- What topics are discussed in this post? An influencer may discuss multiple topics in a single post, and you should code for all that apply.
- Does the post contain a sponsorship or suggestion to buy a product or subscribe to a service?

If the post is not a non-wellness post, you also need to answer:

- Does the post cite or refer to an outside expert or source of information?
- Does the post warn about a health harm?

Many, but not all, of these posts are videos. For posts that are not videos, you will receive the caption and any text in the post itself, such as the on-screen text in images. For videos, you will also receive the post transcript for up to the first five minutes of the video. In some cases, there will be overlap between the post transcript and the on-screen text. For Instagram and TikTok, the post transcript differentiates between speakers, though the speakers are not identified.

Hashtags can provide helpful context for understanding the focus of a post. However, if a topic, source of authority, or health harm is only mentioned in a hashtag and is not relevant to the rest of the post, do not code for it. A post with only hashtags as text should be coded as non-wellness.

Some posts include disclaimers stating their posts are not medical advice, that users should consult a physician, or that materials are meant for informational or educational purposes. This is often preceded by "Disclaimer:" or "Medical disclaimer:". Such information should not be used for coding a post.

Some posts include an "About" section sharing more information about the influencer's background, such as credentials or life experiences. This is often preceded by "About (influencer name)". Such information should not be used for coding a post.

Some posts include lengthy promotional materials, such as links to products, books, or guides or information about the influencer's other ventures or platforms. Such information should only be used for coding the topic, source of authority, or health harm content of a post if the products are substantively discussed in the post.

Do NOT seek or use additional information beyond the provided post text. For example, do not fetch information from.

TOPIC INSTRUCTIONS

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Identify all topics discussed in the post. Code every topic mentioned, NOT just the main topic that the post is about. For example, a post that is mainly about the merits of different medical treatments for a condition but also mentions the speaker's own experience with those treatments should be coded as medical condition, professional medical treatment and life experience.

TOPIC CODES =====

****A specific medical condition**** (code `medical\_cond`): This includes posts that discuss a specific physical, mental, or neurological medical condition or conditions.

- Examples: cancer, PCOS, diabetes, autism, chronic pain
- Addiction and substance abuse count as a medical condition if the post is about substance abuse or recovery in a health or mental health context. However, posts that discuss substance abuse without naming addiction or alcoholism as a medical condition do not count. For example, "My ex-husband used heroin" or "my skin cleared up when I stopped drinking" would not be coded as a medical condition post.
- This includes injuries, such as broken bones.
- This does not include changes that healthy people can expect to experience with age, such as menopause or hair loss that is not related to another medical condition.
- This includes clinical mental health conditions like anxiety and depression but does NOT include non-clinical mental states or emotions, like anger or sadness. A post can be about both a medical condition and mental health.
- This does not include descriptions of symptoms that do not discuss an underlying specific medical condition. For example, "nausea" does not count, but a post that mentions nausea as a symptom of diabetes counts (with "diabetes" as the specific medical condition).

****Mental health**** (code `mental`): This includes posts that discuss mental health, such as a specific mental health condition or ways to improve your mental health.

- This includes clinical mental health conditions like anxiety, depression, or bipolar disorder. Not all posts in this category are clinical mental health conditions, but many are. Those that are should be coded both as a mental health post and as a medical condition post.
- This includes posts that discuss mental health effects of other health issues, such as chronic migraines leading to depression and OCD or mental health issues while recovering from an injury or undergoing medical treatments.
 - Neurological, developmental disorders like autism or ADHD are not mental health disorders in and of themselves. Like other medical conditions, posts about these disorders only count as mental health posts if the post mentions mental health challenges such as ADHD-related anxiety.
- This includes persistent mental health or emotional issues, like chronic stress or feeling negative emotions "all the time" or "constantly." This does not include posts that simply describe one-off negative experiences, (un)happiness, or other temporary emotional experiences.
- This does not include more generic, life-coaching claims such as seeking fulfillment, improving self-talk, "manifesting" the life you want, improving emotional resilience or achieving happiness outside a mental health context.
- If a post is mainly about having healthy relationships or improving interpersonal relationships, it does not count. For example, posts about attachment style or recovering from a breakup do not count.

****Men's health**** (code `mens`): This includes posts that discuss a medical condition that solely or primarily affects men, or posts that frame a gendered health issue as specifically relevant to men.

- Examples: erectile dysfunction, men's mental health/suicide, hair loss/transplants (addressed specifically to men or male pattern baldness), prostate cancer
- Posts that mention testosterone are not automatically men's health. To count, posts that mention testosterone must explicitly address men and frame testosterone levels as a gendered health issue or talk about it in relation to a medical condition that solely or primarily affects men.
- Posts whose primary intended audience is men should not count unless they are making health claims about a specific gendered health issue. For example, fitness videos framed as "helping busy men gain muscle" with no further discussion of specific men's health issues would not count.

****Women's health**** (code `womens`): This includes posts that discuss a medical condition that solely or primarily affects women, or posts that frame a gendered health issue as specifically relevant to women.

- Examples: PCOS, maternal health, breast cancer, menstrual health, menopause

- Posts whose primary intended audience is women should not count unless they are making health claims about a specific gendered health issue, such as "strength training for menopause". Fitness and dieting content will rarely count as women's health. For example, "hey ladies, want to lose weight?" with no further discussion of specific women's health issues would not count.

****Professional medical treatment**** (code 'prof_med'): This includes posts that discuss a specific procedure, prescription medications, or anything that has to be performed or prescribed by a medical professional.

- This includes cosmetic surgery.
- This includes descriptions of doctor's visits.
- This includes professional mental and behavioral health treatment, such as rehab or cognitive behavioral therapy.
- This does not include non-prescription remedies recommended by a doctor but not prescribed. For example, a doctor recommending a magnesium supplement should be coded as non-prescription remedy.

****Non-prescription remedy**** (code 'non_prof'): This includes posts that discuss a medication or supplement that people can take without consulting a medical professional.

- Examples: vitamins & supplements, steroids, over the counter meds, herbal medicine (includes supplement/vitamin recommendations for managing pregnancy)
- This can include non-prescription remedies that primarily have appearance-based benefits.
- This includes posts that mention taking supplements as part of a healthy lifestyle, even if the supplement is not mentioned by name.
- This does not include behaviors (even if the behavior is used to treat a condition), such as yoga to treat arthritis or going on a walk to treat MS. Those would be considered "healthy habits."
- This does not include diets, specific healthy foods, or claims about which foods contain certain vitamins and nutrients. Such posts should be coded as nutrition. For example, "eat apples to get your vitamin C" or "Greek yogurt can improve your digestion" would NOT count as a non-prescription remedy, but "take this vitamin C supplement tablet for better skin" WOULD count.

****Healthy habits**** (code 'habits'): This includes posts that discuss everyday behaviors that can improve your health. These behaviors are under your control, and don't require seeing a doctor or going to a clinic. These behaviors must be habit-based and focused on consistency, not one-off examples of healthy behaviors. This could include healthy lifestyle habits like fitness routines, sleep schedules, or red light exposure.

- Examples: posts that describe behaviors to prevent a medical condition (e.g. use sunscreen, whether or not cancer is mentioned), tips to encourage discipline (e.g. don't keep unhealthy snacks in the house if you want to lose fat, workout even when you don't want to), suggestions for how to live a healthier life each day / in a regular routine, staying hydrated, holistic healing
- If a post frames a behavior mainly as advice about building a routine that most people should adopt (e.g. "swap these foods every day", "make a gym plan and show up consistently"), it counts. If the behavior is mentioned only in passing or is shown as a one-off behavior rather than part of a consistent, healthy routine (e.g. "save this workout for your next upper body lifting session", "make this healthy recipe for dinner tonight"), it does not count, even if they underlying behavior might otherwise qualify.
- Fitness & diet content rule: Fitness content and diet content should only count in this category if it is presented alongside information about how or why to build it into a regular routine, or if it explicitly encourages persistence, patience, or sticking to a plan long-term. Fitness & diet content that simply discusses an individual exercise routine or a specific dietary change and does not strongly emphasize habit-building, does not emphasize doing the fitness / diet routine on a regular basis, or does not discuss fitness / diet as a part of living a healthy lifestyle should not count as "healthy habits".

- Follow-along exercise videos and short-term fitness challenges, such as 10-day or 6-week routines, do not count.

- Standalone healthy recipes do not count.

- This includes posts that encourage people to discontinue unhealthy habits, such as drug abuse or unhealthy diets.
- This does not include clinical or patient contexts, which are specific, individualized medical guidance rather than habits applicable to the general population.
- This does not include promotional or product-specific information, unless it is otherwise promoting a healthy habit. For example, "my new gym outfit makes me want to rush to the gym every morning" would NOT count, but "these lifting shoes support me through heavy lifts every day and have helped me stay consistent" would count.
- This does not include posts that describe the importance of healthy habits vaguely or that recommend non-wellness habits. For example, "I check in with my body every day", "self-care is so important" or "I stick to a strict budget" all would not count. A post must specify what the habits actually are and be health related, such as getting enough sleep or eating balanced meals every day.
- In order for get ready with me/day in the life style videos to count in this category, they must make health claims about the routines shown in the video. Simply describing a day in their life without recommending that routine or sharing specifics for how to follow it do not count.
- Ex. "In this video I'm making protein coffee" would not count, but "Every morning I drink protein coffee to build muscles" would count.

****Life experience with a medical condition or healthcare**** (code 'life_experience'): This includes posts that discuss life experiences with a specific medical condition or within the healthcare system, like a professional medical treatment or an experience visiting a doctor's office. Please note that this topic code does not apply to every health-related life experience; the post must narrate a life experience related to a specific medical condition (see the medical condition code definition), women's or men's health, or the healthcare system.

- Examples: Living with a disability, information about symptoms of a specific medical condition, a positive/negative personal experience with a doctor or at a doctor's office, experiences with pregnancy or menopause symptoms
- Fitness and diet rule: This does not include fitness or diet content unless it is related to a specifically named medical condition, like Celiac disease or obesity (see 'medical_cond' definition above to determine what counts). For example, the following would NOT count: "what I eat in a day" content, "this is the workout that helped me lose 50 pounds during menopause," "my libido worsened when I wasn't eating enough calories," etc.
- Testimonials and "works for me" content must be related to a specific medical condition in order to count (see 'medical_cond' definition above to determine what counts). This can include testimonials that are second-hand stories from family or friends (e.g. "creatine is curing my husband's diabetes").
- This does not include descriptions of emotions, unless they rise to the level of the mental health definition outlined under 'mental' above.
- This does not include content that is primarily selling a product. For example, "skincare products that give me a healthy glow" would NOT count.
- This does not include non-wellness life experiences, such as abusive relationships or business ventures.
- This rarely includes medical professionals discussing their jobs, unless they are discussing an in-depth personal experience with a medical condition or in the medical system, such as a doctor discussing their own diagnosis or struggle to find a medication that worked for them.
- This does not include posts giving objective information about what is a normal or abnormal experience with a medical condition or in the healthcare system, because the post must discuss a personal experience. For example, "A lot of people struggle with nausea when they start GLP-1s" does NOT count as a life experience, but "I had terrible nausea when I started my GLP-1" would count.

****Fitness**** (code 'fitness'): This includes posts that discuss exercise or training routines, weight loss workouts, fitness advice, strengthening and stretching routines.

- This can include posts that encourage developing or sticking to a workout or training regimen without specifying one. Examples: strength training will prevent arthritis, this training block will grow your glutes

- This can include posts that mention exercise and fitness briefly. Fitness does not need to be the main topic of the post to count.
- Athletes rule: This does not include content that is simply produced by athletes if the content itself is not fitness-related, such as a football player on a sports league analysis podcast. However, this DOES include content in which athletes discuss the physical practice of their sport or fitness in training for their sport.

****Nutrition**** (code 'nutrition'): This includes post that discuss nutrition, including weight loss meals, healthy cooking/recipes, or diets (vegan, carnivore, gluten free)

- This does not include recipe or food content that does not include nutritional claims or a mention of the food being healthy. For example, "my low calorie vegan brownie recipe" would count, but "my favorite brownie recipe" or "make dessert with me" would not.

- This includes posts that discuss nutrients and nutrition broadly, like tracking macros or a food being high in fiber.
- This does not include content about hydration alone.

****Living longer**** (code 'longevity'): This includes posts that discuss longevity or how to extend your life or "healthspan".

- This includes but is not limited to biohacking.
- This includes extending brain or cognitive health into old age, such as preventing memory loss or maintaining sharp cognition.
- This does not include appearance-only anti-aging content, such as Botox or preventing wrinkles. However, it DOES include content focused on maintaining health into old age, such as "having the strength of a 30 year old at age 80" or similar.
- This does not include content focused on "aging with grace" or "embracing old age," such as accepting wrinkles, since these are not focused on youthfulness or living longer.
- This goes beyond the lifestyle change / healthy habit category in the sense that it requires explicit longevity claims / references

****Appearance**** (code 'appearance'): This includes posts that discuss improving or maintaining your appearance in a health, wellness, or medical treatment context. Posts in this category must be health and wellness related beyond appearance, and they additionally must be explicitly appearance-focused.

- Examples: Cosmetic skincare (excluding makeup), bodybuilding (would be both appearance and fitness in many cases), cosmetic procedures
- This does NOT include non-wellness posts that mention appearance outside a health, wellness or professional medical cosmetic treatment context, like GRWM (get ready with me), clothing, makeup, wig or hair related videos, even though these explicitly discuss appearance. For example, "here's my outfit of the day," or "check out my new extensions," or "I love the look of this foundation on my skin" do NOT count. Such posts should be coded 'appearance = 0'.
- This only includes weight loss content that is explicitly about appearance. Losing weight can be a health goal, and is not necessarily an appearance topic (e.g. "love the way you look again" would count but "lose weight and feel better" would not).
- This does not include fitness or diet content that is not explicitly about appearance. Fitness and dieting can be related to health goals that are not necessarily appearance related. Do not assume that all descriptions of how bodies or muscles move and change are appearance-based. For example, the following are not necessarily appearance descriptions: growing or toning muscles, "toned", "lean", high or low body fat, feeling good in your body, targeting a certain body part in a fitness routine. "This workout will make your abs look amazing and you will look better in photos" would count but "This workout will strengthen your abs" would NOT.
- This does include necessary procedures in which appearance is discussed as a secondary benefit, such as nice dentures or rhinoplasty for a deviated septum.
- If appearance-related content only appears in promotional text (e.g. links to skincare products) and nowhere else in the post, it does not count.

****Health policy and the healthcare system**** (code 'policy'): This includes posts that discuss government regulation and guidance; policy-related health news, such as the

approval of new treatments or medications; and discussions of other influential institutions that impact how the average person experiences the healthcare system, such as the pharmaceutical industry and health insurance.

- This can include discussions of public health topics.
- Examples: FDA regulation and approvals (or lack thereof), CDC recommendations, RFK Jr. trying to take certain additives out of food, vaccine schedules, new disease guidance, pandemic-related quarantines or lockdowns, health department mask mandates

****Non wellness post**** (code 'non_wellness'): This includes posts that do not discuss any of the topics mentioned above. Posts that discuss both wellness and non-wellness topics should not be coded as "non_wellness"; "non_wellness" should only be applied if the post has no other topics.

- This includes relationship advice posts that do not discuss wellness topics.
- This includes posts about the health and wellness of pets or animals, such as nutritious food for your cat.
- This includes spiritual practices without a health aspect, such as advice about achieving enlightenment. Discussion of ASMR, mindfulness, meditation or manifestation can also count as non-wellness.
- This includes parenting advice that doesn't mainly discuss children's or parents' health. "Here's the crib I use to help my child get a good night's sleep" would be considered non-wellness.

MEDICAL CONDITION OPEN END CODES

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If you marked that the post mentions a specific medical condition ('medical_cond'), please specify what condition was mentioned as a string. If multiple conditions are mentioned, use commas to separate them, e.g. "ADHD, autism". Be as specific as possible; if a post mentions breast cancer, say "breast cancer" rather than simply "cancer".

NON-PRESCRIPTION REMEDY OPEN END CODES

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If you marked that the post mentions a specific non-prescription remedy (code 'non_prescription'), please specify what non-prescription remedy was mentioned as a string. If multiple non-prescription remedies are mentioned, use commas to separate them, e.g. "vitamin D, collagen".

PROMOTION INSTRUCTIONS

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Identify whether the post contains promotion, as in a sponsorship or suggestion to buy a product or subscribe to a service. If it does, code 'promotion' = 1. If not, code 'promotion' = 0. Non-wellness posts should still be coded as 'promotion' = 1 if they contain promotion.

- Examples: Explicit brand partnerships, discount codes, #ad, selling their own cookbook or coaching service with a call to action ("book an appointment"), other calls to action such as "go to link in bio to purchase," promoting a sale for a specific shop/brand.
- This does not include posts that tag or mention a brand but either: (a) do not clearly indicate the post is a sponsorship or ad, or (b) do not explicitly recommend that the audience uses the brand.
- This does not include posts that include a phone number, address, or website for appointments unless there is an explicit call to action to book an appointment.
- This does include posts that promote a free service. Examples: "click my link in bio for a free consultation", "download my free training plan", "comment READY for the recipe", "click link in bio for free masterclass"
- This does not include promotion of the influencers' presence on social media or other platforms, such as a YouTube channel, newsletter, external podcast, or "follow me for more details"

If you marked that the post contains promotion (code 'promotion' = 1), please specify what was being promoted as a string. For example, if a post recommends users try Cetaphil face wash, say 'Cetaphil face wash', not 'skin care products'.

AUTHORITY INSTRUCTIONS

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Identify whether the post cites or refers to an outside expert or source of information. If it does, code 'authority' = 1. If not, code 'authority' = 0. Non-wellness posts should always be coded as 'authority' = 0.

Some influencers refer to their own training or certifications to bolster their claims. This does not count as outside authority.

The following are examples of outside authority and should be coded as 'authority' = 1:

- Medical institutional guidance or, more rarely, a doctor or other medical professional (other than themselves) when used to bolster a health claim or medical advice. This does NOT include people simply discussing their own doctor's visits, visiting specialists, personal medical test results, or life experiences.

- A specific study.
- General claims like "proven research", "studies show", "backed by science"
- A government agency/source (FDA, CDC, etc.). Please make sure the post is citing the agency as a source of authority or evidence. Posts that describe an agency's actions, critique an agency, or otherwise mention an agency without citing it to bolster a health claim or medical advice should be coded as 'authority' = 0.

The following are not included in this category and should be coded as 'authority' = 0:

- Influencers who are health professionals, academics, or other professions who cite their own training or certifications to show their own authority on a topic.
- Influencers who are sharing another influencer's post or work, such as by hosting a guest on their podcast. For example, "see the full video from this other influencer here" would not count.
- Personal testimony, popular culture references, references to God or religious authorities, or other references to outside sources that do not have health authority or medical authority.

HARM INSTRUCTIONS

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Identify whether the post warns about a health harm. The post should warn that a health practice (such as medical treatments and some fitness / dieting routines) will cause a specific, direct harm to physical or mental health. If it does, code 'warn_harm' = 1. If not, code 'warn_harm' = 0. Non-wellness posts should always be coded as 'warn_harm' = 0.

- The warning of health harm (or increased risk of health harm) should be direct, explicit, and applicable beyond a single individual's situation. Do not infer an implicit harm based on health advice alone, and do not include non-specific health harms in this category.

- Posts discussing the benefits of a health practice do not count as a warning, even if there is an IMPLICIT implication that NOT doing that practice could have negative effects.

- The following do NOT automatically count as a warning of health harm: recommendations for health practices to adopt or avoid, advice on living a healthy lifestyle, warning that a health practice will generally not lead to expected results, mentions of a medical condition, encouragement to not give up on a diet or exercise routine, or encouragement to start a supplement regimen. These only count if there is a direct harm associated with it. For example, saying "instead of counting calories, you should just eat clean foods" would not count because it does not directly say that counting calories will cause harm.

- Posts about ineffective medical treatments or bad medical advice count as a health harm. This includes warnings about professional medical practices or specific remedies

used to treat a medical condition. For example: "Most doctors only want to treat symptoms, you're suffering because they don't address the root cause" would count as a warning about a health harm.

- These posts often appear as critiques of mainstream medical advice or medications, whether prescribed or over the counter. If a post is warning the viewer that their doctor's advice is wrong or that they are being treated ineffectively, the post counts as warning of a health harm.

- Posts that warn about harms caused by the healthcare industry more broadly also count as warning of a health harm.

- Posts about ineffective diets or exercise routines are NOT health harms because they are not medical treatments. For example, "An exercise routine without cardio isn't optimal" would NOT count. Discussions of suboptimal health practices, such as failing to build muscle or failing to eat more healthfully, also would not count.

- However, posts about dangerous diet or exercise practices, such as eating so few calories that you are malnourished or exercising to the point of injury, DO count as warning of a health harm.

- This includes posts about mental health harms and causes of trauma.

- This does not include posts about existing medical conditions or adverse medical events unless the speaker is explicitly warning about them. Posts that describe a negative or individualized experience are not necessarily warning of a health harm. For example, "I had some negative side effects from a GLP-1" would NOT count, but "GLP-1s will ruin your relationship with food permanently" or "GLP-1s do not work and doctors just want to make money" WOULD count.

- Posts about the risks of ignoring persistent medical symptoms count as a health harm.

- This category does not include posts that warn about interpersonal harm without naming a specific health harm. For example, damaging your relationship with your spouse or putting someone in an unsafe or uncomfortable situation do not count.

- Posts that contain warnings in disclaimer-type text do not count.

If you marked that the post contains a warning of a health harm (code 'warn_harm' = 1), please specify the health harm. For example, if a post states "Aleve is dangerous and you should not take it," say "Aleve."

RETURN STRUCTURE

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As a reminder, please select all topics that are indicated in the posts you are given, and do not use any outside information to make your determinations. If a topic is present, indicate as such with a 1. If a topic is not present, indicate as such with a 0.

Return your answer in valid, machine-readable JSON format. For codes starting confidence_*, code 1-5 (1 = very low confidence, 5 = very high confidence). For codes starting rationale_*, provide a brief explanation of why you coded this way (2 sentences or less). For "medical_condition_specify", provide a comma separated list of specific conditions mentioned, or empty string if none. For "non_prof_specify", provide a comma separated list of non-prescription remedies mentioned, or empty string if none. For "promotion_specify", provide a comma separated list of the product or service being promoted, or empty string if none. For "harm_specify", provide a comma separated list of health harms mentioned, or empty string if none.

IMPORTANT: Use ONLY the exact key names specified in the return structure above. Do not rename, abbreviate, or infer key names from the descriptions. For example, do NOT return keys like "life_exp" – return "life_experience" exactly as requested. Do not duplicate codes, such as by adding warn_harm, authority or promotion to the topic_codes.

POST DATA TO CODE

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Post ID: [post ID is inserted here]

Post title: [post title is inserted here for YouTube posts only]

Post text: [post caption/text is inserted here]

Sticker text: [sticker text, i.e. any on-screen text overlay, is inserted here for TikTok posts only]

Transcript: [spoken-audio transcript is inserted here, or "[no transcript available]" if none]

OCR: [on-screen/OCR text is inserted here, or "[no OCR available]" if none]