



Title of Study: Usability Evaluation of the SMILE Instagram-Based Intervention

Department: MRC Epidemiology Unit, University of Cambridge

Principal Researcher: Hao Tang

1. What is the purpose of the study?

This study looks at how easy, clear, and comfortable it is to use SMILE, a private Instagram programme designed to support healthier eating without causing harm to body image or wellbeing. We are not testing you. We are testing how the Instagram content feels to use.

Your participation will be very valuable because your feedback will help us understand:

- whether the posts are clear and easy to understand
- whether the tone feels supportive and not triggering
- whether the content feels safe and comfortable
- how easy and natural it feels to use Instagram features like Stories, polls, and Q&A

2. Who can take part?

You are invited if you:

- are aged 18–25
- live in the UK
- use Instagram most days
- have access to both a smartphone and a laptop
- feel comfortable speaking your thoughts out loud in English

3. What would taking part involve?

Taking part involves **one online session** and a short questionnaire. (total **<90 minutes**). You can stop or pause the session any time if you wish.

Step-by-step, this is what will happen:

1) You will join the online meeting

- You will join a **Microsoft Teams meeting** using your **laptop** and **mobile phone**
- You will be asked to **follow a private SMILE Instagram account**.
- You will be asked to **share your phone screen** so the researcher can see how you use the content.

2) Think-aloud session (about 60 minutes)

- You will scroll through some Instagram posts and Stories on the IG account.
- You use the content **as you normally would**.
- We will ask you to **say your thoughts out loud** as you go, for example:
 - what makes sense or feels clear
 - what feels confusing
 - how the content makes you feel

3) Short reflective questions (about 15 minutes)

- After exploring the content, the researcher will ask a few open questions about your overall experience.

4) Questionnaire (10 minutes)

- You will complete a short online questionnaire about:

- engagement
- tone and emotional safety
- overall experience

4. Will I get paid?

If you complete the full session, you will receive a **£40 Amazon voucher** as a thank-you for your time. This study is funded by Wolfson College's Research Grant.

5. Will the session be recorded?

Yes. The session will be recorded so the researcher can review what was said and done during the session. Recordings will be anonymised and used only for research purposes.

6. Will my information be kept confidential?

Yes. Your data will be stored securely on University of Cambridge systems security research drive, labelled using a participant ID (not your name), and accessed only by the research team. You may request access to your data or withdraw from the study at any time. Data can be removed up until it has been anonymised and included in analysis. If interested, you can check more about How we use your personal information: <https://www.information-compliance.admin.cam.ac.uk/data-protection/research-participant-data>

7. Do I have to take part?

No. Taking part is completely voluntary. You can pause or stop the session at any time, skip any question, or withdraw without giving a reason.

8. Possible benefits and risks of taking part:

By taking part, you will help improve future social-media-based health interventions. Additionally, participants will receive a **£40 incentive** for your time and contribution.

If you experience any discomfort or distress during or after the study, we will guide you to appropriate support services. Here are some resources:

- NHS Mental Health Helpline: 0800 448 0828
- Mind: 0300 123 3393 | www.mind.org.uk

9. Who is running the study?

This study is being conducted by the MRC Epidemiology Unit at the University of Cambridge, led by doctoral researcher Hao Tang (she/her). The overall project is supervised by Dr. Amy Ahern, Dr. Marie Spreckley, and Dr. Andrea Smith.

10. **Ethical Approval:** This study has been approved by the University of Cambridge's Ethics Committee, and we are committed to ensuring a respectful and positive experience for all participants.

11. **Contact for Further Information:** If you have any questions, or if you have a concern about any aspect of this study, please contact **the lead researcher (Hao Tang, She/her)** at smile.info@mrc-epid.cam.ac.uk If you remain unhappy and wish to complain formally, the normal University of Cambridge complaints process is available to you through the University of Cambridge Clinical School Secretary: 01223 333543 (telephone) or SchoolSec@medschl.cam.ac.uk

Thank you for your interest!