

Background

The rise of social media has fueled numerous health and fitness trends over the past decade. However, this trend has introduced a paradox: the pursuit of wellness can sometimes evolve into health-compromising obsessions, such as orthorexia and orthosomnia. This study employs a narrative review to explore the relationship between social media, wellness culture, and the development of these conditions.

- **Orthorexia:** An obsession with healthy eating to the point of compromising overall health. [1]
- **Orthosomnia:** An obsession with sleep optimization, which can paradoxically detract from sleep quality. [2]

Methods and Materials

Literature Search Strategy: A comprehensive literature review was conducted on PubMed, with separate searches for 'orthorexia' and 'orthosomnia' to capture relevant studies.

Orthorexia Search:

- **Terms:** (((Orthorexia) OR (Orthorexia nervosa)) AND (Wellness)) AND (health) AND (obsession).
- **Scope:** English-language articles from 2017 onward, focusing on definition, prevalence, psychological mechanisms, impacts, and interventions.
- **Initial Yield:** 122 articles.

Orthosomnia Search:

- **Terms:** Orthosomnia.
- **Scope:** Articles discussing prevalence, psychological impacts, and technological associations, particularly related to sleep tracking and wellness culture.
- **Initial Yield:** 9 articles.

Inclusion Criteria:

- Articles were further selected for relevance to social media influence, diagnostic tools, and psychosocial/behavioral factors linked to wellness obsessions.
- Selected articles were also chosen based on their insights into the relationship between health trends, wellness culture, and the development of orthorexia and orthosomnia.
- **Final Selection:** 11 studies on orthorexia and 5 on orthosomnia met the inclusion criteria and were analyzed in the abstract (See Table 1).

Review Scope: Included mixed methods, cross-sectional surveys, and narrative analyses, with findings organized into themes of social media's influence, diagnostic challenges, psychological impacts, and technological associations.

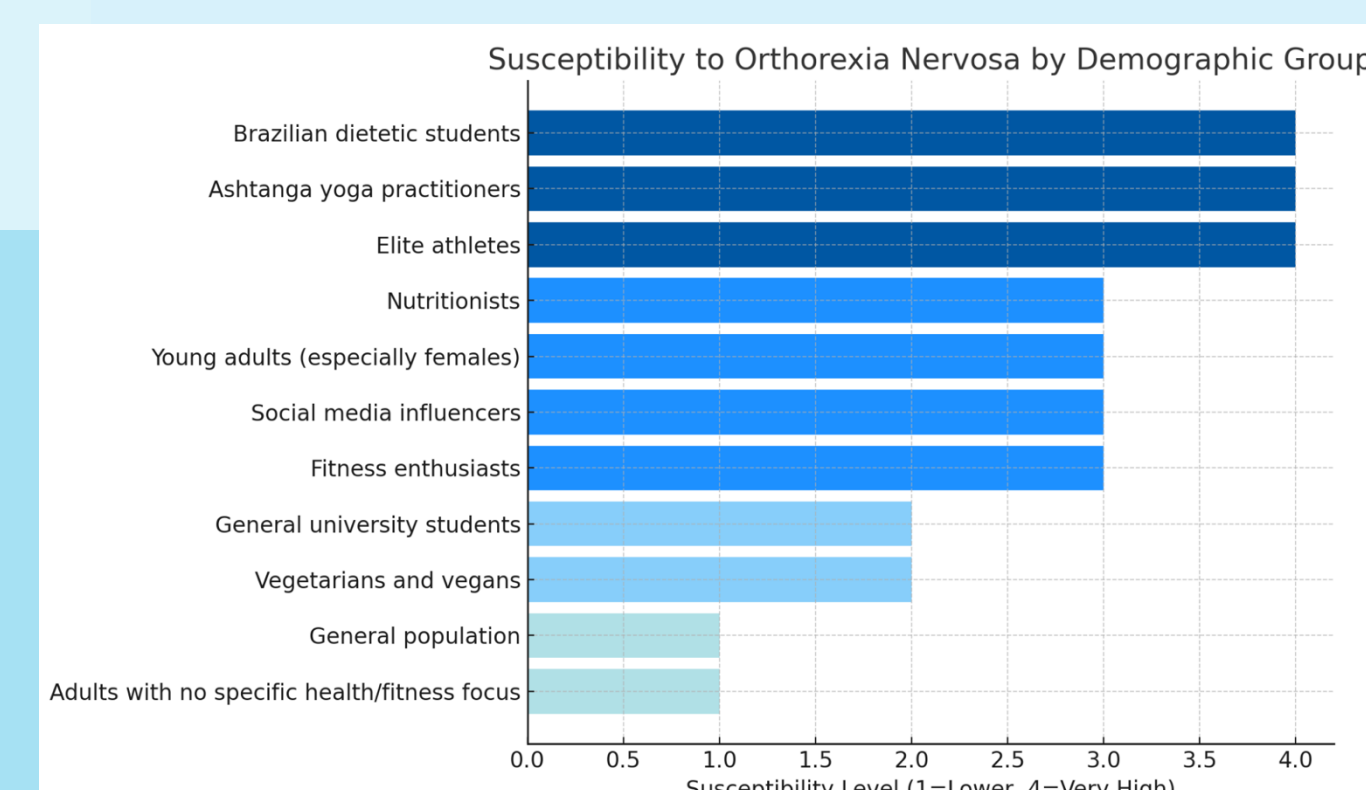


Figure 1. Susceptibility to Orthorexia by Demographic Group

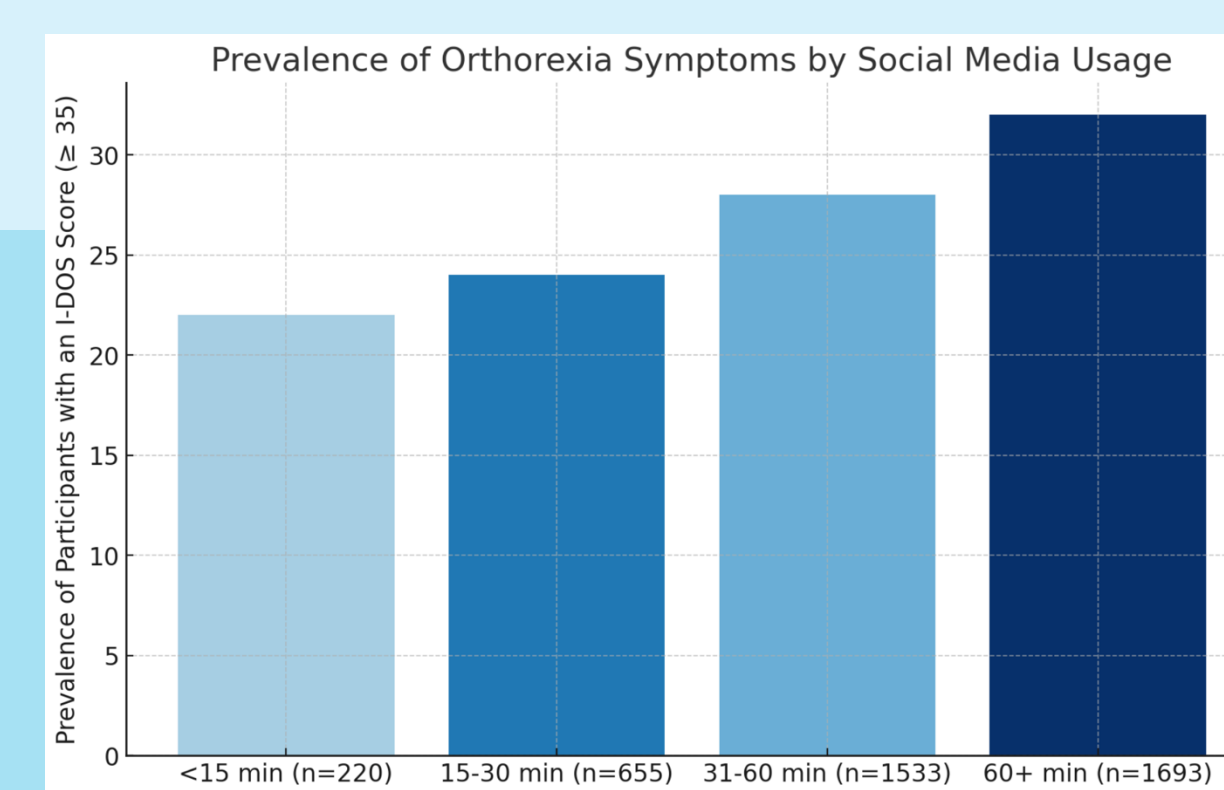


Figure 2. Time Spent on Social Media vs Orthorexia Symptoms (Referene: Tarsitano et al. 2022)

Results

A. Demographic Variations

- **Orthorexia:** Susceptibility to orthorexia varies widely, with higher rates among Brazilian dietetic students, Ashtanga yoga practitioners, elite athletes, nutritionists, young adults (especially females), social media influencers, and fitness enthusiasts. Specific lifestyles and professions contribute to this increased risk (Figure 1). [3][5][11][14][16]

B. Social Media Influence

- **Orthorexia:** A web-based survey conducted by Tarsitano et al. (2022) in an Italian population sample found that high social media usage correlates with increased orthorexia symptoms, especially among young adults and athletes (Figure 2). [3][4][5]
 - **Progression from "Clean Eating" to Disordered Eating:** Social media's promotion of clean eating fosters dietary purity ideals, leading to restrictive behaviors that can evolve into disordered eating patterns characteristic of orthorexia. [13]
- **Orthosomnia:** Social media reinforces sleep tracking trends, heightening users' preoccupation with sleep metrics.

C. Diagnostic Challenges

- **Orthorexia:** The ORTO-15 tool faces limitations, with varied interpretations leading to potential underdiagnosis or over-pathologizing. [1][6]
- **Orthosomnia:** The APSQ (Anxiety and Preoccupation about Sleep Questionnaire) shows moderate reliability in identifying orthosomnia, but diagnostic criteria remain imprecise. [7]

D. Psychological Impacts

- **Orthorexia:** Driven by perfectionism, need for control, and social validation, leading to behaviors that may isolate individuals socially. [8]
- **Orthosomnia:** High reliance on sleep metrics increases anxiety, potentially disrupting natural sleep and worsening sleep quality. [9]

E. Technological Associations

- **Orthorexia:** "Clean eating" apps and social media platforms reinforce rigid dietary practices.
- **Orthosomnia:** Sleep trackers foster dependency, with excessive monitoring linked to increased sleep-related anxiety (Figure 3). [2][7][9][10][12]
 - **Device Reliance Among Patient Groups:** Health enthusiasts, young adults, and insomnia patients show the highest reliance on sleep trackers, increasing their risk of orthosomnia. This reliance often leads to anxiety over "ideal" sleep metrics, disrupting natural sleep and raising anxiety levels (Figure 4). [2][12]

Article	Focus	Theme	Study Type
Valente M et al. (2020)	Orthorexia	Progression from Healthy Eating	Mixed Methods
Staskiewicz-Bartecka W et al. (2024)	Orthorexia	Social Media & Body Image	Cross-sectional Survey
Mitrofanova E et al. (2021)	Orthorexia	Diagnostic Tool Validity	Mixed Methods
Ambwani S et al. (2019)	Orthorexia	Clean Eating Perceptions	Survey
Tarsitano MG et al. (2022)	Orthorexia	Social Media & Symptom Correlation	Web-based Survey
Strahler J et al. (2021)	Orthorexia	Exercise Addiction Overlap	Cross-sectional Study
Parra-Fernández ML et al. (2020)	Orthorexia	Dietary Patterns	Survey
McComb SE et al. (2019)	Orthorexia	Psychosocial Risk Factors	Literature Review
Valente M et al. (2022)	Orthorexia	Instagram Community Influence	Qualitative Analysis
Cena H et al. (2019)	Orthorexia	Diagnostic Criteria	Narrative Review
Niedzielski A et al. (2021)	Orthorexia	Prevalence & Diagnostic Challenges	Literature Review
Baron KG et al. (2017)	Orthosomnia	Sleep Preoccupation	Case Report
Jahrami H et al. (2023)	Orthosomnia	Reliance on Sleep Trackers	Review Perspective
Jahrami H et al. (2024)	Orthosomnia	Screening Reliability	Meta-analysis
Addison C et al. (2023)	Orthosomnia	Provider Perspectives on Sleep Tech	Survey of Provider Attitudes
Ojalvo D et al. (2023)	Orthosomnia	Impact of Trackers on Insomnia	Observational Study

Table 1. Selected articles overview

General Trends in Sleep Preoccupation Due to Tracker Use (Qualitative)

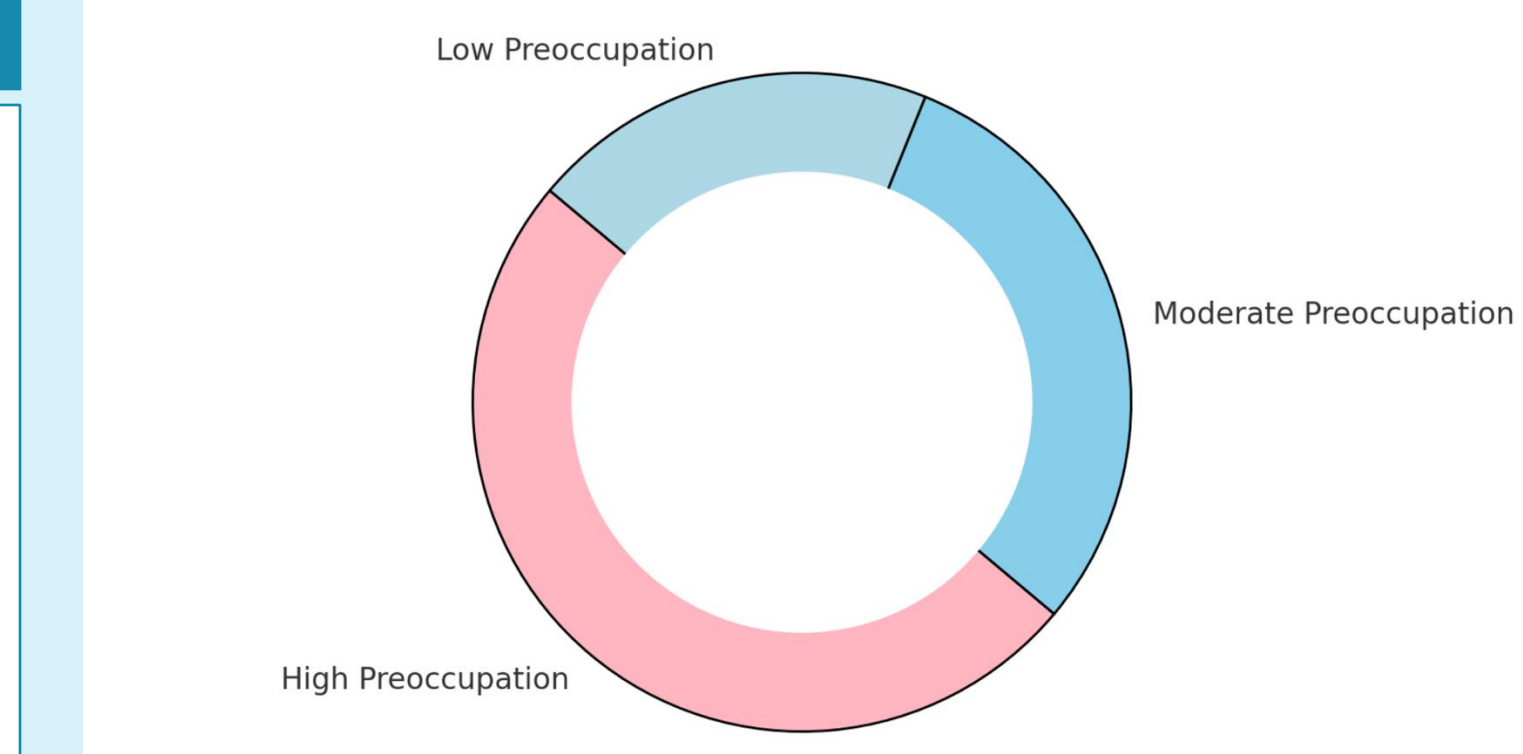


Figure 3. Preoccupation about Sleep Due to Trackers

Qualitative Levels of Device Reliance Among Different Patient Groups

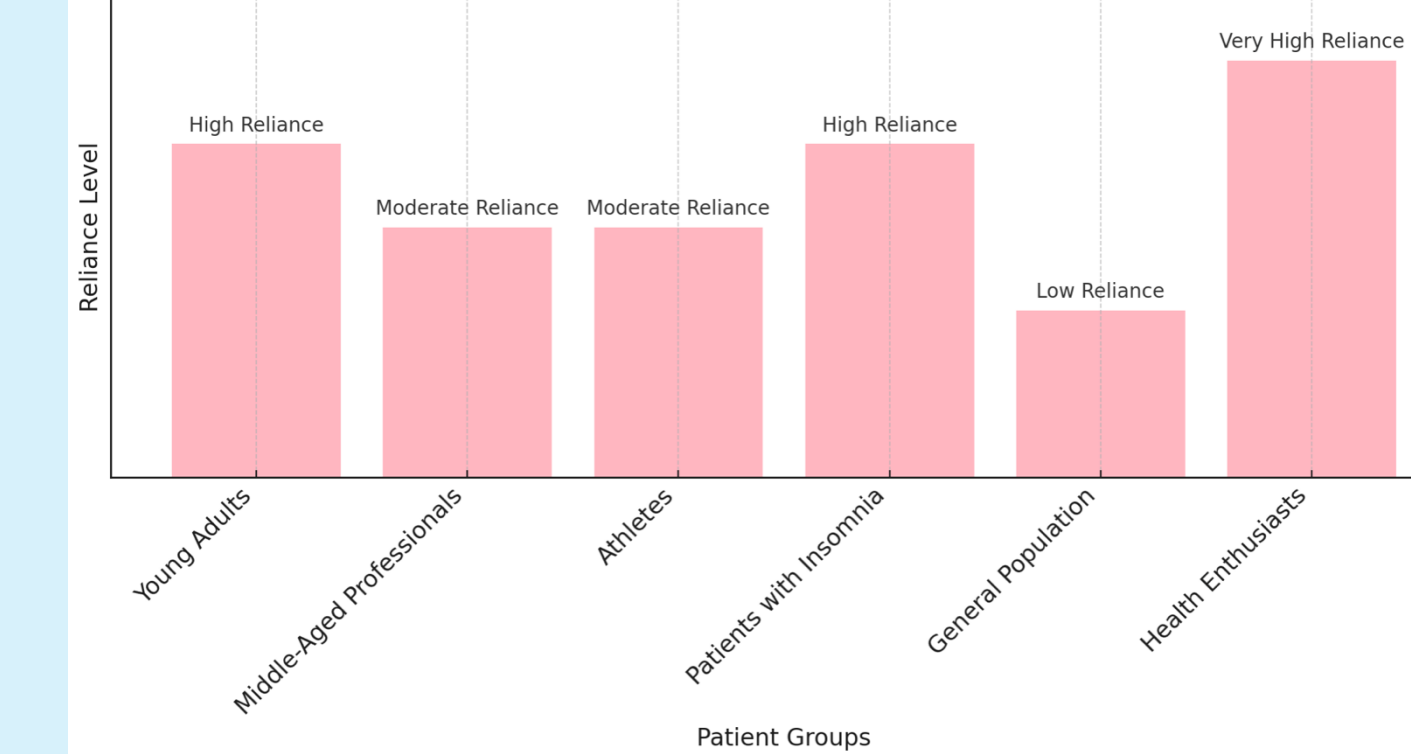


Figure 4. Device Reliance Among Patient Groups

Discussion

Influence of Wellness Culture

- **Social Media & Health Obsessions:** Social media amplifies societal beauty standards and wellness trends, reinforcing obsessive health behaviors like orthorexia.
- **Feedback Loop:** Validation from social media and tracking tools strengthens restrictive, perfectionistic tendencies, fostering mental health risks (Figure 5).

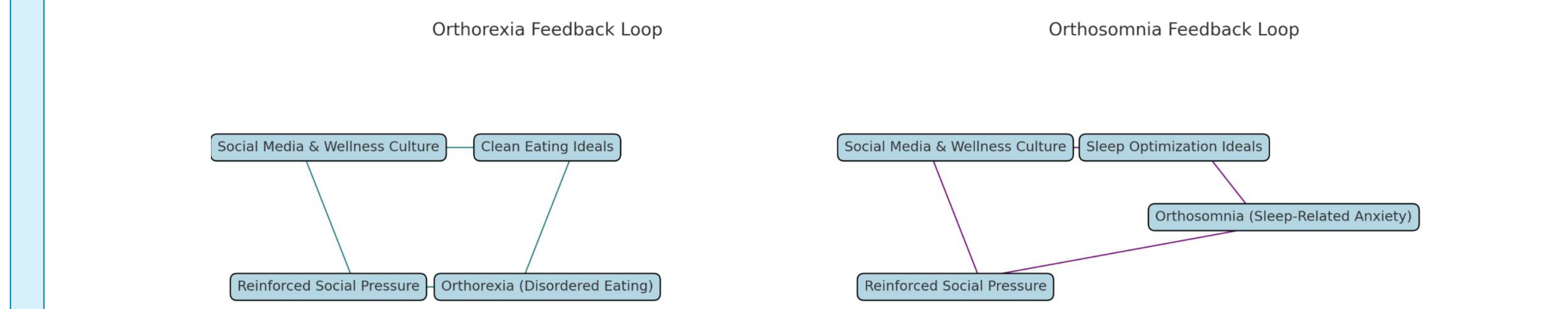


Figure 5. Feedback loops for Orthorexia and Orthosomnia

Impact on Mental Health

- **Orthorexia:** The drive for dietary purity can lead to social isolation and rigid lifestyle restrictions.
- **Orthosomnia:** Emphasis on sleep metrics increases sleep-related anxiety, often worsening sleep quality.

Clinical Implications

- **Diagnostic Limitations:** Current tools like ORTO-15 and APSQ are limited. Clinicians should interpret results carefully, considering the broader wellness culture context.
- **Patient Education:** Educating patients on the limitations of tracking tools can reduce anxiety and preoccupation.

Future Directions

- **Refining Diagnostic Tools:** Develop criteria that consider the impact of digital and societal influences on wellness obsessions.
- **Longitudinal Research:** Assess long-term effects of wellness culture on mental health to inform preventive strategies.
- **Interventions:** Implement digital literacy and culturally sensitive approaches to address health obsession risks. [1][8]

Conclusions

In summary, while wellness culture promotes healthy living, it can inadvertently contribute to health obsessions. Clinicians need to consider these influences and help patients recognize the potential downsides of wellness trends and technology reliance. Interventions like digital literacy and psychoeducation may be key to mitigating these risks.

