



AI, Social Media, & Our Health

idiap

Charlotte Tumescheit, Miranda Carlsson, Janna Hastings, HCHAI Group

Social media is flooded with AI-generated content. Over-idealised images can hurt our self-esteem, and AI-generated images can make this problem even worse. On the other hand, we can use AI to understand hidden struggles expressed on social media, like menstrual pain, back pain, or fatigue, that doctors often dismiss.

Does technology make you feel worse about yourself, or help you find support?

We would like to hear your thoughts and experiences!

AI & Physical Health

People who feel ashamed of a health issue, or dismissed by health care professionals, turn to social media or chatbots.



On the one hand: Health content on social media and from chatbots can be problematic or incorrect.

On the other hand: Social media can provide community and a feeling of being heard.



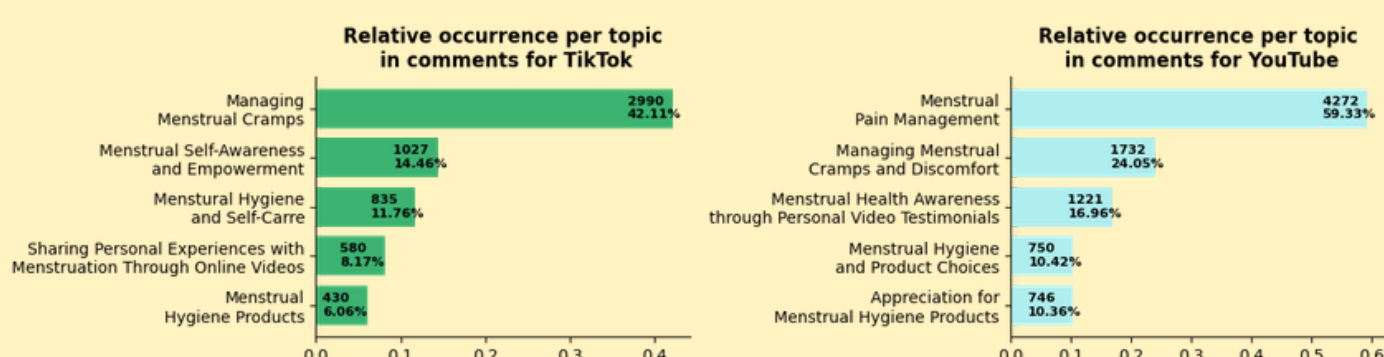
We used AI to analyse engagement with medical topics discussed on social media

Using the hashtag **#menstruation**, we used LLMs to summarise the topics discussed:

😞 Pain was most often mentioned

🤝 Users felt understood and a sense of community

🕵️ But: can we trust what we read online?



When we ask chatbots for health advice, should we give them our personal medical information?

AI & Mental Health

Do you often see pictures like these? This is not what humans typically look like!



Generated by ChatGPT

What do AI-generated images on social media do to our body image?

🔄 Media circulates idealised and unattainable body images

📱 The more time spent on social media, the stronger the effect

👤 Mostly affects women, but increasingly men too



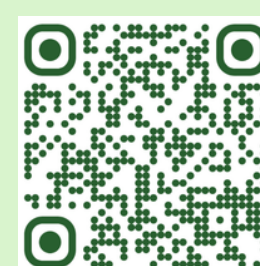
🤖 AI models learn from pictures scraped from the internet, which are often photo-shopped, enhanced, and celebrity-heavy: not representative



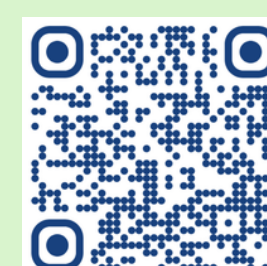
💥 AI models allow for mass generation of idealised and unrealistic images, or the use of filters, making the issue worse

So what can we do about it?

- 👍 Watch our intervention video
- 👍 Follow body-positivity accounts
- 👍 Follow accounts showing diverse bodies and ages
- 👍 Avoid accounts with highly enhanced, AI-generated, and unrealistic content



Video



Podcast (in German)



More info (in English)

What do you think? How do you feel?
Tell us on the next poster by placing your vote!