

1        **Supplementary File**

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3        Acknowledgments

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8Weight Watchers® France and the leaders of the meetings that we attended for their  
9especially warm welcome, and the participants who agreed to be interviewed.  
10

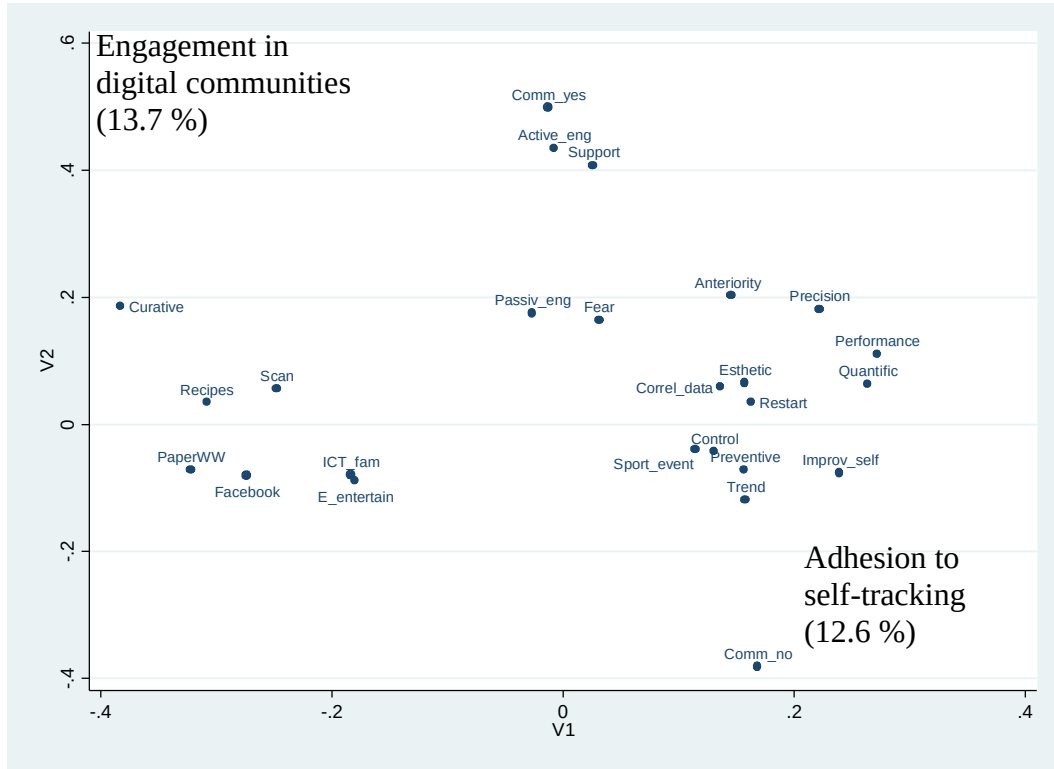
11        Softwares used

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13For content analysis of the interview data, we used Hyperbase software (CNRS –  
14Université Nice Sophia Antipolis, Nice, France). Hyperbase, which can be used for any  
15language with a roman alphabet, offers several functionalities, such as word counts or  
16measurements of textual specificities of interviews.  
17For the quantitative analysis, we used Stata®.  
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19        Figure 1. PCA: Correlation circle axes 1 and 2 of the 25 practices

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23Footnote: Axis 1 is interpreted as “adhesion to self-tracking”, and axis 2 as “engagement in  
 24digital communities”. Percentage of variance is between parentheses. See abbreviations in  
 25Table 1 below.

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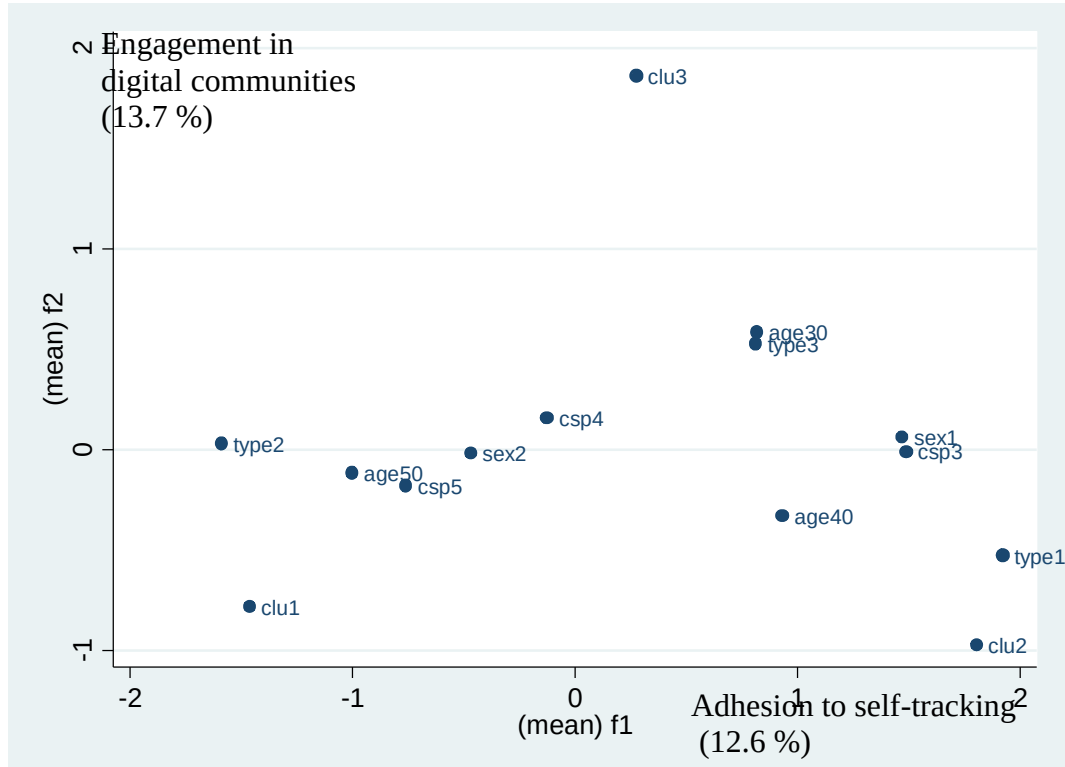
30 Figure 2. PCA: Principal plan axes 1 and 2 of descriptive  
 31sociodemographic variables

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37Footnote: Axis 1 is interpreted as “adhesion to self-tracking”, and axis 2 as “engagement in  
38digital communities”. Percentage of variance is between parentheses. See abbreviations in  
39table 1 below.

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41 Table 1 – Abbreviations of descriptive and socio-demographic variables

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| Variable   | Abbreviation |
|--|--------------|
| Male   | sex1         |
| Female   | sex2         |
| Aged 20 to 29                                      | age 20       |
| Aged 30 to 39                                      | age30        |
| Aged 40 to 49                                      | age40        |
| Aged 50 and more                                   | age50        |
| Upper management, experts, and professionals       | csp3         |
| Intermediate professions and self-employed         | csp4         |
| Clerical and routine white and blue collar workers | csp5         |
| Cluster 1  | clu1         |
| Cluster 2  | clu2         |

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|--------------------------|-------|
| Cluster 3                | clu3  |
| Sport apps users         | type1 |
| Weight Watchers® members | type2 |
| MyFitnessPal users       | type3 |

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50 Table 2 - Correlation between active variables and cluster (Phi  
51coefficient)

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| Themes                 | Active variables   | Cluster 1      | Cluster 2      | Cluster 3      |
|------------------------|--------------------|----------------|----------------|----------------|
| Functionalities        | Quantific          | -0.3895*       | 0.1568         | <b>0.2600*</b> |
|                        | Scan               | 0.1456         | -0.2460*       | 0.0834         |
|                        | Recipes            | <b>0.2905*</b> | -0.2968*       | -0.0206        |
|                        | Facebook_WW        | <b>0.3063*</b> | -0.1516        | -0.1772        |
| Uses                   | Improv_self        | -0.2271*       | <b>0.4097*</b> | -0.1552        |
|                        | Challenge          | -0.0729        | 0.1141         | -0.0330        |
|                        | Precision          | -0.3337*       | 0.1312         | <b>0.2258*</b> |
|                        | Trend              | -0.2145        | <b>0.4184*</b> | -0.1769        |
| Digital network        | Correl_data        | -0.2573*       | <b>0.3031*</b> | -0.0206        |
|                        | CommuYes           | -0.4144*       | -0.2974*       | <b>0.7240*</b> |
|                        | CommuNo            | 0.0639         | <b>0.5436*</b> | -0.5914*       |
|                        | Passiv_eng         | -0.3141*       | -0.1516        | <b>0.4776*</b> |
|                        | Active_eng         | -0.2233*       | -0.1726        | <b>0.4020*</b> |
| Relation to publishing | Support            | -0.2959*       | -0.1339        | <b>0.4413*</b> |
|                        | Anteriority        | -0.2432*       | 0.0280         | <b>0.2298*</b> |
|                        | PaperWW            | <b>0.5379*</b> | -0.2757*       | -0.3020*       |
| Familiarity with ICT   | Fear               | 0.0554         | -0.1781        | 0.1131         |
|                        | ICT_fam            | 0.1922         | -0.0128        | -0.1906        |
|                        | E_entertain        | <b>0.3150*</b> | -0.1615        | -0.1769        |
| Reasons for use        | Esthetic           | -0.2774*       | <b>0.2878*</b> | 0.0154         |
|                        | Preventive         | -0.2145        | <b>0.4184*</b> | -0.1769        |
|                        | Illness_management | -0.2145        | -0.0455        | <b>0.2702*</b> |
|                        | Curative           | <b>0.4315*</b> | -0.5049*       | 0.0312         |
|                        | Performance_sport  | -0.3618*       | <b>0.2228*</b> | 0.1672         |
|                        | Restart            | -0.2770*       | <b>0.4467*</b> | -0.1382        |



|     |             |        |        |        |         |         |         |         |
|-----|-------------|--------|--------|--------|---------|---------|---------|---------|
| 109 | Performance | 0.2724 | 0.1107 | 0.0350 | -0.2935 | 0.1232  | -0.3515 | -0.1646 |
| 110 | Restart     | 0.1632 | 0.0349 | 0.2655 | 0.4773  | -0.1732 | 0.0842  | 0.0978  |
| 111 | -----       |        |        |        |         |         |         |         |
| 112 |             |        |        |        |         |         |         |         |

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