

This study focuses on an obsession with healthy eating called orthorexia nervosa, a term coined by Steven Bratman. It describes a pathological fixation on healthy eating, with a negative influence on the quality of human life. The study aimed to present orthorexia in the context of the Internet, social media, and the wellness industry.

The research sample was composed of 324 participants aged 15 to 68 ($M = 34$), interested in healthy eating. The data was obtained via an online two-part questionnaire. The first part explored the healthy eating lifestyle of the participants (motivation, sources, healthy eating influencers, diets, time spent on the Internet, positive and negative aspects of a healthy diet). The second part was focused on orthorexic tendencies measured by ORTO-15.

There was no difference in orthorexic tendencies between people who visit healthy eating websites frequently as well as between people who use social networks to follow healthy food influencers. Also, there was no difference in orthorexic tendencies between people whose work/study deals with healthy eating and those whose physical appearance is important for their job. It was found out that the wellness influencer trend is not very common in Czech society, popular influencers are mainly Czech nutritionists and fitness coaches.

The reasons for a healthy diet include not only health protection but also looking attractive (44% of respondents) and weight reduction (40% of respondents). It suggests a connection between healthy eating and weight loss, which is in line with a new approach to orthorexia.