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## Gurprit Kaur

Department of Agriculture,  
Lovely Professional University,  
Phagwara, Punjab, India

## Dr. Pragya Pandey

Department of Agriculture,  
Lovely Professional University,  
Phagwara, Punjab, India

## Weight loss vs fat loss and its blogospheric perception

Gurprit Kaur and Dr. Pragya Pandey

### Abstract

Blogging is a type of online journaling that is increasingly being used to track weight reduction attempts. Despite the fact that weight loss blogs are common, few research have looked into them. In this study we have examined bloggers background their suggestions on weight loss based on the number of likes and views on their posts and compared their suggestions with research papers present on goggle scholar. The weight loss suggestions given by the top ten nutritionists in India were also collected to see the effectiveness of the suggestions given by them. The bloggers suggestions are also compared with the top ten nutritionist in India and the difference in the suggestions given were given. The suggestions given by the top ten nutritionist of India were also collected to see the believes of the certified person and uncertified person. Social Media is a potent platform, despite misconceptions are spread all over on weight loss and fat loss. The proprietors of the blogs suggesting speedy weight loss were not certified as such, but were offering advice based on their own weight loss experience.

**Keywords:** Bloggers, blogging, weight loss, social media, weight loss blogs

### Introduction

Today in this trendy world everybody wants to stay fit and look good. A body image of lean body is set in the minds. This is most common in young adults (18-30 years) and they mark the transitional period between adolescence and adulthood. It is a vulnerable life stage due to lack of life experience. They are among the largest consumers of different foods be it fast foods or healthy foods or supplements for health (McLean, 2019). Social media has created a hive among people of an ideal body image, this encourages comparison between the users. It is said that the cause why we struggle with modesty is because we contrast our behind the scenes with everyone else's highlight reel – (Steven Furtick). The young adults in comparison with others try to modify their appearance to portray a perceived ideal body image. The thought of negative body image increases the risk of engaging in unhealthy dieting, weight loss or eating disorders. Eating disorders are reported highest among young adults which results in sleep disturbances, unhealthy weight loss, obesity or critical health diseases (Nagata M., 2020).

Obesity is one of the leading causes of mortality so is weight loss. People tend to lose body weight in the most-unhealthy ways. The body weight is the sum Total includes body water, protein, minerals and body fat mass. We should always maintain a balanced body composition to stay healthy (In Body India, 2020). Body composition are always used to outline the percentages of fat, bone, water and muscle in the human body. Two people with same sex, height and weight may look totally different from each other because of their different body compositions. It can be said that body composition and growth are the key components of health among both individuals and populations. A healthy balance between fat and muscle mass is vital for maintaining health and wellness throughout the life. Studies show that a healthy body composition will increase the lifespan and also reduce the risk of certain diseases like cardiovascular diseases, cancer, diabetes, insulin resistance, increase energy levels and improves the self-esteem and self-confidence of an individual. In today's leading world people are still focusing on BMI (Body Mass Index) as an indicator of normal weight or obesity. BMI is a ratio of height in meters as compared to your weight. It is a common method used to assess the health of an individual by comparing the weight to the height of an individual. Measuring weight according to the BMI, may be same for the two individuals of same weight and height regardless of their fat mass and muscle mass in the body. BMI may be useful in assessing the increased health risk as a result of excess fat accumulation in an individual's body.

### Corresponding Author:

#### Dr. Pragya Pandey

Department of Agriculture,  
Lovely Professional University,  
Phagwara, Punjab, India

Despite prevalent use of BMI it has its own limitations and is a poor tracking tool for weight change because it cannot measure that weight change is in fat mass or muscle mass. One should always focus on percentage of total body fat in relation to body weight. (Willoughby D., 2018)

Indian are born thin-fat (Yajnik. 2017) which means Indians have more fat mass in comparison to the muscle mass of total body weight. One should always focus on percentage of body fat in total body weight. It underlines everything that is wrong with the way we think about improving our health when we measure in the terms of weight loss and not in the spell of fat loss. It is really important to learn the difference between weight loss and fat loss. When an individual thinks of losing weight, he is not just losing body fat but there are also changes in the body composition which includes losing water content, lean body mass, muscle mass and fat mass. One may not gain control over how much weight you lose but can have control over what is lost. Weight loss has created a hive among people and everybody wants to just lose some weight without exactly knowing their body type and composition. (Jane *et al.*) Usually, weight loss is accompanied by loss of lean body mass, lean body mass is body weight minus body fat (Willoughby, 2018). Lean body mass includes everything except the fat mass in the body. Loss of lean body mass has multiple side effects. There are various misleading interventions in various platforms which leads to weight

changes. Most common intervention among individuals are following a calorie restricted diet or reducing meals in their diet which has ill effects on health. These misleading interventions leads to reduction in lean body mass and hence result in weight regain. There is a high risk of metabolic decline in the body due to loss of lean body mass and this results in successive body fat overshoot, and regain fat mass. All these leads to uncertain changes in body composition. (Greenway, 2015) <sup>[4]</sup>.

### Materials and Methods

This is an observational comparative study between weight loss bloggers, publish their blog on how to lose weight or fast weight or fat loss and certified nutritionist in India who give advises on weight loss. All the weight bloggers were identified from the social platforms like Instagram and YouTube. The weight loss blogs and posts were selected based on the number likes and views in them and the authentication or effectiveness of the suggestions given by the bloggers were compared with the research paper on the google scholar. The posts and blogs were searched using key words like weight loss tips, fast weight loss, how to lose fat? Etc. The suggestions given by the top ten nutritionist of India were also collected to see the believes of the certified person and uncertified person.

**Table 1:** Tips from weight loss bloggers

Post type	Channel name	Social media	Likes	Caption	Suggestion	Clinical data	Reference
Weight loss	Anaysa	YouTube	5M	10 Kg in 5 days	Eat more chillies. <sup>a</sup>	Having more chillies reduces Weight/fat mass in the body	(Poddar <i>et al.</i> 2011) <sup>[10]</sup>
Weight loss	Gunjan Shouts	YouTube	1.7M	30Kg in 2 months	Apple cider vinegar. <sup>c</sup>	ACV along with low calorie diet lowers the appetite and HDL-C concentration in the body	(Khezri <i>et al.</i> 2018) <sup>[7]</sup>
					Lemon water <sup>a</sup>	Drinking lemon water in an empty stomach induces weight loss.	(Dias <i>et al.</i> , 2018)
Fat loss	Fit Tuber	YouTube	113K	Extreme fat loss	Avoid milk and milk products	No such scientific data is present to avoid milk and milk products.	
Fat loss	BeerBiceps	YouTube	1.5M	Really fast results	Protein supplements <sup>abc</sup>	Protein supplements in long term has health effect and no such fat loss is seen	(Larsen <i>et al.</i> 2018) <sup>[8]</sup>
Weight loss	Skinny Recipes	YouTube	1.4K	5 kg in 7 days	Cinnamon tea <sup>ac</sup>	Though Cinnamon tea has numerous health benefits, taking in large amount does metabolic decline, dizziness, diarrhea and vomiting.	(Blahová and Svobodov 2012) <sup>[3]</sup>
Weight loss	Vatche	Instagram	74.4K	Easy weight loss	Calorie deficit diet <sup>bc</sup>	Calorie deficit diet develops the risk of cholethiasis, ketosis and low serum uric acid concentrations	(Joshi <i>et al.</i> 2018)
Weight loss	Skinny recipes	YouTube		Fast weight loss	Gluten free diet (GFD) <sup>c</sup>	Using GFD without any Gluten related disease can have nutritional deficiencies and negative psychosocial implications.	(Niland and Cash. 2018) <sup>[9]</sup>
Weight loss	Herbalvibee	Instagram	39.5k	Weight loss	Ginger hot water with honey <sup>a</sup>	Ginger and honey water results in significant decrease in weight in obese women.	(V and G 2020)
Fat loss	Healthyme.365	instagram	102K	Awesome fat loss	Whey protein <sup>a</sup>	Whey protein supplementation during diet-induced weight loss does not have clinically important therapeutic effects	(Smith <i>et al.</i> 2018) <sup>[11]</sup>
Fat loss	Smoothiediet nice	Instagram	1992	Bat – burning smoothie	Cerelery cucumber apple	Juice based diet altered the intestinal microbiota, and decreased the lipid oxidation.	(Henning, S. M., <i>et al.</i> 2017)
Weight loss	TsMadaan	YouToube	78K	5 kg in 2 weeks	Cumin seeds	Cumin has anti-obesity effect on obese people.	(Mohseni, F. 2021)
Weight loss	Gulf News	YouTube	1.8K	Weight loss tips	Whole grains <sup>a</sup>	Significant decrease in body was seen by including whole grain rich diet.	(Wu <i>et al.</i> 2020.)
Fat loss	Versatile Vicky	YouTube	2.7M	Fat burner	Black coffee	No such scientific data is present	
Weight loss	Weight loss world	Instagram	558	Lose weight in 9-5 job	Fasting until 1 pm <sup>cd</sup>	Fasting is not a sustainable way for weight loss	(Johnstone, A. 2015)

Weight loss	WebMd	Google		Weight loss tips	Green tea <sup>ab</sup>	Green tea promotes weight loss in obese people.	(Cabrera <i>et al.</i> 2006)
Weight loss	Healthline	Google		Weight loss	Glucomanan <sup>d</sup>	Glucomanan supplements administered over 8 weeks were well tolerated but did not promote weight loss or significantly alter body composition, hunger/fullness, or lipid and glucose parameters.	(Keithley <i>et al.</i> 2013) <sup>[6]</sup>
Weight loss	BeerBiceps	YouTube		Be a fat burning machine	Intermittent fasting <sup>ac</sup>	reduced levels of insulin and leptin which parallel increases in insulin and leptin sensitivity; reduced body fat; elevated ketone levels; reduced resting heart rate and blood pressure, and increased heart rate variability	(Mark P.Mattson <i>et al.</i> , 2017)
Weight loss	The serious fitness	YouTube		Wiered weight loss tips	Sniff fruits like bananas and apples	No such scientific data is present	
Weight loss	The lallantop	Youtube		Weight loss tips	Low vitamin D levels makes it difficult to lose weight	There is no clear evidence that vitamin D supports weight loss but vitamin D may protect against weight loss induced bone loss.	(Bassatne <i>et al.</i> 2019) <sup>[2]</sup>

- A. Promotes weight loss
- B. Promotes fat loss
- C. Promotes weight loss/fat loss but has health effects
- D. Harmful for health

**Result and Discussion**

**Blog characteristics and suggestions**

The posts were selected on the basis of the most liked and viewed blogs and posts on Instagram and YouTube. It was observed that catchy and attractive headings were used to attract the views. The bloggers gave suggestions on both fat loss and weight loss. Captions like lose 10 kg in 5 days, 5 kg in 7 days, extreme fat loss were used to make the blog more attractive. The most liked and viewed blogs included suggestions like add gluten free diet, add green chillies to the diet, add cumin seeds water, calorie deficit diet etc. when comparing with the research paper suggests that the suggestions does not focus on sustainable weight but short-term weight loss. All the natural weight loss ways like including whole grain, low levels of vitamin D in body had a long-term effect on weight loss. There were also some tips like avoiding milk and milk products, adding black coffee had no scientific prove present that it had any effects on weight loss.

**Trending weight loss suggestions**

Adding apple cider vinegar (ACV) to the diet along with low calorie diet lowers the appetite and HDL-C concentration in the body (Khezri *et al.*, 2018) <sup>[7]</sup>. Cinnamon tea indues weight loss and Though Cinnamon tea has numerous health benefits, taking in large amount does metabolic decline, dizziness, diarrhea and vomiting. Intermittent fasting reduced levels of insulin and leptin which parallel increases in insulin and leptin sensitivity; reduced body fat; elevated ketone levels;

reduced resting heart rate and blood pressure, and increased heart rate variability (Mark P.Mattson *et al.*, 2017). Low vitamin D levels makes it difficult to lose weight but There is no clear evidence that vitamin D supports weight loss but vitamin D may protect against weight loss induced bone loss. (Bassatne A *et al.* 2019) <sup>[2]</sup>. Glucomanan supplements administered over 8 weeks were well tolerated but did not promote weight loss or significantly alter body composition, hunger/fullness, or lipid and glucose parameters. (Keithley *et al.* 2013) <sup>[6]</sup>.

**What do top nutritionist say about losing weight?**

The top nutritionists focus on the sustainable weight loss keeping the diet simple, balancing the diet with proteins carbohydrates vitamins and minerals. To keep the diet balanced and adding all the natural and local foods to the diet. Supplements are a nutritional convenience for people’s nutritional indiscipline adding natural food is more important to heal and balance body naturally (Vasconcelos *et al.* 2020). Combination of diet, supplement and exercise is needed to work successfully, Think food as social cultural nurture and belonging, Maintain Diversity and sustainability in food. Almost all the nutritionist belief that adding local foods to the diet induces weight loss, no fancy diets are required for weight loss or fat loss. Following a ketogenic diet with high proteins increases the uric acid levels and high fats increases the lipid levels which allows kidney and heart to suffer (Alharbi and Al-Sowayan 2020) <sup>[1]</sup>. Combination of diet, supplement and exercise is needed to work successfully.

**Table 2:** Data from top nutritionist in India

Nutritionist	Qualifications	Weight loss suggestions	Fat loss suggestions
Rujuta Diwekar	postgraduate degree in sports science and nutrition from SNDT University, Mumbai	<ul style="list-style-type: none"> <li>▪ Don’t start your day with spices, smoothies or stimulants</li> <li>▪ Think food as social cultural nurture and belonging</li> <li>▪ Maintain Diversity and sustainability in food</li> </ul>	<ul style="list-style-type: none"> <li>▪ Under eating and over exercising leads to exhaustion which then leads to release of cortisol and hence decreases in fat loss.</li> </ul>
Pooja Makhija	Consulting nutritionist	<ul style="list-style-type: none"> <li>▪ Balance meal with carbs proteins vitamin and minerals fats</li> <li>▪ Dinner – less carbs but must have carbs to avoid sugar craving.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Small frequent meals</li> <li>▪ Ketogenic diet – proteins – high uric acid ... high fats – high lipid levels. Kidney and heart suffers.</li> </ul>
Shubhi Husain	Post graduate in nutrition and dietetics	<ul style="list-style-type: none"> <li>▪ Normal diet for weight loss – small frequent meals</li> <li>▪ No weight loss can work without exercise</li> <li>▪ Stress less</li> </ul>	

Ishi Khosla	Post Graduate In Food Science And Nutrition	<ul style="list-style-type: none"> <li>▪ Sustainable weight loss is important.</li> <li>▪ Diet is a way of life.</li> <li>▪ Understand portion</li> </ul>	
Ryan Fernando	Diploma in sports nutrition	<ul style="list-style-type: none"> <li>▪ Supplements are a nutritional convenience for Peoples nutritional indiscipline.</li> <li>▪ Combination of diet, supplement and exercise is needed to work successfully,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Save fat burner – natural active 5 herbal extracts.</li> <li>▪ Garcinia cambogia extract – sugar metabolism is better – glucose metabolism is better</li> <li>▪ Green coffee beans extract – thermogenesis – raises metabolism – burns fat</li> <li>▪ Grape Seed extract – antioxidant potential</li> <li>▪ Cinnamon extract – it stops sugar entering to the body and being converted to the fat.</li> <li>▪ Ingredients help in fat burning.</li> </ul>
Anjali Mukharjee	PhD (h.c) in Wellness with Specialization in Nutrition & Dietetics.	<ul style="list-style-type: none"> <li>▪ Boost protein intake because protein regulates everything- depending on the activity.</li> <li>▪ Avoid grains at night</li> <li>▪ Intermittent fasting</li> </ul>	

**Table 3:** Top Fitness Youtube Channels

Channel name	Owner's qualifications	Weight loss suggestions	Fat loss suggestions
Guru Mann Fitness	Bachelor in Biomechanics/Kinesiology - Human Kinetics BS in Computers, BS Exercise & Sports Science	<ul style="list-style-type: none"> <li>▪ 2-3 cups green tea a day.</li> <li>▪ Focus on eating 2-3 Carbs meal (Complex Carbs) and 3 No Carbs meal.</li> </ul>	Carb cycle Supplement – whey protein isolate
Beer Biceps	B.E. in Electronics and telecommunication	<ul style="list-style-type: none"> <li>▪ Combine ketogenic diet with intermittent fasting.</li> <li>▪ To get rid of water rate – leave salt for 3 days and combine it with diuretics pill and potassium supplement.</li> </ul>	Ketogenic diet
Fit Tuber	B.Tech	<ul style="list-style-type: none"> <li>▪ Eat raw vegetables</li> <li>▪ Cooking spray instead of oils</li> </ul>	Cario for 15 – 20 minutes in an empty stomach. Do not have any kind of carbohydrates
Abhinav Mahajan	Graduate, fashion model		<ul style="list-style-type: none"> <li>▪ Indian diet is low in omega 3 – introduce through diet or supplementation.</li> <li>▪ Omega 3 helps to recover from intense training.</li> <li>▪ Include vitamin C – it oxidises fat better.</li> </ul>
Gunjan Shouts	Graduate	Protein diet reduces Gherlin production	Apple cider vinegar

## Conclusion

The comparison shows that the weight loss bloggers focus on the weight loss while nutritionist focus on sustainable weight loss. If weight loss is gained through improper sources or in unaware manner there may be unfavourable changes in the body composition which can lead to health hazard. Information about why it is important to maintain a healthy muscle to fat ratio in the body. Awareness and perception of people about weight loss and fat loss is to be assessed. The body composition of two people may differ in fat mass and muscle mass, or fat free mass. As shown in the above tables body composition of people of two different region may also differ. As everyone's body composition is different, they shouldn't be treated the same way when it comes to weight loss. When it comes to weight loss, it's important to keep the needs of the person in mind. If a person has a higher fat mass, they should be treated with fat loss interventions rather than weight loss interventions. On social media, there are dangerous trends that promote eating problems among teens and young adults. Disordered eating has been linked to a reduced ability to cope with stressful situations and can have a negative impact on one's life. Guilt, humiliation, and failure are common feelings experienced by people who engage in disordered eating. One of the most powerful predictors of the onset of an eating disorder is dieting. Weight reduction and

fad diets do not take into account people's particular needs, which can lead to hunger, low emotions, low energy levels, and poor mental and physical health. Thus, to prevent health risks, it is always advisable to address weight loss according to an individual's body type and body composition. The technologies that promote quick weight loss are not sustainable; instead, one should strive for long-term or sustainable weight loss.

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