

Supplementary material

Table 1. Characteristics of the adolescents who participated in the survey (n=1542).

Characteristic	Number of participants	Percentage of participants (%)	Percentage of the participants without missing data (%)
<i>Gender</i>			
Female	866	56.2	56.6
Male	655	42.5	42.8
Other	9	0.6	0.6
Missing data	12	0.8	-
<i>Age range</i>			
11-14 years old	909	58.9	59.5
15-19 years old	619	40.1	40.5
Missing data	14	0.9	-
<i>Socio-economic status</i>			
Low	214	13.9	14.1
Medium	938	60.8	61.9
High	364	23.6	24.0
Missing data	26	1.7	-
<i>Digital media use (*)</i>			
Any digital media	1535	99.5	99.5
Website browsing	1438	93.2	93.2
YouTube	1335	86.6	86.6
Instagram	1273	82.6	82.6
TikTok	1226	79.5	79.5

Note: Socio-economic status was estimated based on the score of the neighborhood of residence in the national socio-economic status index. (*) Digital media use was assessed using a check-all-that-apply question, making it impossible to evaluate missing data. Notably, all participants who reported using social media selected at least one social media platform.

Table 2. Description of the codes included in the coding frame developed through inductive coding to analyze responses to the open-ended question assessing spontaneous recall of food and beverage advertisements in social media.

Category	Description
<i>Outlets selling prepared foods</i>	References to advertisements of outlets selling prepared foods, food delivery apps or specific types of fast food
Fast-food and fast-food restaurants	References to fast-food (e.g., burgers, French fries) or specific fast-food restaurants (e.g., MacDonalds, Burger King)
Food delivery apps	References to food delivery apps (e.g., <i>Pedidos Ya</i>)
Restaurants (generic)	Generic references to restaurants, without any mention to specific foods or beverages
Sushi restaurants	References to restaurants offering sushi
Vegan foods and restaurants	Generic references to vegan or vegetarian foods, or to restaurants that offer these options
<i>Ultra-processed products</i>	References to advertisements of specific ultra-processed products or brands of such products
Soft drinks	References to soft drinks or to brands of such products
Savoury snacks	References to savoury snacks (e.g., corn snacks, potato chips) or to brands of such products
Energy drinks	References to energy drinks or to brands of such products
Flavoured water	References to flavoured water or to brands of such products
Chocolates and confectionary	References to chocolates and confectionary (e.g., candies, chewing gum) or to brands of such products
Condiments	References to condiments (e.g., ketchup, mayonnaise) or to brands of such products
Cookies and crackers	References to cookies and crackers or to brands of such products
Ice-creams	References to ice-creams or to brands of such products
Alfajores	References to alfajores (a traditional product composed of two cookies with a filling in the middle) or to brands of such products
Cold cuts and sausages	References to cold cuts and sausages (e.g., ham, hot dogs) or to brands of such products
Bakery products	References to bakery products (e.g., bread) or to brands of such products
Powdered drinks and bottled juices	References to powdered drinks and bottled juices or to brands of such products
Dairy products	References to dairy products (e.g., yogurt, milk desserts) or to specific brands of such products
Instant soups and bouillon cubes	References to instant soups and bouillon cubes or to specific brands of such products
Breakfast cereals and cereal bars	References to breakfast cereals and cereal bars or to specific brands of such products
Marmalade and dulce de leche	References to marmalade or <i>dulce de leche</i> , a traditional type of sweetened condensed milk
<i>Natural foods and culinary preparations</i>	References to advertisements of natural foods or culinary preparations, regarded as healthy foods according to the Uruguayan dietary guidelines
Recipes	Generic references to recipes or typical culinary preparations

Healthy foods	Generic references to healthy foods, without any mention to specific foods
Fruits and vegetables	References to the generic terms 'fruit' and 'vegetables' or to specific fruits and vegetables
<i>Others</i>	References to other advertisements not included in the other categories
Desserts	References to specific desserts or to the general term desserts
Alcoholic beverages	References to specific alcoholic beverages or to the general terms 'alcohol' or 'alcoholic beverages'
Promotions (e.g., discounts)	References to food promotions, such as discounts and merchandising, regardless of the specific product being promoted
Coffee	Generic references to coffee or coffee brands
Weight loss	References to diets, weight loss supplements, diets, weight loss treatments, or weight loss clinics
Yerba mate	Generic references to <i>yerba mate</i> , a herb used to prepare a traditional infusion, or brands of <i>yerba mate</i> .
