

Table 2 Media contents of 47 selected posts

| Issues | Overt advertisement (n=31) | | Hidden advertisement (n=16) | |
|-----------------------------|----------------------------|-----------|-----------------------------|----------|
| | Positive | Total | Positive | Total |
| | n (%) | n (%) | n (%) | n (%) |
| Benefits of breast milk | 2 (6.5) | 2 (6.5) | 2 (12.5) | 3 (18.8) |
| Breastfeeding methods | – | 3 (9.7) | – | 2 (12.5) |
| Formula feeding | 19 (61.3) | 19 (61.3) | 4 (25) | 5 (31.3) |
| Bottle use | 14 (45.2) | | 3 (18.8) | |
| Duration of breastfeeding | – | 1 (3.2) | – | 2 (12.5) |
| Adequacy of mother's milk | – | – | – | – |
| Nutrition of nursing mother | – | 4 (12.9) | – | – |
| Pacifier | 2 (6.5) | | 1 (6.3) | – |