**Instagram communities’ influence on horse-related injuries**

**Objectives**

In Sweden, equestrian sport is practised by ~500000 riders whereof 90% are female, being the third most popular youth sport (RF, 2018). Equestrian sport is a high-risk sport, the risk for injury is highest among riders between 10-19 [1, 2]. Female riders sustain more injuries than male riders, yet injuries among male riders are more severe [3], which indicates a gender difference in risk-taking. Alongside, risk-taking attitudes is a predicting factor leading to riding-injuries [4] and cultural predispositions could influence riders perception of risk and injury in their sport. Turning to study Social Networking Sites which play an intermediate role in cultural norms, especially for young riders, becomes important. Therefore, the aim of this study is to explore norms, attitudes, and risk-taking ideals among equestrians’ online communities, and its influence on horse-related injuries in youth riders in Sweden.

**Methods**

Online ethnography will be used and focus on popular influencers’ content and relevant hashtags on Instagram. The gathered material will be analysed using document analysis [5].

**Concluding discussion**

Preliminary results show professional riders communicating a romanticized image of equestrianism on Instagram, both with and without helmet. This could be problematic since helmet-wear preventing head injuries is well established. Young riders managing to stay put on difficult horses misbehaving are praised as talented in the commentary section, which could encourage risk-taking. Finally, anonymized user accounts publishing videos of riders falling off are identified, which could be an attempt to undramatised equestrian sport as a high-risk sport.

**References**

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