

Food Content on Social Media & Adolescent Diets

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Introduction & Background

Research has found that social media impact 90% of adolescents and adults' decisions. Advertiser's on social media often see adolescents as a primary target for marketing food and beverages, and unhealthy food choices and obesity among adolescents has increased by 20%. We aimed to better understand how social media may affect adolescents' and adults' food choices and behaviors, as well as, more generally, their psychological health and wellness.

Project Aims

To characterize the nutrition and food content present on social media that adolescents might engage with.

Methods

- We developed a questionnaire to capture the characteristics of how food was portrayed on social media.
- Before launching the questionnaire, we spoke with experts and did a pre-test to see if the survey captured key aspects of the video.
- The researcher would use any social media app, scroll until a food video would come up, and then use the questionnaire to summarize key aspects of the video, such as the kinds of foods depicted, and any messages related to food costs, food culture, health, or sustainability present in the video.
- Researchers from the United States, Ecuador, and Pakistan then helped us to collect data on food videos from all three countries.

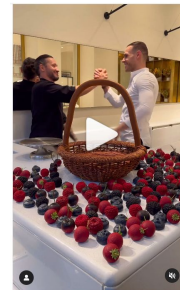
Sample videos



Southeast Asia



Ecuador



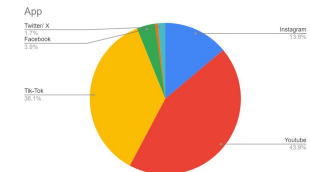
U.S.A

Information collected

- positive or negative connotations
- viewership
- detailed descriptions

Results

We are continuing to analyze our data.



Summary

This survey could be used in future studies to systematically collect data about social media influences on adolescents.

Acknowledgements

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