



Impact of Social Media Food Videos on Food Consumption

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Motivation

SDG: Ensure healthy lives and promote well-being for all at all ages

Social Media

Research Gap:

- Cultural background
- Young adult group
- Unaware of the feature

Goal: To study how factors like Cultural background, Dietary preferences, Screen time, and Digital literacy features affect the ability to distinguish between organic and sponsored food content on social media among young adults.

Hypotheses

1. There is a significant positive relationship between the use of **digital literacy features** and users' ability to differentiate between brand-sponsored food content and authentic food content.
2. User's **screen time** of social media moderates the relationship between **digital literacy features** and the ability to differentiate between brand-sponsored and authentic food content.
3. Being from a **food-rich cultural background** significantly affects how users perceive and are influenced by Food content on social media
4. Users with **dietary restrictions** are significantly influenced by food content on social media

User Study

Participant:

- 17 Students, Minimum daily screen time: 30 minutes, Culturally diverse

Apparatus:

- Google Forms, Laptop, and Smartphone

Procedure:

- Informed consent and briefing for the Study
- General Questions
- Shown 8 Videos based on Sponsored/Organic
- After each Video, asked Likert scale-based questions

Data Analysis

Descriptive

	Mean	Median	S.D.
Total Distinction Score	53.7	50.0	10.1
Craving	37.7	40.6	22.8
Trust	57.2	62.5	14.4
Buy	35.8	40.6	15.4

Data Analysis

1. There is a significant positive relationship between the use of **digital literacy features** and users' ability to differentiate between brand-sponsored food content and authentic food content.

- Quantitative Data
- IV: Use of digital literacy feature
- DV: Ability to distinguish between sponsored and organic food content
- Between-Group Approach
- 2 levels of IV

Data Analysis

1. There is a significant positive relationship between the use of **digital literacy features** and users' ability to differentiate between brand-sponsored food content and authentic food content.
- Is the DV normally distributed and has equal variances?

Total Distinction Score	P-value	Decision
Shapiro-Wilk Test	0.084	Passed
Levene's Test	0.375	Passed

Data Analysis

1. There is a significant positive relationship between the use of **digital literacy features** and users' ability to differentiate between brand-sponsored food content and authentic food content.

- Independent Samples T-Test

	Statistic	P-value	Significance Difference
Total Distinction Score	1.27	0.222	NO

- The collected data do not support this hypothesis

Data Analysis

2. Users' **screen time** on social media moderates the relationship between **digital literacy features** and the ability to differentiate between brand-sponsored and authentic food content.

- Quantitative Data
- Moderation Variable: Screen time
- IV: Use of digital literacy feature
- DV: Ability to distinguish between sponsored and organic food content
- Linear Regression

Linear Regression	t	P-Value	Sig. Dif.
Screentime	0.178	0.861	NO
FeatureUse?	-0.832	0.420	NO
Screentime*FeatureUse?	0.599	0.560	NO



The collected data do not support this hypothesis

Data Analysis

3. Being from a **food-rich cultural background** significantly affects how users perceive and are influenced by Food content on social media
 4. Users with **dietary restrictions** are significantly influenced by food content on social media
- Quantitative Data
 - IV: Food-rich cultural background, Dietary restriction
 - DV: Craving, Trust, Buy
 - Between-Group Approach
 - 2 levels of IV

Data Analysis

3. Being from a **food-rich cultural background** significantly affects how users perceive and are influenced by Food content on social media
 4. Users with **dietary restrictions** are significantly influenced by food content on social media
- Is the DV normally distributed and has equal variances?

	P-value (Shapiro-Wilk Test)	P-Value (Levene's Test)	Decision
Craving	0.295	0.493	Passed
Trust	0.093	0.412	Passed
Buy	0.633	0.221	Passed

Data Analysis

3. Being from a **food-rich cultural background** significantly affects how users perceive and are influenced by Food content on social media
4. Users with **dietary restrictions** are significantly influenced by food content on social media

- Independent Samples T-Test (Check $p < 0.0167$)

	T-value (Food-rich)	P-value (Food-rich)	T-value (Dietary Res.)	P-value (Dietary Res.)	Significance Difference
Craving	0.313	0.759	-1.91	0.076	NO
Trust	-0.878	0.394	-.513	0.616	NO
Buy	1.40	0.181	0.117	0.908	NO

- The collected data do not support either hypothesis

Limitations

- **Small sample size**
 - 17 participants
- **Uneven regional distribution**
 - Majority of participants are coming from Asia and Europe
- **Demographic homogeneity** despite cultural diversity
 - Participants are students, and therefore from the same age group and similar academic background
- Short exposure limits analysis of **long-term effects**

Conclusion

- Factors such as **screen time** and **digital literacy** showed no significant influence on the participants' ability to recognize sponsored food content
- Results indicate that participants' reactions to **food content** on social media were not significantly impacted by their **cultural background and dietary preferences**
- The continuous growth of social media calls for further research focused on its behavioral and commercial effects on users

Thank you for your attention!

References

1. [Viral Content to Real-Life Cuisine and Beyond: Examining Teenagers' Interactions with TikTok Food Videos and the Influence on Their Food Practices](#)
2. [Ten Seconds Can Last Longer: Prevalence, Impact, and User Perceptions of Food Cues on Snapchat](#)
3. [TikTok Made Me Do It": Teenagers' Perception and Use of Food Content on TikTok](#)
4. [It's Too Much On Top of Your Own Food Drama": Exploring FoodAllergy Identity and Experience Through Social Media](#)