

# Food for Teen: How Social Media Associated with Adolescent Eating Outcomes

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**Abstract:** *The observation of the advancement and approach towards lavish changing lifestyle teens are more in to following the trends of social media, including food eating pattern too. The main objective is to assess the relationship between exposure to social media food messages and self - reported adolescent eating outcomes (including food intake, perceived norms and food literacy). The present study experimentally investigates the pressure and effect of social media on consumption of teen's food eating pattern.*

**Keywords:** Food, social media, trends, diet, nutrition, health, diseases, addiction

## 1. Introduction

Today where world especially teens have shifted from traditional media (e. g. television and newspaper) to digital media, from where the Individual get obsessed of following whatever is trendy at a particular time apart from thinking whether it is healthy or unhealthy. Most countries nowadays have been facing a concerning rise on adolescent obesity. This is surely a result of unhealthy eating pattern and their daily intake of non - core foods i. e. foods with high calories and low nutrient, such as junk and fast foods. Hence this keeps them away from eating healthy nutritive food core foods promoted by dietary guidelines such fruits and vegetables. This eating pattern has adversely raised the number of obese teen from 11 to 124 million all over the world in the past 4 decades only. And as you know obesity is a knock for all different disease too, which ultimately increases the risk of mortality and morbidity and maintain their obesity risk factors, for example, low food literacy, unhealthy dietary attitudes, habits and behaviours in adulthood.

The main reason of our unhealthy food attitude and eating is the obesogenic environment we live in, the surrounding saturated with messages encouraging non - core food consumption and promoting obesity. Food messages - such as social media images and videos, advertisement, food influencers post, cooking shows or peer to peer messages have infiltrated our environment. Increase consumption of non - core food is not only associated with obesity but also to a range of chronic disorder and diseases such as cardiovascular disease, cancer, fatty liver, digestive problems etc. Today 98% of the teen is using any one of the social media. A social media is a place where marketers are branding there nutritive and non - nutritive foods with colourful posture and quotes, where they are exposed to posts from peers and these often refer to food, such as influencers drinking soft drinks or peers praising fast food chains. High exposure to such food images could easily influence perceptions about what food other typically eat (also known as descriptive norms), or what food they should eat (also known as injunction norms). Unfortunately the food messages that adults mostly see on social media are posts - primarily shared by marketers, influencers and friends - containing large quantities of non - core foods. These social media messages favouring non - core food could lead to increase positive perception of descriptive and injunctive non - core food norms

among adolescent, which in turn, encourages them to select and eat more non core foods.

Apart from These norms, to avoid depend upon the adult since practical knowledge attitude and skills the possess about food which is commonly referred as food literacy.

A good food literacy must required by every individual for proper dietary intake. These necessary skills also direct their food attitude, inform the food decisions and influence their food consumption. Other than this it is also important that what type of food content these teens are encountered by their social media, as these information can either help or distort their food literacy. Other than non - core foods there are also many core foods advertisement to overcome these non - core food marketing schemes. If one come across these post and pictures than they will surely get benefited in tailoring their own health diet. Enhancement food literacy will ultimately increase the consumption of core - foods.

### Why teens are more affected by These exposure to social media food messages and eating outcomes?

Adolescent is a complex life stage that necessitates its own special focus. They increasingly make choices independent from their parents. They experience and exert more peer influence and exposed more to social media and advertising compared to children. Furthermore, adolescent are particularly susceptible to influence of unhealthy food. This is Due to larger social network they live in and more use of social media.

### Why non - core foods are more preferred than core foods?

The main reason is marketing campaign, who tries to promote their brands by means of influencers with high paid package without worrying about the nutritive value. The second most important reason is you can easily order and it takes no time for fresh tasty food to arrive and this eventually become the habit as it is easy to order food just on a finger tips and with the trend of adopting western culture, people more became status conscious.

### How does food addiction work?

People tend to get cravings when the brain starts calling for certain foods. Even though the conscious mind knows they're unhealthy, some other part of the brain seems to disagree. The

fact is unhealthy food stimulates the reward system in the brain in the same way as addiction drugs, such as cocaine.

For susceptible people, eating unhealthy food can lead to full - blown addiction, which shares the same biological basis as drug addiction. Eating junk food causes a release of dopamine in the brain. This reward encourages susceptible individuals to eat more unhealthy foods. A craving makes it hard to think of something else. It also makes it hard to consider the health impacts of eating unhealthy food.

**Can social media prove to be boon for teens?**

Yes ofcourse, unlike these marketing messages of non - core foods many food literate scholars, Nutritionist, doctors can also post good content and informative videos in order to improve the eating outcome of our young youth.

**What are the diseases associated with consumption of non - core foods?**

- 1) Atherosclerosis: unhealthy foods contain large amount of saturated fats and cholesterol. These substances accumulate in the arteries and pose a threat to arterial health. This narrow the space for blood flow, lowering the amount of oxygen that reaches the cells. When the artery walls are damaged, it causes bleeding and blood clots. This condition is called arthrosclerosis and can cause strokes and heart attacks.
- 2) Cancer: Again, junk foods themselves might not cause cancer, but the conditions arising due to eating excessive unhealthy foods precipitate cancer, people who are overweight or have obesity are prone to kidney, colon, gallbladder and several other types of cancer.
- 3) Hypertension: the salt used in the seasoning of unhealthy food has sodium. And excessive intake of sodium can lead to hypertension or high blood pressure. With high blood pressure comes the risk of atherosclerosis and heart disease.
- 4) Type 2 diabetes: overeating unhealthy food can make an individual obese or overweight. These conditions can further lead to type 2 diabetes and decreased insulin resistance, eye damage, skin condition, slow healing, hearing impairment, sleep apnea and dementia.

- 5) Kidney damage: Eating unhealthy food and processed food can take a huge toll on your kidney health. Researchers reported that eating junk food can cause damage to your kidneys as much as diabetes.
- 6) Liver disease: Diet plays a major role in the development and progression of liver disease. Several studies have shown that excessive consumption of foods that are loaded with unhealthy fats, proteins from meat, refined carbs and sugars, can cause non - alcoholic fatty liver disease. Unhealthy food such as junk food combined with a sedentary lifestyle can cause liver damage, leading to cirrhosis and increasing the risk of liver cancer.
- 7) Dental cavities: non - core foods taste so good, but they can ruin your oral health. The sugar and salt in these foods feed harmful bacteria in your mouth, which produce acids that break down tooth enamel and cause cavities.
- 8) Skin problems: eating a lot of unhealthy and processed foods can cause various skin problems like pimples and acne breakouts. Research review show that food high in fats, refined carbs and sugar are linked with acne. Other studies have also reported that diets high in dairy foods may be associated with an increases risk of acne.

**2. Material and method**

**1) Objectives:**

To assess the relationship between exposure to social media food messages and self - reported adolescent eating outcomes (including food intake, perceived norms and food literacy)

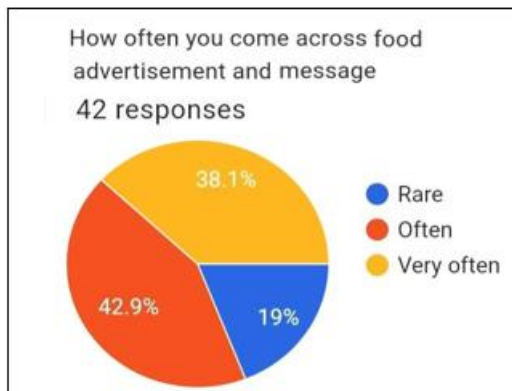
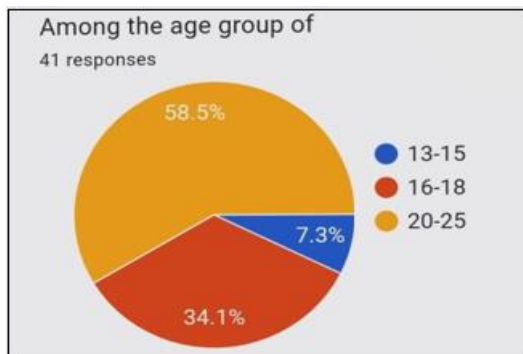
**2) Design:**

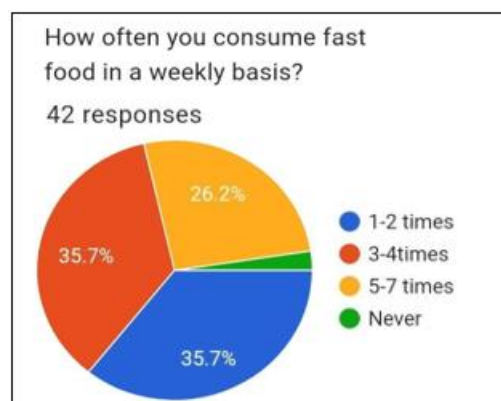
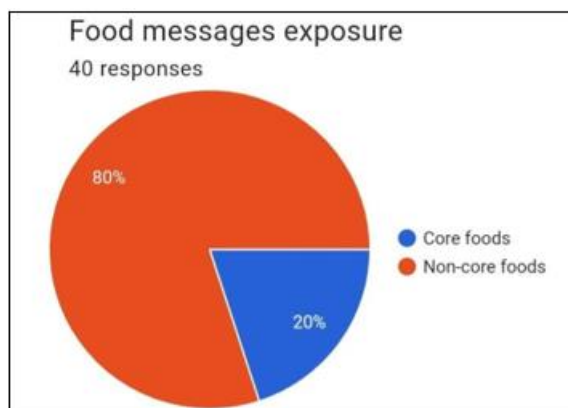
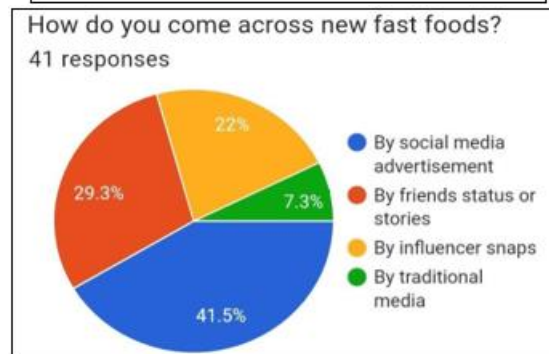
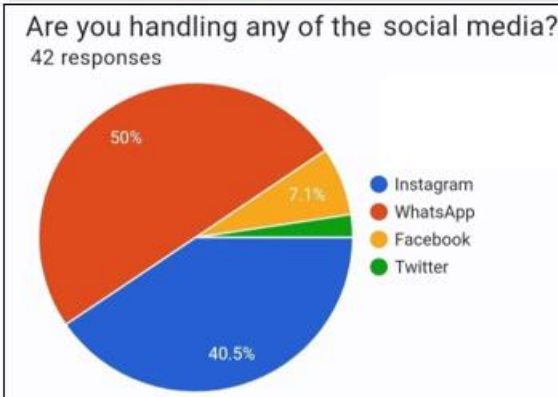
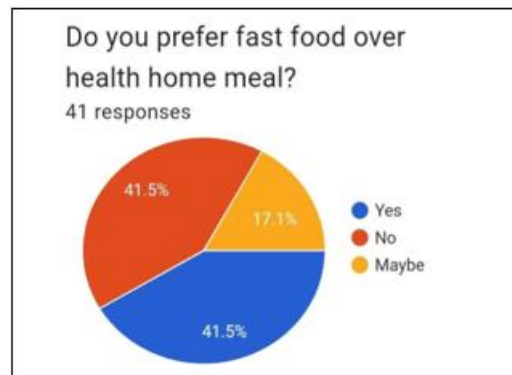
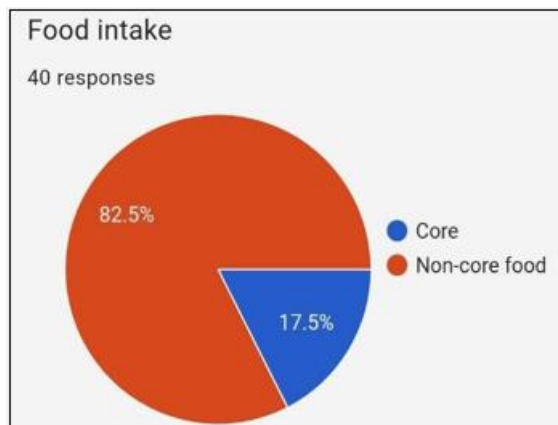
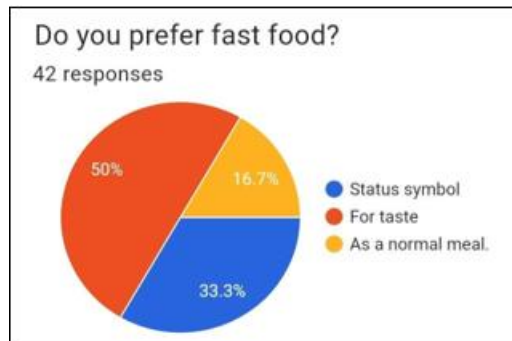
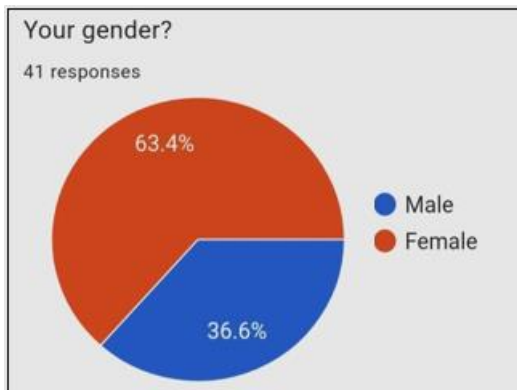
A survey was used to assess reported exposure to core and non - core food messages (including marketing messages) on social media, as well as reported food intake, perceived norms, food literacy, attitudes, self regulation, among the students of Bk Birla college of Kalyan through standardised questionnaire. Questionnaire was shared to students through WhatsApp, Instagram and Facebook to the teens.

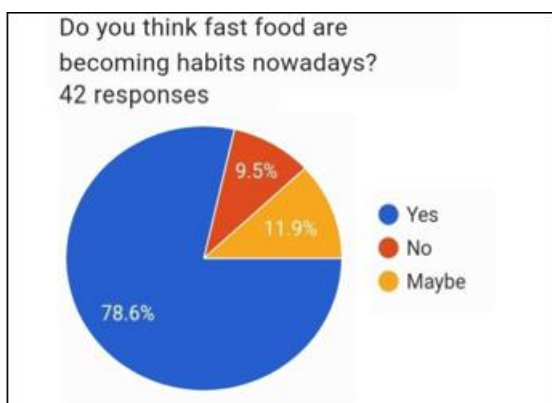
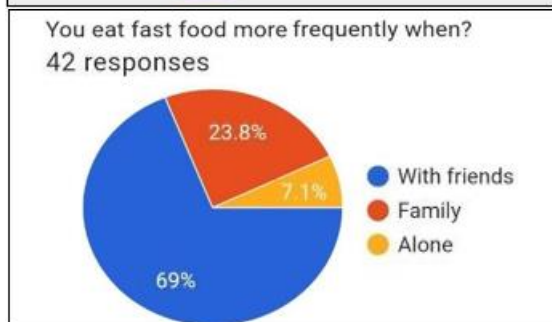
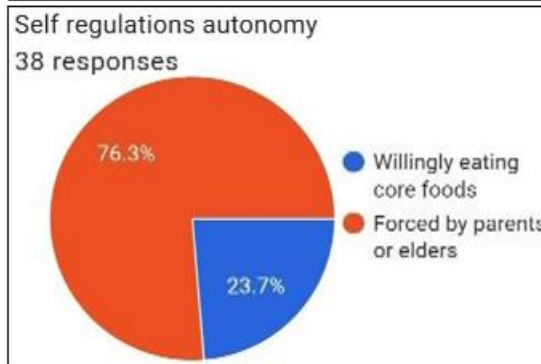
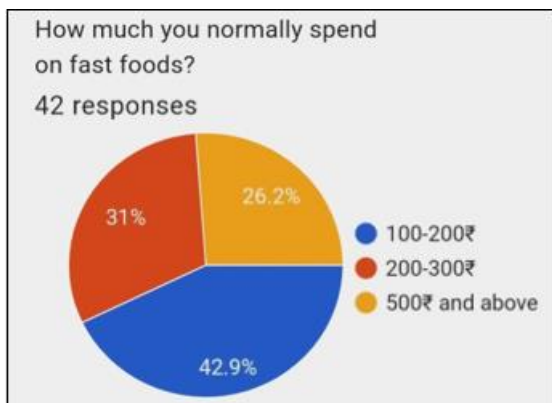
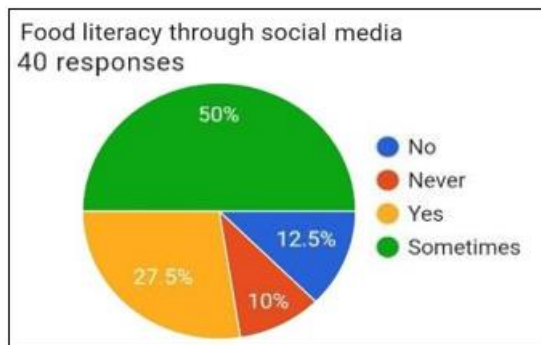
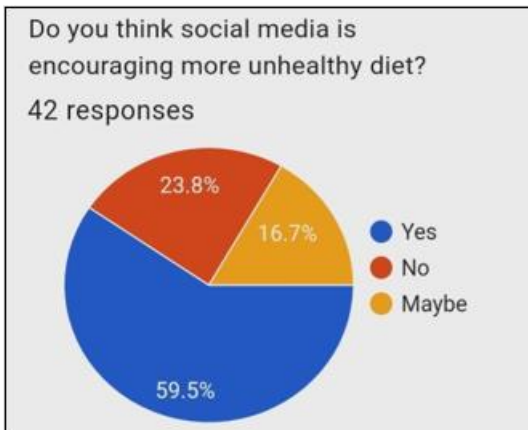
**3) Questionnaire:**

1. Age wise	7. fast food preference.	13. Eat Fast food more frequently when.
2. Gender wise.	8. New fast food exposure.	14. Food literate through social media.
3. social media handlers.	9. social media encouraging unhealthy food.	15. fast food becoming habit nowadays.
4. Exposure to foods adds and message	10. Fast food over healthy home meal.	16. Self regulations.
5. food intake.	11. consumption of fast food on weekly basis.	
6. Food exposure.	12. Money spent on fast food.	

**Result of survey through pie chart:**







**What is the future of our food industry with respect to social media?**

Eating pattern of an individual must be observed since childhood and a healthy eating pattern should be inculcated in the child so that they can carry this habit to their entire life.

- An individual must be taught with a good knowledge of food literacy so that if they get encountered by non - core foods, they can control themselves by consuming it.
- Teens must realised the importance of health and their fitness by giving proper counselling and session, as health is wealth.

**Best way to tailor our teen’s diet:**

- Eating pattern of an individual must be observed since childhood and a healthy eating pattern should be inculcated in the child so that they can carry this habit to their entire life.
- An individual must be taught with a good knowledge of food literacy so that if they get encountered by non - core foods, they can control themselves by consuming it.
- Teens must realised the importance of health and their fitness by giving proper counselling and session, as health is wealth.

**3. Conclusion**

This study highlights the significance of social media in relation to adolescent eating. We concluded that intake of non - core is increasing adversely among teens day by day. Also social media has a big hand in encouraging our teen’s for consuming more unhealthy. Also the advertisement and social media influencer’s lure young people who follow them and young individuals try to copy their lifestyle to whatever they post and share.

Apart from this social media addiction also affects health. As social media marketing is strongest nowadays. However there is a relationship between social media and eating disorders because what we see on social media we crave for that and

due to which we are addicted to non - core foods and from eating this type of food we may face obesity and many other eating disorders. Being aware of health hazard still people are eating non - core junk food and are unable to get rid of this eating pattern.

There is also a significance of social media in this era as every coin has its two sides so do social media too.

There is an opportunity for health professionals to use social media in the promotion of core food among adolescents. We call for relevant policy actions to regulate the marketing of non - core food to adolescents on social media.

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