



TO ACCESS THE IMPACT OF SOCIAL MEDIA ON THE DIETARY PATTERN OF INTERMEDIATE STUDENTS

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ABSTRACT:

As a result of the widespread adoption of social media by young adults, health researchers are looking for strategies to use this engagement in the delivery of interventions and health promotion campaigns. Young adults frequently put on weight and make poor dietary choices, and social media might be a way to help and encourage healthier choices. Young adults are now permitted to make use of social media for the dissemination of information. Online entertainment is a possibly captivating method for supporting youths and youthful grown-ups in keeping up with sound weight control plans and finding out about nourishment. This research survey distinguishes intercessions that utilization virtual entertainment to advance nourishment, looks at their substance and elements, and assesses the proof for the utilization of such stages among these gatherings. Nutritional interventions for adolescents and young adults may benefit from social media. How to use social media to engage with young adults, and how to facilitate social and peer-to-peer support in making healthier choices should all be considered in future research. Cultural norms, social media, personal preferences, and socioeconomic status have the greatest impact on dietary habits. Some young adults decide to continue their education after graduation. The majority of the time, they must drastically alter their lifestyle and eating habits. The reason for this exploration was to look at the dietary patterns of undergraduates.

Keywords: Social Media, Eating Pattern, Food Choose, younger generation

INTRODUCTION

Nowadays, there is no question that youthful grown-ups, particularly understudies, have their web-based entertainment accounts and for their own, they are following somewhere around one powerhouse on any virtual entertainment website (Khalid et al., 2018). Each user on the platform has their own interest and there are a variety of social media influencers (SMIs) on the internet. Social media influencers are a group of people that have constructed a reputation for themselves by applying social media platforms to promote themselves (Lokithasan, et al., 2019). There are magnificence forces to be reckoned with, design powerhouses, food powerhouses, wellness forces to be reckoned with, and so on. These SMIs some way or another figured out how to constantly move their clients in venturing out I.e., impacting their perspective on their lifestyle. These forces to be reckoned with start patterns over informal organizations, and they assume a critical part in forming the assessments of clients on the web (Qualman, 2012).

Online entertainment stages (i.e., Facebook and YouTube) and portable gaming nourishment mediation applications (e.g., Food Legend) show utility among youthful grown-up populaces to bring issues to light, increment information, impact inherent convictions, and rouse perspectives. Virtual entertainment channels, including Facebook, YouTube, and Snapchat, have been perceived by young people as giving distributed help in good dieting through sharing data and offering social help. This checking audit is expected to explain the job of friend impact through virtual entertainment channels on eating ways of behaving among youths between the ages of 10 and 19 years. In any case, probably the most famous web-based entertainment channels have been noted to impact maladaptive (i.e., nonpathological) dietary problems as well as versatile (i.e., neurotic) smart dieting (Chung A et al., 2021).

MATERIALS & METHODS:

Method

This is a local area-based cross-sectional review. Students between the ages of 15 and 19 from various communities provided a total of 200 individual samples. The individuals in the sample were gathered from various Hyderabad colleges, Telangana State, India. A poll was utilized to complete the review.

Materials

A questionnaire was designed and used as a medium for collecting the data. The questionnaire was divided into different parts. Questions about demographic information are included in the first section. The second part includes questions about the social media platforms and the time spent on them. The next part includes questions about the social media influencers they follow and the frequency of consumption of products they recommend followed by the questions about the effect it had on their health whether it be positive or negative.

STATISTICAL ANALYSIS

Interpretation of data was done using Microsoft excel. T-test was done to compare the means of two groups, male and female. The 5% level of least significance was used to determine any differences in the

mean values between male and female respondents. Differences at $p < 0.05$ was considered to be statistically significant. The results are expressed as mean \pm standard deviation.

RESULT & DISCUSSION:

Characteristics of the respondents:

Table 1: Gender, Age and Education of Respondents

Item	Category	N	Percentage %
Gender	Male	92	45.5%
	Female	110	54.5%
Age	16 - 19	202	100%
Education	Inter1st year	73	36.1%
	Inter2ndyear	129	63.9%

The above table 1 displays the characteristics of the respondents. A total of 202 students were approached, of which 45.5% (92) were male and 54.5% (110) were female. The student's ages ranged from 16 - 19 years. Further, 36.1% (73) were inter 1st year students and 63.9% (129) were inter 2nd year students.

Social networking sites used and the time spent on social media:

Table 2: Respondents Social Media sites Utility

Social media sites	N	Percentage (%)
Instagram	137	67.8%
Snapchat	91	45%
Youtube	98	48.5%
Facebook	30	14.9%
Tumblr	14	6.9%

Table 3: Time Spending of respondent on Social media

Hours	N	Percentage (%)
30 minutes - 1 hour	29	14.4%
3 - 4 hours	53	26.2%
4 - 5 hours	59	29.2%
> 6 hours	61	30.2%

The above table the amount of time spent by the respondents on social media, the social media sites that are used by the respondents. The p value is $p = 0.371$ which is greater than the significance value (0.05), so the null hypothesis is rejected.

Do you follow any social media influencers or any accounts that focus on healthy eating or nutrition advice on social media?

Table 4: Respondents Who Follow Any Social Media Celebrities or Accounts That Focus on Healthy Eating and Nutrition Related Advice

Variables	N	Percentage (%)
Yes	144	71.3%
No	58	28.7%
Mean	101	
Standard deviation	60.81	

The table shows the frequency, percentage, mean and standard deviation of the number of respondents who follow any social media celebrities or accounts that focus on healthy eating and nutrition related advice.

Does social media posts by celebrity influencers or advertisements impact what you choose to eat for breakfast, lunch and dinner?

Table 5: Effect of Social Media Posts by Celebrity Influencers or Advertisements Impact on Food Choose

Variables	N	Percentage (%)
Very often	44	21.8%
Most of the time	90	44.6%
Rarely	49	24.3%
Never	19	9.4%
Mean	50.5	
Standard deviation	29.42	

The above Table 5 represents how frequently social media posts / advertisements impact their food choices. Out of all the respondents 44(21.8%) said that it affects them very often, 90(44.6%) most of the time, 49(24.3%) rarely and 19(9.4%) said that social media posts never effected their food choices.

Table 6: Traditional sources Vs Social media

Traditional sources Vs Social media	N	Percentage (%)
Very often	60	29.7%
Most of the time	85	42.1%
Rarely	37	18.3%
Never	20	9.9%

Do you feel like social media influences you'r eating habits more than traditional media sources like TV or magazines and Do you think social media has a greater influence on younger people's eating habits than older?

Table 7: younger generation influences on Social media

Variables	N	Percentage
Yes	153	75.7%
No	49	24.3%
Mean	50.5	
St. Deviation	28.2	

The table shows that the impact of social media is high when compared to the traditional sources, and the next table depicts that the younger generation is more likely to be influenced by social media than the older generations.

Have you ever tried a new dish or recipe because you saw it on social media? When you see a dish on social media, do you search for the recipe and its content?

Table 8: Tried a new dish or recipe by influencing Social media

Tried a recipe	N	Percentage (%)
Yes	148	73.3%
No	54	26.7%
Searched for its content	N	Percentage (%)
Very often	35	17.3%
Most of the time	103	51%
Rarely	48	23.8%
Never	16	7.9%
Mean	67.3	
Standard deviation	49.0	

The Table 8 shows the number of respondents who tried a new dish or recipe because they saw it on social media and it represents that 148 (73.3%) of the respondents tried a new recipe while 54 (26.7%) of the respondents didn't and the table below depicts the percentage of respondents who search for a recipe and its content when they see any dish on social media.

If social media influences your dietary choices, then does it have a positive or negative impact on your eating habits?

Table:9 social media influences your dietary choices

Variables	N	Percentage (%)
Positive	156	77.2%
Negative	46	22.8%
Mean	101	
Standard deviation	77.7	

The Table 9 depicts that 156 (77.2%) of the respondents think that social media has positive impact on their eating choices while 46(22.8%) thought that it has a negative impact. Based on the t-test the p value is $p = 0.20$ which is greater than the level of significance. Hence, the null hypothesis is rejected.

STATISTICAL ANALYSIS

Statistical analysis was done using microsoft excel. Descriptive statistics including frequency, range, mean, median and standard deviation (SD) described the socio-demographic details. Percentages, frequencies, means and SD's were computed for the following items: usage of social media, time spent on social media, sources of information related to body figure, nutrition, health on social media, impact of advertisements and posts on social media. T-test was used to access the impact of social media on student's dietary choices and their perceptions about health, body figure, nutrition and diet. The level of significance was set as $p < 0.05$ (Al Ali e al ., 2021).

Table 10: Social media influences on respondents

Items	T-statistics	Degree of freedom (df)	p value
Age	3.258	8	0.01
Gender	11.16	2	0.007
Social networking sites used and the time spent on social media	0.981	5	0.37
Do you follow any accounts that focus on healthy eating or nutrition advice on social media	0	2	1
Do posts or advertisements impact what you choose to eat for breakfast, lunch and dinner?	-2.24	3	0.05
Social media Vs traditional media and Younger Vs older generation	-0.93	1	0.50
Have you tried a new dish or recipe because you saw it on social media? When you see a dish on social media, do you search for the recipe and its content?	0.99	1	0.46
Does social media have a positive or negative impact on your eating habits?	0	2	0.40

p value < 0.05 : significant ; p value > 0.05 : non-significant

Social media plays a significant role in shaping food choices: The study reveals that social media has a considerable impact on the food choices of respondents. Many individuals follow social media influencers and report that social media posts frequently influence their decisions regarding what to eat.

Social media platforms and usage patterns: Instagram and YouTube are the most popular social media platforms among the respondents. A significant number of participants spend a considerable amount of time on social media, with a substantial proportion exceeding 6 hours per day.

Influence of social media influencers: Social media influencers hold considerable sway over the food choices of respondents. The majority of participants reported following these influencers and acknowledged their ability to shape thoughts and behaviors related to food.

Exploring new recipes and dishes: A significant percentage of respondents expressed a willingness to try new dishes and recipes they encountered on social media. This suggests that social media platforms serve as a source of culinary inspiration and facilitate culinary exploration. Varied perceptions and opinions: While there is a general acknowledgment of social media's influence, there are also diverse opinions and perceptions among respondents. Some individuals strongly agree that social media impacts their food choices, while others disagree or are uncertain about this influence.

Popularity of healthy eating accounts: A substantial number of respondents reported following accounts that focus on healthy eating or provide nutrition advice on social media. This indicates an interest in health and wellness-related content and a desire for guidance in making healthy food choices.

Impact of advertisements on food choices: Many respondents acknowledged that social media advertisements have an impact on their food choices. However, there are also individuals who do not believe that these advertisements influence their decisions.

Social comparison and image maintenance: A significant percentage of respondents admitted to comparing their meals to others on social media. Furthermore, a substantial number felt pressure to maintain a certain image when it comes to food on social media.

Perception of social media's influence: Respondents generally agreed that social media has a positive impact on their eating choices. However, a small portion of participants expressed a negative perception of this influence.

CONCLUSION

Overall, the findings highlight the pervasive influence of social media on food choices, the power of social media influencers, and the role of these platforms in promoting new recipes and culinary trends. The varied perceptions and opinions underscore the complexity of the relationship between social media and food choices, calling for further research and education to better understand the implications of this influence on individuals' dietary behaviors.

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