

A19 The relationship of food vlog viewing on social media with food cravings among youths

Nor Atikah Aina NA¹ and Sameeha MJ²

¹Nutritional Sciences Programme, Centre for Community Health Studies (ReaCH), Faculty of Health Sciences, Universiti Kebangsaan Malaysia

²Centre for Community Health Studies (ReaCH), Faculty of Health Sciences, Universiti Kebangsaan Malaysia

The high usage of social media by the youths and the rise of unhealthy food advertisement in this current era has become one of the contributors to the high prevalence of obesity problems worldwide. Previous study found that food advertising was associated with the youth obesity. Eating problems occur when most of the foods reviewed made by influencers in vlogs are mostly unhealthy foods. The objectives of this study were to evaluate the current level of social media usage among youths, identified factors of food cravings among youths after watching food vlogs and to determine the relationship between the uses of social media with food cravings among youths. This study was a cross-sectional study conducted among youths aged 15 to 30 years old who study or live around Kuala Lumpur and Selangor. These youths need to have Instagram or Youtube social media accounts. Four food vlog videos with the highest number of followers and viewers were selected based on the rating showed in Socialblade and Hypeauditor websites. These food vlog videos were combined into a 9 minutes video. Participants were requested to watch the video before answering a set of questionnaires given via Google Form. Overall, the results showed that the usage of social media among youths was high (3.15 ± 0.76). Factors influencing food cravings were psychological and cognitive factors such as food images and influencer's reaction. There was a moderate positive relationship ($p < 0.05$) between the use of social media among youths with food cravings after watching the food vlogs. In conclusion, food vlogs is one of the strategies employed by influencers and food companies to influence youths to eat unhealthy food. Stricter regulation and legislation are needed by the authorities to control the promotion of unhealthy food on social media and encourage influencers to promote more healthy foods.