

THE RELATIONSHIP OF FOOD VLOG VIEWING ON SOCIAL MEDIA WITH FOOD CRAVINGS AMONG YOUTHS

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INTRODUCTION

Food vlog is gaining attention among the youths who exposed too much on social media (Djafarova & Rushworth 2017). Most of the food vlog on social media promotes unhealthy foods. Therefore, the youths are easily to eat the unhealthy foods after they being attracted to the promotion made by the influencers on social media (Harris & Fleming 2019). Pila et.al (2017) also proven that there is a relationship between the food viral on social media with the changes of individual's diet intake. Food craving is one of the habits that can change individual's diet (Neely et.al 2014).

OBJECTIVES

To examine the relationship between the usage of social media among youths and the food craving among youths after watching the food vlog.

METHODOLOGY

- Cross-sectional study
- Conducted through social media (google form)
- Subjects among youths aged 15-30 years old who live or study in Kuala Lumpur and Selangor
- Youths that have Instagram or Youtube accounts



Four popular food vlogs from Youtube and Instagram were analysed using Socialblade and Hypeauditor websites and combined into one video duration 9 minutes.

Video induced in the link form

Subjects watch food vlog through the link provided before answering the questionnaires

Subjects answer the questionnaires in google form.

CONCLUSIONS

This study is very necessary to avoid eating problems among today's youths who are much exposed to social media. The results of this study can be used to control the intake of unhealthy food displayed from food vlog videos on social media.

RESULTS AND DISCUSSIONS

Table 1: The usage of social media among youths (n=173)

Test used: One sample t-test

N	Mean	Std. Deviation
173	3.15	0.77

❖ There is a significant difference $p < 0.05$ for the use of social media with (M=3.15, SD=0.96).

Figure 1: The social media platform used by the youths to watch food vlog

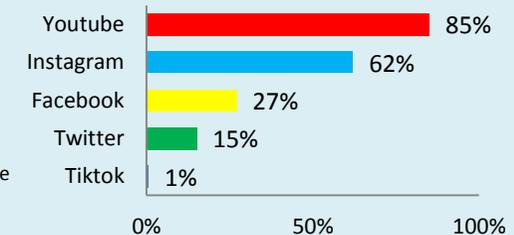


Table 2: The factor of food craving among the youths after watching the food vlog

Food craving factors	Average of mean	Average of SD
Psychological and cognitive	3.96	0.85
Environmental	3.28	0.95
Lack of self-control	3.10	0.91
Total Average	3.45	0.81

- Majority of the youths enjoyed watching food vlogs by using **Youtube (85%)** and **Instagram (62%)**.
- Majority of the youths are indeed exposed to social media. There is **significance difference $p < 0.05$** for the use of social media among youths.
- The average of the mean showed majority of the youths chose **'agree'** scale in the food craving questionnaire.
- **Psychological and cognitive factor are the main factors** that influence youths to eat after watch the food vlog.
- There is a **moderate positive relationship (0.61)** between the use of social media among the youths with the food cravings among youths.

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