

## An Introduction to Media & Food Consumption

- Digital media has saturated daily living – there are a million ways to consume media.
- Mealtimes stand out.
- How does digital media influence food engagement, behavior, and physiology?

## Research Methods

- Search engines: Google Scholar and the Cal Poly Humboldt Online Library.
- Common search terms: food/meal habits, television, TV dinners, mukbangs, digital media, food preferences, food relationships, hormone disruption, and dietary intake.

## How Media Influences Meal Choices

- Greater digital media engagement = greater prioritization of sensory appeal<sup>2</sup>.
- Brighter colors and intriguing textures<sup>9</sup>.
- Higher screentime inhibits consumption of nutritious foods while promoting processed and sugar-sweetened foods<sup>13</sup>.

## Targeted Ads

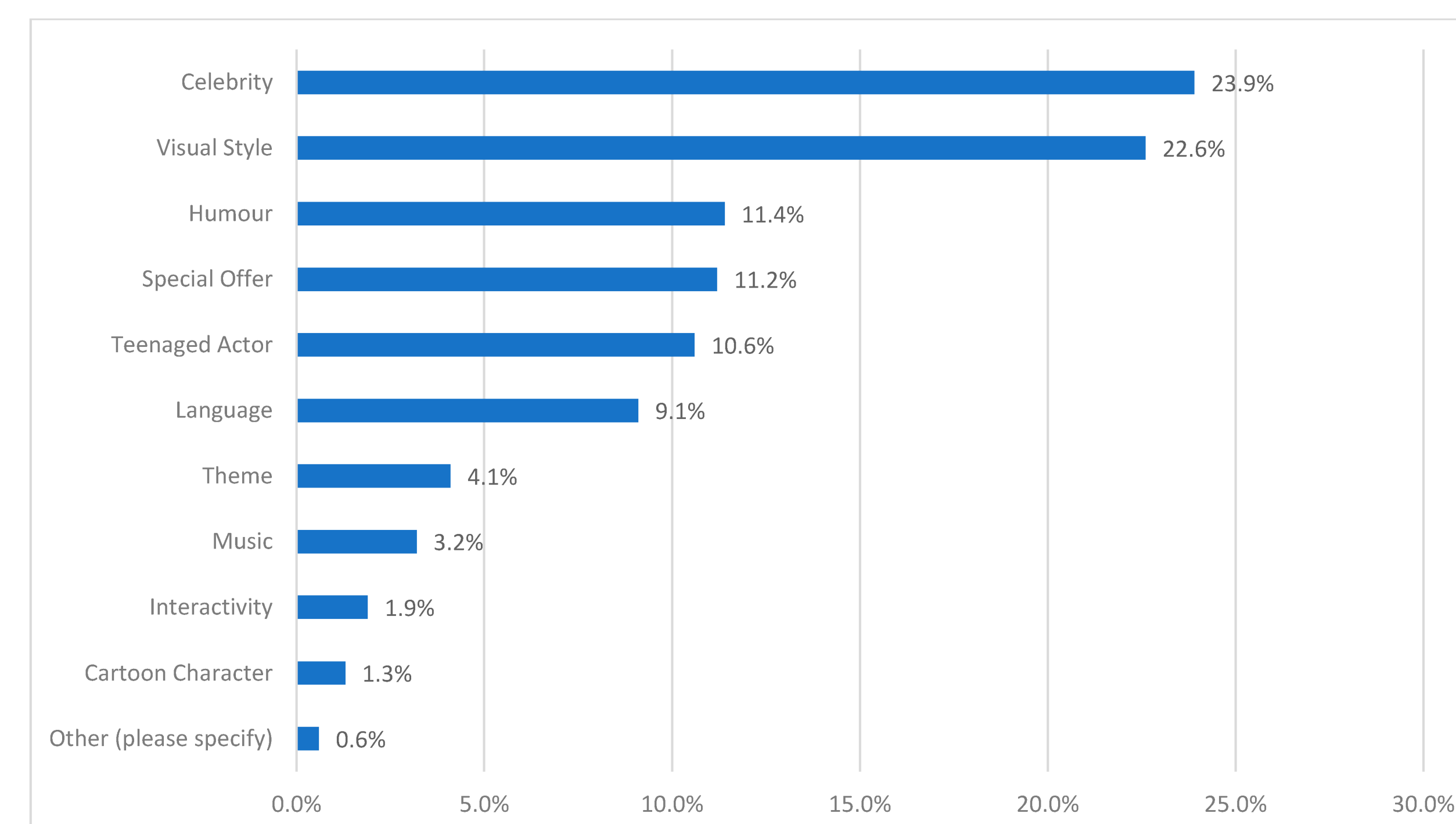


Figure 1. Truman & Elliot (2024). 'Most important marketing technique when it comes to teen-targeted food marketing.'

- The average American views about 18 food-related ads every day. Fast-food-related ads have the highest viewership<sup>5</sup>.
- Higher exposure to television = increased likelihood of enjoyment<sup>7</sup>.

## Mukbangs

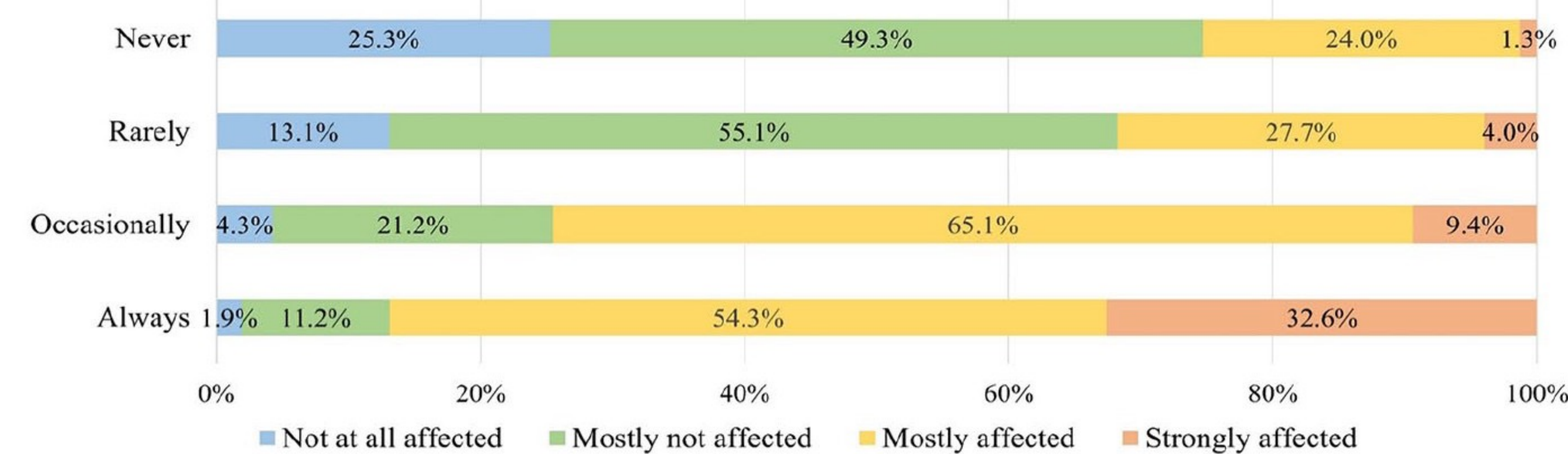


Figure 2. Kang et al. (2020). 'Exposure to 'mukbangs' and their influence on health habits.'

- Mukbangs rose to fame in the early 2010s<sup>14</sup>.
- 90% of mukbang content consists of fast/delivered food and grocery store purchases<sup>8</sup>.
- Overeating or finishing the entire meal within a time limit had significantly higher views<sup>8</sup>.
- "Communal feasting." Creating belonging and identity through promoted foods– for better or for worse<sup>10</sup>.

## Hunger and Satiety Cues

- Sensory Specific Satiety (SSS).
- Watching television while eating leads to greater food consumption<sup>3</sup>.
- Distracted vs. non-distracted eating<sup>4</sup>.
- Inhibition of SSS may shorten the time between meals and contribute to overeating.

## Steps Toward Change

- Meal gratitude and connection.
- Practicing presence<sup>9</sup>.
- Mindfulness and simple appreciation contribute to happiness<sup>1</sup>.
- Gratitude facilitates improvements in healthy eating behaviors in adolescents and young adults<sup>6</sup>.

## Future Research and Study Implications

- Expansion of age groups<sup>15</sup>.
- Utilization of longitudinal studies - tracking screen exposure and dietary habits.
- Education!

