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Food Depiction in the Posts Created by Female Lithuanian Influencers in Facebook and Instagram

Abstract: Background. Considering health differences between females and the general population, and that content published in social networks might act as a risk factor to health, we aimed to assess the prevalence of posts depicting food published by Lithuanian female influencers on Facebook and Instagram. **Material and methods.** All publicly available posts (3745 in total) created by 10 most popular female Lithuanian influencers on Facebook and Instagram in 2022 were included to this study. The content analysis of the posts was performed and information about depicted food was registered. Distribution of the posts depicting food was assessed according to social networks. **Results.** Every third (32.0%) post presented foods. Fast food was presented in 7.9%, sweets – in 41.6%, vegetables – in 65.7%, fruits and berries – in 45.4%, cereals – in 42.9%, dairy products – in 40.8%, meat – in 26.9%, sea food – in 13.7% of these posts. More posts portraying food in general and fast food were posted on Instagram (respectively, 33.1% vs 31.0%, 9.9% vs 6.3%) ($p \leq 0.05$). More posts portraying vegetables, sweets, fruits and berries, cereals, dairy products, meat, sea food were posted on Facebook (respectively, 68.3% vs 62.5%, 45.4% vs 37.1%, 48.5% vs 41.9%, 45.5% vs 39.7%, 43.2% vs 37.8%, 29.7% vs 23.6%, 16.0% vs 11.0%) ($p \leq 0.05$). **Conclusions.** Every third Lithuanian female influencer post depict food, more frequently on Instagram. Healthy food is more frequently depicted on Facebook. Healthy and unhealthy foods are presented with similar frequency.

Keywords: Influencers; female; social networks; nutrition; content analysis.

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