

CAMERA EATS FIRST: FOOD AND SOCIAL MEDIA



Rachel Dambrot
Communication Studies Major
Public & Mass Communication
Marketing Minor
dambro1@tcnj.edu

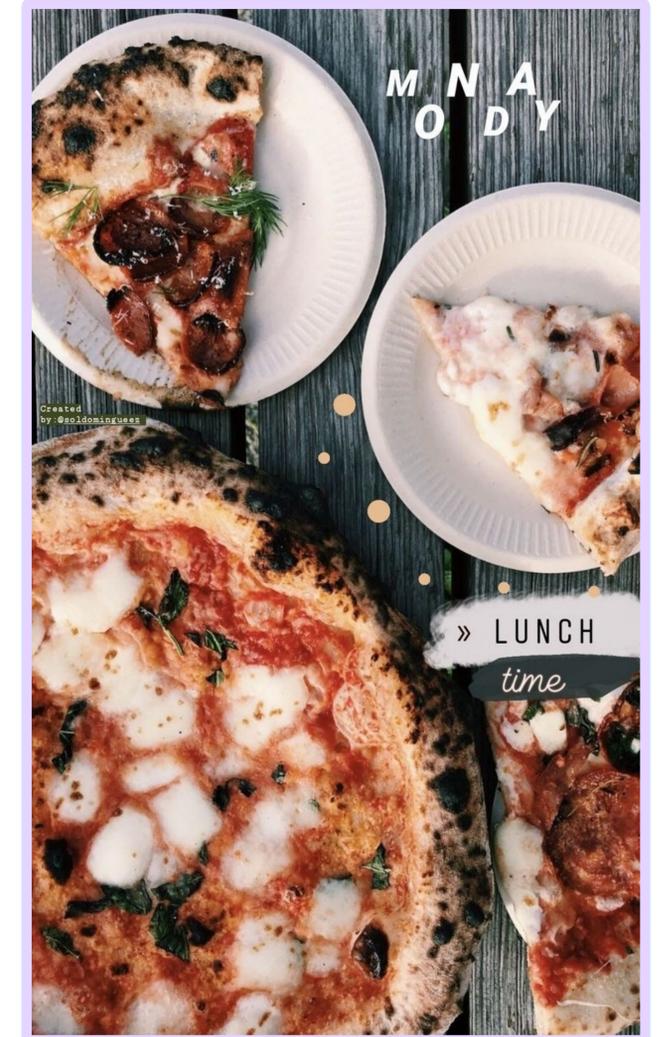


KEY POINTS

- Social media platforms are a **significant** part of our day to day lives, being a place to connect with others.
- People go out of their way to capture an **aesthetically pleasing** picture for social media.
- Food is not only a popular topic on social media, but it serves a **deeper meaning for society**.
- Social media has **changed the food industry** by allowing people to share their food and culture in new ways in order to connect and bond with people around them.
- The goal of restaurant owners is to design **unique experiences** for people to document on social media (Lee, 2017)
- **1 in 4** foodies check the venues Instagram feed before the visit (Edwards, 2019).

ABSTRACT

Living in a technologically convergent world, people's everyday lives are being shared through social media. Social media platforms are a significant part of our day to day lives, being a place to connect with others. Specifically, social media has changed the way people eat their food. Individuals go out of their way with a goal in mind to photograph an aesthetically pleasing image for social media. “Food Porn” is a commonly used term that is used to portray food in a glamourising way, capturing it on a mobile device (Dejmanee, 2016). In fact, the hashtag foodporn is one of the most popular hashtags on social media, specifically on Instagram, citing 1.7 million users hashtagging it over a 5-month period in one study (Mejova, 2016). Not only is food a popular topic on social media, but it also serves a deeper meaning for society. To demonstrate, posting images of foods online that people have made or from places they have been to, allows for society to come together with friends and family (Bouvier, 2018). Posting food pictures on social media provides many benefits and opportunities to make connections. Therefore, social media has changed the food industry by allowing people to share their food and culture in new ways in order to connect and bond with those around them.



LINK TO
FULL PAPER

