

Which has more influence on the Spaniard's citizens dieting: the media's information and social networks, health professionals or close experiences of relatives and friends?

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Introduction

Spaniard's consumption habits have been subjected to a high mutations process since approximately the 80s, coinciding with the increased emergence of great media corporations, advertising agencies, the audio-visual industry, and at this time, social networks. It has been a slow process but continuous throughout the time, which has modified the Spaniard's habits (based on a Mediterranean diet) and impacted the whole population's health.

Objectives

- 1 What do media and social networks role play in the decision to decline one food or another?
- 2 Which channels do citizens use to look for nutrition information?
- 3 Which are the favourites sources of information to understand information related-food?

Methodology

October 2019

ScienceFlows team
launched a questionnaire

The survey included variables to know if the choice of a diet by citizens were based on:

- The information disseminated on the digital media, social networks
- Political, moral, religious influences
- Intimate experiences from relatives and friends

100 Spanish people
population-representative
answered the survey

People from the
selected sample sent
the questionnaire to
friends and relatives
through WhatsApp

324
responses

Of the 45 variables in the study, the variables gender, age, level of education, health status and importance of food were considered illustrative.

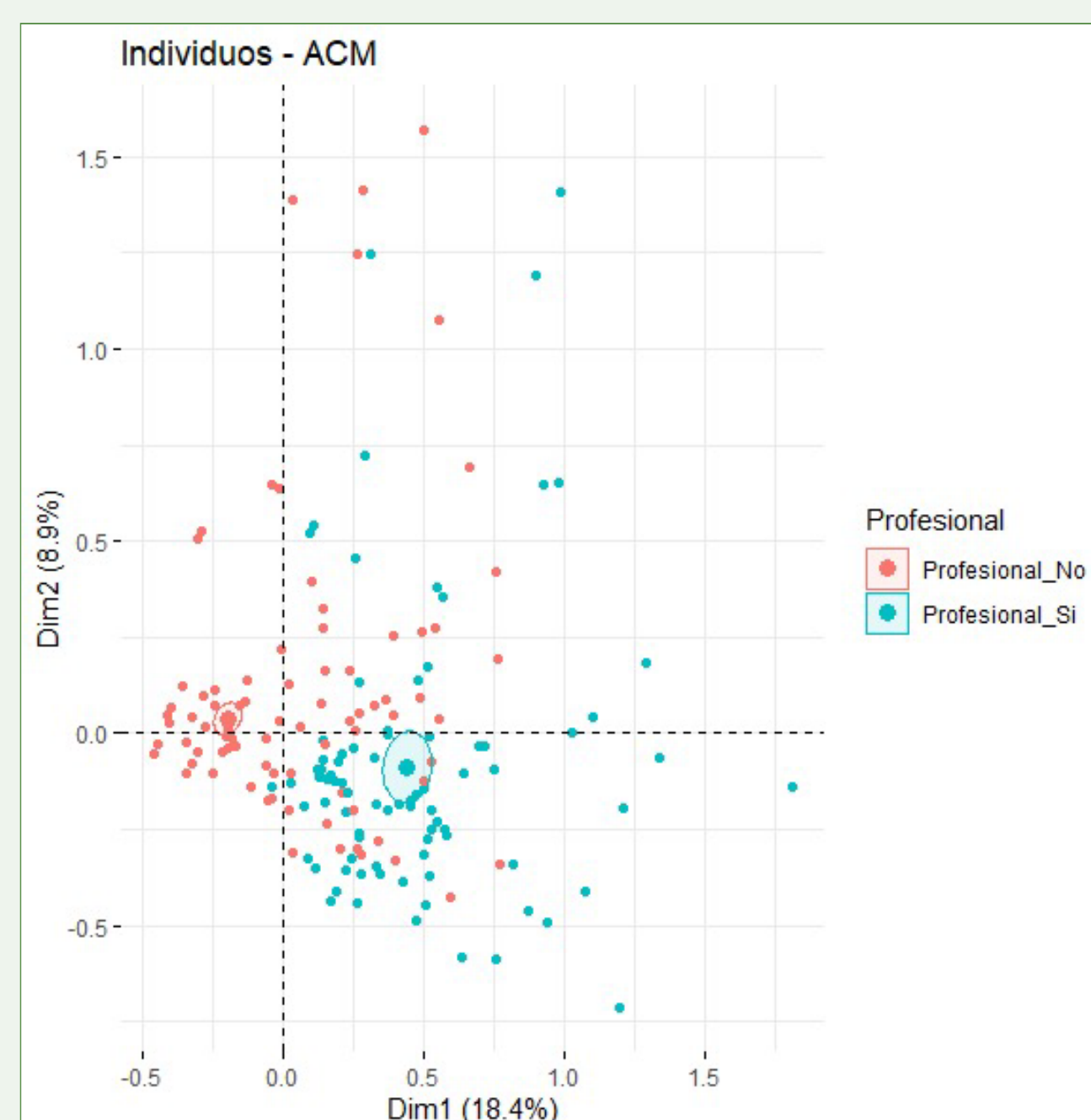
The rest of the variables, related to the eating patterns followed by the individuals, their motivations and possible influences, were considered as active variables.

Results

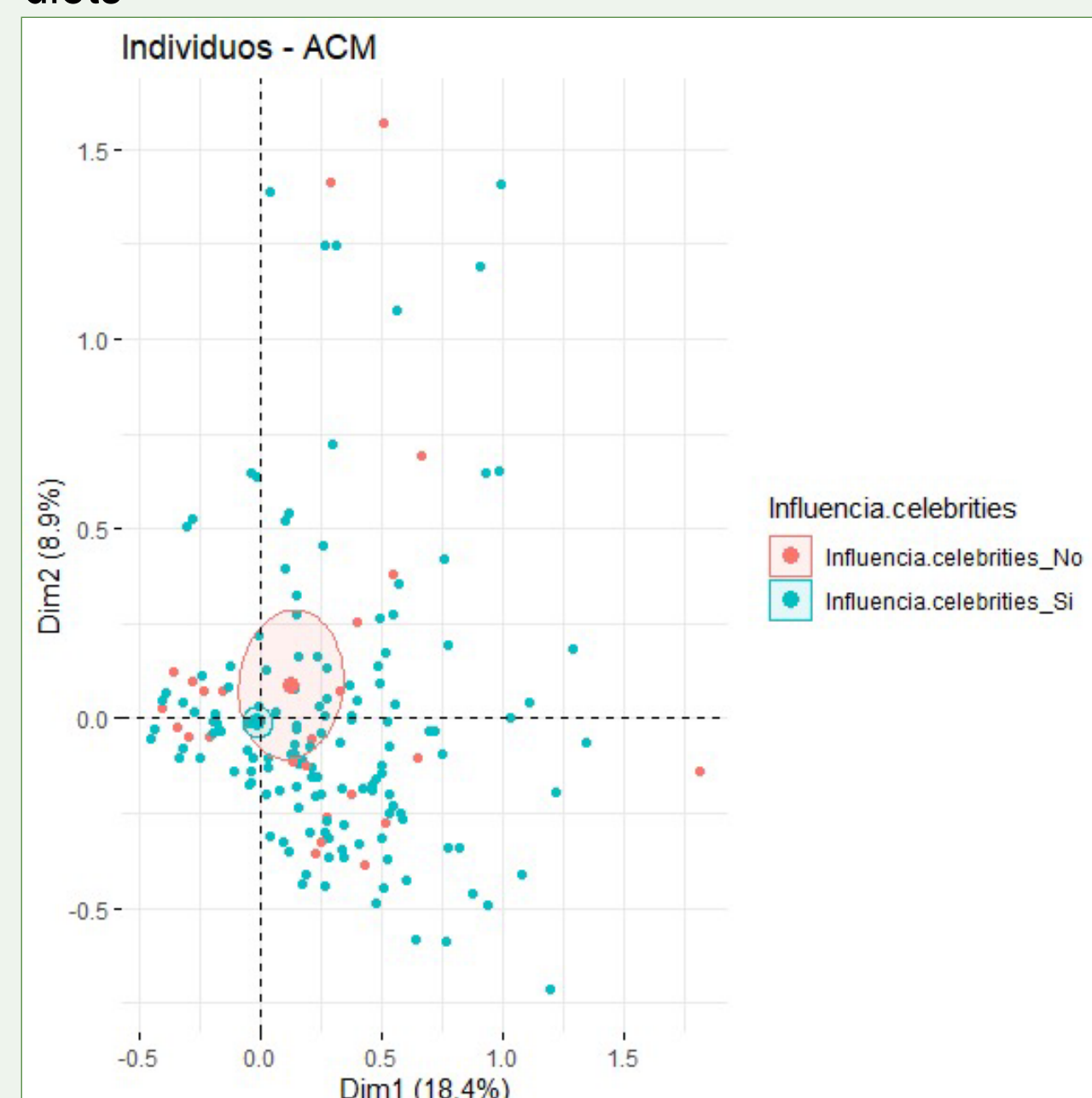
Friends influence more than relatives when choosing a diet



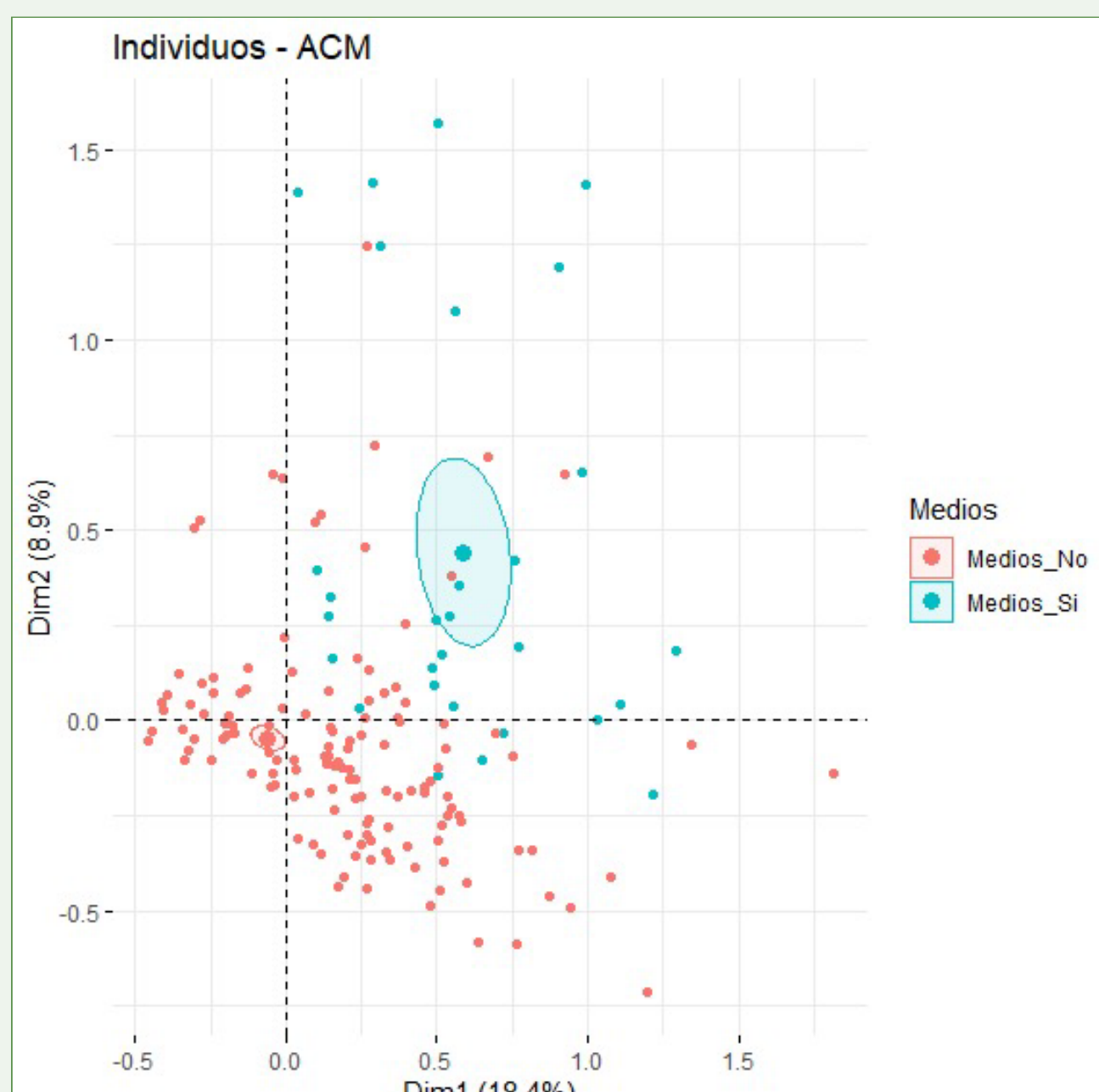
The role of physicians in diet advice is limited



Responders perceive that celebrities set trends with diets



Conventional or digital media do not seem to influence the choice of diet



Variables

Mean (DT)/n (%)
Median (1st Q. 3rdQ)

Age 47.42 (15.58)	
47 (35, 60)	
Missing value 3 (0.92%)	
Health awareness 5.5 (0.93)	
1(nothing) ○ ----- ○ 7(a lot)	6 (5, 6)
Missing value 2 (0.62%)	
The value of food 5.98 (1.1)	
1(nothing) ○ ----- ○ 7(a lot)	6 (5, 7)
Missing value 2 (0.62%)	
Gender	
Female 219 (67.59%)	
Male 98 (30.25%)	
Non-binary 7 (2.16%)	
Educational level	
Non formal education or primary school 30 (9.29%)	
Secondary School 57 (17.65%)	
Degree o Master's degree 236 (73.07%)	
Missing value 1 (0.31%)	
Diet	
No 124 (38.39%)	
Yes 199 (61.61%)	
Missing value 1 (0.31%)	

Conclusions

The media had limited influence on the diet people choose; However, 90% of those surveyed believed that celebrities greatly influenced people's decisions, either through social media profiles or television. On the other hand, friends had more influence than relatives when people chose a diet. Educational level is not a relevant variable.