

How social media affect the way we select food

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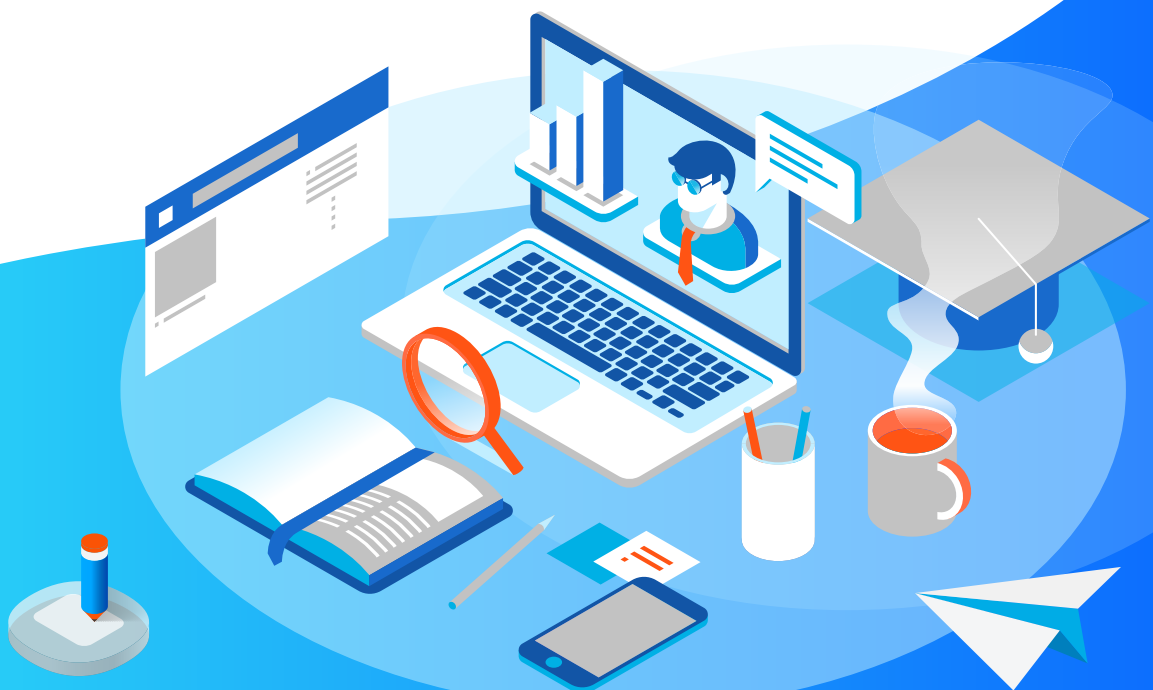
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Abstract

According to Julia & Sharon, food is a substance that can be taken in and has nutrients such as vitamins, carbohydrates, proteins as well as mineral salts which are essential for various body functions like movement and growth among others. Food selection, assert Hana & John, involves the deliberate choice of the kind of food one would like to take. This is mostly influenced by factors like the person's personal preferences, purchasing power, nutritional needs and advertisement.

Social media refer to the various platforms on which people can interact by creating content, sharing them with other people and commenting on them in virtual networks. By becoming the most powerful source for instant news through platforms, such as facebook, blogger, Twitter, Linked In, MySpace among others, social media has continued to play a major role in people's attitudes towards different issues of life. There is no argument that social media has greatly influenced the art of food selection in a very massive way.

This paper explores how this variety of platforms coupled by the ever-increasing mobile social media has been able to bring on new dimensions in food selection. It seeks to know how a global interaction has brought different cultures together and introduced foods, which earlier were foreign to new consumers.

Moreover, it is the mandate of this research to view the works done before by other researchers and by following the trend of comments on different social media to try to validate this claim. This is going to be of great help to the consumers, as well as the food companies, that may need to increase their presence in the social media in order to keep a breast with the demands, tastes, trends and preferences of the ever-dynamic consumer population.