SVETOVNI DAN VARNOSTI HRANE 2023

WORLD FOOD SAFETY DAY 2023

5. konferenca ob svetovnem dnevu varnosti hrane 2023

5th Conference On World Food Safety Day 2023

INFORMATION AND COMMUNICATION STANDARDS

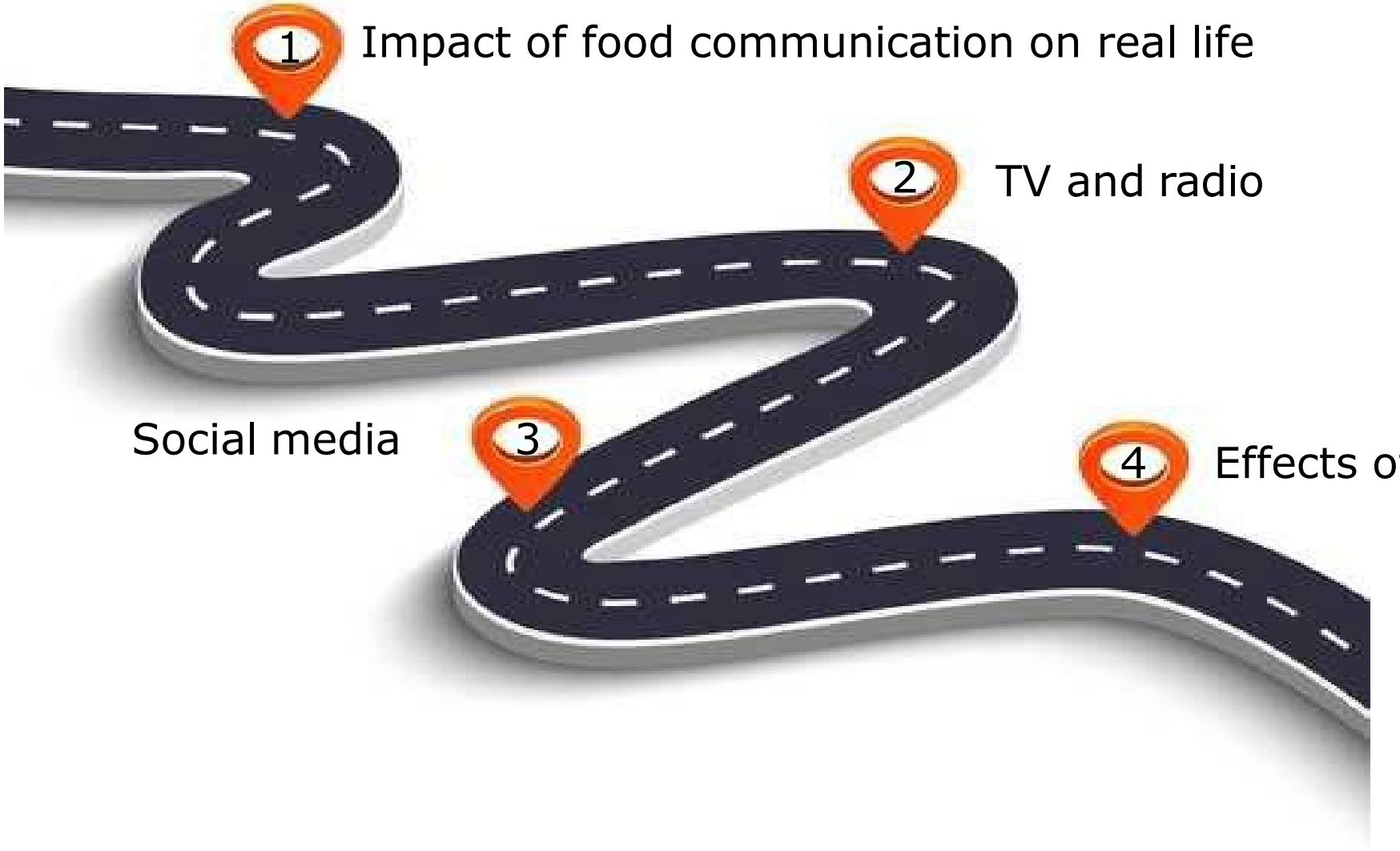
ABOUT FOOD/NUTRITION IN CONTEMPORARY MEDIA

Antonello Paparella

Ljubljana, 7. junij 2023

Za javnost/For public dissemination

Topics


1
Impact of food communication on real life
2
TV and radio
Social media
3
4
Effects of the pandemic

Food Communication in Modern Media

A wide and interdisciplinary research area, with a significant impact on public health

Management Review Quarterly
https://doi.org/10.1007/s11301-023-00330-y

Food and social media: a research stream analysis

Ruth Areli García-León[1] · Thorsten Teichert[1]

Received: 15 June 2022 / Accepted: 3 February 2023
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1356 articles

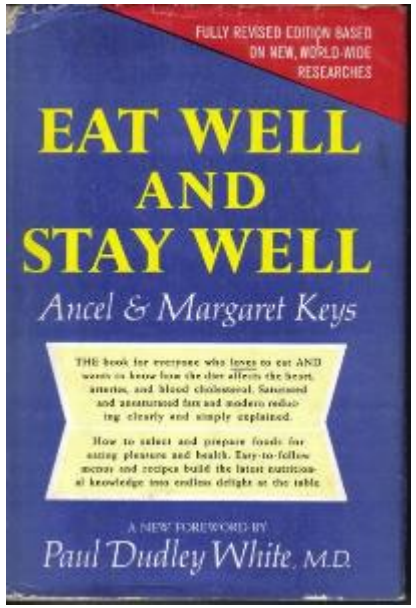
4 clusters:

1. Psychological research:
   online tools for healthy diet
2. Action-oriented research:
   risk communication and behavioural intention
3. Broader communication:
   online food-related data and eating disorders
4. Service industry discourse:
   online reviews in the serving industry

Changes in the Last Decades

Food standards save lives

1950s – 1960s



Greek diet:

highest content in olive oil and high in fruit

Dalmatian diet:

highest content in fish

Italian diet:

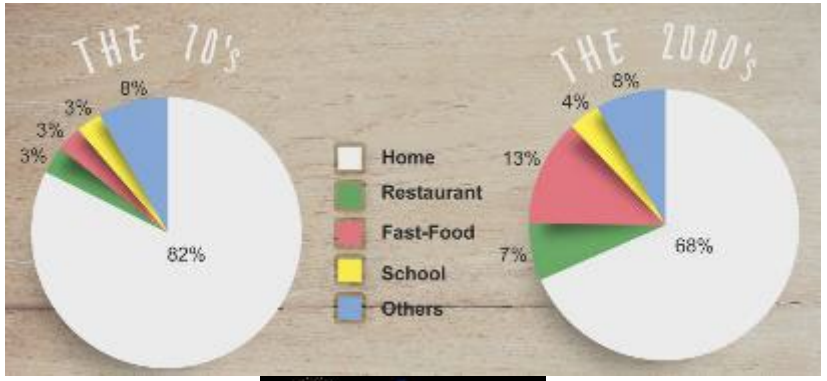
high in vegetables

2020s

New eating styles (Paparella, 2023):

- 18% Organic
- 15% Climatarian (sustainable foods)
- 13% Reducetarian (less meat and fish)
- 7% Flexatarian (no meat yes fish)
- 6% High-protein
- 6% Vegetarian
- 3% Vegan

Most of the families ate at home



Source: USDA. Economic Research Service analysis using 1977-78 Nationwide Food Consumption Survey data and 2005-08 National Health Nutrition Examination Survey data.

Italians eating out before the pandemic (CENSIS-Coldiretti, 2010):

How many times a week do you eat out?	TOTAL (%)
Never	19.3
At least once, among which:	80.7
Once	22.1
Twice	32.1
At least twice	26.5

Impact of Food Communication on Real Life

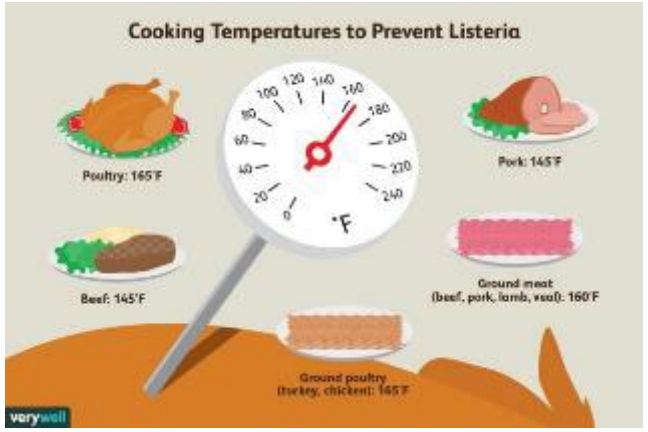
It becomes significant only when digital information is conveyed by meaningful analogue signals for the users (Bartelmeß & Godemann, 2022).

Users should perceive the message and consider it meaningful to them. If possible, the message should be **POSITIVE** and **INCLUSIVE**.

POSITIVE

and

INCLUSIVE



Source: Duda, Verywell Health, 2022



Source: Thinkstock, 2023

NEGATIVE

and

EXCLUSIVE

Communication on Nutrition

Negative effects

Social media can trigger body image concerns and favour eating disorders among young people.

(Dane & Bathia, 2023)



Source: Leo's Fitness Labs, 2023

Positive effects

Novel media literacy interventions on parents and children can produce positive changes in food behaviour.

(Powell & Gross, 2018)



Source: MyFoodDiary, 2023

Food Communication: Much More Than Nutrition Messages

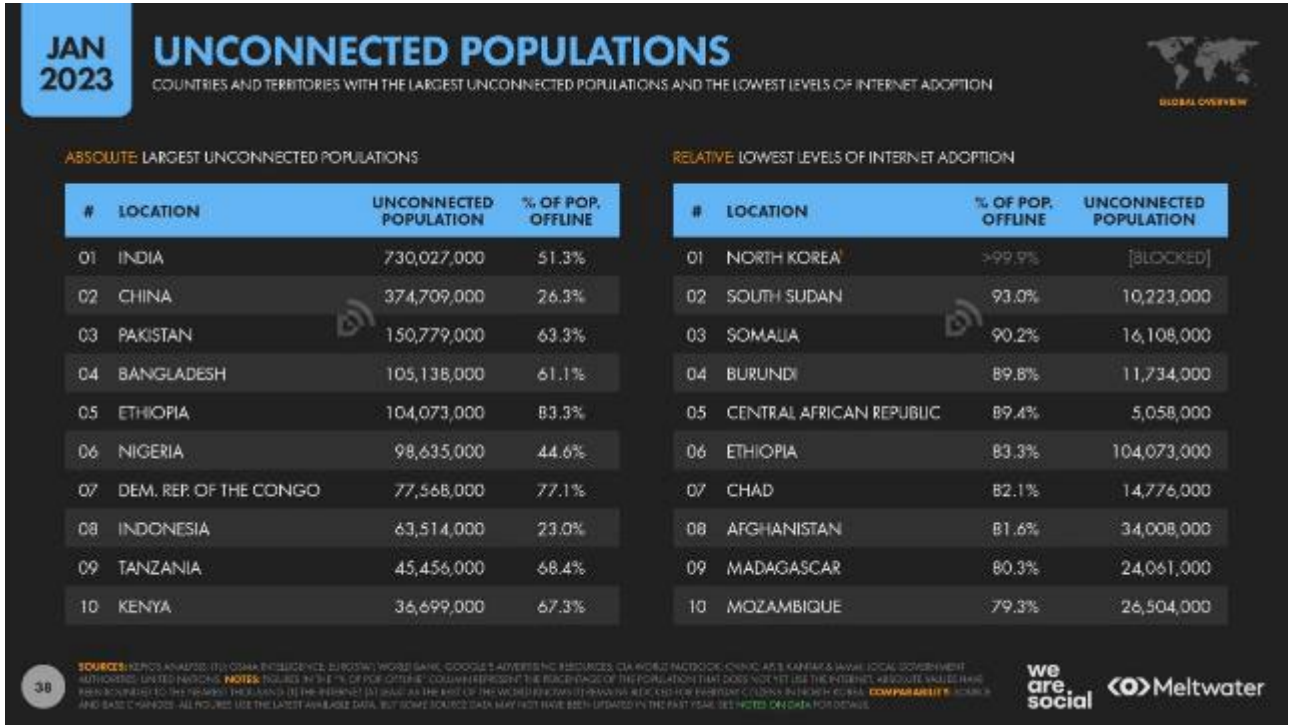
In marketing strategies, communication includes targets that are also outside the economic environment, for example political actors (Bartelmeß & Godemann, 2019), and extends to topics as food safety, food security, and sustainability.



Source: World Food Programme, 2019

Communication on TV and Radio

TV and Radio still play a significant role in dissemination of food-related messages, **especially among the elder population and in the geographical areas with low connectivity**.



JAN 2023

UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED POPULATION	% OF POP. OFFLINE
01	INDIA	730,027,000	51.3%
02	CHINA	374,709,000	26.3%
03	PAKISTAN	150,779,000	63.3%
04	BANGLADESH	105,138,000	61.1%
05	ETHIOPIA	104,073,000	83.3%
06	NIGERIA	98,635,000	44.6%
07	DEM. REP. OF THE CONGO	77,568,000	77.1%
08	INDONESIA	63,514,000	23.0%
09	TANZANIA	45,456,000	68.4%
10	KENYA	36,699,000	67.3%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED POPULATION
01	NORTH KOREA	>99.9%	[BLOCKED]
02	SOUTH SUDAN	93.0%	10,223,000
03	SOMALIA	90.2%	16,108,000
04	BURUNDI	89.8%	11,734,000
05	CENTRAL AFRICAN REPUBLIC	89.4%	5,058,000
06	ETHIOPIA	83.3%	104,073,000
07	CHAD	82.1%	14,776,000
08	AFGHANISTAN	81.6%	34,008,000
09	MADAGASCAR	80.3%	24,061,000
10	MOZAMBIQUE	79.3%	26,504,000

38

we are social Meltwater

Source: Data Reportal, 2023

TV



On television, as suggested by Carrada (2005), **concepts must have a streamlined shape**, like a jet breaking the sound barrier, to overcome the barrier of information overabundance.

TV



In Italy, since the early 2010s, the national public broadcasting company (RAI) has been developing contents on food safety and food quality

CHANGES IN THE STRUCTURE OF THE PROGRAMMES

2010s

Time block: 9-12 min

Time to answer each question: ~ 2 min

2020s

Time block: 3-6 min

Time to answer each question: ~ 0.5 min

Real-time questions from the audience

Experiments and/or practical activities

TV

Depending on the style of the programme,

the expert interacts directly with the camera



or with the presenter



always keeping an eye to the image that appears on the screen



TV

Risk communication on TV

Golden rules (Covello & Allen, 1988) :

Gently knock on the TV viewer's door

- Language simplification
- Time management
- APP rule (Anticipate-Prepare-Practice)



TV

Meaningful analogue signals

Use of practical activities to convey scientific information



Chemical Engineering Journal 259 (2015) 724–736

Contents lists available at ScienceDirect

Chemical Engineering Journal

journal homepage: www.elsevier.com/locate/cej

Positron Emission Particle Tracking (PEPT) for the analysis of water motion in a domestic dishwasher

R. Pérez-Mohedano [a,b,*], N. Letzelter [b], C. Amador [b], C.T. VanderRoest [c], S. Bakalis [a]

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[c] Whirlpool Corporation, Benton Harbor, Michigan, MI 49022, USA

Radio

The force of the streamline shaped message should be delivered by the voice

These messages should be heard and recognized also in crowded places, e.g. beaches.



Clarity and tone of voice are essential

Social Media and Marketing strategies

Visual storytelling

One of the main marketing strategies, based on the continuous creation of videos and images that must convey a story with a charming style.



Viewers can assume that's the customer experience they will get

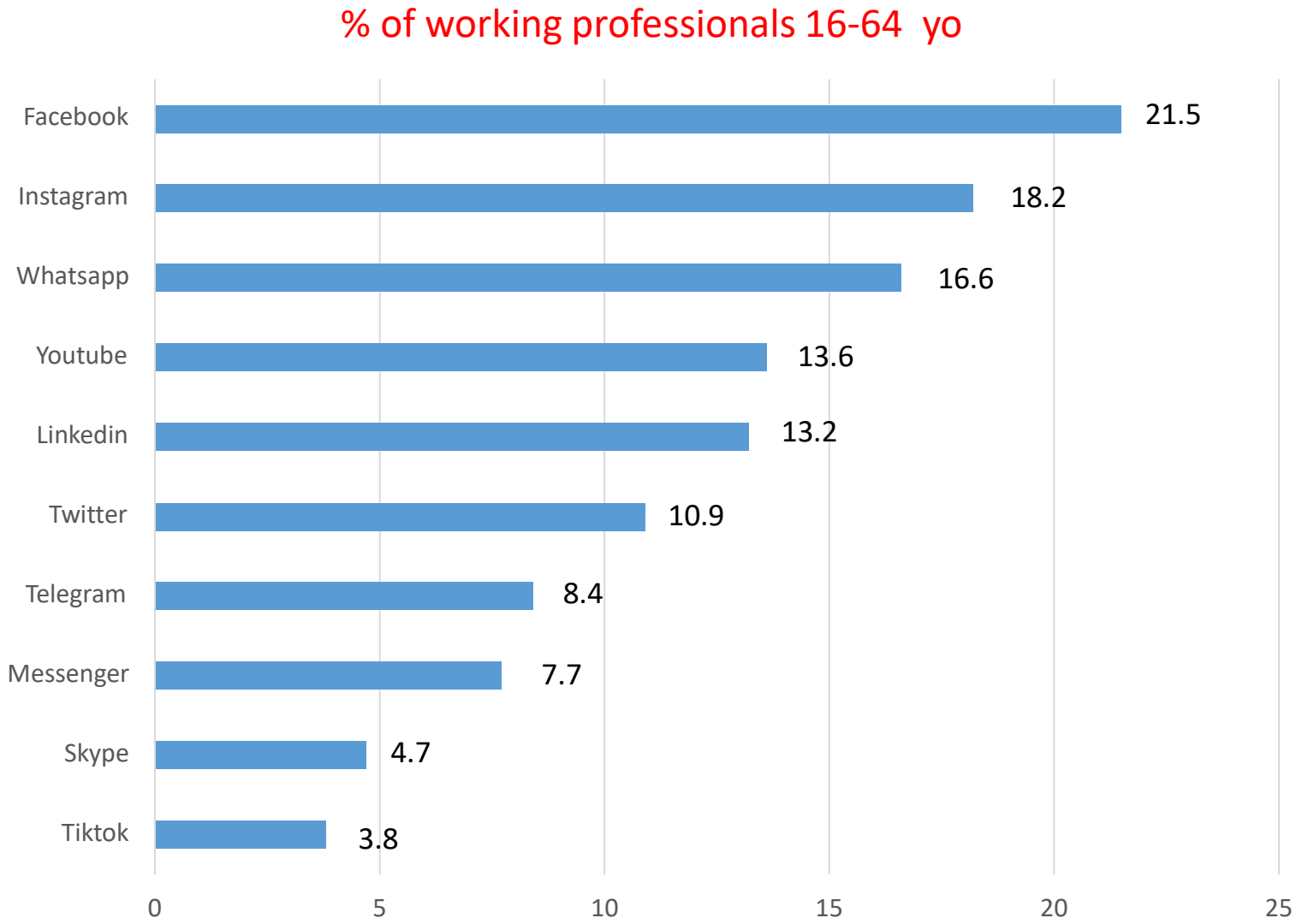
Product launch

"Instagrammability" and "Tiktokability" of the new food products are now prerequisites for the launch (Paparella, 2023).

Connection with millennials and zoomers, interested in foods that represent their creativity and individualism



Social Media Platforms Used for Mktg



Source: Data Reportal, April 2023

Social Media: Major Problems

Social media platforms

Channels of child youtubers: lack of compliance with legal requirements

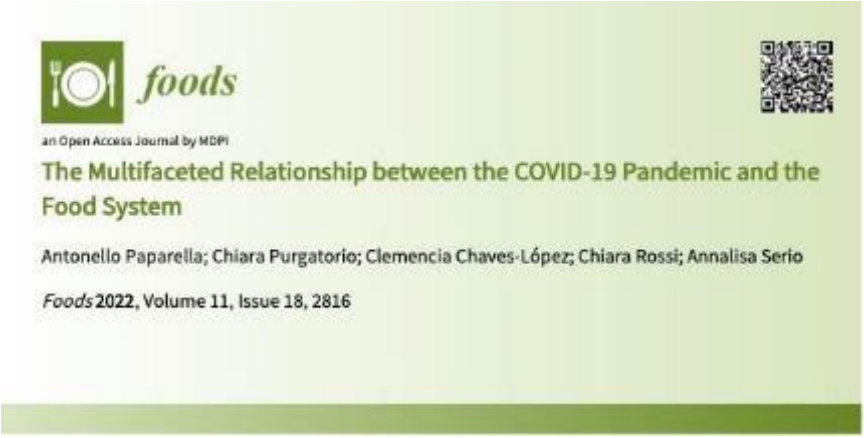
Youtube & Vimeo: manipulation of videos for marketing purposes

Food marketing websites

Contents that negatively influence children's eating habits (e.g. games promoting obesogenic foods)

WHO (2016): States should find solutions to allow children to participate in the digital world without being submerged by marketing of unhealthy products.

Social Media for Crisis Communication



The pandemic clearly influenced the eating habits of consumers, and the whole food system was prompted to reorganize to become resilient

Opportunities provided by social media in possible future crises/pandemics:

- Crisis communication
- Awareness improvement
- Food availability/access
- Catering organization
- Crisis monitoring

Conclusions

- Food communication: complex and multidisciplinary research area.
- Communication creates bridges among scientists, industry marketers, consumers, health practitioners, and policy makers.
- Traditional communication methods, including TV and radio, shifted from nutrition-related contents to wider information services, interactive and concise.
- Social media are gaining a prominent role, especially for marketing purposes, but they are also useful for communication on food safety and crisis management.



THANK YOU FOR YOUR ATTENTION

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