

## Exploring the Impact of Social Media on Adolescent Food Habits and Dietary Choices

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**Abstract:** The adolescent period is the crucial time of an individual's personal development in all aspects, including their cognitive, social, physical, and mental well-being. The development of adolescents is highly reflected in their lifestyle and food habits. In this vital period of one's future life, the nature of food the individual should involve the consumption of nutrients for their overall well-being and thus result in bone health, memory, cognitive development, academic performance, and reduced health issues like obesity and diabetes. Their food habits can influence their social network as social media plays a key role in the present adolescent's life in all aspects, including their choices and interests. This present paper is an attempt to throw light to depicts the influence and impacts of social media on the food habits of today's adolescents. This paper discusses the unhealthy dietary patterns among adolescents, health issues related to these unhealthy practices, etc. The data regarding the topic was collected from the adolescents in Peermade Taluk through mixed research. Secondary sources of the data were also used for the construction of the paper. The paper highlights the impact of social media in determining the eating habits of adolescents. The data was presented through case studies and descriptive statistics. The interventions are also suggested to address the negative impact of social media on the food habits of adolescents.

**Keywords:** Food Habits; Social Media; Unhealthy Dietary Pattern; Health Issues; Food Consumption; Nutritious Food; Social Media Influence; Unhealthy Growth; Health Information.

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### 1. Introduction

Adolescence is named the transition period and is considered the critical developmental stage marked by the formation of lifelong habits and preferences for the present and future life. In this vital period, the intakes of individuals determine their healthy development in all aspects. According to the World Health Organization, adolescence is recognized as a period of high nutritional risk, as dietary habits develop during this phase of life and are strongly influenced by the environment. Individuals in the adolescent stage are highly attracted to external things, including peer pressure, media, and advertising, and are influenced by them [15]. The influencers play a key role in shaping their all-behavioral pattern, including food habits. In these aspects, social media contributes to the individual's choices and interests. In the case of adolescents, most of them are highly dependent and the use of media characterizes their daily basis [16]. The widespread use of social media among adolescents has a potential impact on their food choices and habits of their lives. The use of the digital world influences the individual by exposing and

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introducing a variety of food content and patterns. This paper throws light on the ‘The impact of social media on the food habits of adolescents.’ This paper explores how social media influences the behavioral patterns and food patterns of young people’s lives and also examines the nature of influence in the case of food habits and dietary patterns. The research ‘The impact of social media on the food habits of adolescents’ holds significant importance in understanding how the individual’s intake and its pattern result in healthy and unhealthy dietary patterns [17]. By identifying the eating patterns that contribute to positive or negative impacts on life, the study can inform the design of strategies aimed at ensuring healthy habits in life [18]. By uncovering the ways of social media use and its influence on the lives of individuals, the study has a potential impact on the health, nutrition, and overall well-being of adolescents [10].

In today’s world, the use of digital media among adolescents is increasing day by day and plays a key role in every aspect of life. Social media with various platforms shapes the individual’s likes and dislikes [19]. The platforms of social media changed the way they interact, communicate, and make decisions including the things related to their dietary choices. The different platforms of social media like Instagram, YouTube, Facebook, etc., including peer groups have become an important source of adolescent’s food choices [20]. The food choice that the individual follows through the media has both positive and negative impacts. The majority of food nature shown on the social network has high calories and fewer nutrients [5]. The food nature that is seen in the media leads to unhealthy dietary habits that lead to health issues.

Unhealthy food consumption is common during adolescence [13] due to the impact and influence of their surroundings. As the period of adolescence is the developmental stage the consumption of food intakes is significant. The amount of unhealthy food patterns results in long-term and short-term health issues [21]. The intake of less nutritious food habits among adolescents reflects in their growth and development. Unhealthy food habits are concerning as it associated with increased risks for obesity and cardiovascular disease [13]. Social media advertisements’ influence contributes to the risk of unfavorable health outcomes such as obesity, hypertension, and type 2 diabetes [3]. The unfavorable health outcomes among adolescents lead to unhealthy growth and development [22]. The general objective of this study is to explore the social media influence on the food habits of adolescents [23]. The specific objectives are to know the most popular social media platforms, to know the food-related content in social media, to know the dietary pattern of adolescents and their perception of eating habits, and to investigate the relation of social media among adolescents in their food choices [24]. By examining these aspects, the study provides insights into the influence of social media in shaping adolescent’s food choices [25].

## **2. Literature Review**

Social media use among adolescents has surged over the past decade, prompting research into its psychological effects. Numerous studies have linked excessive social media use to negative outcomes such as poor sleep quality, increased anxiety, depression, and lower self-esteem [4]. Adolescents, in particular, are more susceptible to these effects as they are at a critical stage of development, both emotionally and socially. The constant exposure to idealized images and lifestyles on social platforms can exacerbate feelings of inadequacy and increase social comparison. As young people spend more time online, they may struggle to differentiate between their real-world self-image and their curated online presence. These dynamics can contribute to heightened stress levels, leading to significant mental health challenges. While social media is a powerful tool for connection, these negative effects highlight the need for mindful usage and further exploration of the ways digital platforms shape adolescent development and well-being.

Social media has become an essential tool for engaging adolescents and young adults in health-related behavior change. Studies have shown that social media platforms are effective in not only providing health information but also encouraging adolescents to adopt healthier behaviors [7]. These platforms allow health organizations and influencers to share accurate information and interventions that directly reach young people where they spend much of their time. By utilizing platforms like Instagram, Twitter, and TikTok, health campaigns can target specific groups, creating tailored messages that resonate with their interests. Additionally, social media offers adolescents the opportunity to engage with health topics in a more interactive and relatable manner. Whether it’s through engaging videos, live discussions, or peer feedback, social media helps bridge the gap between formal healthcare settings and adolescent communities. These platforms also offer a space for adolescents to share their health experiences, providing peer support and contributing to positive behavior change.

Adolescence is a critical period for identity development, and social media has become an important tool in this process. As young people navigate their sense of self, they use platforms like Facebook, Instagram, and Snapchat to construct, express, and sometimes reconstruct their identities. Social media allows adolescents and young adults to share personal experiences, beliefs, and aspirations, often helping them better understand who they are and how they relate to others [9]. Through self-presentation and self-disclosure, social media becomes a space where adolescents can try out different identities, experiment with new roles, and receive feedback from their peers. These interactions can foster a sense of belonging and acceptance. Still, they can also lead to feelings of insecurity if the feedback is negative or if online portrayals are at odds with real-world experiences. Therefore, while social media provides opportunities for growth and self-discovery, it also presents challenges in balancing self-expression with the desire for social validation.

Social media has a profound influence on the dietary behaviors of adolescents, with a significant percentage actively engaging with food-related content online. Over 90% of adolescents have at least one social media account, and a substantial portion of them are exposed to food-related advertisements [2]. These ads often promote unhealthy food choices, such as sugary snacks and fast food, and are frequently linked to celebrity endorsements. Adolescents are particularly vulnerable to these marketing tactics, as they look to celebrities and influencers as role models. The constant bombardment of food advertisements on social media platforms can lead to unhealthy eating habits, as young people may develop a preference for foods that are marketed to them through visually appealing content. Moreover, peer influence on social media can create trends around certain diets or food preferences, which may not always align with healthy eating guidelines [26]. As a result, parents and health professionals need to monitor and guide adolescents' social media consumption to promote healthier food choices.

Social media marketing of food and beverage products can negatively influence adolescents' dietary habits. The findings of the data reveal that the majority of respondents (71%) regularly use social media, and 65% follow social media influencers, with many (28%) occasionally trying diets recommended by influencers. Social media use has a direct link to problematic eating patterns and behaviors, including disordered eating and body image issues, especially among teenage females. There is a need for increased awareness and education about the influence of social media on diet and nutrition, as well as the promotion of healthier food choices on social media [6].

Social media influences both healthy and unhealthy eating behaviors among adolescents through visual appeal, content dissemination, social connections, and influencers. Social media platforms like Instagram and Facebook were found to influence both healthful and unhealthful eating behaviors among adolescents. Online forums served as accessible channels for eating disorder relapse prevention among youth, but self-made blogs on anorexia also promoted content about self-harming behavior. Social media influence on eating behaviors among adolescents converged around four central themes: visual appeal, content dissemination, socialized digital connections, and adolescent marketer influencers [1].

Exposure to food messages on social media plays a significant role in shaping adolescents' eating attitudes, behaviors, and food literacy. According to a study by Qutteina et al., [14], adolescents who were frequently exposed to food marketing and overall food-related content on social media demonstrated more positive eating attitudes, behaviors, and perceived food norms. Interestingly, the study found that the impact of social media food exposure on actual food intake varied by the type of food. For non-core foods (unhealthy foods), descriptive norms mediated the relationship between exposure and consumption, meaning adolescents were more likely to consume unhealthy foods if they saw their peers or influencers consuming them. However, for core foods (healthy foods), food literacy served as the mediator, suggesting that greater knowledge about healthy eating can counteract unhealthy food exposure. The authors stress the importance of policy interventions to regulate food marketing on social media, particularly targeting unhealthy foods to adolescents [27].

Peer pressure and social media use have a notable influence on the eating behaviors of adolescents. A study by Aslam [8] found that a significant portion of the respondents, primarily females, reported using social media platforms like Instagram and spending considerable time on the internet and mobile phones. This increased exposure to social media was linked to heightened cravings for unhealthy foods, particularly junk food. The peer influence observed in these adolescents also contributed to unhealthy eating habits, with many choosing to eat meals with their friends, which often involved junk food or fast food. Social media platforms contribute to these unhealthy food choices by promoting trends and ideals that prioritize convenience and taste over nutritional value. This suggests that both peer influence and social media exposure are pivotal in shaping adolescent eating habits, often pushing them toward unhealthy dietary choices [28].

Social media exposure is increasingly associated with unhealthy eating behaviors in children and adolescents. According to research by Baldwin et al. [11], exposure to unhealthy food images on social media leads to increased neural activity in brain regions linked to reward and attention. This neurological response may explain why adolescents exposed to unhealthy food content on social media are more likely to indulge in unhealthy eating behaviors. These behaviors include skipping meals, consuming unhealthy snacks, and drinking sugary beverages while eating fewer fruits and vegetables. Interestingly, while exposure to videos promoting healthy eating behaviors from peers on social media can lead to an increase in vegetable consumption, the same effect is not observed when social media influencers influence adolescents. This highlights the complex role that social media plays in shaping adolescent eating habits, with both positive and negative outcomes depending on the source and type of content consumed.

Unhealthy food marketing through influencers, celebrity endorsements, and excessive screen time significantly influences adolescents' eating habits, as pointed out by Das [12]. Exposure to food-related content featuring influencers or celebrities endorsing unhealthy foods leads adolescents to develop preferences for junk food and unhealthy snacks. Additionally, advertising and the portrayal of non-core food images and videos on social media contribute to reinforcing these unhealthy eating patterns. These marketing strategies exploit adolescents' susceptibility to peer influence and their desire to emulate popular figures, which in turn promotes unhealthy food choices. With the rising popularity of social media platforms, the exposure to such marketing tactics has grown, and the impact on adolescent health is becoming more evident. This underscores the need for better regulation and awareness to mitigate the harmful effects of such targeted food marketing on young audiences.

### **3. Methodology**

The research focuses on exploring the influence of social media on the food habits of adolescents, a topic of increasing relevance given the significant role social media plays in shaping youth behavior. Adolescents, defined in this study as individuals aged 15 to 18, are in a critical developmental phase where they are highly influenced by external factors such as peer pressure, media exposure, and social trends. With social media being an integral part of daily life, it serves as a powerful platform for disseminating information and trends, including those related to food choices. This study aims to understand how these platforms impact adolescents' food habits, particularly in terms of what they eat, how they perceive food, and how they adopt dietary behaviors based on what they encounter online. To achieve this, a mixed-methods research approach was employed. A mixed approach combines both qualitative and quantitative research techniques, allowing for a more comprehensive understanding of the research problem. The quantitative aspect of the research helps identify patterns and correlations between social media use and food habits. In contrast, the qualitative aspect provides deeper insights into the experiences and perceptions of adolescents regarding social media's impact on their dietary choices. The study design used was descriptive, which is useful for capturing detailed characteristics and behaviors of the study population, providing an accurate portrayal of adolescents' food habits and their relationship with social media.

The population targeted for this research consists of adolescent children aged between 15 and 18 years. This age group was selected because adolescence is a time when individuals begin to establish their independence, and their exposure to social media increases significantly. Adolescents at this stage are also at a heightened risk of adopting unhealthy food habits due to peer influence, media portrayals of food, and the easy availability of unhealthy food choices. Social media platforms like Instagram, YouTube, and Facebook are particularly influential in shaping adolescent behavior, as these platforms often feature celebrity endorsements, food trends, and lifestyle influencers who promote specific diets, food products, or eating habits. Purposive sampling was used to select participants for the study. Purposive sampling is a non-probability sampling technique in which the researcher deliberately chooses participants who meet specific criteria relevant to the study. In this case, the researcher selected adolescent participants who actively use social media and are familiar with its impact on food choices. The total sample size for the study was 23 adolescents, ensuring a manageable number of participants while still capturing a range of responses. The small sample size is typical for qualitative research, where the focus is on gaining in-depth insights from each participant rather than generalizing results to a larger population.

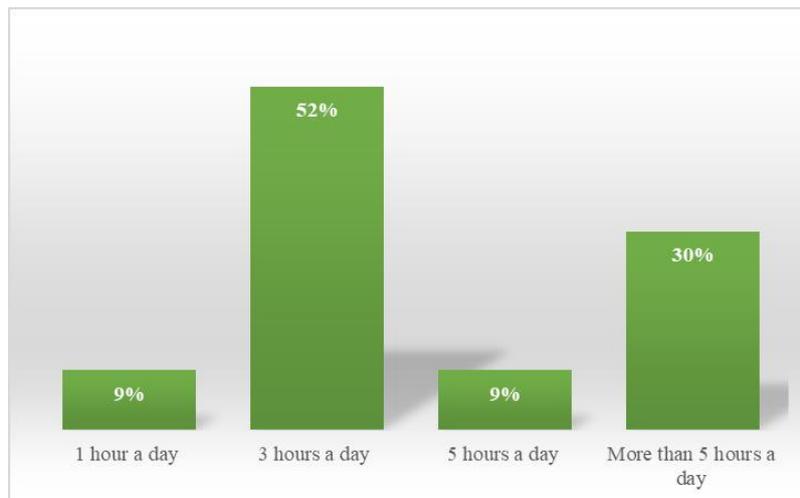
The method used for data collection was the survey method, which is a common technique in both qualitative and quantitative research. Surveys allow researchers to collect standardized information from participants in a structured manner. In this study, a questionnaire was distributed via Google Forms, enabling participants to answer questions at their convenience. The questionnaire was designed to gather both quantitative data, such as frequency of social media use, and qualitative data, such as opinions and experiences regarding food choices influenced by social media. The questions focused on how social media exposure to food content, advertisements, and influencer posts affected adolescents' eating behaviors, including food preferences, meal timing, and the adoption of food trends. Secondary data sources were also used to supplement the primary data collected from participants. Secondary data, which includes previously published research studies, reports, and articles, provided additional context and background for the research. By reviewing existing literature on the topic, the researcher was able to compare the findings from the study with those of previous studies, enriching the analysis and offering a broader perspective on the influence of social media on adolescent food habits.

Data analysis for the study was conducted using descriptive statistics. Descriptive statistics are used to summarize and present the data in an understandable format, such as frequencies, percentages, and averages. This form of analysis helps to provide a clear picture of the overall trends and patterns that emerge from the data. Descriptive data analysis was particularly useful in identifying common themes, such as the types of foods adolescents were most likely to be influenced by on social media, the role of peer pressure in food choices, and the level of awareness participants had about the potential health risks associated with their dietary behaviors. The findings of the study will offer valuable insights into how social media influences adolescent food habits and will contribute to the growing body of research on adolescent nutrition. By understanding the specific ways in which social media affects food choices, educators, parents, and public health professionals can develop strategies to mitigate the negative impacts and promote healthier eating habits among adolescents. As social media continues to play a significant role in shaping youth culture, its influence on food habits cannot be ignored. Therefore, it is essential to explore how this impact can be harnessed to promote positive dietary behaviors while reducing the prevalence of unhealthy eating trends. Through a combination of education, awareness, and media literacy programs, adolescents can be empowered to make more informed and health-conscious food choices.

### **4. Results**

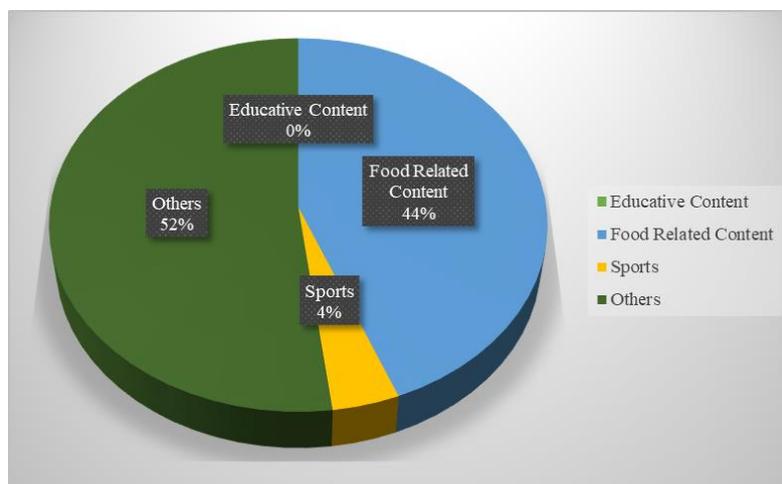
The study utilized a quantitative approach to examine the influence of social media on the food habits of adolescents. The participants were adolescents aged 15 to 18, with a sample consisting of 8.7% males and 87% females. The majority of respondents were actively engaged in various social media platforms, making them a relevant group for analyzing the impact of online content on their food choices. The study aimed to understand how frequently adolescents are exposed to food-related

content, such as advertisements, influencer posts, and food trends on social media, and how this exposure influences their eating behaviors. The high engagement level among participants highlights the importance of social media as a factor in shaping adolescent food habits, particularly among females (Figure 1).



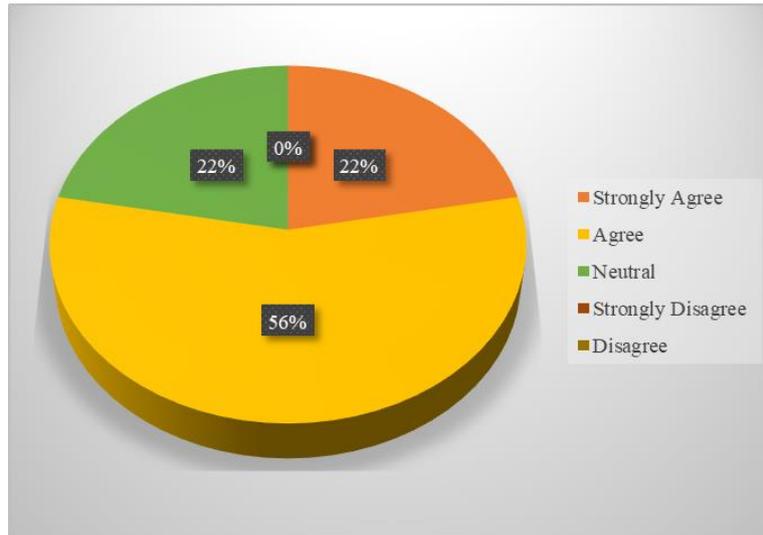
**Figure 1: Social Media Usage of the Respondents**

Figure 2 illustrates the social media usage patterns among adolescent students. It shows that 52% of the students spend more than 3 hours a day on social media, indicating a significant amount of time spent online. About 30% of them use social media for over 5 hours each day, highlighting a substantial portion of their daily routine dedicated to online engagement. On the other hand, only 9% of adolescents reported spending less than 2 hours per day on social media. This suggests that the majority of adolescents are heavily engaged with social media, which could influence various aspects of their lives, including their food habits, social interactions, and overall well-being.



**Figure 2: Type of Content the Respondents Prefer Most to See in Social Media**

Figure 3 depicts the type of content that adolescents are interested in watching on social media platforms. The results show that 44% of adolescents are interested in watching food-related content on social media like Instagram, YouTube, etc... the majority of them (52%) are interested in watching other content like entertainment, games, etc... Figure 3 portrays the influences of social media on food choices among adolescents. 56% of the adolescents agreed that social media has highly influenced them to try out and follow the food items that are seen through the media. During the analysis, it was found that social media has a huge impact on adolescents in their food choices. Most of the children during this age are interested in watching food-related content on social media and also conscious about their body image and looks. To maintain an attractive body image, nowadays, from the adolescent age itself, children follow many body-building influencers, dieticians, etc... the children follow those food patterns they share through online media like Instagram and YouTube in their lives. In the study, it was noticed that 43.5% of adolescent children are following unhealthy food patterns like excessive sugar, junk food, excessive meat, etc... as that is shown in the reels and shorts. Through seeing various food content regularly on social media, they are tempted to try those foods with their families or friends. At the same time, they go out, which can lead to unhealthy lifestyle patterns in this young period.



**Figure 3:** Belief of Adolescents that Media Affect the Food Choices of the Adolescents

The influence of social media on the food habits of adolescents can impact them in both positive and negative ways. The positive side of the media influences includes following a healthy lifestyle with the help of good dieticians etc..., and getting awareness about health issues related to various food habits that the new generation is adopting. Also, social media platforms can share nutritious recipes, cooking tips, and information about the benefits of a balanced diet. Food vloggers can also influence adolescents by having and preparing nutritious food. The negative impact of the media influence includes, the visual presentation of the food items attracts adolescents to try the items and start to crave it. Together with that, the media prompts adolescents to try a variety of unhealthy foods without giving priority to health; overconsumption of junk food will affect the healthy body of adolescents.

## 5. Discussion

Social media platforms have become an integral part of adolescents' daily lives. With the rapid growth of social media usage, these platforms have emerged as a dominant source of information, social interaction, and entertainment. Adolescents, in particular, are highly influenced by the content they engage with on these platforms, shaping their beliefs, attitudes, and behaviors. One of the key areas where social media plays a significant role is in shaping adolescents' dietary patterns and lifestyle choices. As social media's reach continues to expand, it offers a unique opportunity to influence and educate young people on making healthier food choices. The proper use of social media to raise awareness about the importance of healthy eating habits can have a profound impact on adolescent health. By shifting the focus from unhealthy food trends to promoting positive and nutritious food choices, social media can be transformed into a tool for good, encouraging adolescents to adopt healthier lifestyles.

The adolescent years are a critical stage of development, where habits and behaviors established during this time often carry over into adulthood. During these formative years, adolescents are highly susceptible to peer influence, media exposure, and the desire for social validation. The food choices adolescents make are often influenced by the media they consume, and with social media becoming an increasingly central part of their lives, the impact it has on their eating behaviors is profound. Social media platforms are flooded with advertisements, influencer promotions, and peer interactions, many of which encourage unhealthy eating habits. The frequent exposure to food marketing, particularly advertisements for junk food and sugary beverages, has contributed to the rise of unhealthy dietary patterns among adolescents. Studies have shown that adolescents are more likely to recall unhealthy food advertisements on social media and are often influenced by celebrity endorsements and peer groups promoting unhealthy food choices. This highlights the need for a shift in the content adolescents engage with online, redirecting the focus toward health and nutrition.

By utilizing social media as a tool for positive change, we can help adolescents make better-informed choices about their diets. One of the most effective ways to achieve this is through awareness campaigns. Social media can be leveraged to educate adolescents about the importance of healthy eating, the risks associated with poor dietary habits, and the long-term benefits of maintaining a balanced diet. Various organizations, health experts, and even governments can collaborate to create campaigns that provide factual information about nutrition, the benefits of fruits and vegetables, the dangers of excessive sugar consumption, and the importance of regular physical activity. These campaigns can take the form of engaging videos, infographics, challenges, and interactive content that will resonate with young audiences. Additionally, the use of popular social media influencers who promote healthy eating and lifestyle habits can further drive the message home. Adolescents are more

likely to be influenced by individuals they admire and follow, making influencers an important ally in promoting healthier eating habits.

However, social media campaigns should not be limited to raising awareness about healthy eating alone. It is also crucial to engage parents and caregivers in this effort. The role of parents in shaping adolescents' dietary habits cannot be overstated. Parents and caregivers have a direct influence on what foods are available at home, and they often serve as role models for their children's eating behaviors. By educating parents about healthy eating habits and the risks associated with poor diet, we can create a supportive environment that encourages adolescents to make healthier choices. One effective approach is through Anganwadi programs, which serve as a community-based platform for educating parents and caregivers about child nutrition and healthy eating. These programs can incorporate social media as a tool for sharing educational materials, recipes, and success stories, making it easier for parents to access valuable information and implement healthy changes at home.

Another powerful way to promote healthy eating among adolescents is through educational programs and awareness campaigns in schools and community settings. Schools are ideal venues for reaching a large number of adolescents, and they provide an opportunity to integrate nutrition education into the curriculum. In addition to formal education, schools can organize extracurricular activities, such as cooking workshops, nutrition seminars, and wellness fairs, that focus on promoting healthy food choices and encouraging physical activity. By creating an environment where healthy eating is celebrated and encouraged, schools can help students develop lifelong habits that prioritize their well-being.

Adolescent clubs can also serve as a vibrant platform for promoting healthy eating habits. These clubs, whether in schools or local communities, provide a space for young people to connect with their peers, share experiences, and learn from one another. A youth-led initiative focused on healthy eating can be a powerful way to encourage adolescents to adopt better dietary habits. Peer influence is a strong motivator during adolescence, and when peers promote healthy food choices and share their tips and recipes, it can create a sense of community and support. These clubs can organize events such as healthy cooking competitions, recipe-sharing sessions, and challenges that encourage members to eat more fruits, vegetables, and whole foods. By involving adolescents in these activities, we empower them to take ownership of their health and well-being while fostering a positive social environment.

Social media platforms themselves can be leveraged to further engage adolescents in promoting healthy eating. Instagram, YouTube, TikTok, and other social media platforms are already popular among young people, and they offer an excellent opportunity to share health-related content. These platforms can be used to post healthy recipes, nutrition tips, and educational videos that explain the benefits of nutritious foods in a fun and engaging way. One of the key advantages of social media is the ability to create a sense of belonging and community. Adolescents can follow accounts dedicated to healthy eating, participate in challenges, and share their progress with their peers, creating a supportive network that encourages healthier choices.

Moreover, the use of social media influencers can significantly amplify the message of healthy eating. Influencers who are seen as authentic and relatable to adolescents can shape their followers' behavior. Influencers can be instrumental in promoting healthy eating habits by sharing their own experiences with nutritious foods, showcasing easy-to-prepare healthy recipes, and encouraging their followers to make small but meaningful changes to their diets. When influencers endorse a healthy lifestyle, their followers are more likely to emulate their behaviors. By partnering with influencers who promote healthy eating, social media campaigns can reach a wider audience and have a lasting impact on adolescent behavior.

As we move forward with this multi-faceted approach, it is essential to emphasize that the change we wish to see in adolescent eating habits will not happen overnight. The shift from unhealthy to healthy eating habits is a gradual process that requires consistent effort, education, and support from various stakeholders, including parents, schools, community leaders, and social media influencers. While social media has the potential to influence negative eating behaviors, it also holds the power to create a positive impact. By harnessing the power of social media to educate, engage, and empower adolescents, we can help them develop the knowledge and skills necessary to make healthier choices that will benefit them in the long run.

Ultimately, the goal is to transform social media from a platform that promotes unhealthy eating habits into a force for good. By raising awareness about healthy eating, providing tools and resources for adolescents to make informed choices, and creating a supportive community through social media, we can encourage a generation of adolescents who prioritize their health and well-being. With the right approach, social media can become a positive influence on adolescents' dietary habits, helping them navigate the challenges of growing up in an environment where trends, peer pressure, and marketing often shape food choices. By empowering adolescents with the knowledge, tools, and support they need, we can set them on a path toward healthier eating habits that will last a lifetime.

## **6. Conclusion**

The paper highlights how media influences the growing generation to follow new food habits, which can both positively and negatively affect their life. The adolescent period is the crucial time of an individual's personal development in all aspects, including their cognitive, social, physical, and mental well-being. It is even considered as a period of change and development.

Food habits are highly important as they contribute to the overall development of adolescents. Social media plays a key role in the present adolescent life in all aspects including their choices and interest. Major advertisements and recommendations related to food items shown in the media have high calories and less nutrition, which will impact health negatively. Proper awareness for both parents and children can help them realize the positive and negative impacts of foods that are shown on media platforms. In schools encouraging peer-to-peer interactions where adolescents can share their experiences and tips for maintaining a healthy diet can result in health outcomes. Improving adolescents' nutrition provides an opportunity to shape the health and well-being of this generation and the next.

### 6.1. Future Work

Future research could explore a larger, more diverse sample of adolescents from different regions to capture a wider range of social media influences on food habits. A longitudinal study would allow for tracking changes in dietary habits over time and could provide insights into the long-term effects of social media exposure on adolescent eating behavior. Additionally, future studies could examine the role of different social media platforms (e.g., Instagram, YouTube) in shaping food choices, as each platform may have unique effects. Incorporating other variables such as family dynamics, peer influence, and socioeconomic status would provide a more comprehensive understanding of adolescent food habits. Furthermore, exploring intervention strategies, such as promoting healthy eating through social media campaigns or educational programs, could offer practical solutions for improving adolescent nutrition.

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**Ethics and Consent Statement:** Informed consent was obtained from all participants involved in the study. Ethical approval for the research was granted, ensuring that all data collection was conducted in compliance with ethical guidelines and with participants' consent.

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