

# DIGITAL MEDIA USE BY YOUNGSTERS OF NAGPUR CITY TO SEEK NUTRITION OF MILLETS RELATED INFORMATION

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## **Abstract :**

*It is no secret that healthy eating during Youngsters is very important as body undergoes many changes during this time that affect an individual's nutritional and dietary needs. However, in the current age of Digital media the Youngsters are becoming more independent and making many food decisions on their own. Many adolescent children have a growth spurt and an increase in appetite and need healthy foods to meet their needs. It has been reported that Youngsters need more nutrients than adults because they gain at least 40 percent of their adult weight and 15 percent of their adult height during this period. In view of the above, this study was carried out in the Nagpur city of central India to know the pattern of Digital media use by the Youngsters to seek information about various nutrition related aspects. All the standard methods were used and the data was collected through an online survey. Subsequent to its collection the data was analysed using SPSS 18.0 Software. Based on the study results it was observed that significantly ( $p < 0.05$ ) high percentage of Youngsters of Nagpur City use Instagram and Facebook to seek information about nutrition and their use is very high. Furthermore, majority of Youngsters follow some or other celebrity to get information about nutrition and its benefits through Digital media and find this information to be useful and authentic. Thus, it is clear from the study results that the Digital media platforms significantly influence the nutrition related choices of the adolescent girls.*

**Keywords:** *Youngsters , nutritional & dietary needs, Digital media use, Instagram, Facebook*

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## **1.0 Introduction :**

The nutrition is important aspect in the life of people of all ages, but it has certainly very high in case of children and Youngsters . Youngsters and young adulthood are crucially important periods in the development of healthy adults and adequate nutrition is key and is associated with better lives and with potential intergenerational benefits. Also, presently, the adolescent nutritional behaviors are assuming considerable importance in nutrition interventions given their important relationships with medium- and long-term outcomes in their overall growth. This is the period when young people undergo major anatomical and physiological maturational changes in preparation for adulthood. A significant proportion of Youngsters also become parents, and hence the importance of their health and nutritional status before as well as during pregnancy has its impact on their own health, fetal well-being, and newborn health.

Today, in the information age, the use of Digital media has assumed phenomenal importance. Not surprisingly, the information consumption from the Digital media platforms like Instagram, Facebook, Twitter, etc. has seen increasing trends in the adolescent population (both and boys). Furthermore, the information, especially the nutrition related i.e. what to eat, when to eat, what to not eat with respect to various objectives i.e. to get thin or fat or fit is available very easily. So in the Digital media universe, the information availability is not an issue, but its authenticity and reliability is a big concern. Hence, in view of the above, this study was carried out to determine the use of Digital media by the Youngsters to seek information about various nutrition related aspects. For this study, the Youngsters (middle adolescent girls) of Nagpur City of India were selected to study the influence of Digital media on nutrition.

## **2.0 Research Methodology :**

### **2.1 Design of Study :**

This study was carried out by adopting a descriptive cross-sectional design, where the Youngsters belonging to age group 15 to 17 years (middle Youngsters stage) were considered. Total 120 from Nagpur City of Maharashtra were selected randomly for the purpose of data collection. The selection criterion was moderate to high use of Digital media by the youngsters.

### **2.2 Tester's Reliability :**

In order to make sure that the collected data is reliable and valid, the researcher conducted pilot test, where all the procedures for data collection were tested. Prior to data collection, tester's reliability was evaluated along with reliability of tests. A Pearson's product moment correlation above 0.932 indicated that the tester was well versed with the procedures to generate the necessary data.

### **2.3 Data Collection :**

Survey method was used for the purpose of data collection and the necessary information was obtained from the Youngsters through the Google form platform.

### **2.4 Statistical Analysis and Significance Level :**

All the data was analyzed using SPSS 18.0 Software. The data characteristics like Frequency, Mode, Percentage, were determined and Chi-Square ( $\chi^2$ ) test was used to check the difference in proportions. The significance level was chosen to be 0.05 (or equivalently, 5%).

## **3.0 Results and Discussion :**

### **Most Used Digital Media Platform ;**

**Table 3.1:** Most Used Digital Media Platform by Youngsters

Response	Nos.	Percentage
Facebook	31	25.8
Instagram	50	41.7
Twitter	23	19.2
YouTube	16	13.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 21.533; df: 3;  $\chi^2_{\text{critical value}}$ : 7.82;  $p < 0.05$

**Table 3.1** presents results pertaining to opinion of the Youngsters of Nagpur city regarding the most used Digital media platform for seeking information about nutrition. Study result show that 41.7% Youngsters of study are use Instagram for seeking information about nutrition. However, 25.8%, 19.2% and 13.3% Youngsters use Facebook, Twitter and YouTube respectively for seeking information related to nutrition. The Chi-Square test showed that there is significant difference in the proportion of Youngsters in preference to Digital media platforms to seek information about nutrition.

### 3.2 Use of Digital media for getting information of nutrition :

**Table 3.2:** Use of Digital media by Youngsters for getting information of nutrition

Response	Nos.	Percentage
High	93	77.5
Moderate	19	15.8
Low	8	6.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 106.85; df: 2;  $\chi^2_{\text{critical value}}$ : 5.99;  $p < 0.05$

**Table 3.2** presents results pertaining to use of Digital media by the Youngsters of Nagpur City for getting information of nutrition related aspects. The result shows that use of Digital media by 77.5% Youngsters is high (for seeking information about nutrition), while, 15.8% Youngsters use it (Digital media) moderately and further 6.7% Youngsters have a low use of Digital media for seeking information about nutrition and related aspects. The Chi-Square test showed that there is significant difference in the proportion of Youngsters with respect to use of Digital media platforms to seek information about nutrition.

### 3.3 Following celebrities on Digital media to get nutrition related information :

**Table 3.3:** Following celebrities on Digital media to get nutrition related information

Response	Nos.	Percentage
Yes	102	85.0
No	12	10.0
Can't say	6	5.0
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 144.6; df: 2;  $\chi^2_{\text{critical value}}$ : 5.99;  $p < 0.05$

**Table 3.3** presents results regarding the adolescent girl's behaviour with respect to their following any celebrity to get information about nutrition and its benefits through Digital media. Study result show that 85.0% Youngsters of the study area follow celebrities on Digital media to get nutrition related information. However, 10.0% do not follow any celebrity and further 5.0% are not sure about it. The Chi-Square test results indicate that significantly high percentage of Youngsters follow celebrities on Digital media to get information about nutrition.

### 3.4 Use of nutrition related information provided by celebrities through Digital media :

**Table 3.4:** Use of nutrition related information (by the adolescent girls) provided by celebrities through Digital media

Response	Nos.	Percentage
Very high	90	75.0
Moderate	26	21.7
Low	4	3.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 99.8; df: 2;  $\chi^2$  critical value: 5.99;  $p < 0.05$

**Table 3.4** presents results pertaining to use of information obtained about nutrition related aspects from various Digital media platforms and provided by the celebrities in their (Young students) life. Study result shows that 75.0% Youngsters of the study area have very high use of this information (pertaining to nutrition) in their personal life, while 21.7% use this information in a moderate way and further 3.3% have very low use of this information. The Chi-Square test results show that significantly high percentage of Youngsters use the nutrition related information provided by the celebrities through Digital media in their personal life.

### 3.5 Authenticity of nutrition of millets related information available on Digital media platforms :

**Table 3.5:** Authenticity of nutrition related information available on Digital media platforms

Response	Nos.	Percentage
Highly authentic	72	60.0
Somewhat authentic	34	28.3
Unauthentic	6	5.0
Misleading	8	6.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 94.667; df: 3;  $\chi^2$  critical value: 7.82;  $p < 0.05$

**Table 3.5** presents results pertaining to authenticity of nutrition related information available on Digital media platforms. Results shows that according to 60.0% Youngsters of study area the nutrition related information is authentic, while 28.3% consider this information

as somewhat authentic, and 5.0% and 6.7% Youngsters consider this information as unauthentic and misleading respectively. The Chi-Square test results show that significantly high percentage of Youngsters considers the nutrition related information obtained from Digital media platforms is authentic.

### 3.6 Benefits of nutrition related information available on Digital media platforms :

**Table 3.6:** Benefits of nutrition related information available on Digital media platforms

Response	Nos.	Percentage
To a large extent	82	68.3
Somewhat	24	20.0
Not sure	3	2.5
No	11	9.2
<b>Total</b>	<b>120</b>	<b>100.0</b>

Calculated  $\chi^2$ : 127.667; df: 3;  $\chi^2$  critical value: 7.82;  $p < 0.05$

**Table 3.6** presents results pertaining to benefits of nutrition related information obtained from the Digital media platforms. According to 68.3% Youngsters of study area the nutrition related information helps to a large extent, while 20.0% feel it is of somewhat extent helpful. 2.5% Youngsters are not sure about the benefits of this information and 9.2% Youngsters feel that it has no benefits. However, the Chi-Square test results show that significantly high percentage of Youngsters feel that the nutrition related information obtained from Digital media is beneficial.

## 4.0 Conclusions :

### 4.1 Most Used Digital Media Platform :

- In view of the study results it is concluded that significantly ( $p < 0.05$ ) high percentage of Youngsters of Nagpur City use Instagram and Facebook as Digital media platforms to seek information about nutrition.

### 4.2 Use of Digital media for getting information of nutrition :

- From the study results it is evident that Digital media use by the Youngsters of Nagpur City for getting information of nutrition related aspects is very high.

### 4.3 Following celebrities on Digital media to get nutrition related information :

- On the basis of study results it is evident that significantly ( $p < 0.05$ ) high percentage of Youngsters follow some or other celebrity to get information about nutrition and its benefits through Digital media.

### 4.4 Use of nutrition related information provided by celebrities through Digital

**media :**

- Based on the study results it is concluded that noticeably ( $p < 0.05$ ) high percentage of Youngsters of Nagpur City use nutrition related information obtained from various Digital media platforms in their day to day life.

**4.5 Authenticity of nutrition related information available on Digital media Platforms :**

- In view of the study results it is evident that significantly ( $p < 0.05$ ) high percentage of Youngsters of the study area feel the nutrition related information available on Digital media platforms is authentic.

**4.6 Benefits of nutrition related information available on Digital media platforms :**

- From the study results it is concluded that significantly ( $p < 0.05$ ) high percentage of Youngsters of the study area have benefited from the nutrition related information obtained from multiple Digital media platforms.

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