



Exploring the Relationship Between Online Media Exposure and Cooking Self-Efficacy, Skills and Behavior Among College Students

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Introduction



- The prevalence of home-cooking is on the decline
- Convenience meals and ultra-processed foods are replacing home-cooked meals
- Online media platforms such as those used for social networking, news, blogging, bulletins and video sharing have become the primary avenue for promoting healthy habits
- There is little evidence to support that online media is an effective tool for influencing cooking, habits among newer generations



Methods

- California State University Long Beach (CSULB) students
- Online survey by the researcher using adapted questions from previously used and tested surveys
- Participants were informed of the survey in class through an announcement or in campus common areas by flyer
- Responses were recoded, tested for reliability and combined together to create new variables
- Pearson correlation and stepwise multiple linear regression

Reliability Test	
Variable Name	Cronbach's alpha
Cooking behavior	.907
Cooking attitude	.826
Self-efficacy (confidence)	.901
Online media exposure	.812

Inclusion Criteria
❖ 18 years of age
❖ CSULB Student
❖ Not on a daily meal plan

Results

Demographics (n=133)					
Age	Gender	Residence	Kitchen		
18-24	107	Male	46	100% off-campus	Yes 123
25-29	19	Female	86	campus	Partial 7
30-39	3	Unstated	1	housing	No 1
40+	4			Unstated	1

Hypotheses and Findings

There will be no significant association between the subjects'

Ho1 (Rejected): cooking attitudes and cooking behavior (r=0.42; p<.001)

Ho2 (Rejected): cooking self-efficacy and cooking behavior (r=0.667; p<.001)

Ho3 (Rejected): cooking attitudes and cooking self-efficacy (r=0.541; p<.001)

Ho4 (Rejected): cooking-related online media exposure and cooking attitudes (r=0.326; p<.001)

Ho5 (Rejected): cooking-related online media exposure and cooking self-efficacy (r=0.243; p=.002)

Ho6 (Rejected): cooking-related online media exposure and cooking behavior (r=0.278; p=.001)

Table 1. Correlations between cooking behavior, attitude about cooking, cooking self-efficacy, cooking-related media exposure and number of social networking sites (SNS) used among college students (n=133)					
		1	2	3	4
1. Cooking Behavior	Correlation	-	.42**	.667**	.278**
	Sig. (2-tailed)		.000	.000	.001
2. Cooking Attitude	Correlation		-	.541**	.326**
	Sig. (2-tailed)			.000	.000
3. Cooking Self-Efficacy	Correlation			-	.243*
	Sig. (2-tailed)				.002
4. Cooking-Related Media Exposure	Correlation				-
	Sig. (2-tailed)				.096
5. Number of SNS sites used	Correlation				
	Sig. (2-tailed)				-

**Correlation is significant at p<.001 (2-tailed).

*Correlation is significant at p<.05 (2-tailed).

Additional Tests and Findings

- Mean cooking score: 3.33 (lies in between the scale responses indicating scratch-cooking "1-2 times per week" and "3-4 times per week")
 - A stepwise multiple linear regression controlling for gender, ethnicity and age, found cooking self-efficacy to be a significant predictor (p<.001) of cooking behavior
- F change test showed no significant difference in outcome after adding demographics to the model.

Results (Continued)

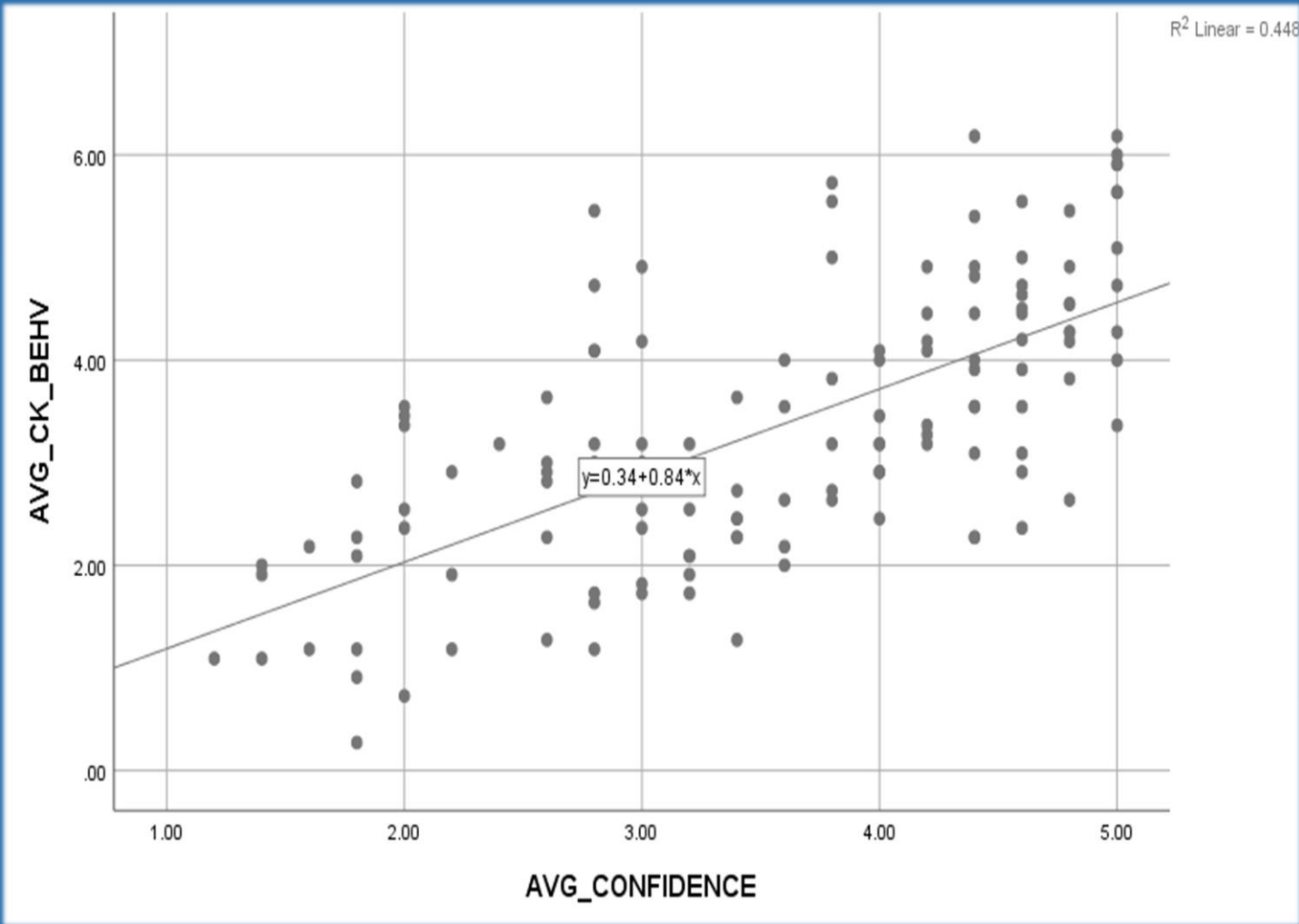


Figure 1. A Scatter plot graph of the predictor "cooking self-efficacy" on the outcome "cooking behavior."

Figure 2. Shows the amount of times each of the top media sites are chosen as used by the participants. Each participant was asked to "all that apply." YouTube is reported as most used online media by participants and closely followed by Instagram and then Snapchat.

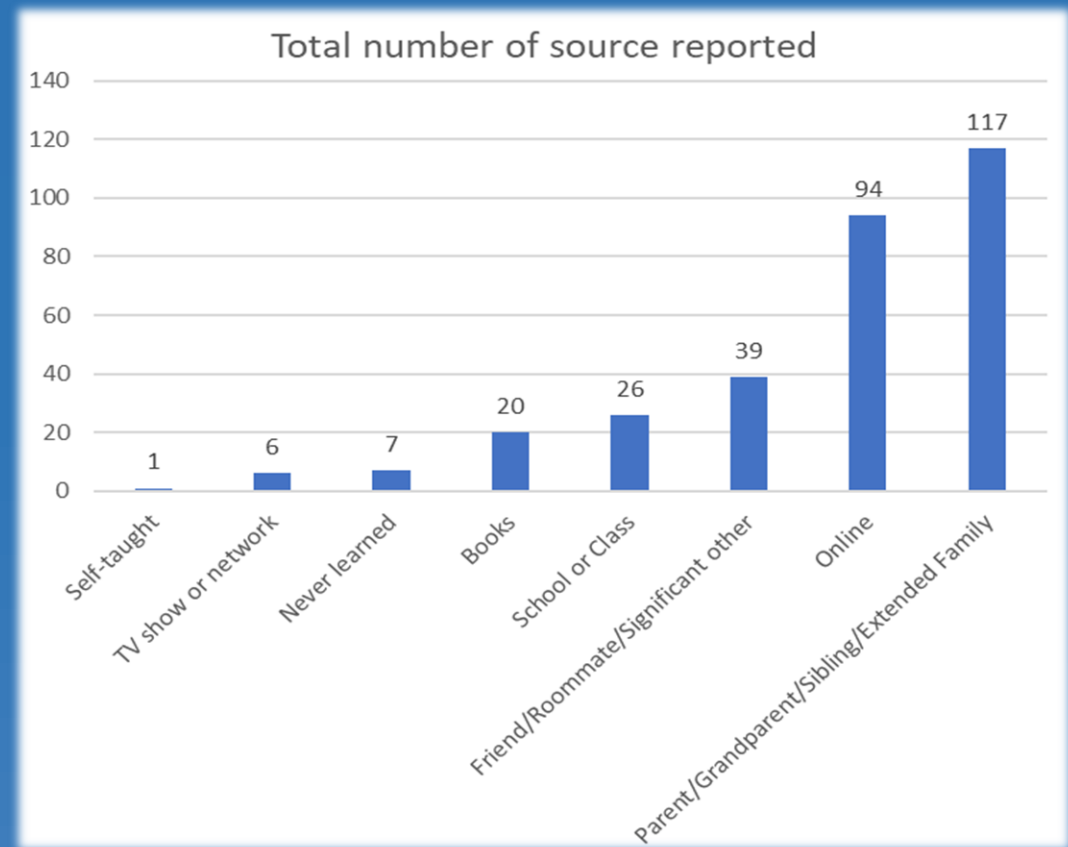
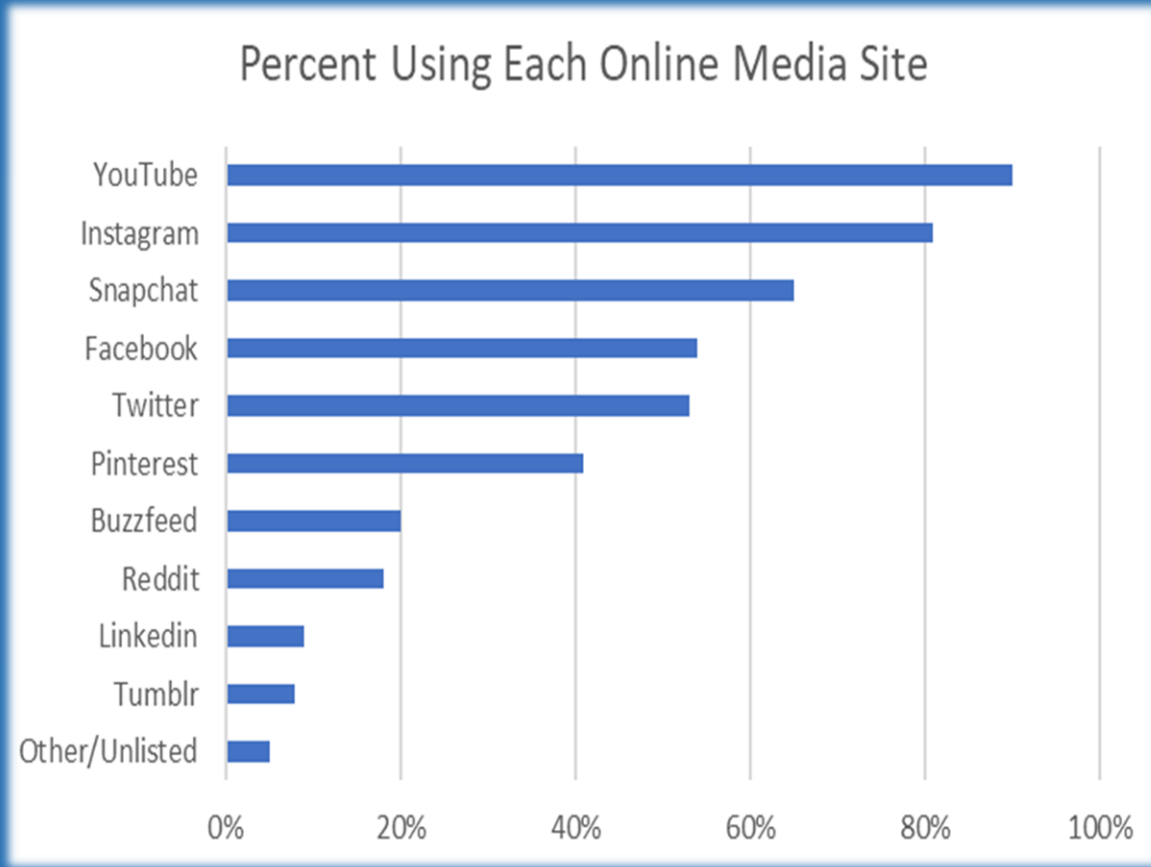


Figure 3. Shows the amount of times each source of learning to cook is chosen by participants. Each participant was asked to "all that apply." The top two ways participants reported learning to cook are from Family and Online sources.

Discussion

- The significant positive correlations that were found indicate that as each of the variables increase, the other variable analyzed with it also increases
- Therefore, we know that three possible predictors of an increase in "cooking behavior" are an increase in positive attitude about cooking, an increase in ones cooking self-efficacy and an increase exposure to cooking-related online media
- Cooking self-efficacy was the only significant finding (p<.001), over and above all other variables, with a very strong correlation as seen in Figure 1.
- What factors are contributing most to increased cooking self-efficacy as a way to increase cooking behavior, since cooking-related online media exposure was not a significant factor?

Discussion (Continued)

- ~90% reported learning to cook from "Parent, Grandparent or other family"
- ~80% reported learning to cook from "online sources"
- This does not specifically tell us which types of online sources they are using, or if they were influenced to explore cooking by these online sources, verses seeking them out after being motivated/influenced else where.



Additional Research Needed

- To explore the factors influencing cooking self-efficacy
- Future research could benefit from using random sampling to see if results differ other populations, different age groups, ethnicities, and geographical region
- Randomized clinical trials are needed to better describe the relationship between online media exposure and cooking behaviors and beliefs.

Conclusion

Family appears to be the most common resource for learning to cook, however, online sources are another common resource for those learning to cook. Cooking self-efficacy was found to be the best influencer on cooking behaviors. The factors that influence college students to cook meals instead of eating convenience foods need further exploration in order slow or reverse the declining rate of cooking prevalence.

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For More Information

Please contact grace.aguirre@student.csulb.edu. More information on this project can be obtained at <http://web.csulb.edu/colleges/chhs/departments/fcs/programs/graduate/GraduateStudentResearch.htm>.