Influence of Viewing Mukbang Videos On Food Portion

Ngocmy Nguyen, Dietetic Intern - Department of Family & Consumer Sciences
New Mexico State University, Las Cruces, NM.

Introduction
The digital revolution started approximately 70 years ago and continues to develop at a fast pace (Pariona, 2017). With technology laced into everyday life, many find themselves glued to their television or phone screen during mealtime. This type of distracted eating takes away one’s focus on satiation cues the body naturally gives when the body feels full or satisfied (LeWine, 2013). Paying less attention to what and how much is on their plate can lead to overconsumption of calories (LeWine, 2013).

Within the last decade, a new trend that originated in South Korea called mukbang has developed. Mukbang can be translated to “Muokda”, meaning eat and “Bang Song”, meaning broadcast (Lappe, 2019). Typically posted on YouTube, mukbang videos show a person or multiple people recording themselves eating copious amounts of food in one sitting. This fad is continuously growing in popularity among young adults (Thigpen, 2019). Typical foods consumed in these videos are fast food, seafood, ramen, etc. There is concern about the impact of these videos on the health of those who make them because of the types of food they are consuming. There is also concern about whether the videos trigger others to consume the same kind or amount of food on a regular basis (Gonzales, 2019).

Purpose of Research
The purpose of this experimental study was to determine if viewing mukbang videos influenced perception of food portion sizes among Dona Ana County 4-H members ages 13-17 years old in New Mexico.

Objectives
• Examine perceptions of participants regarding the influence of the mukbang video on technology, portion sizes, and satiety cues.
• Identify if watching others eat large amounts of food changes how you perceive how much you want or should eat during one meal.

Implications
This study may be used to lay the foundation for continued research about the influence of technology on portion sizes, distracted eating, or technology and caloric consumption. This may also serve as a premise to develop programs that focus on good mindful eating practices and listening to satiation cues. Future research on this topic may inform nutrition education programs that focus on mindful eating practices and satiety cues.

Materials and Methods
Participants were recruited through an email sent to all 4-H members in the Dona Ana County by the 4-H Agent, Eva Madrid. The targeted number of participants was 40. The inclusion criteria was 13-17-year old's in Dona Ana County with access to technology. Exclusion criteria were those not in the Dona Ana County 4-H group, were not in the age range of 13-17 years old and had no access to technology. Subjects were each given a numbered bowl in which they were instructed to scoop the amount of Hot Cheetos they wanted to eat. This amount was measured using a scale. After this exercise, the environment was manipulated by showing a five-minute clip of a mukbang video with the host eating Hot Cheetos. After the video, the subjects scooped the amount of Hot Cheetos they wanted to eat again, and the weight was recorded. The data collection entailed the weight of the Hot Cheetos being recorded pre and post the mukbang video. The survey was taken on phones, computers, or laptops and the data was recorded immediately after the experiment through Qualtrics.

A positive correlation will be proved by an increase of Hot Cheetos post the mukbang video compared to the premeasurement before the video. A post experiment survey was conducted to analyze participants’ perception of the mukbang video, daily technology use, and eating habits during mealtime. Survey data will be analyzed using Qualtrics.

Results
There was a negative correlation between the mukbang video and measurement of Hot Cheetos. The majority of participants served themselves a smaller portion of Hot Cheetos after viewing the video. Sixty six percent of participants served themselves fewer Hot Cheetos, 8.3% served themselves more Hot Cheetos, and 25% served themselves the same amount of Hot Cheetos after viewing the video.

Conclusions
The results indicate that viewing mukbang videos does not increase the food portion sizes. Survey data will need to be analyzed to determine if there is a relationship between overeating during mealtime with the use of technology and the recognition of satiety cues during mealtime when using technology. Further research will be necessary to increase the sample size in order to determine if the relationship exists among other groups and to determine statistical significance.

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Citations

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