Social Media’s Influence on Adolescents’ Food Choices: A Systematic Review of the Literature
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Introduction
To investigate whether food and beverage advertisements on social media influence adolescents’ food choices and thus impact their health.

Methods
- Data driven articles were found through searches on CINAHL and PubMed using the search terms: social media use, food advertisements, adolescents, and food choices
- Inclusion Criteria: written in English between 2015 and 2020, sample population of 10-19 years old, and directly relate social media to food choice
- Exclusion Criteria: doctoral dissertation, meta-analysis or systematic analysis
- The study followed PRISMA guidelines and study quality was assessed using the Mixed Methods Appraisal Tool (MMAT)8,9
- Narrative analysis was conducted to identify key findings

Results
Six articles were included in this analysis that found social media:
- Advertisements increased adolescent preference and ability to recall unhealthy food, beverage, and brands
- Advertisements with celebrities or influencers’ presence influenced adolescent choice by increasing their preference regardless of the healthfulness of the product.

Conclusions and Recommendations
- Adolescents are at higher risk for adverse effects from social media advertisement
- Celebrity or influencer marketing may increase potential risk to adolescent health if the product is unhealthy
- Nurses and healthcare professionals working with adolescents, parents, and families, can screen for and educate about social media use
- Findings from this review support and expand upon existing research to help fill a gap in knowledge
- Future research is needed to determine the magnitude of influence from social media and explore the potential long term health consequences

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