

Addiction of Junk Food and Social Media Impact on Daily Lifestyle of an Individual

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ABSTRACT

with the advent of changing lifestyle demand of fast food product is enhancing day by day especially among the age group of 16-25 years the trend is increasing immensely among the youngsters

The present study experimentally investigates the effect and pressure of social media on consumption of junk food it also analyses the correlation between fast food and why people are attracted towards fast food. To answer this question we compared answers collected by

different individuals. Also the health risks associated with fast food are discussed. Certain food might be more frequently eaten under stress or when higher levels of depressive symptoms are seen in people. Food also plays an important role in growth and development of health. consumption of fast food has dramatically increased as people binge on eating fast food and people do agree with this statement

Keywords:*fast food, social media, trends, diet, junk food, health, obesity, addiction*

1.Introduction:

The term 'Junk Food' was coined in 1972 by Michael Jacobson, Director of Center for Science by the public interest. Junk food is a term for food that has little nutritional value and is often more hazardous to our health. Junk foods mostly contains Food additive such as monosodium glutamate (MSG) high levels of calories from sugar or fat with low amount of protein, vitamins or minerals. Most of the junk foods are rich in fats and poor in other nutrients. Common junk food includes Fast food, chips, candy, gum, sweet desserts, sugary carbonated beverages as well as alcoholic beverages.

The terms junk food and fast food are used interchangeably. These days, spending time on social media is common among people of all generations. As we scroll through Instagram, Facebook, YouTube or Twitter we see different foods on that platform they look scrumptious and appetising and from the same we crave for

different junk foods like pizza's, burger's, noodle's, cakes, momos, etc. social media might be impacting our eating habits. However, junk food has proved to be least part responsible for obesity crisis. In 29 states, the obesity rate is increasing almost larger number in students are severely overweight. Not only obesity is growing problem but other food addiction is also becoming more prevalent.

Fast food may be easily accessible and convenient, but it also contains unhealthy ingredients which may taste delicious, look pleasing to the eyes, but is unhealthy for body. Fast food addiction in people develops in the same way as any other type of addiction. People who eat fast food regularly has more risk of developing different types of diseases including: High cholesterol,

Type II diabetes, Fatigue, Hypertension, Kidney and liver problems, Heart disease, and eating disorder.

The impact of the social media is so great that people eating at home and sending pictures of the meals, influencing others to buy, and eat that type of food.

<http://www.historyoffastfood.com/fast-food-history/junk-food-history-and-facts/>

2. Material and methods:

○ Objectives:

Gathering critical insights regarding the fast-food consumption habits among people the amount of money spent on purchasing fast food.

To find out what are the factors associated with fast food addiction

○ Material and methods:

The present survey was responded by B.K. Birla College, Kalyan students data collection was done by questionnaire method using an standardised questionnaire. Questionnaire was shared to students through Whatsapp, Instagram, Facebook. Among the responded 56.7% were female and 41.7% were male all the respondents were from the age group 15-60 years.

○ Harmful ingredients of junk food:

Palm oil: Palm oil is in nearly everything – it's in close to 50% of the packaged products we find in supermarkets, everything from pizza, doughnuts and chocolate. Palm oil contains a type of fat that can increase cholesterol levels and can be hazardous to health

Artificial sweeteners: Some research on long-term, daily use of artificial sweeteners suggests a link to a **higher risk of stroke, heart disease and death** overall. The worst culprits include **aspartame (found in Equal and Nutra sweet)**, **Sucralose (found in Splenda)**, and **Saccharin (found in Sweet 'N Low)**.

Butylated Hydroxyanisole (BHA): It is carcinogenic in nature, but it has been deemed safe by the FDA

Sodium Benzoate and Potassium Benzoate: These are preservatives agents added to soft drinks, soda to prevent mold from growing Benzoate can react with the ascorbic acid in drinks to produce the carcinogen benzene.

2.1 WHAT IS JUNK FOOD? WHAT ARE THE RISK FACTORS ASSOCIATED WITH IT?

Junk food is a term used to describe food and drinks low in nutrients (e.g. vitamins, minerals and fibre) and high in kilojoules, saturated fat, added sugar and/or added salt. Eating junk food on a regular basis can lead to an increased risk of obesity and chronic diseases like cardiovascular disease, type 2 diabetes, non-alcoholic fatty liver disease and some cancers

3.THERE ARE SEVERAL DISEASE ASSOCIATED WITH JUNK FOOD SOME OF WHICH ARE

1)Atherosclerosis:Junk foods contain the large amount of saturated fats and cholesterol.These substances accumulate in the arteries and pose a threat to arterial health.This narrows the space for blood flow, lowering the amount of oxygen that reaches the cells.When the artery walls are damaged, it causes bleeding and blood clots.This condition is called atherosclerosis and can cause strokes and heart attacks.

2)Hypertension:The salt used in the seasoning of junk foods has sodium, excessive sodium intake can lead to hypertension and high blood pressure.With high blood pressure comes the risk of atherosclerosis and heart disease.Some junk food with high sodium content are – * Burgers * Tacos * French fries * Hot Fruit Pies * Fried Shrimp

3)Type 2 diabetes:Overeating junk food can make an individual obese / overweight.These conditions can further lead to type 2 diabetes and decreased insulin resistance, eye damage, skin condition, slow healing, hearing loss, sleep apnea and dementia.

4)Cancer:Again, junk foods may not cause cancer themselves, but the conditions arising from eating excessive junk foods precipitate cancer.People who are overweight and have obesity are susceptible to kidney, colon, gallbladder and several other types of cancer.

5)Kidney damage: Eating junk or processed foods can take a massive toll on your kidney health.Eating junk food can cause as much damage to your kidneys as diabetes.Maintain a healthy diet and lifestyle to promote and protect your kidney health.

6)Obesity:Consuming energy-dense and nutrient-poor foods such as junk food is associated with an increased risk of obesity. Obesity has also been a major risk factor for heart disease, respiratory problems, cancer and many serious chronic conditions.

7)Dental cavities: Junk foods taste so good, but they can ruin your oral health.The sugar and salt in these foods feed harmful bacteria in your mouth that produce acids that break down tooth enamel and cause cavities.

8)Depression:experts have warned that junk food affects not only your body but also your mind.A study by the journal Molecular Psychiatry showed that eating junk food increases the risk of depression and also high junk food intake may make you less active, eat fewer fruits and vegetables and promote other poor dietary habits.

9)Skin problems:Eating lots of junk or processed foods can cause different skin problems like pimples and acne breakouts.Foods high in fats, refined carbs and sugars were linked with acne.Other studies have also reported that diets high in dairy may be associated with an increased risk of acne.Adopting a balanced diet will go a long way towards preventing acne and other skin issues.

10)Anorexia nervosa: People with anorexia generally view themselves as overweight even if they are dangerously underweight.They tend to constantly monitor their weight, avoid certain types of junk food and severely restrict their calorie intake.

3.1 HOW DOES FOOD ADDICTION WORKS?

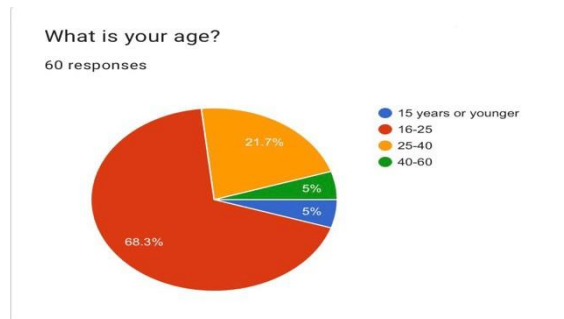
People tend to get cravings when the brain starts calling for certain foods. Even though the conscious mind knows they're unhealthy, some other part of the brain seems to disagree. The fact is junk food stimulates the reward system in the brain in the same way as addictive drugs, such as cocaine.

For susceptible people, eating junk food can lead to full-blown addiction, which shares the same biological basis as drug addiction. Eating junk food causes a release of dopamine in the brain. This reward encourages susceptible individuals to eat more unhealthy foods. A craving makes it hard to think of something else. It also makes it hard to consider the health impacts of eating junk food.

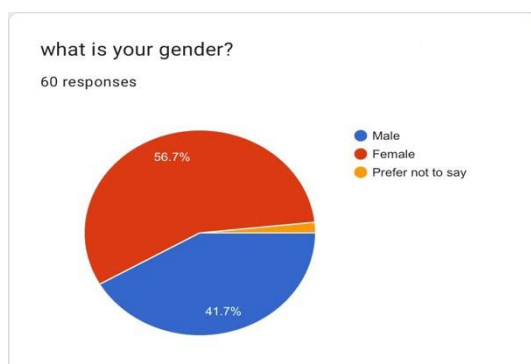
3.2 REASONS WHY JUNK FOOD IS BECOMING POPULAR DAY BY DAY?

- Time: junk food is preferred because people enjoy it on several occasions. Many people prefer to have junk food while watching Tv or when they go out with friends, family etc. People who have a 9 to 5 job usually don't have enough time to prepare a proper meal so they just order and it takes no time for fresh and tasty foods to arrive and this eventually becomes a habit as it is easy to order food just on finger tips The pressure to maintain a lifestyle Big fast food chains like McDonald's came to India in 1996, and soon other big outlets like Dominos, Pizza Hut, KFC, etc people eventually started to adapt to the western culture and started being status conscious
- And people started consuming more junk food s india is the most populated country in the world as it is overtaking china in terms of population so large fast food chains see profit and thriving businesses and multiple opportunities for their business to grow in India. People are turning to junk food because it's fast, easy, and cheap. It's also engineered to taste good, which makes it more appealing. However, junk food is often high in calories, sugar, and fat, which can lead to health problems like obesity, diabetes, and heart disease if consumed in excess.

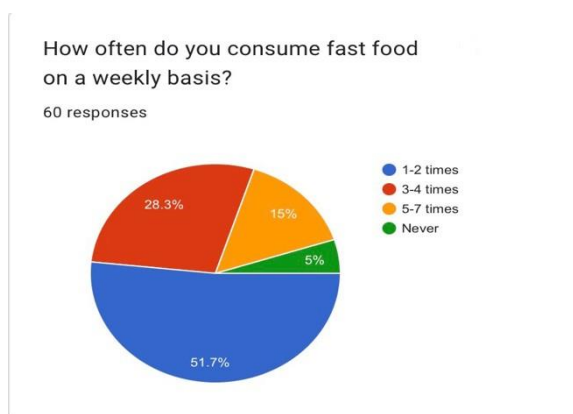
4. Questionnaire



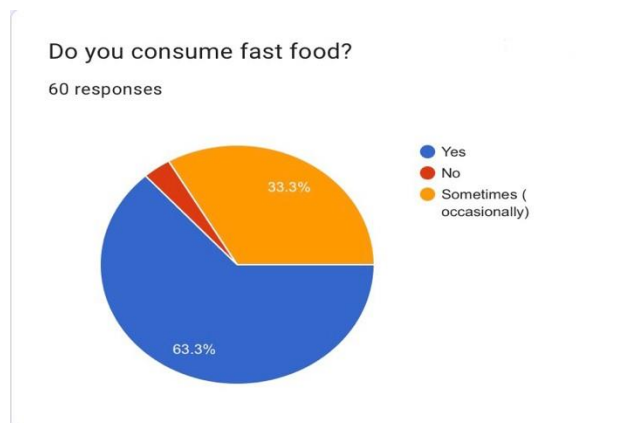
- 1) According to our survey results the most common age group which answered our questionnaire were 16-25 as seen above



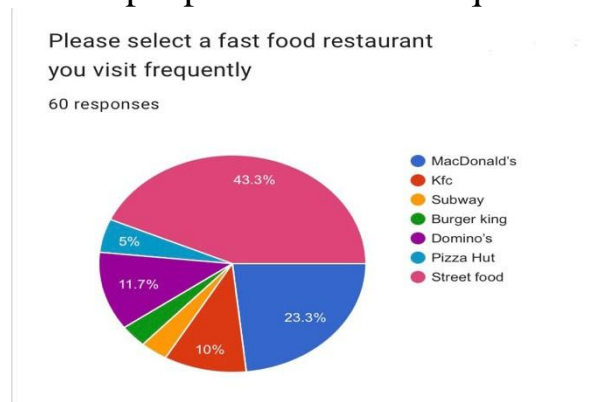
- 2) Gender wise the question were answered by 56% female and 41% male



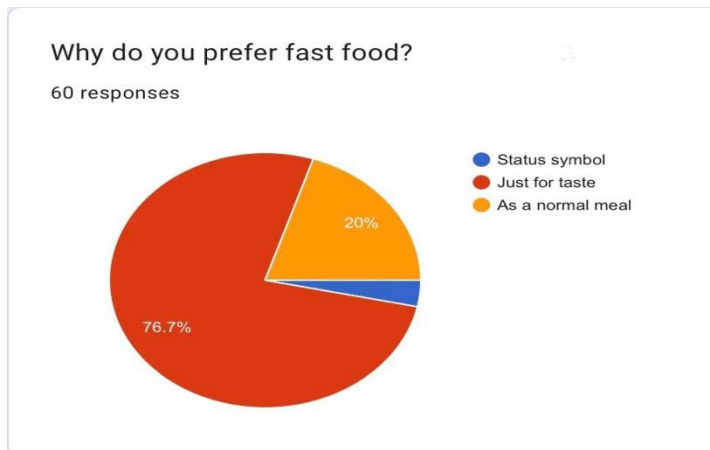
- 3) Out of the people answered the questionnaire most people consume fast food more than 1-2 times on a weekly basis



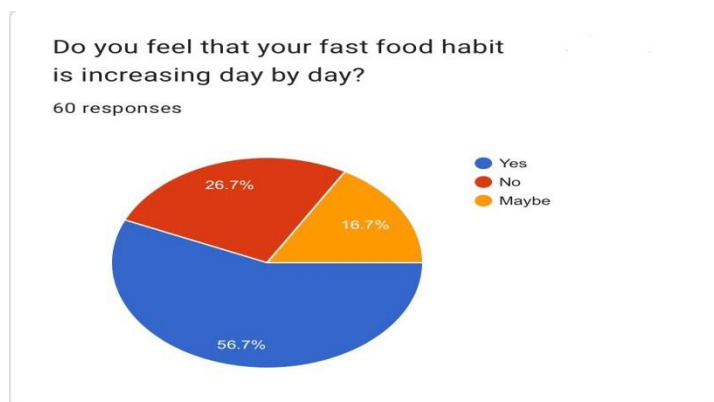
- 4) Out of the people answered the questionnaire about 63% people consume fast food



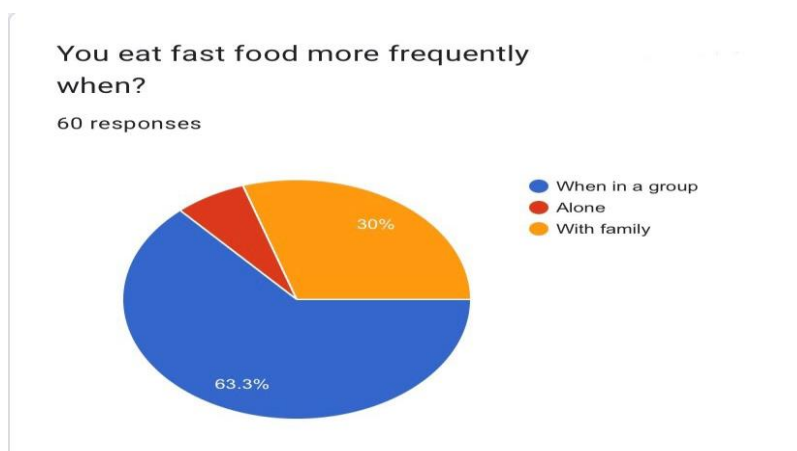
- 5) The most popular fast food chain according to the questionnaire answered is mcdonalds but above that most people prefer street food



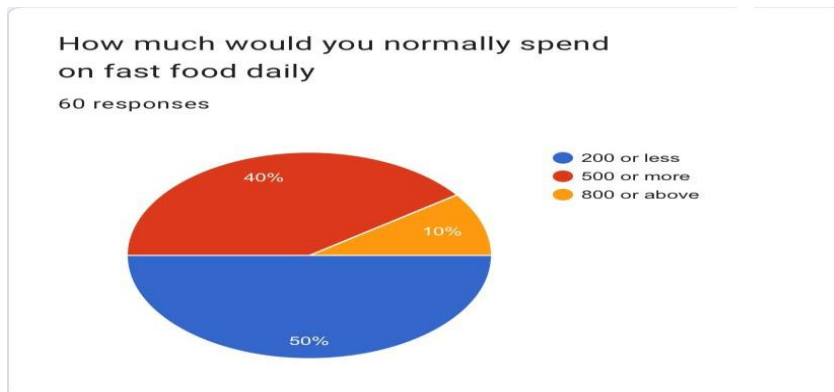
- 6) For some people fast food is just a normal meal that they consume for taste but on the other hand for some people it is a status



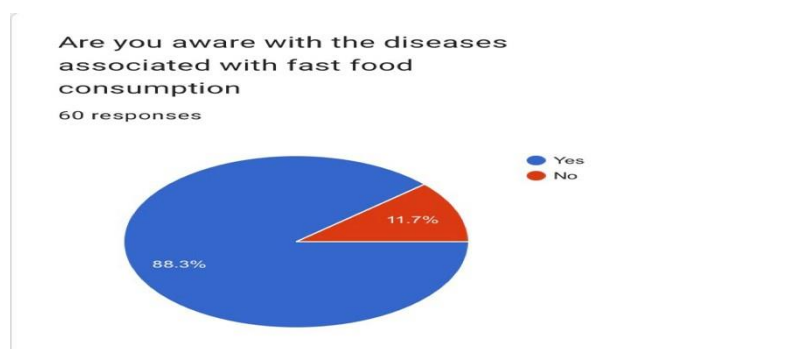
- 7) About 56% people agree that the habit of consuming fast food is increasing day by day



- 8) According to the answers people consume fast food more when they are with a group of people or family



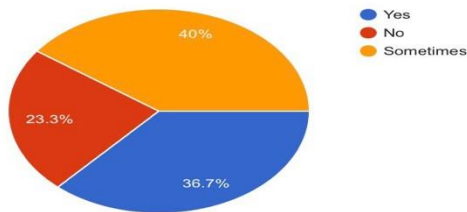
- 9) According to the answer mostly people get influenced by social media to consume more junk foods we see our favourite influencer's consuming some meal we get attracted to it and crave for it we normally see different brands advertising their products and in this way we get lured by social media advertisements People usually go for affordable options most of the people are unwilling to spend more than 500 on fast food



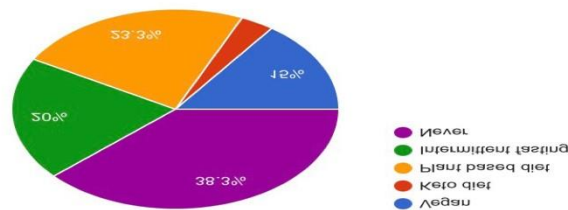
- 10) 88% are well aware with the risk factors associated with fast food

Has social media ever influenced you to have more junk food?

60 responses



11) According to the respondents People do believe they get influenced by social media to have more junk food



60 responses

changes(if yes which one)
to follow a particular diet or lifestyle
Has social media ever influenced you

12) People get so influenced by social media that they blindly follow any diet without seeking any medical professionals according to the questionnaire about 23% people have followed plant based diet > 20% people have also tried intermittent fasting

5. FUTURE OF THE FAST FOOD INDUSTRY

One thing is for sure, the future is now and we're already living in it. Fast food evolution is one visible marker that will highlight how we handle escalating disruptive technologies as our food environments go through ongoing cultural shifts, both fascinating and potentially worrisome at the same time. It's even possible that a mere generation or two of food science and cultural shifts sees a change in eating habits

meaning a less homogeneous fast food market, something that's happening already. Meantime, multiple options (vegan, vegetarian, omnivorous, meat) will coexist side by side as food trends come and go. As the profit motive of fast food chains relies on a reliable, cheap supply chain...increasing costs are bound to spur innovation along the lines of necessity being the mother of invention. If new food items hit franchise menus everywhere with hesitation or reluctant enthusiasm, there should still be more hits than misses in the long run due to the power of marketing and other forms of promotion. Fast food vending machines already exist in Japan with cooked and take home to cook variants. France has meat vending machines. So, fast food is set to become more universally available but its definition alot broader. In actual franchises, it's possible a lot of food production will be almost fully automated

6. CONCLUSION

From our study we have concluded and identified that the intake of junk foods is increasing adversely day by day. Also social media has a big hand in encouraging the college and school going students to have more junk food. Students find cheap alternatives in street food because it is affordable and tasty. Also the advertisements and social media influencer's lure young people who follow them and young individuals try to copy their lifestyle to whatever they post and share

Social media addiction also affects health. As social media marketing is the strongest nowadays. However there is a relationship between social media and eating disorders because what we see on social media we crave for that and due to which we are addicted to junk food and from eating that types of food we may face obesity and many other eating disorders. 76% people consume fast food just for their taste and 88% people are aware of eating disorders but still they are enjoying eating junk's. Our study was conducted among the people about the effect and risk of junk food.

6.1ACKNOWLEDGEMENT

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