

Transformations of Food Taste among Algerian Youth between Consumer Practices and the Construction of Digital Identity: A Content Analysis Study of the “House of Nutrition” Facebook Page

Received date:07/01/2026 Accepted date:18/05/2026 Published date:12/06/2026

Aici Asma¹

¹ University of Tizi Ouzou, Algeria, **Email:** asmaaici18@gmail.com
<https://orcid.org/0009-0005-5519-3238>

Abstract:

This study aimed to uncover the shifts in food preferences among Algerian youth in light of the increasing use of social media. It sought to understand the role of digital food content in shaping young people's dietary choices.

The study employed a descriptive-analytical approach, utilizing content analysis to examine the content of the House of Nutrition Facebook page between July 1, 2025, and October 30, 2025. The study sample consisted of a selection of food-related posts published by the page, representing a representative sample of digital food content aimed at young people.

The study concluded that digital food content significantly contributes to reshaping the food preferences of Algerian youth.

Keywords: Food Taste, Food Consumption, Digital Identity, Social Media, Digital Food Culture.

Corresponding Author: Aici Asma, **Email:** asmaaici18@gmail.com

1. Introduction:

The electronic revolution, with its rapid and astonishing development of communication technologies, software, satellites, and the widespread use of the internet, which now connects the entire world, has shrunk the distances between countries of different ideologies and religions, The world has thus become a small village, facilitating the spread of diverse local and global cultures, This has led to the emergence of a new reality: globalized media. Through this media, developed countries aim to undermine the value system of Third World countries, including Algeria, while simultaneously disseminating and promoting their own value systems, cultural concepts, and behavioral patterns that contradict the local cultures of these countries, They portray their culture as the ideal and correct cultural model to be emulated, employing various means such as social media (Ben Cheikh, 2025, p 142).

In Algeria young people today live within a context of rapid digital transformation, where social media platforms have become an integral part of their daily lives, These digital spaces are no longer merely tools for communication but have become a stage for exchanging nutritional information, disseminating health advice, sharing recipes, and framing concepts of healthy eating and conscious choices, Through these interactions, young people's food tastes are shaped, and food becomes a means of self-expression and building digital identity, thus illustrating the intertwined relationship between consumer practices and young people's digital representations.

Salama (2021) indicates that one cannot ignore the cultural and social aspects when studying food, Food is a means of social interaction, it highlights the imperceptible aspects of social interaction, shedding light on the hidden resistance to the power and continuous influence of social food-through its contribution to the

development of social food globally, Anne Hastorff explores the impact of food preparation as a social factor in shaping society and identity by examining the social life of food and its associated interests and practices, Given that humans are social by nature, their virtual communities have become a focus of their attention, perhaps even overshadowing their real-world social interactions, In recent years, social media platforms have proliferated, diversifying and expanding to offer a wide range of services and fulfill various needs, Among the most prominent are Facebook, Twitter, and Instagram.

Facebook is considered one of the most important platforms used by young people of all backgrounds, cultures, and genders to access accurate nutritional information, The site has witnessed the emergence of numerous nutrition-focused pages with diverse content, aiming to attract their attention to healthy eating, especially since it is a significant factor influencing their quality of life and their ability to perform their work and activities (Qasdi, 2022, p 105).

❖ **Research Problem:**

social customs, but are now shaped within digital spaces, particularly through social media networks that disseminate new nutritional narratives blending health, the body, and lifestyle, In this context, Facebook pages specializing in nutrition stand out as influential actors in shaping consumer practices and constructing new digital perceptions and identities among young people.

Accordingly, the central research question of this study is:

How do Facebook pages specializing in nutrition contribute to reshaping the food tastes of Algerian youth, and what is their relationship to consumer practices and the formation of a digital identity?.

❖ **Sub-questions:**

- 1- What is the nature of the nutritional content offered by the House of Nutrition Facebook page?.
- 2- What nutritional values and consumption patterns does this content promote?
- 3- How does digital nutritional discourse influence the consumption practices of Algerian youth?.
- 4- To what extent does nutritional content contribute to building a digital identity based on a healthy lifestyle?.
- 5- What role do digital interactions (likes, comments, shares) play in enhancing the impact of nutritional content?.

❖ **Research Hypotheses:**

While the study primarily follows a descriptive design, the following assumptions guide the investigation:

- 1- The House of Nutrition page contributes to guiding the food tastes of Algerian youth towards more conscious and healthy choices.
- 2- There is a correlation between digital nutritional content and health-oriented consumption practices among young people.
- 3- Digital nutritional discourse contributes to building a youthful digital identity based on a healthy body image and a balanced lifestyle.
- 4- The impact of nutritional content increases with higher levels of digital interaction with it.

❖ **Research Objectives:**

The study aims to:

- To examine how food taste among Algerian youth is influenced by food-related content on social media platforms.
- To analyze the role of consumer practices promoted through digital food content in shaping eating habits and lifestyle choices.



- To explore the relationship between food consumption and the construction of digital identity among young users on Facebook.
- To understand how interaction and engagement with food content contribute to redefining food taste in a digital context.

❖ **Importance of the study:**

- This study contributes to understanding food taste as a social and cultural practice shaped by digital media rather than a purely nutritional issue.
- It sheds light on the influence of social media on youth consumer behavior and identity formation in contemporary Algerian society.
- Its findings may support researchers, health professionals, and digital content creators in developing more effective food awareness strategies.
- The study highlights social media as a key space where tastes, values, and identities are continuously constructed and negotiated.

❖ **Previous Studies:**

- The study by **(Qasdi 2022)**, titled "The Contribution of Facebook to Establishing a Culture of Healthy Eating Among Algerian Youth," aimed to raise awareness about the importance of maintaining health through a balanced diet and the extent to which Facebook contributes to establishing a healthy eating culture among Algerian youth. The researcher adopted a survey methodology to collect primary data on the study topic, The researcher used a purposive sampling method, employing an online questionnaire that surveyed 36 participants on the Facebook platform.

The study reached the following conclusions:

- Algerian youth's use of information obtained from food-related pages on Facebook and their interaction with these pages contributed to acquiring a healthy eating culture, moving away from the culture of fast food.

- Healthy eating pages on Facebook provided the surveyed Algerian youth with several concepts, including: healthy eating, physical fitness, and following specific healthy eating programs.

- The study (**Ben Cheikh 2025**), entitled "Facebook and the Changing Consumer Culture of University Students," aimed to determine the extent to which Facebook use influences the nature of students' cultural and consumer practices, This was achieved by focusing on food consumption patterns and digital food content, specifically examining Facebook's contribution to changes in university students' monthly spending and purchasing values, The researcher employed a descriptive methodology for data analysis, utilizing a questionnaire as the primary tool. The study sample was randomly selected from students in the Sociology Department at Constantine 2 University.

The study concluded the following:

- Facebook plays a significant role in changing purchasing values and altering the areas of monthly spending among university students.

- Facebook has a direct and substantial impact on shaping the food and consumer culture of university students.

- The study (**Harbouche 2025**), titled "Eating Behavior among University Youth," aimed to describe the eating patterns of young university students and identify the main characteristics of their dietary behavior. The researcher employed a descriptive methodology, using a random sample of 947 university students (264 males and 683 females) aged 18 to 21, A questionnaire was designed to measure health-related behaviors and dietary habits.



The study yielded the following results:

- The majority of students do not eat breakfast regularly.
- Students consume fast food and snacks instead of healthy and balanced meals.
- Their daily consumption of fruits and vegetables is very low, and they do not pay attention to reducing their intake of salt, sugar, and unhealthy fats.

- The study (**Parks & Renzella 2025**), titled "Behavioral and Cognitive Changes in Young Adults Towards Food and Nutrition After Exposure to Digital Food Communication," aimed to assess the behavioral and cognitive impact of digital food communication and to determine the extent of young adults' behavioral and cognitive responses to food and nutrition. The researchers conducted a systematic review of a range of studies, employing a critical evaluation of qualitative studies program. The study included 45 studies out of a total of 6,132. The sample was purposive, drawn from a group of participants aged 18-25 years from several countries who had been exposed to digital food-related communication.

The study concluded that:

- Digital food communication needs to be considered a digital determinant of young people's nutritional health, as it shapes their behaviors and perceptions.
- Digital food communication influences dietary behaviors, knowledge, and attitudes, resulting in significant changes in food consumption and nutritional orientations.
- Engaging with digital content is a positive approach to improving, evaluating, and implementing digital food interventions.

- The study (**Ares 2025**), titled "Associations between exposure to digital food marketing and food consumption in adolescence," aimed to explore the relationship between exposure to food

advertisements on digital media and the frequency of food consumption among adolescents. Researchers employed a survey methodology using a questionnaire. The study sample consisted of a purposive sample of 1,542 adolescents aged 11-19 from schools in Uruguay.

The study concluded that:

- It is necessary to implement regulatory approaches to reduce exposure to digital marketing of unhealthy foods and beverages and to empower adolescents to adopt and maintain healthy eating habits.
- Instagram, YouTube, and TikTok emerged as the platforms where participants most frequently reported seeing food and beverage advertisements.
- Fast food, soft drink, and salty snack advertisements were the most frequently targeted by respondents.
- The findings showed that many platforms lack adequate protection for children and adolescents, with respondents under 11 years old frequently reporting using social media and viewing advertisements for unhealthy foods.

❖ **Operational Definitions:**

1- Food Taste:

A set of food choices expressed by Algerian youth as reflected in their interaction with the nutritional content published on the House of Nutrition Facebook page, through the types of foods promoted.

2- Food Consumption:

The way Algerian youth approach food as a daily practice, such as rationalizing consumption, choosing healthy foods, and linking food to lifestyle, as shown in the page's posts.

3- Digital Identity:

How Algerian youth present themselves in the digital space, through adopting a healthy eating lifestyle and interacting with nutritional content.



4- Social Media:

Interactive digital platforms that allow for the publication, exchange, and interaction with nutritional content, specifically Facebook, which serves as the focus of study and content analysis.

5- Digital Food Culture:

The sum of values, representations, and discourses related to food that are circulated and reproduced across the digital space, which contribute to shaping food taste and building digital identity among Algerian youth.

2. Theoretical Framework:

2.1 Health Behavior:

Health behavior, often referred to as health-related behavior, is one of the main pillars of public health. Its importance lies in its impact on the causes of mortality and the prevalence of chronic diseases such as cardiovascular disorders, cancer, and stroke. Common behavioral risk factors include tobacco and alcohol use, poor dietary habits, unsafe sexual practices, physical inactivity, and reckless driving.

According to Gochman , health behavior refers to personal attributes such as beliefs, motivations, values, perceptions, and emotional states that are related to maintaining, restoring, or enhancing health. This definition highlights both the psychological and behavioral dimensions of human action and their interdependence with social and environmental contexts.

Similarly, the Public Health Data Bank (2013) defines health behavior as any activity or lifestyle pattern that affects one's health condition. Ferber conceptualized it as a comprehensive term encompassing all behaviors and attitudes toward health, illness, and the use of medical services.

In essence, health behavior is an individual practice, consciously or unconsciously adopted, that influences one's well-being. It is shaped by several determinants, including physical activity levels, tobacco and alcohol use, dietary patterns, and adherence to preventive health measures(Harbouche, 2025, p513).

2.2 Youth and the Self-Representation of Digital Identity:

Digital identity, as a virtual extension of social identity, helps individuals shape their identities within the digital space through patterns of posting, interaction, and chosen content, This is confirmed by Castrills, who states that identity in the network society is no longer fixed but has become flexible, multifaceted, and constructed within digital communication spaces (Castells, 2010, p 7).

But before the emergence of the expressive spaces provided by modern technologies, young people rarely found an outlet to participate in the public sphere, and thus contribute to shaping the features of social discourse about themselves and the issues that concern them. The voices of young people, as they appear in dialogues included in media outlets or in quotations from academic studies, are subject to social filtering within contexts controlled by adults. Even when young people have the opportunity to express themselves directly, as happens in blogs and social networks, for example, their visions lack financial and institutional support, unlike the discourses backed by marketers, media content producers, and academics. Consequently, they carry less weight in terms of presence and influence. Nevertheless, it must be emphasized here that young people possess their own perceptions, born from the womb of their own experiences (Al-Sadiq, 2012, p 98-99).

Hence food becomes an element of building digital identity, as young people use it as a means to highlight health awareness, physical discipline, and belonging to a particular digital culture,



especially through interaction with specialized food content (Zhao et al, 2008, p 1820).

3. Methodology:

3.1 Study Scope:

- **Temporal Scope:** The study covers content published between July 1, 2025, and October 30, 2025, This period is sufficient to observe patterns of food-related discourse, publication frequency, and forms of digital interaction.

- **Spatial Scope:** The study was conducted in the digital sphere, specifically on Facebook, focusing on an Algerian page specializing in food awareness, This space is an extension of the real social sphere, allowing for the study of consumer practices and identity formation within a local digital context.

3.2 Research Design:

Our study adopted the descriptive-analytical approach, as it is the most suitable for analyzing digital social phenomena. This approach allows for the description of the food-related content published on the page and the analysis of its content to reveal its social and cultural implications related to shifts in food tastes and the formation of digital identity.

Content analysis was also employed, including:

- Quantitative Analysis: to determine the frequencies and percentages of the categories.
- Qualitative Analysis: To interpret the meanings, symbols, and sociological implications inherent in the nutritional content.

3. 3 Population and Sample:

Our study employed purposive sampling, selecting the “House of Nutrition” page based on several considerations, most importantly:

- The page's specialization in nutritional and health content.
- Its local Algerian character.
- Its clear targeting of the youth demographic.

- The regularity of its publications and the diversity of its content formats.

The analysis sample consisted of:

- All nutritional posts (texts, images, videos) published between July 1, 2025, and October 30, 2025.

3. 4 Instrument:

The study utilized the following tools:

- Content Analysis Form: This involved developing a specific form to analyze the page's content, which included a set of categories and indicators derived from the theoretical framework and the study's objectives.

- Systematic Scientific Observation: This involved regularly monitoring the page to observe: the nature of the nutritional discourse, presentation and production methods, and forms of interaction with the content.

- Digital Documentary Analysis: This relies on digital publications, images, videos, and accompanying comments on nutritional content.

3.5 Analysis Categories:

The analysis categories for our study were determined based on the theoretical framework and study objectives, and are as follows:

- Category of Nutritional Content Type:

- ✓ Health Awareness Content.

- ✓ Guidance Content (Nutritional Advice).

- ✓ Motivational Content.

- ✓ Nutritional Recipes.

- Category of Promoted Nutritional Values:

- ✓ Healthy Eating.

- ✓ Nutritional Balance.

- ✓ Dietary Practice.

- ✓ Preventive Health.

- Category of Consumption Practice:

- ✓ Healthy-Oriented Consumption.



- ✓ Symbolic Consumption.
- ✓ Consumption Linked to Lifestyle.
 - Category of Digital Identity:
- ✓ Promoting a Healthy Lifestyle.
- ✓ Digital Self-Representations.
- ✓ Belonging to a Modern Food Culture.
 - Category of Digital Interaction:
- ✓ Number of Likes.
- ✓ Number of Comments.
- ✓ Number of Shares.

4. Data Analysis:

In light of rapid digital transformations, the food preferences of Algerian youth are no longer solely a product of traditional

Table 1. Category of Nutritional Content Type

Category of Nutritional Content Type	Frequency	Percentage
Health Awareness Content	50	35.46%
Guidance Content (Nutritional Advice)	39	27.66%
Motivational Content	32	22.70%
Nutritional Recipes	20	14.18%
Total Results	141	100%

Source: Designed by the researcher based on the sample data

The results in Table 1 show that health awareness content is the most frequently used, with 50 posts (35.46%), This indicates that the page primarily focuses on disseminating health awareness and enhancing nutritional knowledge among its followers, reflecting a clear educational approach to digital nutrition discourse.

Instructional content (nutritional advice) comes in second place, with 39 posts (27.66%), This suggests that the page relies on providing practical guidance to help young people adopt healthy

eating habits in their daily lives. Motivational content accounts for 22.70%, reflecting the use of psychological and encouraging elements to motivate followers to adhere to healthy eating patterns.

Conversely recipes have the lowest frequency (14.18%), indicating that the page does not primarily focus on descriptive or entertainment content, but rather on educational and instructional aspects.

Consequently, the predominance of health awareness content (35.46%) compared to other content not only reflects a media trend towards disseminating knowledge, but also points to a shift in the function of digital pages from merely presenting information to attempting to reshape dietary awareness. However, this strong presence of awareness-raising does not necessarily mean that behavioural change has been achieved, which highlights a paradox between the abundance of health discourse and the limits of its actual impact.

In comparison with the study by (Harbouche 2025), which highlighted poor dietary behaviour among young people (skipping breakfast, consumption of fast food), it can be said that digital awareness content has not yet translated into actual practices, reflecting a gap between knowledge and practice,

Conversely, the results of our study align with the study by (Qasdi 2022), which confirmed the role of Facebook in promoting a culture of healthy eating; however, the difference lies in the fact that the current study shows that this role remains largely at the level of discourse rather than deep behavioural change.

This can therefore be interpreted as meaning that motivational (22.70%) and instructional (27.66%) content, despite its presence, is not presented within sufficiently interactive strategies to convert awareness into behaviour, which leads to the theoretical conclusion that digital influence in the food sector remains contingent on



mechanisms of reception and interaction, and not merely on the quality of the content.

Table 2. Category of Promoted Nutritional Values

Category of Promoted Nutritional Values	Frequency	Percentage
Healthy Eating	42	33.87%
Nutritional Balance	33	26.61%
Dietary Practice	32	25.81%
Preventive Health	17	13.71%
Total Results	124	100%

Source: Designed by the researcher based on the sample data

We observe from Table 2 that the value of healthy eating ranked first at (33.87%) and was mentioned 42 times, This confirms that the page's nutritional discourse primarily focuses on establishing the concept of healthy food as a central value in the daily lifestyle of young people, This was followed by the value of nutritional balance at (26.61%), indicating the page's emphasis on raising awareness of the importance of moderation and variety in diets, rather than focusing on strict diets or harsh eating plans, The value of healthy eating practices also recorded a percentage of (25.81%), reflecting the page's interest in guiding practical eating behaviors and linking them to daily practice, As for preventive health values, they came in last place at (13.71%), indicating a lower presence of preventive discourse related to diseases, compared to a greater focus on improving lifestyle and overall nutritional quality.

However, when compared with the study by (Parks & Renzella 2025), which confirmed that digital food communication influences perceptions and behaviour, we can say that the page helps to reshape mental perceptions of food, but it does not place the same emphasis on the preventive aspect, which may limit its effectiveness in the long

term,The findings also align with a study (Ares 2025) that warned of the impact of digital marketing for unhealthy foods, where the page’s focus on ‘healthy eating’ as a form of symbolic resistance to unhealthy advertising discourse; however, the lack of balance in highlighting preventive health indicates that this discourse remains a reaction rather than a comprehensive preventive project.

Consequently, nutritional values have shifted from their biological dimension to a digital cultural one, where values become part of a digital identity that is promoted rather than being established daily practices.

Table 3. Category of Consumption Practice

Category of Consumption Practice	Frequency	Percentage
Healthy-Oriented Consumption	29	50.88%
Symbolic Consumption	11	19.30%
Consumption Linked to Lifestyle	17	29.82%
Total Results	57	100%

Source: Designed by the researcher based on the sample data

Table 3 reveals a clear variation in consumption patterns reflected in the analyzed content, Health-oriented consumption practices ranked first, at 50.88% and with 29 occurrences, indicating a strong presence of discourse linking food to health, prevention, and a healthy lifestyle, Lifestyle-related consumption practices came in second, at 29.82% and with 17 occurrences, suggesting a significant presence of content linking food consumption to social identity and daily experiences.

Symbolic consumption practices ranked last, at 19.30% and with 11 occurrences, reflecting a relatively lower presence of content that utilizes food as a social or cultural symbol, or as a means of symbolic distinction.



However, when compared with the study by (Ben Cheikh 2025), which confirmed Facebook’s influence on consumer values, these findings can be interpreted as indicating that young people are reshaping their consumption habits in line with digital trends, rather than solely on the basis of their actual needs. Furthermore, the contradiction with the findings of the study by (Harbouche 2025) reinforces the idea that what is presented digitally reflects an ‘idealised model’ rather than lived reality.

It can therefore be said that we are faced with a dichotomy:
- declared (digital) healthy consumption and actual consumption that may not be so.

This leads us to a profound sociological insight: that food consumption in the digital environment is becoming a symbolic practice linked to the management of self-image rather than a purely material one.

Table 4. Category of Digital Identity

Category of Digital Identity	Frequency	Percentage
Promoting a Healthy Lifestyle	30	44.12%
Digital Self-Representations	10	14.71%
Belonging to a Modern Food Culture	28	41.17%
Total Results	68	100%

Source: Designed by the researcher based on the sample data

Table 4 shows that the category promoting a healthy lifestyle was the most frequent, with 30 posts (44.12%), reflecting the page's focus on presenting healthy food as part of a holistic lifestyle. The category emphasizing belonging to a modern food culture came in second, with 28 posts (41.17%), indicating the page's attempt to link healthy food with modernity and contemporary trends, highlighting healthy eating as a choice that reflects awareness and belonging to a modern digital culture, The category of digital self-representations had

the lowest frequency, at 14.71% (10 posts), suggesting that the page places less emphasis on individual self-expression and more on collective values associated with a healthy lifestyle and modern food culture.

Thus, in comparison with the study by (Parks & Renzella 2025), we can interpret our findings to mean that exposure to digital food content not only influences behaviour but also contributes to the reshaping of digital identity associated with food. This also aligns with the study by (Ares 2025), which highlighted the role of platforms in shaping trends; here, it appears that the page contributes to the construction of a normative food identity.

This has revealed to us that food has become a tool for:

- Building a sense of belonging.
- Expressing modernity.
- Enhancing one’s social image.

Consequently, digital food identity is not a reflection of behaviour, but rather a symbolic social construct produced within the digital space.

Table 5. Category of Digital Interaction

Category of Digital Interaction	Frequency	Percentage
Number of Likes	460	29.85%
Number of Comments	781	50.68%
Number of Shares	300	19.47%
Total Results	1541	100%

Source: Designed by the researcher based on the sample data

We note from Table 5 that comments came in first place in terms of the volume of interaction, as their number reached (781) comments, representing (50.68%), which indicates the existence of an active dialogue interaction between the page and the followers, and reflects the interest of young people in discussing the nutritional content and exchanging opinions and experiences related to it. Likes

came in second place at (29.85%) with a number of (460) likes, which indicates positive interaction with the content, As for shares, they recorded a percentage of (19.47%) with a number of (300) shares, which indicates the desire of followers to republish and share the content within their digital circles.

The predominance of comments (50.68%) compared to likes and shares indicates that interaction with food-related content goes beyond passive reception to include discussion and negotiation of meanings, this reflects the user’s shift from being a consumer to an active participant in the production of meaning.

In comparison with the study by (Qasdi 2022), which confirmed that interaction enhances the acquisition of food culture, it can be said that comments represent a space for the construction of collective knowledge, not merely its consumption. Our study also aligns with the research by (Parks & Renzella 2025), which highlighted the importance of interaction in behaviour change; here, it appears that digital discussion may be a key mechanism in dietary influence.

However, the low engagement rate (19.47%) suggests that the content, despite its interactivity, does not achieve widespread reach, raising the issue of limited impact beyond the circle of direct followers.

We can therefore conclude that:

- Comments => Depth of impact
- Shares => Breadth of impact

Consequently, the page achieves a deep impact but with limited reach, which opens up a discussion on the need to develop digital strategies that combine depth and reach.

4. Conclusion:

In conclusion, it can be said that the food tastes of Algerian youth are no longer solely a product of traditional eating habits, but

are now shaped through direct interaction with digital food discourse. Specialized Facebook pages, such as the House of Nutrition page, play a crucial role in guiding consumption practices and contributing to the construction of digital identity. This is demonstrated by the results of the study and the sociological analysis of the tables, which show that food has transformed from a spontaneous daily practice into a conscious choice imbued with health and symbolic meanings that reflect a new digital lifestyle and social identity.

❖ Results and Discussion

- The food preferences of Algerian youth are undergoing a significant shift from a traditional pattern based on habit and gratification to a modern pattern based on health awareness and rational choice. This reflects the impact of digital food content in reshaping consumption practices.
- The House of Nutrition page plays a clear educational and guiding role through its dominant awareness and guidance content, contributing to the consolidation of healthy food values and nutritional balance.
- Food consumption practices among young people are no longer isolated individual acts but have become social and symbolic practices linked to lifestyle and identity. Food is used as a means of expressing self-discipline, health awareness, and belonging to a modern digital culture.
- Digital food content contributes to building the digital identity of Algerian youth by highlighting positive self-representations in the digital space, reflecting a clear overlap between food, the body, and identity within the context of social communication.
- Digital engagement levels (likes, comments, shares) showed that young people are not merely passive consumers of food content, but actively participate in its reproduction and dissemination, thus reinforcing their role as digital actors in shaping collective food tastes



❖ **Recommendations:**

Based on the findings, the following recommendations are proposed:

- Focusing on scientifically grounded food content by supporting digital food pages with content based on sound scientific principles and tailored to the characteristics of Algerian youth.
- Encouraging health, educational, and social institutions to engage digitally.
- The need for collaborative efforts with health and academic institutions to leverage social media networks in promoting a healthy eating culture among young people.
- Developing digital sociological and sociocultural studies that compare different digital platforms to monitor shifts in food tastes and digital identities.
- Enhancing critical thinking among young people when engaging with digital food content, enabling them to distinguish between scientific discourse and commercial or misleading information.

5. Bibliography List :

- Al-Sadiq, Rabah. (2012). The Digital Identity of Youth Between Social Representations and Self-Representation, Journal Additions , 19, 115-79.
file:///C:/Users/user/Downloads/35289425-1.pdf
- Ares, Gaston & al. (2025). Associations between exposure to digital food marketing and food consumption in adolescence, BMC Public Health, 25(3158), 1-11.
file:///C:/Users/user/Downloads/s12889-025-24443-z-2.pdf
- Ben Sheikh, Nour Eddine .(2025). Facebook and the Changing Consumer Culture Among University Students, International Journal of Social Communication, 1(12), 141-158.
<https://asjp.cerist.dz/en/article/265624>

- Harbouche, soumia. (2025). Eating Behavior among University Youth, journal Al-Rawaiz, 9(2), 509-525. Harbouche, soumia. (2025). Eating Behavior among University Youth, journal Al-Rawaiz, 9(2), 509-525. <https://asjp.cerist.dz/en/article/282183>
- Parks, Shaniek & Renzella Jessica. (2025). Behavioural and cognitive changes in young adults towards food and nutrition after exposure to digital food communication, International Journal of Behavioral Nutrition and Physical Activity, 22(128), 1-17. file:///C:/Users/user/Downloads/s12966-025-01817-5-2.pdf
- Qasdi, Salima .(2022). The Contribution of Facebook to Establishing a Culture of Healthy Eating Among Algerian Youth, Algerian Journal of Research and Studies, 5(2), 104-122. <https://asjp.cerist.dz/en/article/186891>
- Salama, Abdel Mohsen. (2021). Eating... The Act and Its Social Effects, Al-Ahram Newspaper, <https://gate.ahram.org.eg/daily/NewsPrint/816429.aspx> (12/10/2025).