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Media diets of vegetarians. How news consumption, social media use and communicating with one's social environment are associated with a vegetarian diet

This paper explores whether today's news media consumption and in particular sharing information about food on social media are associated with following a vegetarian diet. Making use of probit regression with multiple equations, we analyse the associations between vegetarianism and individual news consumption, having vegetarians in the social environment, and communicating about food, controlling for individual and family characteristics. In our survey carried out in Hamburg in 2018 (N=1,214), we find that vegetarianism is associated with having vegetarians in one's social environment and regular news consumption via social media. Only the latter is associated with increased communication about food.