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THE FUTURE OF FOOD CULTURE FROM HOMO SAPIENS TO HOMO VIDENS: A STUDY ON QUICK RECIPE VIDEOS ON SOCIAL MEDIA*

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Abstract

Preparation of meals, presentation, table rules and special occasion meals are passed down from generation to generation by the family and the environment and passed on to the future. For this reason, food cultures differ from society to society. Food culture, which is a proof of the cultural richness of humanity, is an important resource for gastronomy tourism. Due to the increasing use of internet technology, mobile devices and social media tools by people today, it should be considered that social media tools have a significant impact on learning food culture and transferring it to future generations. Starting from this point, this research aims to examine the application behavior of the recipes in the quick videos shared on social media by the users within the scope of the theory of planned behavior. In this research, TikTok and Instagram were chosen as social media applications. As a result of the research, it was found that the behavioral control, attitude and subjective norm perceived by the participants regarding the quick recipe videos published in these applications had an impact on their intention to apply these recipes, and the intention affected their behavior in applying these recipes. Furthermore, it was understood that the feeling of trust towards the chefs had a partial mediating role between intention and behavior.

Keywords: *Chefs, Homo videns, Gastronomy tourism, McCulture, Social media, Short recipe videos.*

HOMO SAPIENS'TEN HOMO VIDENS'E YEMEK KÜLTÜRÜNÜN GELECEĞİ: SOSYAL MEDYADAKİ HIZLI TARİF VİDEOLARI ÜZERİNE BİR ÇALIŞMA

Öz

Yemeklerin hazırlanması, sunumu, sofraya kuralları ve özel gün yemekleri aile ve çevre tarafından nesilden nesile aktararak geleceğe iletilmektedir. Bu nedenle yemek kültürleri toplumdan topluma farklılık göstermektedir. İnsanlığın kültürel zenginliğinin bir kanıtı olan yemek kültürü gastronomi turizmi için önemli bir kaynaktır. Günümüzde insanlar tarafından internet teknolojisinin, mobil cihaz ve sosyal medya araçlarının kullanımının artmasına bağlı olarak yemek kültürünün öğrenilmesi ve gelecek kuşaklara aktarılmasında sosyal medya araçlarının önemli etkisi olduğu düşünülmelidir. Bu noktadan hareketle yapılan bu çalışmada planlı davranış teorisi kapsamında sosyal medyada paylaşılan hızlı videolardaki yemek tariflerinin kullanıcılar tarafından uygulanma davranışını incelemektedir. Bu çalışmada sosyal medya uygulaması olarak TikTok ve Instagram seçilmiştir. Araştırma sonucunda katılımcılar tarafından bu uygulamalarda yayınlanan hızlı yemek tarifi videoları ile ilgili algıladıkları davranışsal kontrolün, tutumun ve öznel normun bu yemek tariflerini uygulama niyetleri üzerinde etkisi olduğu ve niyetin ise bu yemek tariflerini uygulama davranışlarını etkilediği bulunmuştur. Ayrıca şeflere karşı hissedilen güven duygusunun ise niyet ve davranış arasında kısmi aracılık rolü olduğu anlaşılmıştır.

Anahtar kelimeler: *Şefler, Homo videns, Gastronomi turizmi, McCulture, Sosyal medya, Kısa tarif videoları.*

*The data collected through semi-structured interview forms in the research was presented online as a summary report by Yeliz DEMİR at the 3rd International Silk Road Scientific Research Congress held in Samarkand-Uzbekistan on 6-8 March 2024.

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1. INTRODUCTION

The McDonaldization thesis developed by George Ritzer adopts the principles of efficiency, calculability, predictability, control, and irrationality of rationality (Saygın, 2016; Çeşmeçi and Poyraz, 2019). It is emphasized that the principles of fast-food restaurants as a symbol of broader aspects of social change with the concept of McDonald's have an impact on different sectors in other countries as well as American society (Ritzer and Miles, 2019). In addition, it is argued that the focus on McDonald's provides a metaphorical tool to emphasize the change towards a more controlled, bureaucratic, and dehumanizing society (Ritzer and Miles, 2019).

The effects of McDonald's concept on culture need to be evaluated from a broader perspective. Kolaç (2009) defines culture as the ways of life that differentiate a society from other societies and national values that are unique to each society. Today, one of the most important problems brought about by globalization is the uniformization of culture (Nar, 2015). Gürsoy Ulusoy (2022) emphasizes that with the increase in digitalization and digital culture, different societies are influenced by each other and change processes are increasing. It is thought that the world has become a global village with the increase in the use of communication tools and social media (Kahraman, 2020). In addition, it is accepted that social media has become the carrier of Western-Style culture (Ölçekçi, 2020).

Emphasizing the concepts of new media and speed, Özdemir and Akpınar (2022) state that thanks to the applications evaluated within the scope of new media, users access information quickly and this situation causes the spread of cultural imperialism. Kahraman (2020) states that popular culture contents created by mass media shape and standardize the understanding of global culture, in other words, it causes the formation of McCulture. From another perspective, it can be thought that countries also aim to spread their own cultures globally through the content shared on social media. In the study conducted by Özdemir and Akpınar (2022), it is emphasized that Korean culture is recognized in Türkiye through new media and that this situation is rapidly adopted by cultural imperialism and this culture, especially by Generation Z in Türkiye.

It is seen that food videos on various topics are shared on social media. In some of these videos, it is seen that the culinary culture, local dishes and food and beverage establishments of a country or region are introduced (Eryılmaz and Şengül, 2016; Uca-Özer et al., 2016; Yu and Sun, 2019; Budak, 2021; Çetin, 2021), while in others, recipes are given in short videos in a fast flow (Wang et al., 2022; Einav, 2022; Simpson and Donaldson, 2022). The content of these quick recipe videos should be categorized into two classes. In some of these recipe videos, local recipes are delivered to a wider audience. In this way, other users may learn about the food of different countries, sympathize with these dishes, and want to experience the food on the spot. On the other hand, some of these recipe videos promise users that they can make delicious food with fewer ingredients, equipment and in less time. In this case, it should be considered that the McDonald's effect that emerges through videos on social media may cause the local culinary cultures of societies to become uniform over time. The purpose of this study is to determine the users' perspectives and behaviors towards quick recipe videos shared especially through TikTok and Instagram applications, as well as to examine the effects of users' sense of trust towards chefs on their intentions and behaviors regarding these food videos. Since there are not enough studies in the relevant literature that examine quick recipe videos shared on social media in this context, it is planned to use qualitative and quantitative research methods to develop a new scale within the scope of the theory of planned behavior and to conduct the first test of this scale.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Social Media and Food Videos

It is stated that there is a relationship between the invention of photography in 1839 (Bayraktaroğlu and Bayraktaroğlu, 2009), the increase in the use of television in 1950s (Pereyra, 1999; Bayraktaroğlu and Bayraktaroğlu, 2009), and the widespread use of the internet in the 2000s and the concept of Homo Videns (Bayraktaroğlu and Bayraktaroğlu, 2009). Gül Şenkardeş (2022) says that the concept of Homo Videns was revealed by Sartori (2006). Homo Sapiens is defined as the thinking (knowing) human, and Homo Videns is defined as the seeing human (Sartori, 2006; Bayraktaroğlu and Bayraktaroğlu, 2009; Korkmaz, 2013; Bulut and

Zor, 2020; Gül Şenkardeş, 2022). Homo Sapiens contributes to the extraordinary development of culture through thinking, production, and use of language. In contrast, Homo Videns sees distantly real things on television, and sees virtual or simulated reality on the computer. Thus, image perception rather than abstract thought becomes important for the Homo Videns species. In other words, for this genre, the act of seeing is above the act of speaking (Pereyra, 1999).

Sartori (2006) states that the internet can have a function that facilitates human life, a function to entertain and an educational and cultural function. Regarding this issue, Gálík and Cenka (2013) point out that because of the use of the internet as an interactive resource by culturally illiterate people, people with this characteristic will only respect entertainment. According to Sartori, it is positive that people use the internet to get information and ideas. On the other hand, since the majority of users have been exposed to the television screen from a young age, Homo Videns has turned into a genre. Therefore, the user does not benefit from the information in the networks. In other words, they use the internet in areas such as sports and hobbies to fill their free time (*terrific way to waste time*) (Sartori, 2006).

Sartori (2006) states that the internet is used by active people who like to dialogue and do research for entertainment purposes and to spend free time. Korkmaz (2013) emphasizes that social networking sites have become widely used communication tools after the Web 2.0 revolution. “*Social media is a term often used to refer to new forms of media that involve interactive participation*” (Manning, 2014). Davis (2016) defines social media as interactive internet platforms that enable and facilitate users to create and share content with other users. Power (2014) emphasizes that social media are highly interactive platforms that enable people to communicate, share, collaborate and exchange user-generated content, and that mobile and web-based technologies are used to carry out these activities through social media, thus providing real-time virtual interactions.

Baran and Batman (2022) state that local products related to culinary culture provide a unique experience in many destinations and contribute to providing destinations with a unique competitive advantage. It is seen that users share posts about the culinary culture and food of a country or city on social media platforms, and these posts have an impact on the promotion of local cuisine culture (Yu and Sun, 2019), marketing of city-specific gastronomic culture (Uca-Özer et al., 2016; Budak, 2021), tourists’ travel decisions (Çetin, 2021) and preferences (Eryılmaz and Şengül, 2016). In these examples, social media can have positive effects on destinations’ competitive advantage in gastronomy tourism.

The content of other food-related posts on social media are quick recipe videos that can attract the attention of users, especially on social media tools such as TikTok and Instagram, with the concept of “how to”. Wang et al. (2022) found that young people try the food-related content on TikTok application immediately or include these recipes in their long-term nutrition planning. In recent years, food videos have gone viral among users on social media. One of these videos is the recipe for pasta with Feta cheese in the oven, which reached 52 million views as of February 2021 (Einav, 2022: 26). Simpson and Donaldson (2022) emphasize that the most viral video of recent times, the pasta recipe with Feta cheese in the oven, encourages people to easily learn a new pasta recipe, create their own pasta recipes, and share the results (visually) with others. In these examples, a recipe for a country’s local cuisine is not shared, but a quick recipe is shown. In other words, Mcfood culture (uniformity in culinary culture) is becoming widespread among people. In the 21st century, where globalization and uniformization have become widespread, the culture of a destination is as important a factor as its nature, history, climate and geography for tourists (Çokişler and Türker, 2015). For this reason, the uniformization of culinary culture in the future is a very dangerous situation for the sustainability of gastronomy tourism.

Television and social media are among the most important tools for chefs to reach large audiences. In addition to the fact that social media enables chefs to express themselves more comfortably and authentically, it can be said that chefs on social media are characterized as “celebrity chefs” with the increase in the number of followers over time (Hollows, 2018; Sevel-Sørensen, 2020). In the study conducted by Demir and Kızılırmak (2019) on television cooking programs and celebrity chefs, it was found that a significant majority of the participants watched cooking programs on television to gain more information about recipes and cooking methods. Today, it is seen that famous or publicly recognized chefs (cooks) share various quick recipe videos on social media. In the

related literature, it is stated that the recognition factor affects trust on online platforms (Gefen, 2000; Gefen et al., 2003; Cheng et al., 2019; Sharma et al., 2019). Since it is assumed that trust in chefs by the participants in this study plays a mediating role between the intention related to these videos and the behavior of making quick recipes in the videos shared on TikTok and Instagram platforms, hypothesis H1 is written as follows:

H1: Trust in chefs has a mediating role in the relationship between intention and behavior to practice these recipes.

2.2. Theory of Planned Behavior

The theory of planned behavior is a theory designed to predict and explain the behavior of individuals (Ajzen, 1991). Yılmaz and Doğan (2016) state that it is accepted in this theory that some factors besides one's own will influence the shaping of behavior. According to the theory of planned behavior, attitudes towards behavior, subjective norms and perceived behavioral control affect behavioral intentions. In addition, behavioral intentions and perceived behavioral control directly affect behavior (Erten, 2002a).

Attitude towards behavior is a concept related to the degree to which an individual evaluates or does not evaluate a behavior positively or negatively (Ajzen, 1991). In other words, it is the negative or positive evaluation of an individual against the realization of any behavior (Erten, 2002b). In this study, since it is thought that the attitudes of the participants towards the quick recipes shared on TikTok and Instagram will have a statistically significant and positive effect on their intention to make these recipes, hypothesis H2 is written as follows:

H2: Attitude towards quick recipe videos shared on TikTok and Instagram has a statistically significant and positive effect on the intention to make these recipes.

According to the theory of planned behavior, the other factor affecting an individual's behavior is subjective norms. Subjective norms can be defined as the social pressure perceived by an individual to do or not to do a behavior (Ajzen, 1991). Wiethoff (2004) emphasizes that subjective norms emerge as a product of the individual's perceptions about the wishes of other individuals. Subjective norms may include the individual's family and friends, as well as other individuals (instructors and students, etc.) in the area where the behavior is displayed (Demir, 2022). In this context, since it is assumed that the subjective norms that the participants consider influence their intentions to make quick recipes shared on TikTok and Instagram, H3 was developed as follows:

H3: Subjective norms related to quick recipe videos shared on TikTok and Instagram have a statistically significant and positive effect on the intention to make these recipes.

In the theory of planned behavior, perceived behavioral control directly affects both behavioral intention and behavior. This concept is related to the ease or difficulty perceived by the individual in performing the behavior (Ajzen, 1991). Şahin and Alkaya (2017) emphasize that in perceived behavioral control, time, money, opportunity, and other special resources facilitate the conditions for performing behaviors, but individuals should also have the ability (self-efficacy) to perform a behavior. In this study, since the behavioral control perceived by the participants is thought to have a direct effect on intention and behavior, the following hypotheses were written:

H4: Perceived behavioral control about quick recipe videos shared on TikTok and Instagram has a statistically significant and positive effect on the intention to make these recipes.

H5: Perceived behavioral control over quick recipe videos shared on TikTok and Instagram has a statistically significant and positive effect on the behavior of making these recipes.

In the theory of planned behavior, intention is a factor related to motivation and is at the center of this theory (Ajzen, 1991). It is the degree of effort an individual makes to perform a behavior (Ajzen, 1991; Erten, 2002a). In the light of the information obtained in the literature, the model and hypotheses of the research are shown in Figure 1.

H6: Intention regarding quick recipe videos shared on TikTok and Instagram has a statistically significant and positive effect on the behavior of making these recipes.

H7: Socio-demographic characteristics have an impact on the importance attributed to dimensions related to quick recipe videos on TikTok and Instagram.

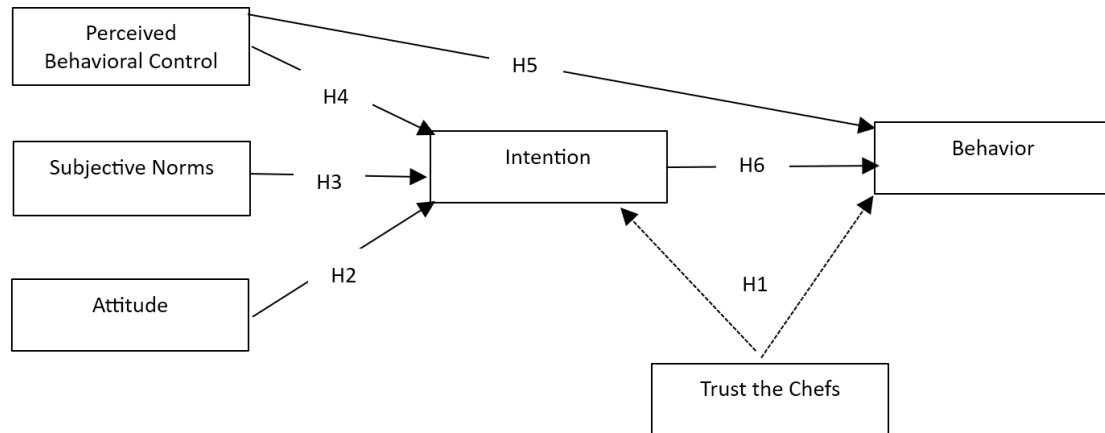


Figure 1. Research model and hypotheses

3. RESEARCH METHODOLOGY

3.1. Data collection instrument

Within the scope of the theory of planned behavior, this study aims to develop a scale within the scope of the theory of planned behavior, since there is no previous scale related to the behavior of making recipes in quick cooking videos shared on TikTok and Instagram. For this purpose, first, an interview form was prepared with the following questions according to the issues stated by Ajzen (2006) for the creation of a theory of planned behavior questionnaire:

- 1- What are the advantages of making recipes from quick recipe videos shared on TikTok and Instagram?
- 2- What might be the disadvantages of making recipes from quick recipe videos shared on TikTok and Instagram?
- 3- What positive emotions do you associate with making recipes from quick recipe videos shared on TikTok and Instagram?
- 4- What negative emotions do you associate with making recipes from quick recipe videos shared on TikTok and Instagram?
- 5- Please list the people or groups who have suggested or endorsed you making the recipes in the quick recipe videos shared on TikTok and Instagram.
- 6- Please list individuals or groups of individuals or groups who think or disapprove that you should not make the recipes in the quick recipe videos shared on TikTok and Instagram.
- 7- Sometimes, when we are not sure what to do, we look to see what others are doing. Please list the individuals or groups most likely to make the recipes in the quick recipe videos shared on TikTok and Instagram.
- 8- Please list the individuals or groups who are least likely to make the recipes in the quick recipe videos shared on TikTok and Instagram.
- 9- Please list the factors or conditions that would make it easier or possible for you to make the recipes in the quick recipe videos shared on TikTok and Instagram.

10- Please list any factors or circumstances that would make it difficult or prevent you from making the recipes in the quick recipe videos shared on TikTok and Instagram.

These questions were delivered to social media users. 48 participants provided usable data. The information collected through the forms was content analyzed using the MAXQDA 20 program. In the light of the data obtained, within the scope of the theory of planned behavior, 42 statements regarding individuals' attitudes, subjective norms they consider, perceived behavioral control, intentions and behaviors regarding quick recipe videos shared on TikTok and Instagram were determined (5-point Likert scale 1=Strongly disagree; 5=Strongly agree). To determine the appropriateness of these statements, 10 academicians were consulted, and necessary revisions were made. After the revision, a pilot study was conducted to determine the validity of the scale and data were collected from 116 participants. After the reliability and factor analysis, the statements that repeated and decreased the Cronbach Alpha value were removed from the analysis and the Cronbach Alpha value of the remaining 21 statements was found to be .907. Since the skewness value of the scale expressions is less than 2 and the kurtosis value is less than 7, it is seen that the multivariate normality assumption is met in the model (Tekin, 2017; Türk, 2009). For convergent validity in the model, the standardized factor loadings of the observed variables should be greater than .50 and statistically significant (Doğan and Yılmaz, 2017). When the statements in the model were examined, it was determined that the standardized factor loadings of the statements other than A4 (.450) were greater than 0.50. Under these conditions, the model has convergent validity. Since the CR value of the dimensions other than the "Perceived Behavioral Control" dimension in the model was greater than 0.7 (Doğan and Yılmaz, 2017) and the average variance explained (AVE) value of each dimension was lower than the CR value, it was determined that the scale provided concurrent validity (Şengül, 2020; Demir, 2022; Demir, 2024).

After the pilot study, 21 items were determined within the scope of the theory of planned behavior to determine individuals' behavior of applying recipes on social media. To understand the mediating effect of individuals' trust in chefs on their behavior of making these recipes, "Chefs are sincere and honest in the quick recipe videos they share on TikTok or Instagram", "I trust the promises chefs make in their quick recipe videos shared on TikTok or Instagram", "Chefs have enough skills and expertise to be able to share quick recipe videos on TikTok or Instagram", "Quick recipe videos shared by chefs on TikTok or Instagram are reliable", "Chefs do not make false statements about quick recipes in videos shared on TikTok or Instagram" were adapted from studies (Cheng et al. , 2019; Sharma et al., 2019).

3.2. Research population and sample

The population of the research consists of TikTok and Instagram application users over the age of 18. According to the digital report published by We are Social for Türkiye in 2023, there are 62.55 million social media users (58.65 million aged 18 and over) in Türkiye in January 2023. According to the report, the number of Instagram users in Türkiye at the beginning of 2023 is 48.65 million and the number of TikTok users is 29.86 million (We are Social, 2023). Karagöz et al. (2016) reported that a sample size of 384 participants is considered sufficient when the main mass is 10 million. In this study, data were collected from 407 participants who are Instagram or TikTok users over the age of 18 by convenience sampling method with a questionnaire created in the format of an internet survey. A significant portion of the participants were female, between the ages of 18-24, and had undergraduate education (Table 1).

Table 1. Characteristics of the research sample

Characteristics	Variable	N	%
Gender	Female	261	64.1
	Male	144	35.4
	Not indicated	2	.5
Age	18-24 years old	197	48.4
	25-34 years old	111	27.3
	35-44 years old	63	15.5
	45-54 years old	29	7.1
	55-65 years old	4	1.0
	Not indicated	3	.7
Education	Primary education	4	1.0
	Secondary education	15	3.7
	Associate degree	79	19.4
	License	214	52.6
	Postgraduate	93	22.9
	Not indicated	2	.5
Occupation	Student	105	25.8
	Education (Academician, Teacher, Lecturer, Research assistant)	96	23.5
	Kitchen staff	64	15.7
	Not indicated	53	13
	Private sector (Accounting, Specialist, Manager, Executive, Freelancer, Computer, Business, Sales representative)	27	6.7
	Health worker (Nurse, Dietitian, Allied health personnel, Midwife, Radiologist, Emergency medical technician)	20	4.7
	Tourism	12	2.9
	Engineer	12	2.9
	Housewife	9	2.2
	Other (Sociologist, Public worker, Civil servant, Bank clerk, Passenger services officer, Soldier)	8	1.7

3.3. Data analysis and findings

SPSS 20 and AMOS 22 programs were used to analyze the collected data. Exploratory factor analysis was applied to determine the dimensions of the statements. In this study, explanatory factor analysis was applied separately to the scales of theory of planned behavior and trust in chefs.

As a result of the explanatory factor analysis applied to the theory of planned behavior scale, the statements that were collected under unrelated statements and had overlapping problems were removed from the analysis and the explanatory factor analysis was repeated and the results are shown in Table 2. Since the KMO value of the theory of planned behavior scale is higher than 0.8, it is an excellent result (Yaşlıoğlu, 2017). Bartlett's sphericity test result ($p=0.000$) shows that there is a relationship between the variables (Büyüköztürk, 2010). As a result of the exploratory factor analysis, 5 factors explaining 71.05% of the total variance were formed. With the Varimax method, the co-occurrence value of the expressions is higher than 0.5 (Yozcu, 2017). Since the factor loading values are higher than 0.45 (0.646-0.798), it can be considered as a good criterion (Büyüköztürk, 2010).

As a result of the explanatory factor analysis applied to the scale of trust in chefs, a dimension with factor load values ranging between 0.647-0.755 was obtained, which explained 69.66% of the total variance with a KMO value of 0.843 and a Bartlett's test of sphericity ($p=0.000$).

Table 2. Explanatory factor analysis

Scale	Dimensions	Statements	Coincidence	Factor Load	Variance Explained	Mean	EFA Results
Theory of Planned Behavior	Attitude	A1	.669	.632	%43.50	3.70	KMO=.915 X ² = 3527.473 sd=136 p=.000
		A2	.798	.834		3.56	
		A3	.709	.777		3.17	
	Subjective norms	S1	.693	.679	%10.04	3.64	
		S2	.784	.819		3.76	
		S3	.708	.701		3.75	
	Perceived Behavioral Control	P2	.750	.795	%7.78	4.12	
		P3	.789	.826		4.24	
		P4	.674	.727		4.06	
	Intention	I1	.648	.664	%5.39	3.59	
		I2	.649	.657		3.72	
		I3	.715	.726		3.72	
		I4	.677	.635		3.61	
	Behavior	B1	.731	.712	%4.33	3.38	
		B2	.731	.819		2.60	
		B3	.709	.710		3.28	
B4		.646	.647	3.57			
Trust	Trust Chefs	T1	.721	.849	%69.66	3.15	KMO=.843 X ² =1158.443 df=10 p=.000
		T2	.703	.839		3.10	
		T3	.647	.804		3.32	
		T4	.755	.869		3.33	
		T5	.657	.811		3.01	

Confirmatory factor analysis is applied to test the conformity of the factors determined by exploratory factor analysis to the factor structures determined by hypothesis (Öngen, 2010). In this context, confirmatory factor analysis was conducted in AMOS 22 program. Table 3 shows the measurement analysis results of the model. According to the fit indices of the model, CMIN ($2 \leq \chi^2/sd \leq 3$), RMSEA ($.05 \leq RMSEA \leq .08$), SRMR ($.05 \leq SRMR \leq .10$), GFI ($.90 \leq GFI \leq .95$), CFI ($.95 \leq CFI \leq .97$) and NFI ($.90 \leq NFI \leq .95$) values were found to be at acceptable levels (Dursun and Karagöz, 2010; Erkorkmaz et al, 2013; Demir, 2022; Demir, 2024).

Since the skewness value of the expressions in the model was below 2 and the kurtosis value was below 7, the model provided multivariate normality assumption (Tekin, 2017; Türk, 2009). Since the standardized factor loadings of the observed variables were greater than 0.50 and statistically significant, the model provided convergent validity (Doğan and Yılmaz, 2017). In addition, since the combined reliability (CR) value and Cronbach Alpha (CA) value of each construct in the model were greater than 0.7, average variance explained for each construct (AVE) value was greater than 0.5 (Doğan and Yılmaz, 2017), and lower than the CR value, the scale provided concurrent validity (Şengül, 2020; Demir, 2022; Demir, 2024).

Table 3. Confirmatory Factor Analysis

Latent Variables (Factors)	Observed Variables	Standardized Factor Loadings (λ)	P value	Skewness	Kurtosis	Average Variance Explained (AVE)	Combined Reliability (CR)	Cronbach Alpha (CA)
Attitude	T1	.790	***	-.939	.516	.565	.795	.791
	T2	.787	***	-.479	-.437			
	T3	.673	***	-.171	-.866			
Subjective Norms	O1	.728	***	-.729	.184	.517	.762	.759
	O2	.752	***	-.863	.374			
	O3	.675	***	-.786	.295			
Perceived Behavioral Control	A2	.786	***	-1.270	2.360	.613	.826	.822
	A3	.815	***	-1.384	3.459			
	A4	.747	***	-1.005	1.532			
Intention	N1	.726	***	-.586	-.331	.566	.838	.835
	N2	.679	***	-.783	.053			
	N3	.803	***	-.834	.611			
	N4	.795	***	-.745	.222			
Behavior	D1	.768	***	-.513	-.691	.585	.849	.847
	D2	.701	***	.445	-.852			
	D3	.807	***	-.515	-.639			
	D4	.780	***	-.836	.184			
Trust Chef	S1	.823	***	-.323	-.371	.620	.890	.890
	S2	.811	***	-.164	-.401			
	S3	.741	***	-.449	-.451			
	S4	.824	***	-.349	-.201			
	S5	.736	***	-.172	-.635			

Indexes of fit: $\chi^2 = 503.687$; $P = .000$; degrees of freedom = 194; $\chi^2/\text{degrees of freedom (CMIN)} = 2.596$; GFI = .894; NFI = .900; RFI = .881; IFI = .936; TLI = .923; CFI = .935; RMSEA = .063; SRMR = .0440

Before testing the research hypotheses, Pearson correlation analysis was applied to understand the direction of the relationship between the factors (Table 4). As a result of the correlation analysis, it was determined that there was a statistically significant ($p < 0.01$) and positive relationship between the factors.

Table 4. Predictive validity statistics with Pearson correlation coefficients

	Attitude	Subjective Norms	Perceived Behavioral Control	Intention	Behavior	Trust Chef
Attitude	1	.565**	.476**	.499**	.475**	.418**
Subjective Norms	.565**	1	.517**	.502**	.451**	.404**
Perceived Behavioral Control	.476**	.517**	1	.566**	.412**	.353**
Intention	.499**	.502**	.566**	1	.716**	.534**
Behavior	.475**	.451**	.412**	.716**	1	.557**
Trust Chef	.418**	.404**	.353**	.534**	.557**	1

** %0,01 significance (two-tailed t-test).

To test the research hypotheses, path analysis was conducted in the AMOS 22 program (Table 4). When the modification suggestion table in the measurement model was examined to improve the fit indices of the model, covariances were drawn between e12 and e13, e10 and e11, and e14 and e16 since they would contribute to the goodness of fit of the model. When the relationship between the variables in the model was examined, H2 hypothesis was supported since the attitudes of the participants about the quick videos published on TikTok and Instagram ($r=.361$; $p\leq 0.01$) had a statistically significant and positive effect on the intention to apply these recipes. Hypothesis H3 was confirmed as the subjective norms ($r=.277$; $p\leq 0.01$) that the participants consider that the quick videos published on TikTok and Instagram have a statistically significant and positive effect on the intention to apply these recipes. In addition, the behavioral control perceived by the participants regarding these recipes ($r=.487$; $p\leq 0.01$) has a statistically significant and positive effect on the participants' intention to apply the recipes (H4 hypothesis). On the other hand, the H5 hypothesis is rejected as it is found that the behavioral control perceived by the participants regarding these recipes ($r= -.249$; $p\leq 0.01$) has a statistically significant and negative relationship with the participants' behavior of making the recipes. Finally, hypothesis H6 is supported as the participants' intention to apply quick recipes posted on Tiktok and Instagram ($r=.969$; $p\leq 0.01$) has a statistically significant and positive effect on the behavior of following these recipes.

Table 5. Hypothesis tests

Hypothes	Relationship	β	t	p	Result
H2	Attitude \longrightarrow Intention	0,361	6,143	***	Supported
H3	Subjective Norms \longrightarrow Intention	0,277	4,869	***	Supported
H4	Perceived Behavioral Control \longrightarrow Intention	0,487	7,420	***	Supported
H5	Perceived Behavioral Control \longrightarrow Behavior	-,249	-3,956	***	Not supported
H6	Intention \longrightarrow Behavior	,969	10,142	***	Supported

Indexes of fit: $\chi^2 = 571.164$; $P = .000$; degrees of freedom = 111; $\chi^2 / \text{degrees of freedom (CMIN)} = 5.146$; GFI = .859; NFI = .840; RFI = .805; IFI = .868; TLI = .837; CFI = .867; RMSEA = .101; SRMR = .1995

To test the H1 hypothesis of the study, direct relationship paths were drawn between the intention, behavior and trust dimensions and the path analysis was repeated to test the mediating role (partial or full) of trust in chefs between intention and behavior. As a result of the analysis, it was found that trust had a statistically significant and positive effect on intention ($r=.277$; C.R.=7.20; $p\leq 0.01$), whereas trust did not have a statistically significant and positive effect on behavior ($r=.085$; C.R.=1.28; $p=.199$). In this case, hypothesis H1 is partially supported since it is accepted that trust in chefs has a partial mediating role in the relationship between the intention to make quick recipes shared on TikTok and Instagram and the behavior of applying these recipes.

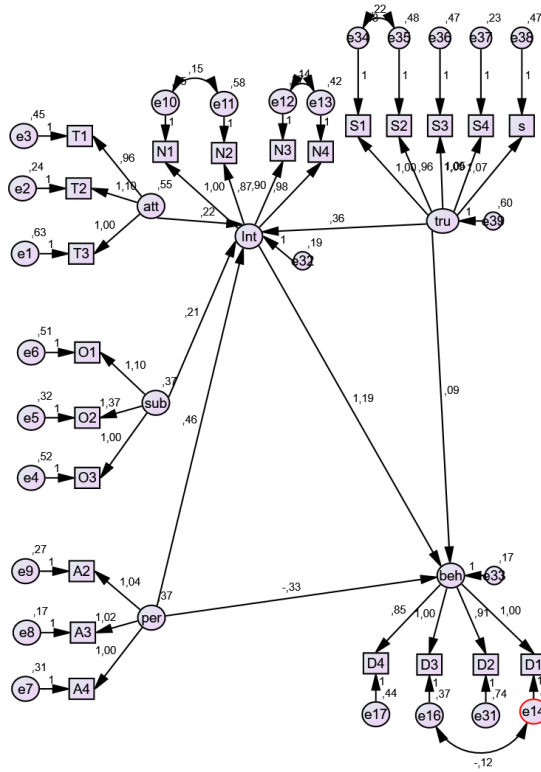
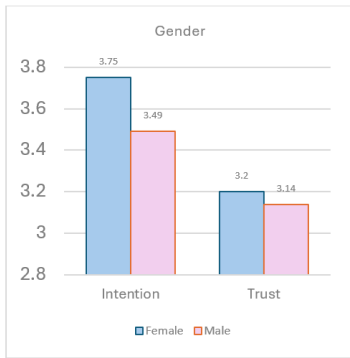
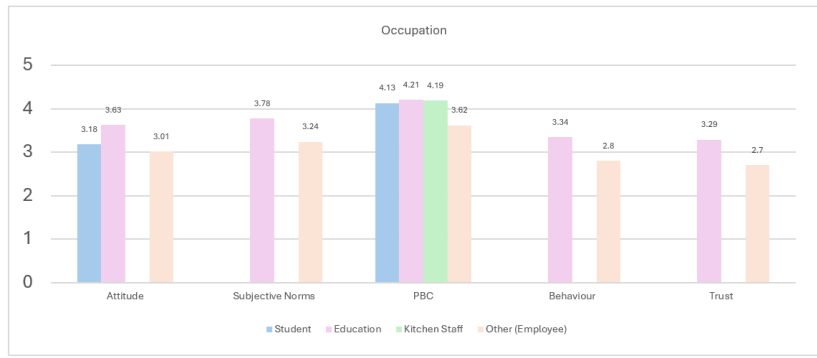


Figure 1. Trust in chefs has a mediating role in the relationship between intention and behavior to practice these recipes

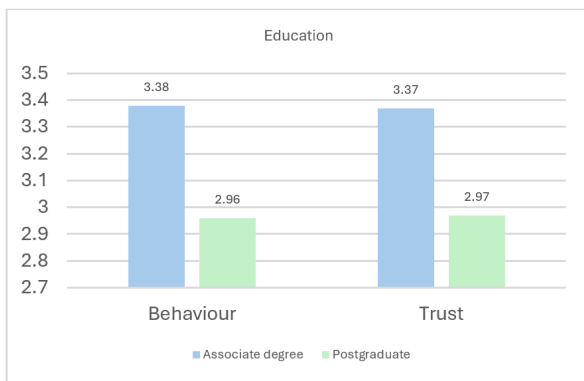
Indexes of fit: $\chi^2=777.117$; $P=.000$; degrees of freedom=198; $\chi^2/\text{degrees of freedom (CMIN)}= 3.925$; $GFI=.839$; $NFI=.845$; $RFI=.820$; $IFI=.880$; $TLI=.859$; $CFI=.879$; $RMSEA=.085$



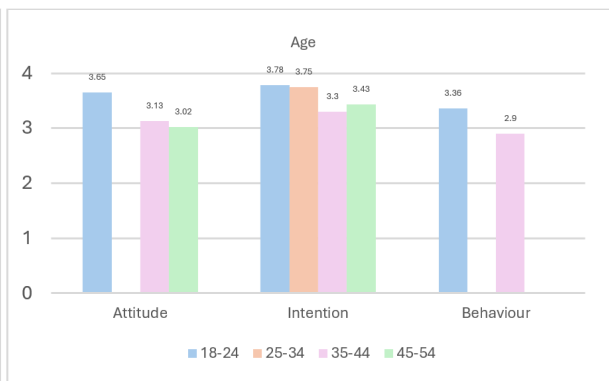
a



b



c



d

Chart 1. The impact of socio-demographic characteristics on the importance attributed to dimensions related to quick recipe videos on TikTok and Instagram

In the “a” section of Chart 1, an Independent Sample T test was applied to understand whether the importance given to the dimensions related to quick recipe videos on TikTok and Instagram changed depending on the gender of the participants. Accordingly, it is seen that the mean values of the female participants’ intention to apply the quick recipe videos published on TikTok and Instagram (3.75) and trust in chefs (3.20) dimensions are higher than the mean values of the male participants ($p < 0.05$).

In part b of Chart 1, One-Way ANOVA analysis of variance was used to test whether the profession of the participants made a difference in the level of importance they gave to the dimensions related to quick recipe videos on TikTok and Instagram, and in cases where there was a significant difference, Tukey test was applied to see which group the difference originated from. According to the Tukey test results, the groups with a statistical difference ($p < 0.01$; $p < 0.05$) are shown in part b of Graph 1. Accordingly, the attitude dimension average of the participants whose profession is related to education (3.63) is higher than the attitude dimension average of the student (3.18) and other (employee) (3.01) groups. The subjective norm dimension means of the participants whose profession is education (3.78) is higher than the other (employee) group (3.24). The perceived behavioral control dimension average value of the other (employee) group is lower (3.62) than the dimension average of the education (4.21), kitchen staff (4,19), and student (4.13) groups. The average value (3.34) of the behavior dimension of applying quick recipe videos published on TikTok and Instagram of the participants whose profession is education was found to be higher than the average value (2.8) of the other (working) group. Similarly, the mean of the trust in chefs’ dimension (3.29) of the participants whose professional group is education is higher than the other (working) group (2.70).

In part c of Graph 1, One-Way ANOVA analysis of variance was used to test whether the educational level of the participants made a difference in the level of importance they gave to the dimensions related to quick recipe videos on TikTok and Instagram, and in cases where there was a significant difference, Tukey test was applied to see which group caused the difference. According to the Tukey test results, the groups with a statistical difference ($p < 0.01$; $p < 0.05$) are shown in part c of Graph 1. Accordingly, the behavioral dimension average (3.38) of participants with an associate degree is higher than that of participants with a postgraduate degree. Similarly, the average level of trust in chefs (3.37) for participants with an associate’s degree is higher than that of participants with a postgraduate degree.

In part d of Graph 1, One-Way ANOVA analysis of variance was used to test whether the age of the participants made a difference in the level of importance they gave to the dimensions related to quick recipe videos on TikTok and Instagram, and in cases where there was a significant difference, the Tukey test was applied to see which group caused the difference. The attitude dimension average (3.65) of participants aged 18-24 is higher than that of those aged 35-44 and 45-54. The intention dimension mean (3.78) of participants aged 18-24 is higher than that of participants aged 35-44. The intention dimension mean (3.75) of participants aged 25-34 is higher than that of participants aged 35-44. The behavioral dimension average (3.36) of the participant aged 18-24 is higher than that of the participants aged 35-44. As a result of the Independent Sample T test and One-Way ANOVA tests, the H7 hypothesis was partially supported.

4. DISCUSSION

The preparation and presentation of meals, table rules and special day meals are passed down from generation to generation by the family and the environment and transmitted to the future. Nowadays, due to the increasing use of internet technology, mobile devices, and social media tools by people, it is necessary to think more about the impact of social media tools on learning and transferring food culture to future generations.

There has been an increase in the consumption of food and culinary content. Social media is shown as an important source for publishing food videos (Godara and Dev, 2021). While some users are producers of food videos, others are consumers. It is seen that users share trending and challenging videos through social media tools (Koshy and Sulhath, 2022; Nandy, 2022). Among the reasons why users watch food videos are satisfaction and the hope of applying what they watch to their lives (Godara and Dev, 2021). In addition, food videos posted on social media have potential effects on users’ cooking skills (Camargo et al., 2024) and eating habits (Pilař et al., 2021; Wang et al., 2022). Although there are studies in the relevant literature examining the effects of short

recipe videos on users' preparation and consumption of healthier food options (Nour, 2018; Bramston et al., 2020), it is seen that these studies focus on short, designed food videos (Nour, 2018; Bramston et al., 2020). In addition, it is seen that research has been conducted on the effects of short food videos published on social media on food choice (Ngqangashe & De Backer, 2021) and the popularity of short videos (He, 2023).

It is argued that humanity has evolved into the Homo Videns species due to the development of television and computer technologies (Pereyra, 1999; Sartori, 2006; Gálik and Cenka, 2013). Homo Sapiens' thinking, production and use of language are considered among the activities that are important in the formation of culture. On the other hand, the importance of the act of seeing for the Homo Videns (seeing creature) species is emphasized because people are exposed to too many screens today (Pereyra, 1999). Pereyra (1999) states that this situation interrupts and reverses human development. In addition to this, today, when the attention span of the young generation (Generation Z) has decreased by 8 seconds (Seymen, 2017), the potential effects of quick videos published on various topics on social media on society should be examined more. From this perspective, this study aims to examine users' attitudes, subjective norms, perceived behavioral control and behaviors related to quick recipe videos shared on Instagram and TikTok within the scope of the theory of planned behavior. In addition, it is to examine the mediating role of the factor of trust in chefs between the intention and behaviors of quick recipes shared on these applications.

Since there is no scale related to quick recipe videos published on social media within the scope of the Theory of Planned Behavior in the relevant literature, 10 interview questions were prepared using Ajzen (2006) and delivered to the participants. Data were collected from 48 participants. Content analysis was performed on the collected data through MAXQDA 20 program. According to the findings, a question pool was created within the scope of the theory of planned behavior. At this stage, a scale containing 42 statements was created by taking the opinion of 10 academicians. The questionnaire was delivered to the participants via social media and message applications and usable data was collected from 116 people. After the reliability analysis, a scale consisting of 21 statements was developed to measure the intentions and behaviors of individuals regarding quick recipe videos published on social media within the scope of the theory of planned behavior. The 5 statements related to the factor of trust in chefs were obtained from studies in the relevant literature (Cheng et al., 2019; Sharma et al., 2019).

The questionnaires were delivered to the participants via social media and messaging applications. Usable data was collected from 407 participants. The data were analyzed in SPSS20 package program. Descriptive statistical analyses were conducted to determine the demographic characteristics of the research participants. In this study, a significant portion of the participants were female, between the ages of 18-24 and had undergraduate education.

After the exploratory factor analysis, 5 dimensions were formed as attitude, intention, subjective norms, perceived behavioral control and behavior in accordance with the theory of planned behavior. One dimension emerged in the trust in chefs scale. After confirmatory factor analysis, it was understood that the factor loadings, fit indices, AVE, CA, CR, skewness, and kurtosis values of the research model had acceptable values. As a result of the correlation analysis, it was determined that there was a statistically significant ($p < 0.01$) and positive relationship between the factors. Since all these results show that the model is suitable for testing the research hypotheses, the research hypotheses were tested through AMOS 22 program.

As a result of the hypothesis test, hypotheses H2, H3, H4 and H6 were supported. In this context, when the β coefficients of the hypotheses are examined, it is understood that the perceived behavioral controls that the participants perceive about the quick recipe videos published on social media ($r = .487$; $p \leq 0.01$) are the most effective factor on the intention to apply the recipes in these videos. On the other hand, participants perceived behavioral controls ($r = -.249$; $p \leq 0.01$) regarding the quick recipe videos published on social media had a statistically significant but negative effect on the behavior of applying the recipes in these videos. Ajzen (1991) states that the concept of perceived behavioral control is related to the ease or difficulty perceived by the individual in performing the behavior. In this context, it can be said that the behavioral controls perceived by the participants increase the intention to apply these dishes, while acting as a limiting factor in making these dishes.

Attitude towards quick recipe videos published on TikTok and Instagram applications ($r=.361$; $p\leq 0.01$) was found to be the second most important factor on the intention to practice these recipes.

The least influential factor on the participants' intention to apply the recipes in these food videos is subjective norms ($r=.277$; $p\leq 0.01$). In the subjective norms dimension in this study, it can be thought that the participants' intention to apply these recipes will occur if they see themselves in the group that is likely to apply these recipes, since they think about the groups that are likely to apply the food videos published on these platforms instead of the perspectives of their immediate environment about these recipes. Intention was found to have a strong effect on the participants' behavior of applying quick recipes published on TikTok or Instagram ($r=.969$; $p\leq 0.01$). In this study, it was found that trust in chefs by the participants had a partial mediating role on the intention and behavior of the quick recipe videos published on these applications.

Independent Samples T test and One-Way ANOVA test were applied to understand the effect of the socio-demographic characteristics of the participants on the importance they attach to the dimensions related to the quick recipe videos published on TikTok and Instagram. As a result of the analyses, H7 was partially supported.

The results of this research show that users have intentions and behaviors to implement quick recipe videos published on social media. In other words, as criticized by Sartori (2006), Homo Videns evolved because users were exposed to television and computer screens from an early age. Since such users focus on the act of seeing rather than the act of knowing, it can be said that culinary culture faces the danger of becoming uniformization in the future. This situation also jeopardizes the sustainability of culture-related gastronomy tourism. The power of social media on societies cannot be ignored. Therefore, big data on social media needs to be managed. For this, first, media literacy education should be given to children. In this way, the evolution of users from the Homo Sapiens species to the Homo Videns species and their awareness of big data on social media can be increased. Another result obtained in this research is that the feeling of trust felt by the users towards the chefs has a partial mediating role between intention and behavior. This result is promising. Because on social media, chefs can positively influence users' knowledge and perceptions about local culinary culture and sustainable gastronomy practices.

4.1. Limitations and future work

The primary limitation of this study is that the data were collected from Turkish participants. The scale given in Appendix 1 can be applied in different samples and comparisons can be made between the results. The beliefs dimension can also be added to the scale using the extended theory of planned behavior. In this study, the focus was on quick recipe videos shared on Instagram and TikTok applications. Future research can focus on quick recipe videos on different social media applications. Additionally, in the future, researchers can examine the effects of quick recipe videos on social media on users' eating habits and health.

4.2. Conclusion

Recipes created by individuals by researching, experimenting, reading, and recording are nowadays transferred to individuals by visualizing and accelerating with the widespread use of social media. This study reveals the attitudes, subjective norms, perceived behavioral control, intentions, and behaviors of participants regarding quick recipe videos shared on Instagram and TikTok applications. In addition, it examines the mediating role of trust in chefs between intentions and behaviors.

According to the findings obtained in the study, it was found that although the most effective factor on the participants' intention to apply the recipes in the quick videos in these applications was the perceived behavioral control factor, perceived behavioral control had a statistically significant but negative effect on the application behavior of these recipes. Attitudes and subjective norms were found to have a statistically significant and positive effect on the participants' intention to apply these recipes, respectively. It was found that the intention to apply the recipes in the quick videos published on TikTok and Instagram has a statistically significant and strong effect on the application behavior of these recipes. According to this result, the stronger the individual's intention to apply the recipes in the quick videos published in these applications, the more likely he/she will

show the application behavior. Trust in chefs was found to have a partial mediating role between intention and behavior. In other words, it can be said that trust in chefs will positively affect the implementation intention and the intention to implement these recipes may lead to implementation behavior.

According to the results obtained in this study, it was understood that the participants had the intention to apply the recipes in the quick videos published on social media and that this intention caused them to apply these recipes. In this context, these recipe videos have a role in individuals' access to information, dietary patterns and meeting the food of different cultures. It should be considered that the rapid spread of quick recipe videos from one user to another will bring some problems in the accuracy and security of the information in these videos and the protection of cultural richness.

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APPENDIX 1

SOSYAL MEDYA ve YEMEK VİDEOLARI

Araştırmanın amacı, kullanıcıların TikTok veya Instagram'da paylaşılan hızlı yemek videolarındaki tarifleri uygulama davranışlarını incelemektir. Anket uygulanması sırasında tahminen sizden 5 dk. istenmektedir. Anket sonrasında sorular ile ilgili açıklayıcı bilgiler sorabilirsiniz. Bu formu okuyup onaylamanız araştırmaya katılmayı kabul ettiğiniz anlamına gelmektedir. Cevaplar araştırma amaçlı kullanılmaktadır. Bu bilgileri okumanız ve anket sorularını cevaplamanız araştırmaya katılmaya gönüllü olduğunuz anlamına gelmektedir. Araştırmaya katıldığınız için teşekkürler. Dr. Öğr. Üyesi Yeliz DEMİR yelizdemir@isparta.edu.tr

İfadeler	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinin pratik olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinin kolay olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinin kısa sürede yapılabildiğini düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinin lezzetli olması beni mutlu eder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleri yeni yemekler öğrenmemi sağladığında özgüvenli hissederim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Çalışanların TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini yapma olasılığı YÜKSEKTİR.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Öğrencilerin TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini yapma olasılığı YÜKSEKTİR.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yalnız yaşayan insanların TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini yapma olasılığı YÜKSEKTİR.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yeni tatlar denemek isteyenlerin TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini yapma olasılığı YÜKSEKTİR.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinde kullanılan malzemelere ulaşırsam tarifi yapmayı kolay buluyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleri gerçekten hızlı ve pratikse tarifi kolayca yaparım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleri açık ve anlaşılırsa tarifi yapmaktan zorlanmam.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerinde kullanılan ekipmana (kap, tencere gibi) sahipsem tarifi kolayca yaparım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini uygulayıp aileme tattırma niyetindeyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle farklı mutfak kültürlerine ait yemekleri öğrenme niyetindeyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle pratik ve kolay yemekleri hazırlamayı planlıyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle kısa sürede yemek hazırlamayı planlıyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle mutfak becerimi arttırmaya çalışmaktayım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tariflerini düzenli olarak yapmaktayım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle pratik ve kolay yemekler pişiriyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleriyle damak zevkime uygun yemekler pişiriyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Şefler TikTok veya Instagram'da paylaştıkları hızlı yemek tarifi videolarında samimi ve dürüştür.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Şeflerin TikTok veya Instagram'da paylaştığı hızlı yemek tarifi videolarında verdikleri sözlere güvenirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Şefler, Tiktok veya Instagram'da hızlı yemek tarifi videoları paylaşabilmek için yeterli beceri ve uzmanlığa sahiptir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da şefler tarafından paylaşılan hızlı yemek tarifi videoları güvenilirirdir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok veya Instagram'da paylaşılan videolardaki hızlı yemek tarifleri ile ilgili şefler yanlış beyanlarda bulunmaz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAFİK BİLGİLER

Cinsiyet: Kadın Erkek

Yaşınız

18-24 yaş 25-34 yaş 35-44 yaş 45-54 yaş 55-65 yaş Diğer

Eğitim Durumunuz

İlköğretim Ortaöğretim Önlisans Lisans Lisansüstü

Meslek:.....