



# How Do Users Interact with Instagram Posts Relating to Veganism?

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## INTRODUCTION

- Most of these posts will reach teens/young adults since many of them use Instagram
- 71% of people ages 18-29 use Instagram, as do 30% of children high school or less
- Vegans make up 3% of the world population, around the same percentage of vegetarians and pescatarians in the world
- Past studies have looked at posts about veganism and the frequency in a very general sense
- However, more research is to be done about how users interact with these posts and the specifics on the types of content being posted related to veganism
- **The purpose of this study was to explore the prevalent types of content under #vegan and #veganism and compare how interaction varies based on content types**

## METHODS

### Design:

- This study was a content analysis

### Subjects:

- The intended subjects were Instagram accounts which posted content regarding veganism

### Data Collection:

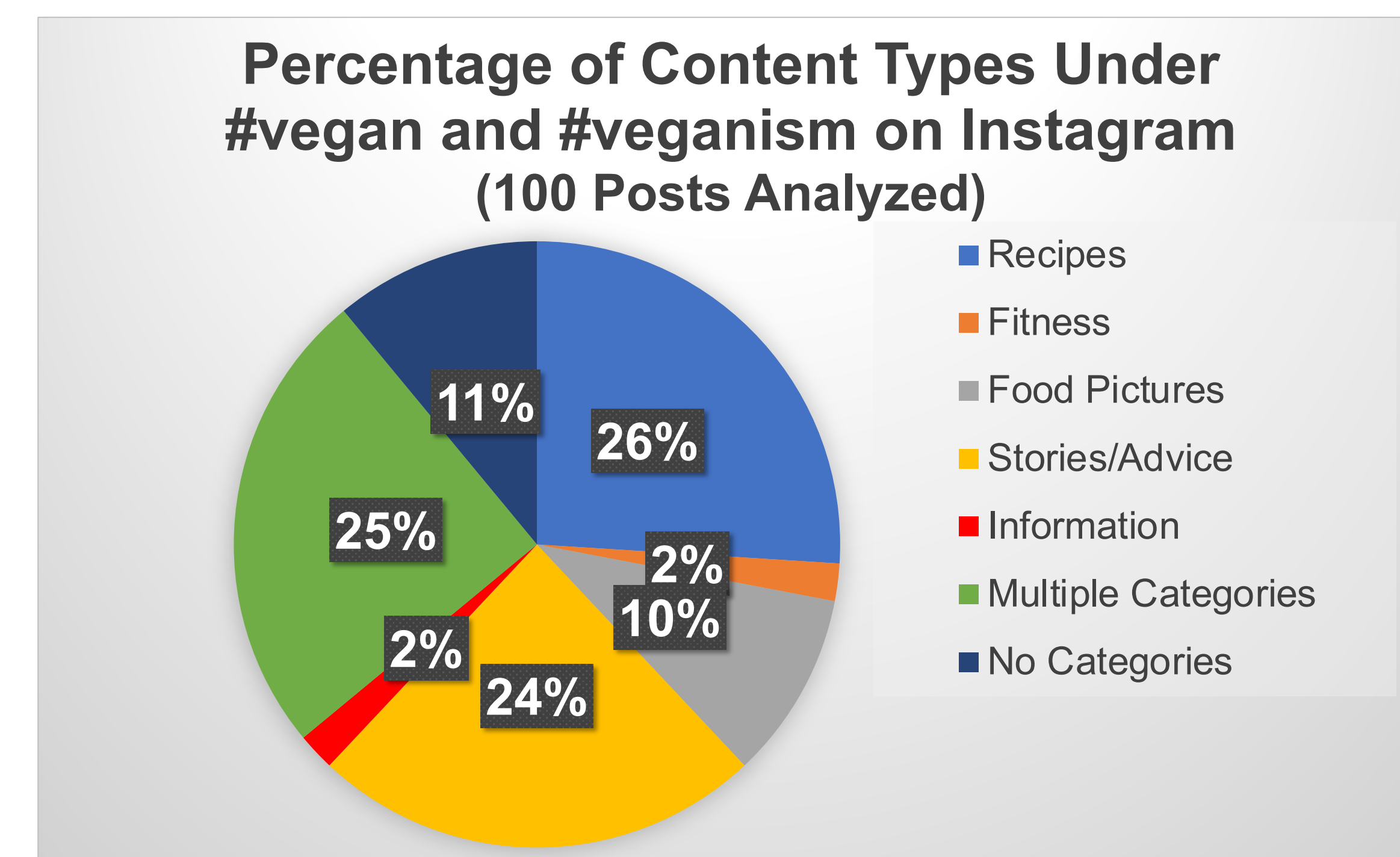
- The demographic information that was collected was the amount of likes and comments on each post
- The first 50 posts under #vegan and #veganism were examined, and posts were coded for content type
- Content types were: Food pictures, Recipes, Stories and Advice about veganism, Exercise, Information, and Advertising/general information on vegan restaurants
- Separate categories were made for posts that fell into none of the categories or multiple categories
- Based on a codebook, each post was placed in a category

### Analysis:

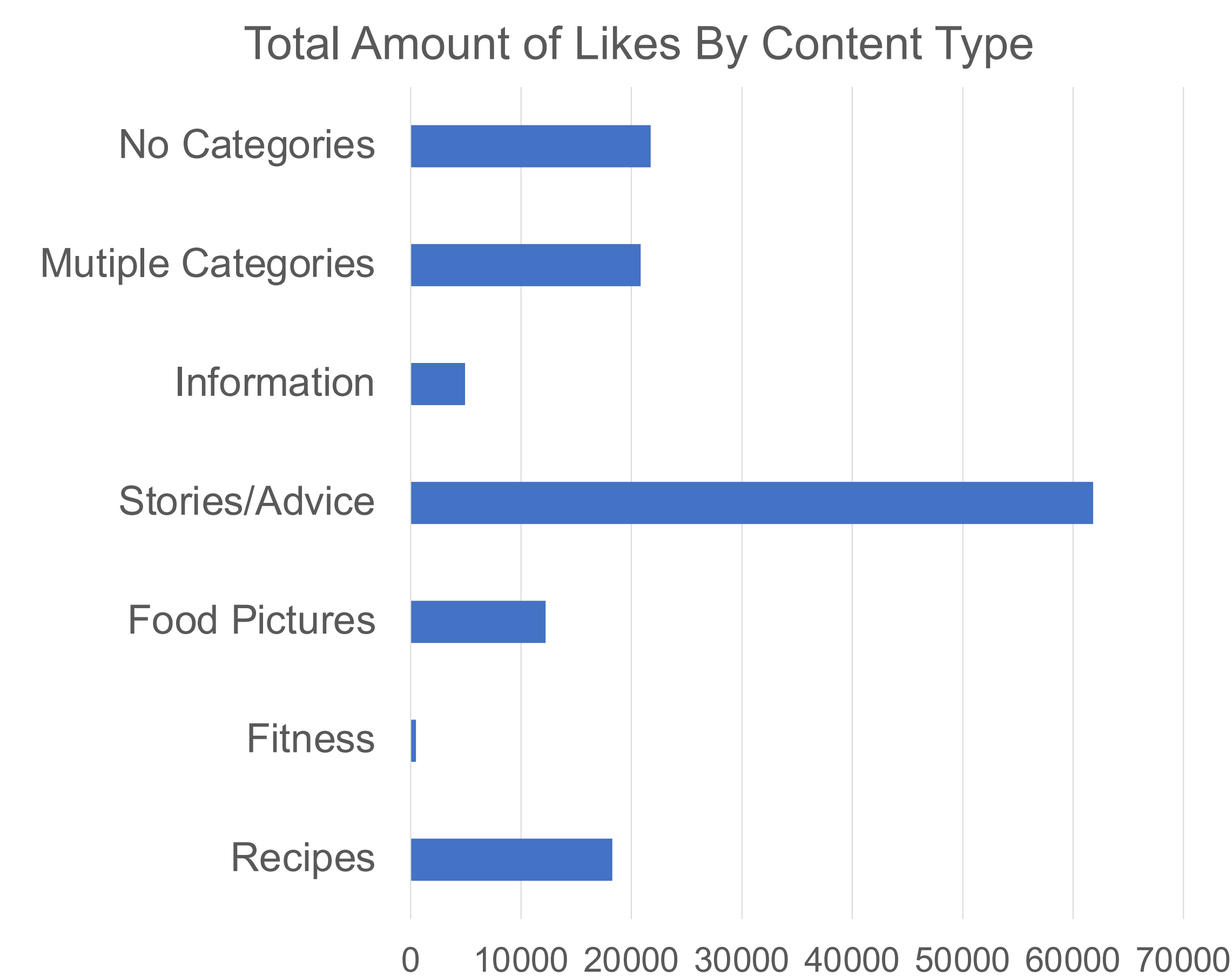
- The number of likes and comments were recorded and the percentages were calculated
- Content types will be determined with a 0 or 1, 0 meaning a post is not that content type, 1 meaning it falls under that content type
- Welch's Test was used to determine if there was a statistically significant difference in the average amount of likes and comments between content types

## RESULTS

### Composition of Posts Under #vegan and #veganism



The pie chart showed that of the 100 posts, 26 were recipes, 25 fell into multiple categories, 24 were stories/advice, 11 did not fall into any categories, 10 were food pictures, 2 were related to fitness, and 2 contained information about veganism.

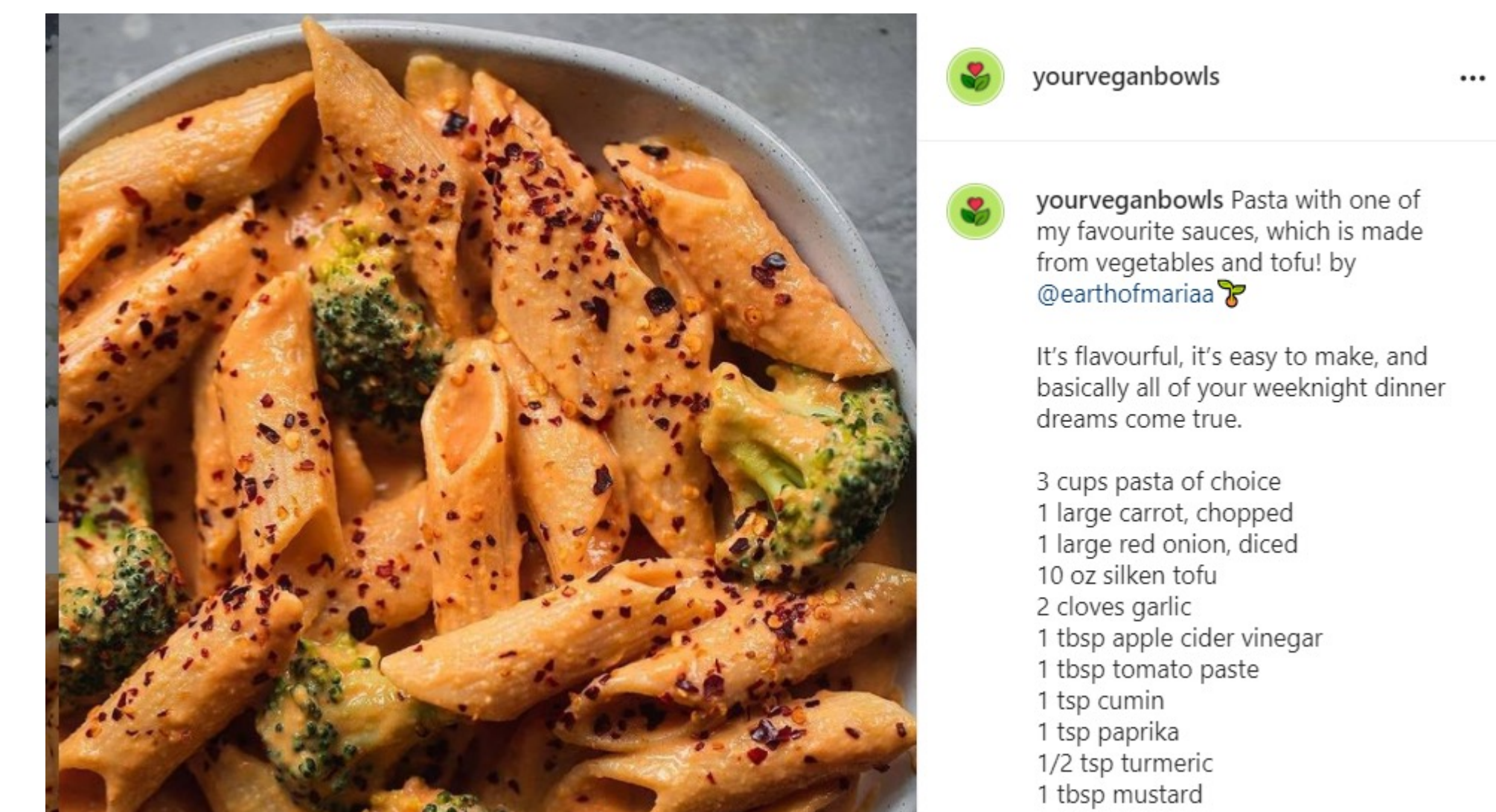


The Welch's Test did not show a significant difference in mean likes between post types ( $F = 11.972, p = 0.079$ )

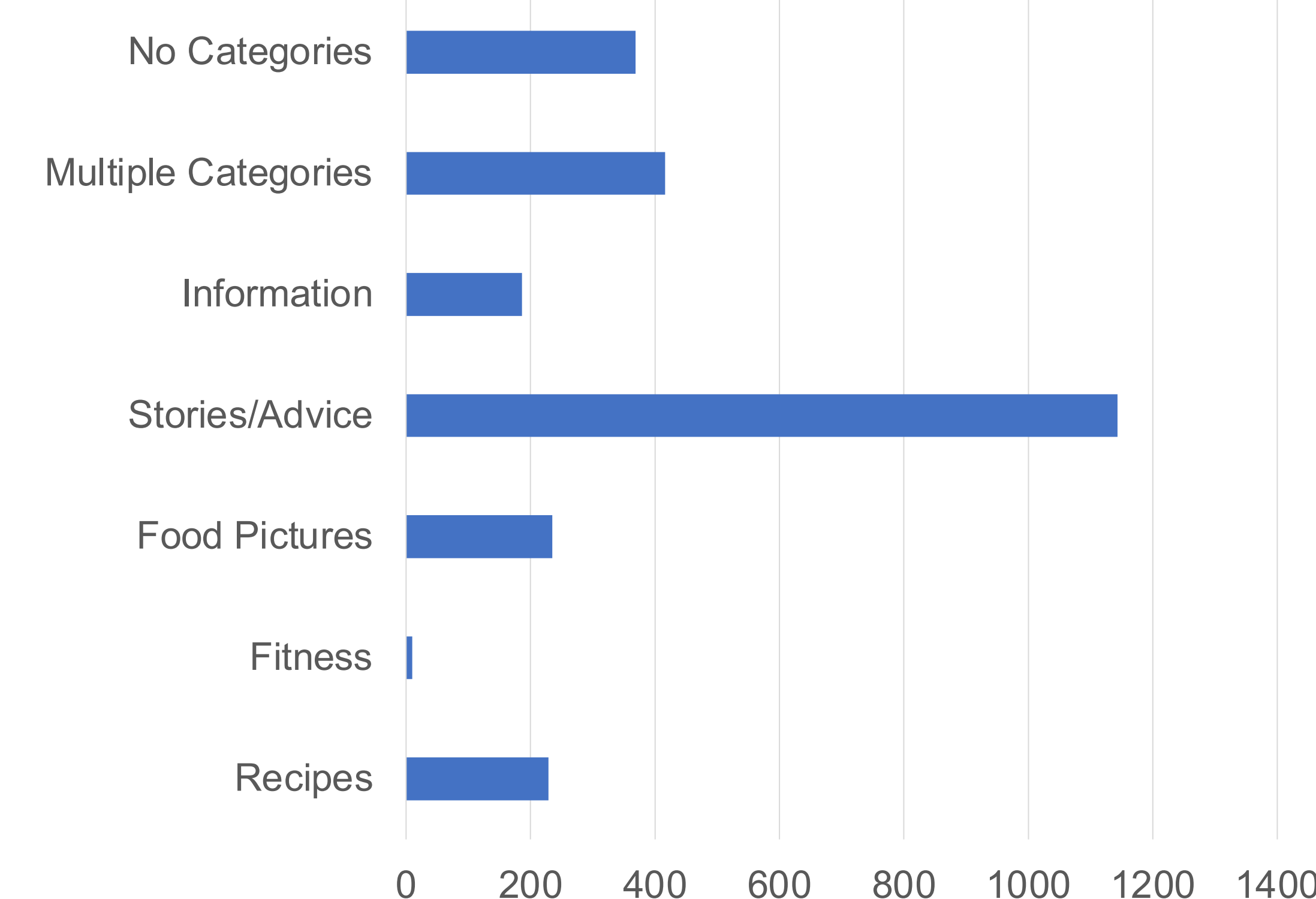
### Analysis:

The bar graphs demonstrate that the most liked and commented-on content type was stories/advice, by far. The difference in the mean number of comments between post types shows that posts containing stories/advice were the most interacted-with and encouraged the most discussion among users.

### Example of Recipes post:



### Total Amount of Comments by Content Type



The Welch's Test showed a significant difference in mean comments between post types ( $F = 4.765, p = 0.011$ )

### Example of Stories/Advice post:



## CONCLUSION

### Limitations:

- Posts receiving many likes/comments may not have used the #vegan or #veganism, so their posts were not included in the study.
- Since the posts on the hashtags constantly change, there may be a content type that's very prevalent, but wasn't included because it wasn't filtered to the top by Instagram.

### Implications:

- Since stories/advice are the most interacted-with content type, that shows it is most likely one of the common content types for Instagram users who may be new to veganism

### Future Directions:

- A survey could be done to see how the stories/advice content type has affected different participants' lifestyles

## ACKNOWLEDGEMENTS



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