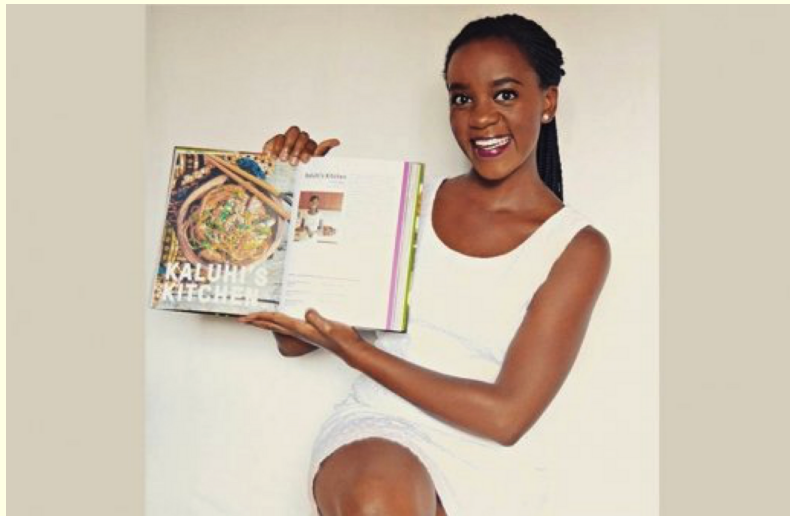


Living well through food:

Examining popular Kenyan media for messages about food



Dr. Kristie O'Neill
September 7th, 2020

The nutrition transition: Thinking about dietary changes

The nutrition transition:

A shift away from diets heavy in grains, legumes, and fibres towards diets heavy in meat and processed food items.

Thought to happen with economic globalization:

More meat and animal-based foods are available for people due to imports, or indirectly, due to imported feed.



Media as a source of cultural instructions

Cultural examination of the nutrition transition:

Instead of asking how food (physically) makes its way into an environment, cultural examinations ask why it makes sense to people to desire different food items.

Blogs:

Authors explain to readers why different objects and practices should be of interest to readers.



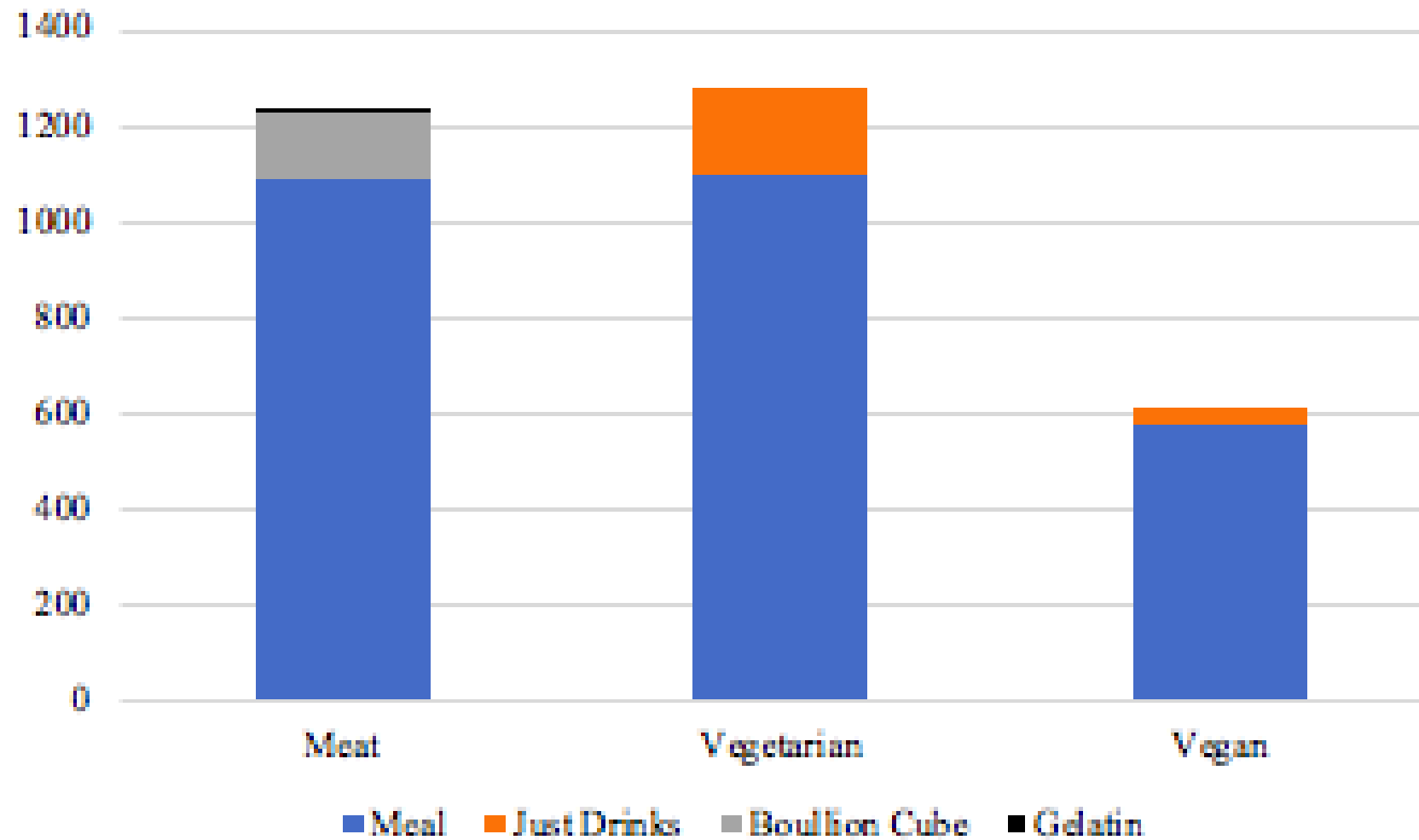
Blog: Kaluhi's Kitchen

- YouTube, > 52,000 subscribers, Instagram >108,000 followers
- Successful blog
- Featured in Kenyan and international media, including CNN and Essence magazine



<https://www.facebook.com/kaluhiskitchen/>

Number of images by recipe type, Jul 2014- Dec 2019



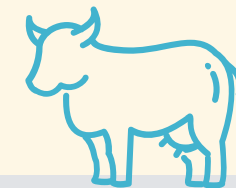
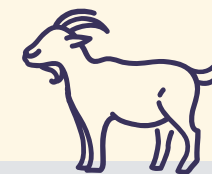
Thematic Findings: Lifestyle and Nation

Meat is most often described as what the family wants.

Vegetarian recipes are most often recognized as linked to good health.

Dishes using upcountry vegetables are typically vegan or vegetarian.

Recipes featuring Kenyan brands and businesses, traditions, coastal and urban differences, urban vendors and supermarkets typically feature meat.



Future lines of inquiry

- Lifestyle and nation are common themes in meat-focused experiences in three other media sources.
- Questions of the experience offered by food, food as entertainment, food as aspirational, food as caring for and representing the family
- Questions of building food, building Kenya



Thank you!

- Questions?
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