SOCIAL MEDIA QUESTIONNAIRE ANALYSIS REPORT

ETI_CHEF. RESPECT IN EVERY BITE

1. Overview

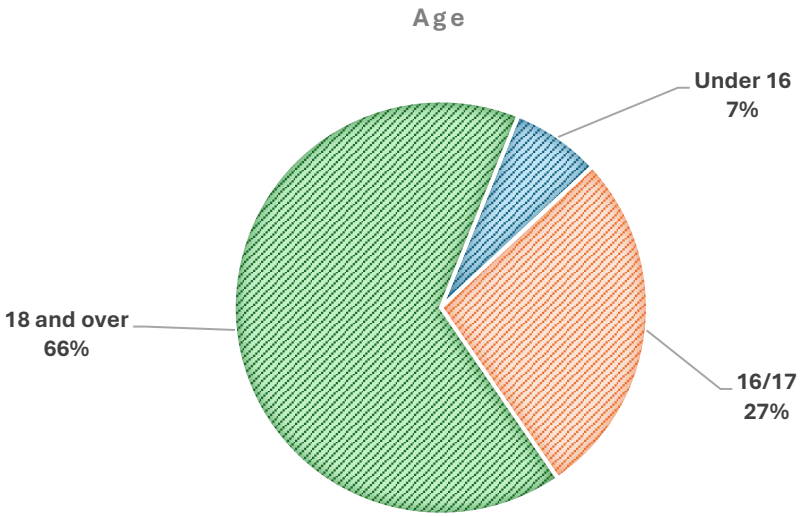
This report presents the results of the social media habits questionnaire completed by 201 respondents within the framework of the Erasmus+ project ETI_CHEF. Respect in every bite (Project number: 2025-1-IT01-KA220-VET-000355216), in the period April 15th 2026 – May 6th 2026. The survey was designed to support the development of the project activities, particularly within WP3 "Ethical Bites: Workshop and Resource Pack for ethical practices and netiquette in gastronomy" and WP4 "Educational Escape Room: navigating ethical dilemmas in gastronomy".

The questionnaire explored participants' age and gender profile, preferred social media platforms, daily time spent online, ability to recognize misinformation and AI-generated images, perceptions of influencer impact on food choices, and attitudes toward online advice, source checking, likes, and comments.

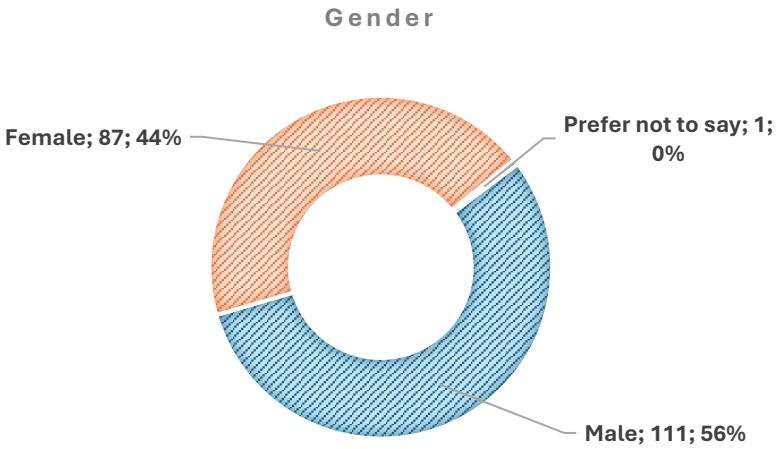
The collected data provide useful insights into students' digital habits, perceptions, and challenges, supporting the creation of educational resources and activities focused on media literacy, digital responsibility, critical thinking, and ethical online behaviour in the gastronomy sector.

2. Respondent Profile - *Question on age and gender*

Most of respondents were 18 and over, representing 132 participants, or 65.7% of the total sample. The second-largest group was aged 16/17, with 55 respondents (27.4%), while 14 respondents (7.0%) were under 16.



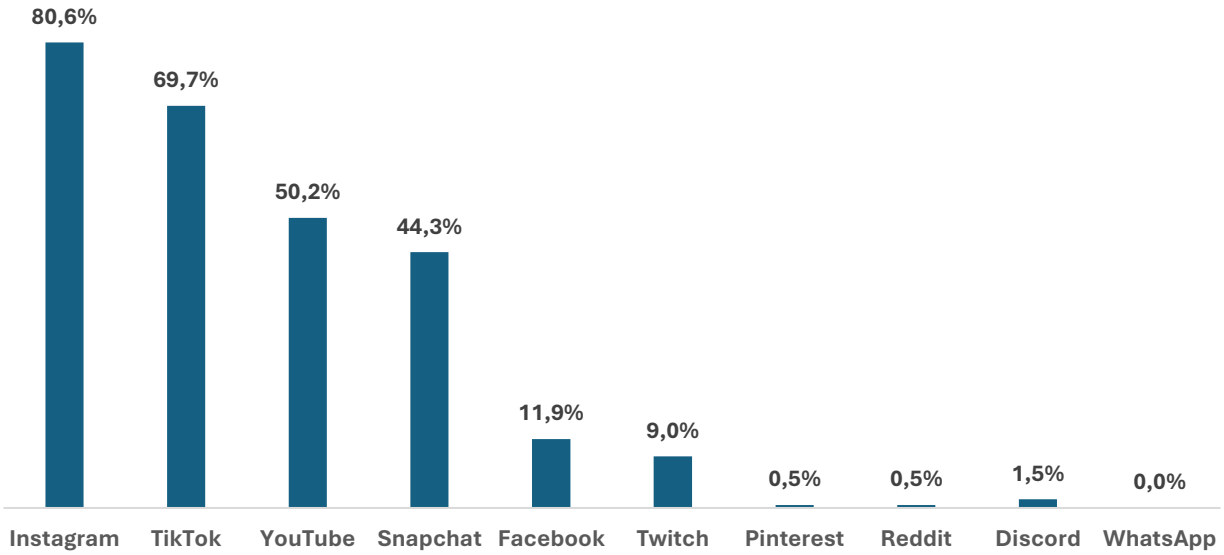
In terms of gender, male respondents were slightly more represented in the sample: 111 respondents identified as male (55.2%) and 87 as female (43.3%). One respondent preferred not to indicate their gender.



3. Social Media Platforms Used - *Question: Which social media platforms do you use the most?*

Instagram was the most widely used platform, selected by 162 respondents (80.6%). It was followed by TikTok, used by 140 respondents (69.7%), and YouTube, used by 101 respondents (50.2%).

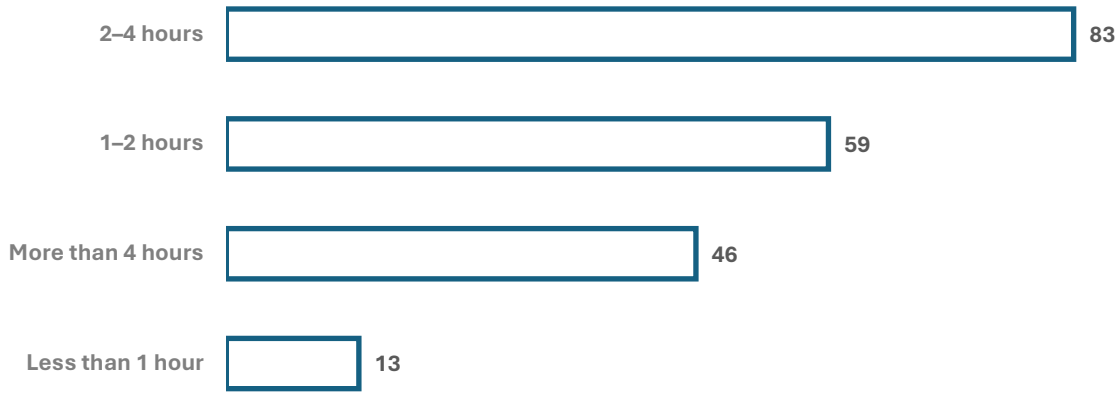
Other platforms were less common but still relevant: Snapchat was used by 89 respondents (44.3%), Facebook by 24 (11.9%), and Twitch by 18 (9.0%). Minor mentions included Discord, Pinterest, and Reddit.



4. Time Spent on Social Media - *How much time do you spend on social media every day?*

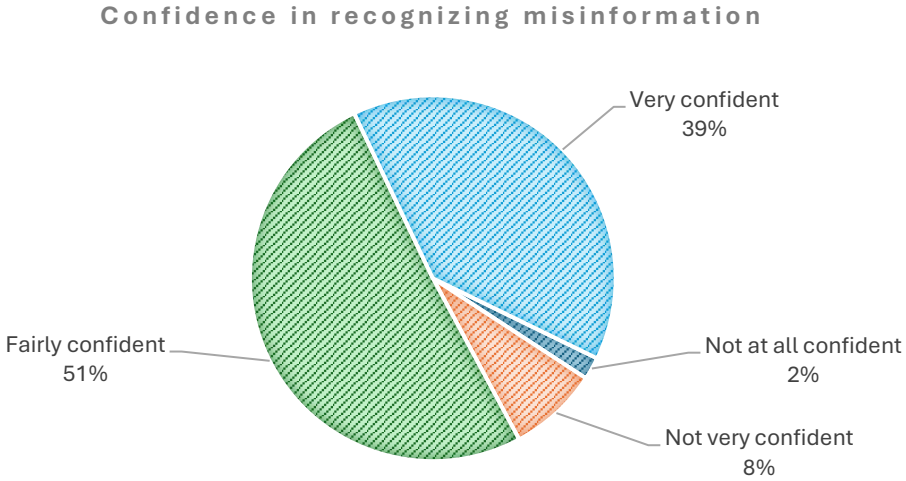
The most common daily usage pattern was 2–4 hours, reported by 83 respondents (41.3%). Another 59 respondents (29.4%) reported using social media for 1–2 hours per day.

A significant proportion, 46 respondents (22.9%), spent more than 4 hours per day on social media, while only 13 respondents (6.5%) spent less than 1 hour daily. This suggests that social media plays a substantial role in participants' everyday routines.

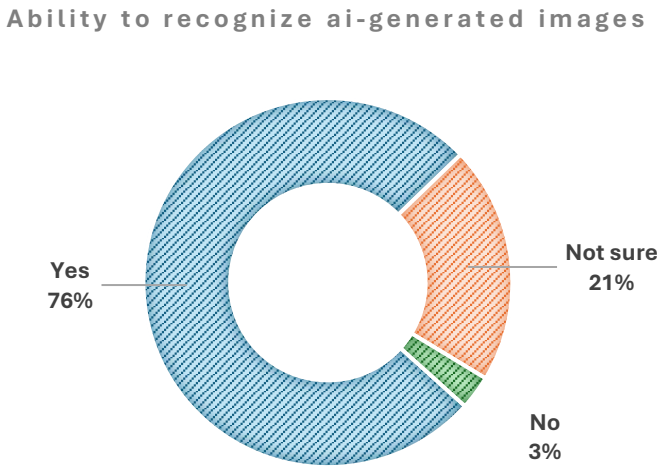


5. Recognition of Misinformation and AI-Generated Images – *Questions: How confident do you feel in recognizing false or misleading information online? / Do you think you would be able to recognize an AI-generated image?*

Most respondents felt confident in recognizing false or misleading information online. 102 respondents (50.7%) described themselves as fairly confident, while 79 respondents (39.3%) said they were very confident. Only 20 respondents in total reported low confidence: 16 were not very confident and 4 were not at all confident.



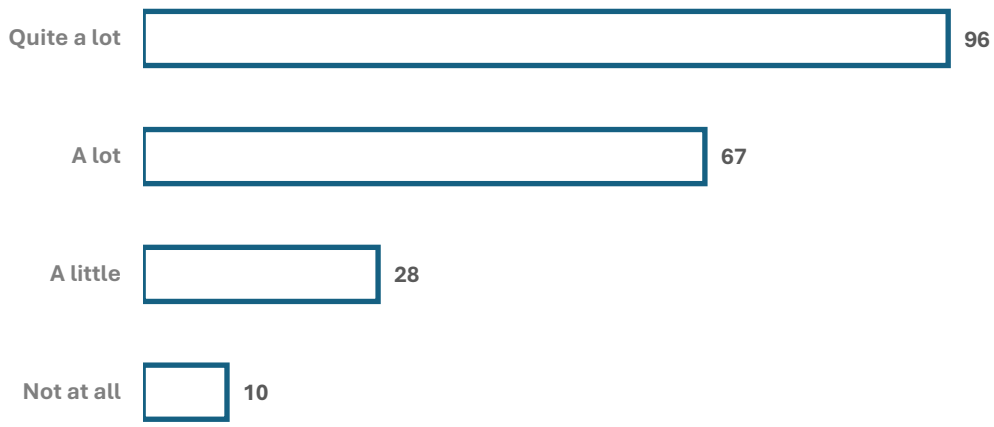
Regarding AI-generated images, 153 respondents (76.1%) believed they could recognize them, while 42 respondents (20.9%) were unsure. Only 6 respondents (3.0%) answered that they could not recognize AI-generated images.



6. Perceived Impact of Influencers on Food Choices – *Question: How much do you think influencers affect people's food choices?*

Respondents generally believed that influencers have a meaningful effect on people's food choices. The most frequent answer was "Quite a lot", selected by 96 respondents (47.8%), followed by "A lot", selected by 67 respondents (33.3%).

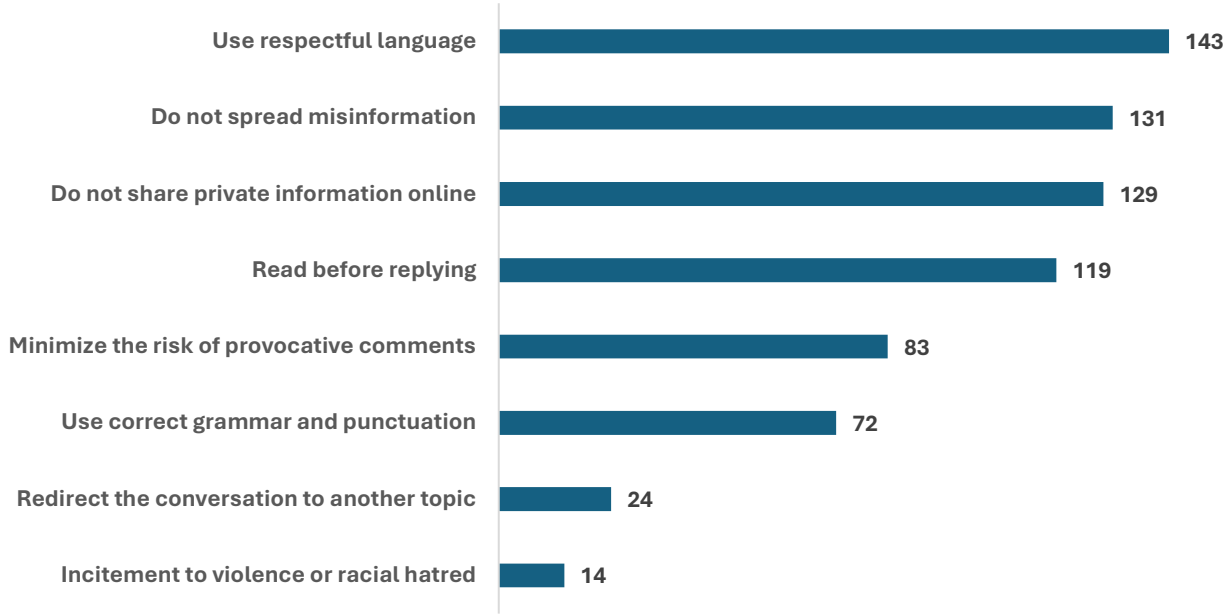
Only 28 respondents (13.9%) felt influencers have a little impact, and 10 respondents (5.0%) believed they have no impact at all. Overall, more than four out of five respondents perceived influencers as having at least a moderate influence on food-related decisions.



7. Good Online Practices – *Question: Multiple-choice question on good online practices*

The most frequently selected (multiple answers allowed) good online practice was using respectful language, chosen by 143 respondents. This was followed by not spreading misinformation, selected by 131 respondents, and not sharing private information online, selected by 129 respondents.

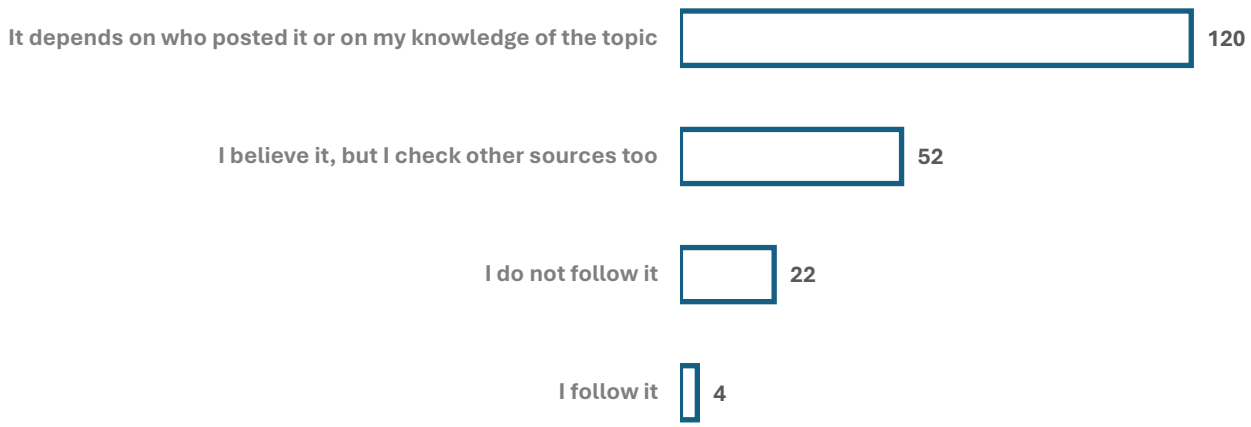
Other important practices included reading before replying, chosen by 119 respondents, and minimizing the risk of provocative comments, selected by 83 respondents. The least selected options were redirecting the conversation to another topic and incitement to violence or racial hatred, the latter likely reflecting some misunderstanding of the item as a "good practice."



8. Reaction to Advice on Social Media - *Question: When you come across advice on social media -on any topic – how do you usually respond?*

When encountering advice on social media, most of respondents adopted a conditional approach: 120 respondents (59.7%) said their reaction depends on who posted it or on their own knowledge of the topic.

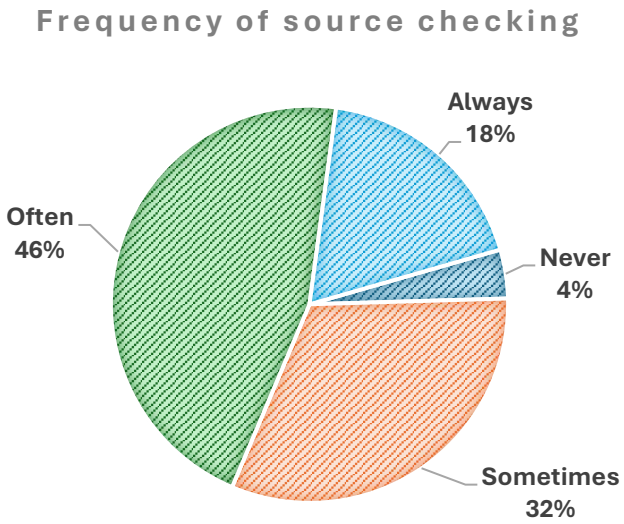
A further 52 respondents (25.9%) said they believe the advice but check other sources too, showing an encouraging tendency toward verification. However, 22 respondents (10.9%) said they do not follow such advice, while only 4 respondents (2.0%) said they follow it directly.



9. Source Checking Habits – *Question: How often do you check the source of a post before believing it?*

Source checking appears relatively common among respondents. 92 respondents (45.8%) said they often check the source of a post before believing it, and 37 respondents (18.4%) said they always do so.

However, 64 respondents (31.8%) check sources only sometimes, and 8 respondents (4.0%) said they never check the source. This indicates that while critical evaluation is present, there is still room to strengthen source-verification habits.



10. Influence of Likes and Comments – *Question: If a post has many likes and comments, how does it influence you?*

Most respondents showed resistance to social validation cues. 90 respondents (44.8%) said that many likes and comments do not change their opinion, while 41 respondents (20.4%) said they do not pay attention to likes.

Nevertheless, some respondents were influenced by popularity indicators: 48 respondents (23.9%) said they think a post is probably true if it has many likes and comments, and 22 respondents (10.9%) said they trust it more. This suggests that likes and comments can still affect perceptions of credibility for about one third of the sample.

