

FOOD BLOGS ON INSTAGRAM: SOME EXAMPLES AND THEIR CONTENTS

INSTAGRAMDAKİ YEMEK BLOGLARI: BAZI ÖRNEKLER VE İÇERİKLERİ

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ÖZET

Bloglar geniş bir yelpazede farklı amaçlar için ve farklı sosyal ve kültürel gruplarda yaygın olarak oluşturulan çağdaş dijital platformlardır. Bloglar, kısa metinler, bağlantılar, resimler, fotoğraflar ve ters kronolojik düzende organize edilen okuyucu yorumlarını içeren kişisel web siteleridir. Yiyecek bloğunu yapan kişi yemek blogcusu olarak bilinir. Yemek bloğu olan kişiler kendi kişisel yiyecek günlükleri ve tarifleri de dahil olmak üzere seyahat ve restoranlar hakkında da yazma eğilimindedirler. Yemek blokları yiyecek endüstrisi açısından oldukça etkili hale gelmiştir. Instagram harika fotoğraflar, görseller, keşifler ve ilhamlarla ilgili çalışmalarını tanıtmak ve paylaşmak için mükemmel bir yerdir. Her ay 500 milyondan fazla kişi instagramda bulunmaktadır. Yiyecek endüstrisinin bir parçası olarak yemek bloglarının önemini ve işlevlerini değerlendirmeyi amaçlayan bu çalışma, nitel bir çalışma olarak yürütülmüştür. Bu bağlamda çalışmada bazı yemek blogları değerlendirilerek bu blogların içerikleri üzerinden yemek bloglarının işlevi ve önemi ortaya konulmaya çalışılmıştır. Veriler intagramdaki yemek bloglarının incelenmesi ile toplanmıştır. Elde edilen bulgular ile yemek bloglarının yiyecek endüstrisinin hedeflerine ulaşması ve katkıda bulunması amaçlanmıştır.

Anahtar Kelimeler: Instagram, Yemek Blogları, Yemek blog sahipleri, Yemek endüstrisi.

ABSTRACT

Blogs are a contemporary digital platform widely kept and read across different social and cultural groups for a wide range of different purposes. Blogs are kind of personal web sites which consist of brief text, links, images, and with reader comments that organized in reverse chronological order. The person who did the food blogging is known as food blogger. Food bloggers tend to write about travel and restaurants including home personal food diaries and their own recipes. Food bloggers become the new influences in terms of food industry. Instagram is a perfect place for food bloggers to promote and share their work as it's all about gorgeous photography, visuals, discovery and inspiration. Over 500 million people go on Instagram each month. Plus, the food bloggers say that this is where they get the best engagement of all social media platforms. This study that aims to evaluate importance and functions of the food blogs as part of food industry, was conducted as a qualitative study. In this context, some food blogs on instagram as a concrete example about information, are evaluated. Data were recovered with the help of instagram observation and examples from instagram. In the light of the findings, it was concluded that if food blogs meet and contribute the objectives of food industry.

Keywords: Instagram, Food Blog, Food Blogger, Food Industry

1. INTRODUCTION

Blogs are kind of personal web sites which consist of brief text, links, images, and with reader comments that organized in reverse chronological order. Almost over 1.2 million entries of blogs are posted per day in web (Herring, 2004). Blog content varies widely and may be personal, political, journalistic or focus on special interests and lifestyles. If you are interested in any particular topic you can probably find a blog (Walker Rettberg, 2008). In past few years, blogging has become one of the most popular media to share thought, feelings, opinions, and ideas connected to specific events in everyday life. Blogs can be said as a personal websites, mostly people share

about their personal experiences such as holiday or travelling, hobbies, but not infrequently they also wrote their comments after using products and services (Hanifati, 2015).

Gastronomy blogs are Internet gastronomic journals. Generally in diary form, a gastronomy blog usually contains description of the author or gourmet's experiences and reviews relevant to local food and beverages tasting. Local food and beverages refer to not only regarding locally grown produce, but should also contain food that demands raw material from outside the area, but that is processed locally (Nummedal and Hall, 2006). Gastronomy blogs normally present a lot of pictures or some videos took by authors during their culinary journey. Pictures and videos provide unquestionable evidence that the culinary journey was made, that the course was carried out, and that the fun was possessed (Sontag, 1977). Food blogs are generally positive, in terms of topics and language, and food bloggers rarely post "off-topic" materials; sometimes they may post about other areas of their life (Timilsina, 2017).

2. FOOD BLOGS ON INSTAGRAM

The use of social media in today's twenty-first century has been increasing rapidly. Over the last decades, the number of internet users have drastically increased (Copp, 2016). Social media has become a natural part of everyday life. It has made communicating with friends, family and companies easier than before as it is accessible almost everywhere through Internet connection with the help of different devices such as laptops, tablets and smartphones (Terttunen, 2017). Instagram is a social networking application, which allows its users to share photos and videos from a smartphone. It is a first social media site built specifically to work on mobile device. A mobile device refers to any type of mobile phone or similar device such as iPod touch, iPad or other tablet that uses cellular technology (Miles 2014, 4.). Photo sharing communities such as Instagram have made it possible to communicate with large groups of distributed people through an image, be it a picture of what is for dinner or a selfie, perhaps more easily than through words alone (Bakhshi, Shamma, & Gilbert, 2014, p. 965). One of the aspects that makes Instagram unique is that it is not a web-based social media platform, but a mobile-based platform, which means it generates a certain type of image posting and interaction from its users (McNely, 2012).

Food bloggers challenge the idea that you need to be some sort of "expert" to talk publicity about food. However while they may not have formal training (although many bloggers who are published have some professional experience working with food or media) only those who produce quality content and engage with their community- of readers and other bloggers- are likely to be successful in making the transition from Pro-Am to Professional (Lofgren, 2013). Instagram has become a popular way for consumers to share their lives with others and for brands to share their products with consumers. Instagram leverages smartphone's camera and photo library, allowing the user to choose a picture or video and apply filters and effects to it. Photos and videos are displayed on user's profile and they can be shared privately or publicly depending if the profile is private or public. The content posted on Instagram can also be shared easily via other social networking platforms such as Facebook, Twitter, Tumblr and Flickr (Instagram blog 2017). Instagram is a perfect place for food bloggers to promote and share their work as it's all about gorgeous photography, visuals, discovery and inspiration. Over 500 million people go on Instagram each month (cre8d, 2018). Food blogs, broadly defined as blogs primarily focused on food, are one of the most prominent means through which so-called "ordinary" people can share recipes online, and can be seen to challenge perceptions that food writing is a professional activity. They may focus specifically on recipes, restaurant reviews, travel, food ethics, or aesthetic concerns such as food styling and photography. Since food blogs began to appear in the early 2000s, their number has steadily increased, and the community has become more established and structured (Lofgren, 2013).

Food bloggers are not only using blogs as their media to share their food experiences but also social media specifically Instagram which is an online mobile photo-sharing become one of food bloggers' tools to share. With the easy access of Instagram user to follow and see directly the food



bloggers' posts in their timeline, it can make people even more craving looking at the food photos (Hanifati, 2015). This tool can be used by the management of every restaurant as their marketing strategies to get the attention and interest of every customer. Food bloggers become the new influences in terms of food marketing industry. Different managements are taking this opportunity by inviting some food bloggers to their restaurant with the purpose of reviewing their menus, as well as their food production (Astorga, 2015). As the food blogging community has grown, food-related media and other industries have responded with attempts to understand, engage with, and manage food bloggers. Food blogs are increasingly recognised as an aspect of the broader food-related media and, as such, provide both competition and opportunities for media and other industries. Just as food blogs offer individuals opportunities for entry into food-related media professions, they also offer media and other industries opportunities to promote products, reach broader audiences, and source new talent. While food bloggers do not necessarily challenge existing food-related media, they increasingly see themselves as a part of it, and expect to be viewed as a legitimate part of the media landscape and as an alternative source of food-related information. As such, they respond positively to the inclusion of bloggers in food-related media and in other food-related environments (Lofgren, 2013).

3. METHODOLOGY

3.1.Objective of The Study

These days a lot of people are claiming to be “food bloggers” after they took a picture of the food they eat and post it to social media. But little do they know that there are others out there who take food blogging seriously and some even made it their career (Arimas, 2017). For years, blogs are widely used like a online journal by individuals. The blogs share one purpose – knowledge sharing and it's hard to talk about food nowadays without talking about Instagram. The benefit of blogs toward organizations remains unclear. So this study aims to evaluate importance and functions of the food blogs as part of food industry and find out how food bloggers use Instagram to promote itself. this study will attempt to present the following:

- provide an example of how Instagram can be used as an source of information for food industry
- discover the potential of blogs in becoming a marketing strategy in food and bevarage industry

3.2.Research Method

With a large, global network containing both individual and institutional users, Instagram offers many avenues for academic research. As on many social networks, privacy on Instagram is a complex concept that shifts quickly and requires careful consideration by researchers. Instagram is also popular among cultural institutions, universities, and libraries, providing another field for research in digital humanities, scholarly communication online, and digital learning (Kaufer, 2015). For this study researcher directly search food blogs on Instagram which is chosen casually and have millions of followers. Selected 3 blogs have 3.3 million followers and over. Screen images were taken to try to get the contents of blogs.

4. FINDINGS

4.1. Some Successful Food Blogs on Instagram and Their Screenshots

These is a research questions mentioned above I'd love to help you answer in this study. Here is the rise of the Insta'influencer, examples of Instagram food blogs:

1- foodnetwork – 6.4 million followers



Foodnetwork mission is “ follow our adventures on instagram stories and snapchat. Get drool-worthy recipes and learn about your fave shows. One of the most-followed account on our list, you can't go wrong with the gurus at the Food Network, who promise "drool-worthy recipes" and images and video from the channel's range of cooking shows.



Food trends refer to ridiculously attractive — and often excessive — styles of preparing and consuming food and beverages. Dishes and drinks that are #InstagramWorthy must be pleasing to look at before they are nutritious or tasty.

2 - jamieoliver – 6.4 million followers

jamieoliver

JAMIE OLIVER
5

6256 gönderi 6,4m takipçi 1717 takip

Mesaj Gönder

Jamie Oliver ✓
Tanınmış Kişi
Chef & Dad
Hit the link to get my crispy eggy bread with strawberries, natural yogurt & stewed fruits recipe!
ÇEVIRISINE BAK
jamieol.com/StrawbBread
ardaturkmen, haakanyilmaz, volliewalker + 2 diğer kişi takip ediyor

IGTV Quick & Easy Friday N Feast #5DayVeggie

E-posta

Jamieoliver mission is “Chef&Dad. Hit the link to get my recipe exclusive Fish in crazy water from my brand new cook book.

jamieoliver

139.653 beğenme
jamieoliver Cheers guys I hope you have a great weekend 🍹🍹🍹
2265 yorumun tümünü gör
jowhiley Cheers! My kinda way to celebrate a Friday night 🍹

jamieoliver

18.656 beğenme
jamieoliver Guys, you've got to give these 4 #QuickAndEasyFood recipes a go this week... so, so delicious and outrageously quick, too!
Crazy Simple Fish Pie
Dukkah Beef Carpaccio

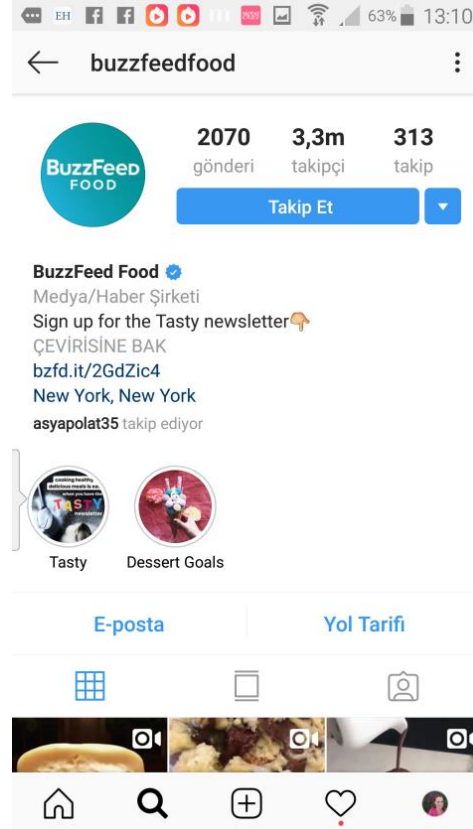
jamieoliver
Oslo, Norway

32.599 beğenme
jamieoliver WHAT AN AMAZING DAY IN OSLO. I know this isn't the most exciting picture in the world BUT Today possibly could be one of THE MOST Mega days in the Food Revolution in protecting child health and global food system

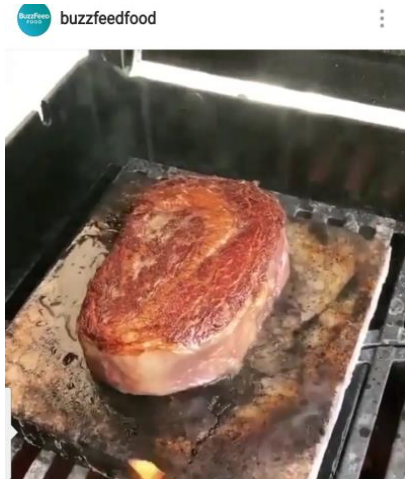
Jamie Oliver has one of the most popular food Instagram accounts, and it's easy to see why.



buzzfeedfood – 3.3 million followers



Buzzfeedfood mission is “sign up for the tasty newsletter”



212.153 görüntüleme
 buzzfeedfood Sizzle sizzle pop pop.
 You know the deal, use #Buzzfeast for a regram!
 📧: @ojokngiler
 108 yorumun tümünü gör
 22 TEMMUZ · ÇEVİRİSİNE BAK



195.670 görüntüleme
 buzzfeedfood Round and around we go 🍝
 #buzzfeast



27.331 beğenme
 buzzfeedfood Mac & Cheese pizza 🍕

Nobody knows about the phrase “eat with your eyes” better than Instagram foodies. Food trends that go viral on Instagram have the power to draw flocks of people. If there's one thing BuzzFeed does well, it's food, which the 3.3 million followers of the @buzzfeedfood account have certainly recognised. Follow for truly beautiful and quirky photos of the best things to eat.

4.2. What food industry’s stars are saying about Instagram?

What do some of the industry’s stars think about the rise of the instagram? “If it wasn’t for Instagram, we probably wouldn’t be open. This is the best way to advertise in the food industry. We haven’t spent one penny on marketing and advertising,” Troy Neal, co-owner of The Doughnut Project in New York’s West Village, says. (Bonelli, 2016).



136.505 beğenme
 love_food Toblerone & Oreo ice cream sandwich! 🍪
 #lovelfood



378 beğenme
 kerryeatworld Anyone up for some afternoon delight? 🍦 @eatvicecream and I share t... devamı



687 beğenme
 top_hongkong_restaurants #topcitybiteshk // Grilled Pork Neck Instant Noodles with Cheese... devamı
 13 yorumun tümünü gör
 thesabrinali @made.line.myl cheese



152 beğenme
 yegfoodjunkie Walking to @tasteofedm and came upon @buokfresh. We peered in and got invi... devamı
 11 yorumun tümünü gör
 eatyourheartoutyeg Looks good, can't wait!

“There are some chefs who are just concerned with food looking good,” said Zachary Engel, executive chef of Shaya Restaurant. They forget that it needs to taste good, too. Or that the two don’t necessarily have to go hand in hand. The dishes at his restaurant have more of a rustic, natural feel. “We don’t do fancy planting,” Engel said, a hallmark of any Instagrammable meal. (Toma, 2017). "There are some chefs who are just concerned with food looking good,” said Zachary Engel,

executive chef of Shaya Restaurant, a sentiment that was echoed by other guests who noted food must also taste good (Specialty Food News, 2017).



Teddy Robinson, a creative director for London café-bar chain Grind, has spent five years making the company as "Instagramable" and savvy as possible. "The most interesting thing is that people are just more aware than ever of what the food looks like, before Instagram, the only way you'd see what a restaurant's food looked like would be by looking at their own photos, or if they had them printed on menus - I know, the horror - but now it's often how you're introduced to a restaurant. It's a refreshing change to see the food put front and centre like this, and it's definitely one of the things that's allowed independents to get a leg up on the chains on Instagram" he said (Lee, 2017). "Instagram and social media are word-of-mouth marketing for the digital era and can help build a chef's rep and clientele," explains Miguel Andrade in Wired. Alternatively, one snap from Instagram superheroes—aka influencers—like Patrick Janelle of @aguynamedpatrick and his almost 500,000 followers can mean a business boon for restaurants (Janzer, 2017).

5. CONCLUSION

Bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. The purpose of the blogger is to write about what they have experienced in one product and in a place. In that way, bloggers share their own experience to the readers so that readers can have an idea regarding the product. Unluckily, the factors that influence consumer's attitude and behavior towards food blogger's review have not been investigated yet. With millions followers, instagram food blog is an amalgamation of bits of their life, favorite bites, small moments and big occasions. Instagram food bloggers sometimes posts delicious-looking, home-cooked plates with a side of refreshingly blunt commentary. Which makes sense because Instagram users have such high standards when it comes to images and videos.

Mostly the dishes are created especially for Instagram. Food bloggers use both the textual and visual elements of Instagram together to create a fun and friendly social media experience for the fans of their blogs. The blogs utilizes their name and imagery by including logos, colors, sentences, and their names when it is possible. The amount of Instagram followers, likes and good photo quality determine that. The research findings are expected to help managers of food organisation promote their pages on Instagram, and academically. I also hope this study reveal the photo based social media application to predict the photo based social media adoption and implementation among restaurants. Social media, influencers and photos have a huge impact in today's world and for the food industry, are a great way of getting their message across to a receptive audience. Have food trends gone overboard? In a sense, yes. Food and drinks need to comply to a prevailing theme of excessiveness in order to be deemed "Instagrammable". In a sense, Instagram is very important to the food industry because it has become a place where companies and individuals can raise brand awareness without spending a fortune. Some limitations of the study should be highlighted. First, this study is limited to the some food blogs on intagram which is chosen casually. Second, future



research could replicate this study in the industries such as hotels, and restaurants. Moreover, future studies could also examine on perceptions of food blog owners and blog followers.

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