

## AI-driven nudging; how social media algorithms shape adolescents' food choices

### Tailored Lifestyle Programme (Leefstijl op Maat)

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The problem: social media shapes eating behaviour

- Platforms like TikTok, YouTube and Instagram personalize food content
- High exposure and persuasive power encourage unhealthy food choices
- This influences adolescents' food choices, without them realizing it



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## Commercial food cues embedded in social media entertainment



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## AI driven monitoring and nudging

1. Monitoring is crucial, but tools for tracking child-targeted food marketing are missing—unlike those for breast milk substitutes. Can these be developed?
2. Can algorithms be designed to promote healthier content
3. Experiments: what happens if adolescents see more healthy food posts?
4. Nudging: personalized recommendations based on viewing behaviour



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## Collaboration & feasibility

- Direct collaboration with big platforms unlikely
- Exploring alternative ways to understand and influence algorithms
- Looking for AI experts to develop and test new approaches

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