

The social media effect on raising awareness and change behavior to vegan life-style

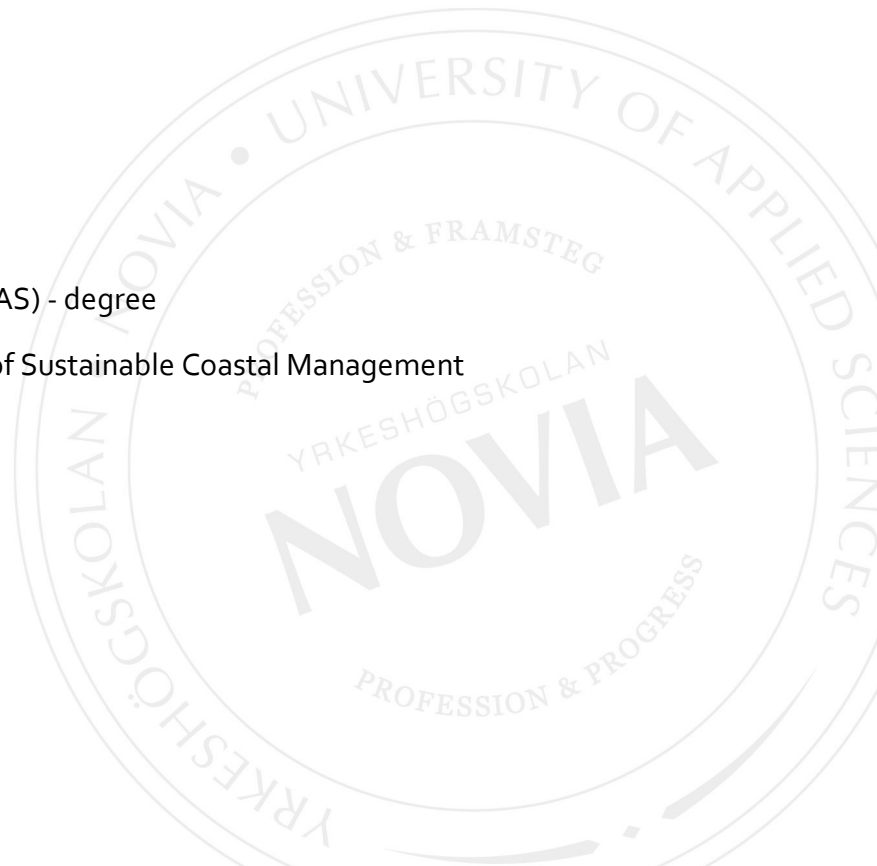
Social media for Sustainability

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Abstract

In recent years, there has been an increase in the number of vegetarians in the world. This thesis highlights the influence of social media (YouTube, Twitter) that leads people to change behavior under the influences of social networking platforms. The paper focuses on people's reactions on social media entwined with vegan-related concepts. The thesis analyzes the content of the social media postings. The paper also includes the information on an online ethnographic study that was performed by observing the content of a social media group, called "Vegan, Vegetarian, Vegetarianism." The observations concentrated on the publications where group members asked for advice, information, or solutions. The results indicate that the investigated social media group contributed significantly to the exchange of information, knowledge, and experience. Most importantly, the membership in a social media group provides users with an opportunity to learn about potential solutions that they share with each other. The thesis aims to give an overview of a complex topic by analyzing the possible effects of social media on vegan behavior, as well as on individuals and society as a whole.

Language: English Key words: vegan, vegetarian, veganism, social media, Vegetarian diet, sustainably

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1 Introductions

There is no single definition of “social media” because scholars have created several descriptions that take into account the processes that have emerged at social networking websites. Since the purposes of social media are diverse, academicians have tried to define this phenomenon with the regard to the actions that people perform on social media, including creating, sharing, exchanging, and modifying ideas in virtual communities. Specifically, (Kaplan and Haenlein, 2010, p.61) stated, “Social Media is a group of Internet based applications that build on the ideological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.”

Social media has an impact on the human brain and has consequences on the quality of people’s lives. Emotions play a crucial role in human communication. Besides the generally known benefits, there are serious threats for individuals and society and thus there is a need for a sensible social media interaction (Zeitel-Bank, 2014, p.7). The social media threats include privacy concerns, cyberbullying, and spam. Communication history has just started to research social media. For this reason, the consequences of the uses of social media are generally unknown. The advocates for social media distinguish the benefits and huge opportunities arisen with the help of the new technology (e.g. democratic participation, e-learning, and e-shopping). Others express concerns about the possible dangers of these new forms of networks and communication exchange on the global level (e.g. data protection, less freedom of personality) and on the interpersonal and personal level (e.g. loss of life quality, emotional damages) (Zeitel-Bank, 2014).

Within a few years, social media has become an integral part of the world. Young people especially cannot think of communication without thinking of online networks, namely YouTube and Twitter. Why are people enthusiastic about using these new technologies of virtual interaction? Since the time of Aristotle, humans have been described as social beings, and one might assume that these technologies allow people to reach the crucial feeling of social belonging and to create own community and group (Lattanzi, Sivakumar, 2009, p.428).

2 Purpose

The purpose of this thesis is to study and understand the effect of social media (YouTube & Twitter) on the vegan lifestyle.

3 Method

In this research, I have studied the literature based on the first message that appeared when I searched for a certain search word on social media. I used software

to analyze the data that came from social media. Further, I researched the vegan lifestyle to explore how it can save natural resources. Therefore, I studied the history of veganism and the changes occurring in this lifestyle. Ultimately, I concluded this research effort with a reflection on the state and relationship of veganism and social media in the present world.

4 Literature

4.1 Veganism

The European Vegetarian Union - EVU has definitions of “vegetarian” and “vegan”:
“Vegan foods are not of animal origin and in which, at no stage of production and processing, use has been made of or the food has been supplemented with:
- Ingredients (including additives, carriers, flavorings and enzymes).

- Substances which are not food additives but are used in the same way and with the same purpose as processing aids in either processed or unprocessed form that are of animal origin.

Vegetarian foods meet the requirements of paragraph 1 with the difference that in their production, the following may be added or used: Milk, colostrum, eggs, honey, beeswax, propolis, wool grease” (Strecker, 2015).

4.2 Veganism and Environment

A vegetarian diet provides people with an opportunity to lead eco-friendly lives because vegetarian lifestyles ensure that consumers make conscious choices about the growth of the products and the destruction that some food choices cause.

Consumers of a vegetarian diet choose this type of diet for different reasons. Some individuals indeed try to lessen their impact on the environment because traditional diets tend to have destructive effects on the land and water. Raising awareness about the significance of the environment protection is a serious step that encourages many individuals to resort to the vegetarian diet.

Food demand influences agricultural production. Specifically, modern practices in the agricultural field have led to the soil, air, and water pollution, soil erosion, overreliance on imported oil, and a decline of biodiversity (Marlow, 2009).

Vegetarianism has motivated consumers to invest energy in the learning process about the impact of their food choices on other sides of life because diet choices have many direct and tangential effects. People and communities have become more interested in animals and their role in human activities because many species have been added to the extinct and vulnerable lists. Biodiversity clearly suffers because of the human enterprise. Animals may be listed as threatened for different reasons, including their habitat destruction, excessive hunting, and chemical use. The increasing extinction list has encouraged many people to support nature and animals by removing meat-based products from their diets. The environment and natural habitats for insects, birds, animals, and waterfowl may play a role as the only ecosystems that guarantee the survival of a species. Additionally, the climate, temperatures, and rainfalls influence the maintenance of biodiversity in the world. The destruction of rainforests, lakes, ponds, and overall animal habitats causes different species to seek new homes or go extinct from the absence of nourishing resources. Numerous agricultural efforts have influenced the ecosystem annihilation. Agriculture also thrives on the exploitation of animals. Nevertheless, humans cannot replace what nature creates for other species (Joyce, 2012). Caring for the environment will protect species as well as humankind.

The scholarly community has acknowledged that climate change is a significant public health issue that has a worrisome influence on food security. Climate changes are entwined with land degradation, loss of biodiversity, and increases in input demands on the food system which all impact food security. These consequences on the food system will significantly create long-term ramifications for the environment and public health, resulting in decreased food security (Mathis, 2017).

4.2.1 Gas emission

Of these emissions, the livestock sector contributes 65% of anthropogenic nitrous oxide emissions (mainly from manure), 37% of anthropogenic methane (mainly from enteric fermentation and manure), 9% of anthropogenic carbon dioxide emissions (mainly from land use changes including deforestation), and 64% of

anthropogenic ammonia emissions (Wang, 2013). It was estimated that choosing a plant-based diet instead of a meat-based one would likely decrease greenhouse gas emissions. Therefore, a diet choice is as important as the personal choice of transportation. The livestock industry is a major contributor to global warming because it emits 18 percent of total greenhouse gas emissions, which is a higher share than transport (Wang, 2013).

What humans consume in food influences immensely the environment that they all share. Modern food industries are responsible for more than a quarter of all greenhouse gas emissions. Both developing and developed countries contribute to global warming because of food choices, but the impact is greater in advanced nations because of the abundance that consumers have. Changes in dieting are likely to lead to the financial saving for people who decide to choose a vegetarian lifestyle; therefore, the benefits of going green in food are manifold. Recent research has emphasized that even a decrease in animal-sourced foods would cause significant environmental improvements. The choice of plant-based diets is projected to reduce food-related greenhouse gas emissions by 29–70% compared with a reference scenario in 2050. In a similar vein, it is notable that vegetarian diets have the power to influence human health in a positive manner, apart from ecological benefits. As evident from Figure 1, a decrease in meat consumption and other dietary changes would alleviate the pressure on land use and reduce GHG emissions (Tilman, 2016). as seen on figure 01.

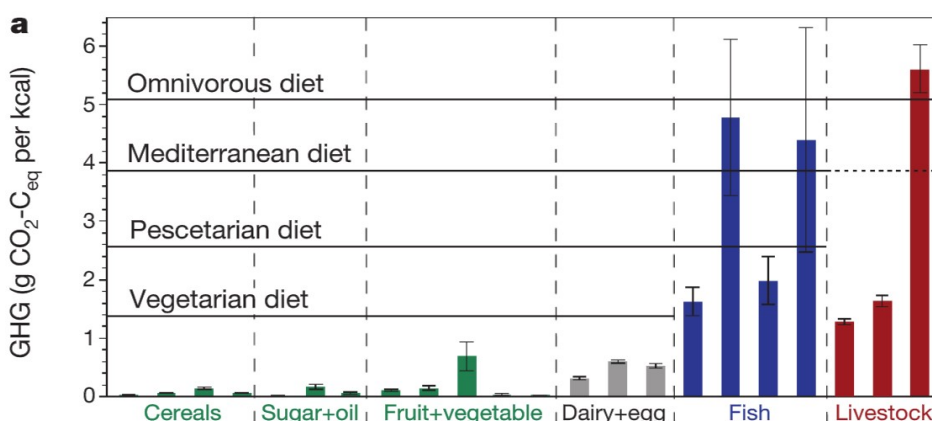


Figure 1, Green House Gas (GHG) Emissions (Co2, C_{eq} per Kcal), Different Diet style (Tilman, 2016)

4.2.2 Energy

Current practices of food creation also increase energy usage, which is another concern arisen from meat-based diets. Originally, agricultural activity resulted in a net gain in energy as more energy was obtained from food than expended on its production as seen in Figure 2. One farmer could feed a family by using only the energy of his labor and the resources provided by nature. The fossil fuel energy created a platform for food production to expand, which also led to the increase of the ratio for the energy input to energy output from food. The Center for Sustainable Systems reported in 2018 that there was a drastic imbalance between the total energy required by the US food system and the total food energy produced by the effort. On-farm production accounts for 21% of the total system energy usage (Ziesemer, 2007), and 40% of agriculture production energy is spent on making chemical fertilizers and pesticides. Large amounts of energy go into processing, transporting, storing, and serving food. For every 10.3 quads of the total energy used to produce food, only 1.4 quads of food energy are created (Monforti-Ferrario & Pascua, 2015). From the energy perspective, the industrial food system is inefficient, especially due to the fact that most of the energy inputs come from nonrenewable sources such as fossil fuels. Therefore, it is possible to conclude that the current system is unsustainable, whereas people and communities are looking for sustainable solutions to improve the experiences of the humankind, animals, and the environment, as primary stakeholders. Graphic summary of the various types of food production: the ratio of energy required for food energy delivery.

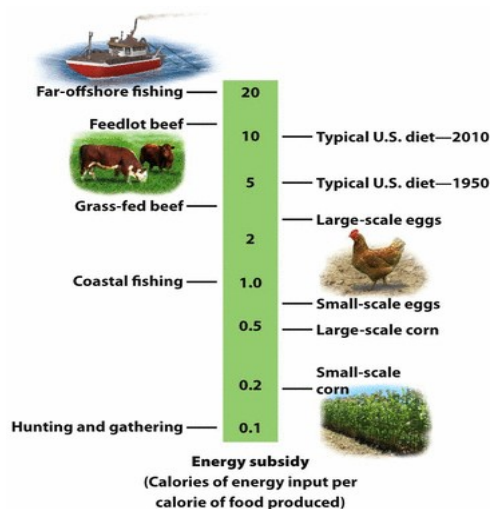


Figure 2, Calories energy subsidy for one calorie food (Feedingtheworldapes, 2016)

4.2.3 Land use

There is growing concern about the environmental impact and sustainability of diets based on high levels of animal products. Land use is another area that requires attention in the discourse. An estimated 70% of the world's agricultural land is now dedicated to livestock production, which has contributed to biodiversity loss, soil degradation, and air and water pollution. Consequently, people could change this order of things by refusing to partake in meat-based diets and resorting to a vegetarian or vegan lifestyle (Judge, 2015).

According to a report of the Agricultural Organization of the United Nations in 2006, production of livestock accounts for 70% of all agricultural land use globally as seen in Figure 3. It follows that livestock production is a substantial contributor to environmental issues that have led to climate change, freshwater pollution, freshwater accessibility, and biodiversity.

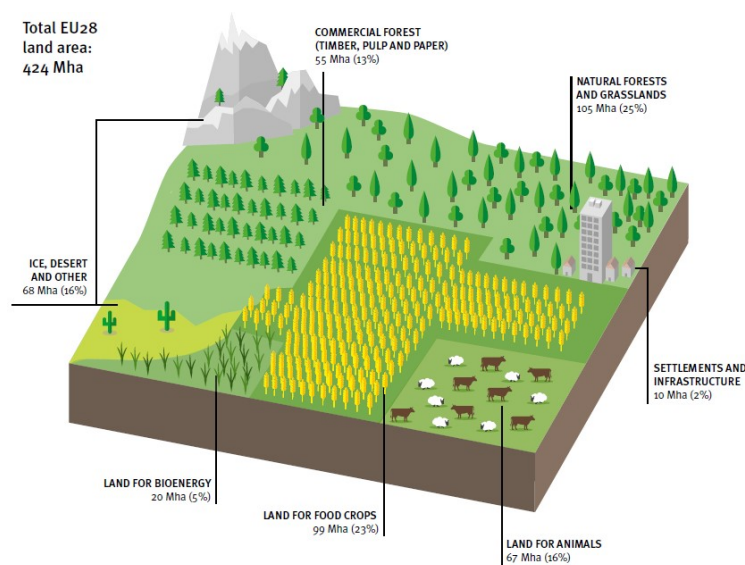


Figure 3, The 28 European state land use. (STRAPASSON, 2016)

Communities must understand that the quantity and type of foods consumed directly has an impact on land use. At the same, discussions about the topic must cover other factors that influence the land-food relationship. The other factors are population growth, agricultural productivity, land ownership, investment patterns, and land use efficiency. The whole planet is facing freshwater problems, and it is estimated that 64% of the global population will live in water-stressed regions by 2025 (Jutzi, 2006).

Even if we imagine a scenario when the population would remain unchanged, if per capita food consumption increases, the land area use would also increase to satisfy the demand for meat. However, if agricultural productivity increases, the expansion of land for food purposes may prove unneeded. The production of more food per unit area, the total amount of land used for food production may even decrease in the long run.

As emphasized previously, the consumption of meat contributes immensely to GHG emissions. The use of ruminant animals, including cattle, sheep, and goats, causes a huge release of methane, a GHG that has a high global warming potential (GWP) as part of the digestive process in the rumen (enteric fermentation).

Furthermore, croplands are also used specifically for the food production agriculture because animals require feed. Specific crops, like feed wheat, are cultivated to meet the needs of animals raised for slaughter because many animals inhabit low-grazing or zero-grazing systems. Monogastric animals, like pigs and chickens, also require vast croplands that produce feed for them. The imports of animals' feeds, like soybean and corn, have the potential to change land use and GHG emissions. Conversely, employing agricultural residues and food wastes to provide animals with fodder can alleviate the negative influence of land use on a large scale (Strapasson, 2016).

4.3 Social Media and Veganism

Since vegetarianism and veganism is a non-mainstream lifestyle, the people who practice them may face issues in communicating their choices to others because of misconceptions and stereotypes. In today's world, People tend to spend more time online through social media platforms rather than having face to face interactions which begs the question: How does social media affect our lifestyles and the surge of Veganism?

I believe that social media is an amazing tool to tell stories and communicate with our friends, family, and colleagues in different places worldwide. Furthermore it's a crucial spot to express our thoughts and ideas.

On the other hand, a handful of nonprofit organizations and groups of activists disseminate and promote biased ideas about vegans which individuals can form their opinions of those who don't eat meat and seeking rights for animals.

This is due to the fact that there's a substantial amount of information and content available online. Now, individuals can access information whenever they suit them, create their own content as well as deciding what information to put out there. The verbal behaviors also include admissions, denials, excuses, and justifications.

Consequently, scholarly research has found that vegetarians and vegans have to adapt their conversational behaviors to retain personal values and respect the values of omnivores (Fried, 2014). This means that some communication of vegetarians and vegans becomes indirect, but the effectiveness of interactions does not suffer from this change.

Researchers have managed to attract people's attention to the topic of animal treatment in the field of food production, which motivates more people to pursue vegetarianism and veganism in order to decrease the suffering of animals. However, there is lacking evidence on the specific types of information that make humans share this knowledge with peers. Therefore, this research is concerned with gaining an understanding of the reasons that motivate self-identified vegans and vegetarians to share information about their lifestyles to omnivores. Such research could be of interest to scholars of movements that seek to produce a change in the cultural and social spheres, as well as provide an example of how less publicly active movement members have the potential to influence others within their social networks (Bosworth, 2012). Vegans represent a social movement that is not based on legislation or identity politics because on its focus on everyday practices in one's lifestyle. Some scholars have sought to situate veganism as a cultural or social movement that seeks to implement changes in the inhumane treatment of animals by society.

4.3.1 Veganism and changing behavior

Social media is an effective approach to spreading information that will encourage people to change some undesirable behaviors. Individuals can consult different media channels to consume information and acquire knowledge and skills to improve their decisions. Health education benefits from social networking platform that expose

people to useful articles on health issues and disease prevention. (Uittenhout, 2012) explained that consumer education relates to social marketing. (Kietzmann, 2011) elaborated that the uses of social media have increased because traditionally people used the Internet simply to browse the information, read, watch, and make purposes, but currently, users are able to contribute to the overall knowledge due to content-sharing websites. Therefore, modern social networking provides a ground for prosumers who influences others. Traditional media was targeted at consumers, but people have evolved into prosumers.

Social media communities produce information locally and distribute it globally, almost in real time. The concept of this "global village" is changing how people process information as seen in Figure 4. Social media has opened doors for interactive, communal, and global phenomena anticipated to grow day after day. Globalization is thought to erode national cultures due to the pervasiveness of the global media and the information and communication technologies (ICT) revolution (Martens, 2008). Without motivation, a person is unlikely to carry out a recommended behavior. Four other components directly affect behavior (Jaccard, Dodge, and Dittus, 2002).

On the individual level, there are a question, whether if the behavioral intentions can lead to behavioral performance.

Even the person have the attitude to do action. He still need to knowledge and skill to implement that on perfect and complete manner. In general the person he Imitate the big character behavior.

All these interactions are important to consider when looking to interventions to promote vegan behaviors.

Further research requires a careful analysis of the behavior and an analysis of the mentioned components to determine the most important element to promote healthy behavior. Very different strategies may be needed for different behaviors, as well as for the same behavior in different settings or populations. Strategies related to vegan behaviors are mostly connected to the choices of famous people and gender differences.

Moreover, messages contain both positive and negative comments about vegan and vegetarian behaviors. There is a consistent trend when a positive message also

received strong feedback from the vegan audience, while negative messages are likely to receive a weak response. Therefore, the individuals with a strong negative emotional response to the behavior are unlikely to perform it, whereas those with a strong positive emotional reaction are more likely to engage in it.

For this reason, vegans try to shape the community in different ways. An intention to perform a particular behavior may be primarily under the attitudinal influence in one population, while other groups would require normative influence or personal agency. Thus, to design effective interventions to affect behavioral intentions, it is important first to determine the degree to which that intention is influenced by attitudes and perceived norms. Once this is understood for a particular behavior and population, researchers should focus on an understanding of the determinants of those constructs.

Instrumental and experiential attitudes, injunctive and descriptive norms, self-efficacy, and perceived control are all functions of underlying beliefs. In its turn, social media is a great resource for the data collection of the information on likes and dislikes of young people. Researchers suggest that the majority of health behaviors have a variance in people's evaluations of behavioral outcomes (Montaño & Kasprzyk, 2008, p.74). The scholarly literature contains a recommendation about a framework that detects specific targets for an intervention. Firstly, it is necessary to provide a clear description of the behavior in terms of action, target, context, and time (Montaño & Kasprzyk, 2008). Secondly, it is important to gain the feedback from the social media members of the study population to elicit from them the salient behavioral outcomes, affective response, sources of normative influence, and barriers and facilitators associated with the target behavior. Further, the plan includes an analysis of findings to identify specific behavioral, normative, and efficacy beliefs that may be the best targets for persuasive communications in an intervention to strengthen behavioral intention and lead to greater behavior performance (Fishbein, 2006). Once critical belief targets are identified, the next steps in designing an intervention are to develop persuasive arguments to change those beliefs and then to use social media for the delivery of the persuasive communication to target populations or young people (Fishbein, 2006).

The structured conversations with friends were also analyzed. The responses can be divided into three categories, specifically (1) reinforcing positive behavioral beliefs

and countering negative beliefs, (2) reinforcing beliefs about behavioral support from important referents, and (3) suggesting or modeling strategies to overcome barriers in order to increase confidence about behavioral performance, despite those barriers. Thus, conversations include persuasive communication designed to be effective in social media. Social media platforms address the identified key issues and target certain populations. An evaluation involves surveys of community members over multiple time points to assess if the intervention results in a change in the targeted behavioral, normative, and efficacy beliefs. Additionally, an assessment is needed to understand if there is a corresponding change in behavioral intention and behavior (Kasprzyk, 2006).

Social scientists have come up with various frameworks for changing peoples' behaviors that influence the environment, as behaviors mix antecedent and consequent actions. One such framework further categorizes behavior change techniques into information techniques, positive motivational techniques, and coercive motivational techniques (Ault, 2010).

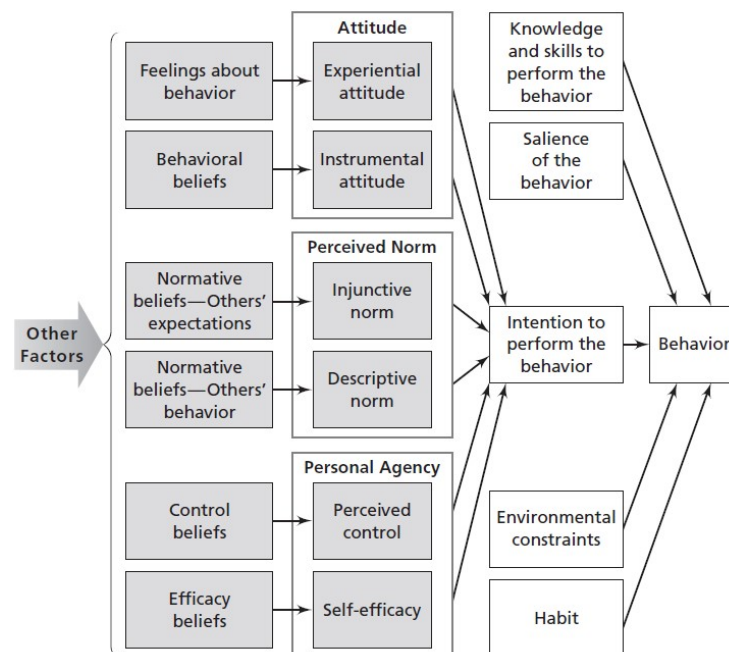


Figure 4, Integrated Behavior Model (Montaño & Kasprzyk 2008, p.77)

Information techniques are largely antecedent actions which aim to “promote an internally driven search for knowledge and a subsequent change in conservation behavior” (Prager, 2012). These techniques focus on the education of the target audience about the issues and the generation of solutions that individuals can perform to improve the state of the environment. Strictly, informative techniques lay

out the facts and rely on the individual to do something based on his or her own volition (Daniel, 2011). Antecedent actions can include audits and tailoring of programs to the explicit needs of the individual in order to promote an identity with the sustainability movement to increase participation and foster positive behavior change.

The motivation and knowledge of an individual influence both the effectiveness and significance of the behavior change. Effectiveness measures how well the behavior has been adopted and understood by the individual, while significance looks into the environmental impact of the change. In terms of effectiveness, an individual might have the best intentions, but misunderstand what is best for the environment and continue practicing harmful behaviors. Positive environmental intent does not always translate into a positive environmental change, which means that programs and goals need to be well developed and communicated (Howell, 2011).

The motivation to adopt or maintain environmental behaviors is heavily influenced by the relationship between individuals' values, beliefs, and personal norms (Dudley, 2016). If a human value is appealed to, it can have an impact on what the person believes, which could change his or her daily routine to include more environmentally friendly practices. There is a well-documented gap between environmental attitudes and pro-environmental behaviors. In an attempt to engage the public effectively, visual and emotion-based appeals are frequently employed within the environmental movement.

Although the knowledge about both the causes of climate change and the means of reducing emissions is an important factor influencing pro-environmental intentions and behavior, the 'information deficit' model of behavior change, which assumes that the public simply needs more information in order to take action, has been widely criticized as insufficient.

4.3.2 Social media change people's behavior to more sustainable way

In order to achieve a sustainable community, people need to change their behavior to adopt more sustainable practices. In many cases, people will not change the behavior of their own volition; rather they require some sort of incentive or motivation to do so. In the case of sustainability, despite rising concerns about the environment, many people remain unwilling to change existing lifestyles or are even apathetic to the condition of the environment. However, if entire communities are targeted and multiple antecedents to change are identified, positive and lasting change can be achieved (Frawley, 2017).

The frequency of feedback is shown to have a correlation with the effectiveness of behavioral changes, as it keeps the community engaged in positive change.

Considering the surmounting ecologic pressures that a burgeoning human civilization exerts on our planet, there is a need to make hard decisions. Among these hard decisions, many societies, and governments, in particular, will have to reconsider the increasing demand for an animal-based diet. Outreach programs may be necessary to educate and inform people about the health and environmental benefits of a vegetarian diet.

There are a number of food-related and nutritional policies and strategies required to address these issues, and one domain requiring focus is the shifting consumer behavior. Worldwide there is an increase in demand for milk, meat, and eggs resulting from rising incomes, growing populations, urbanized populations, and preference choices (Mathis, 2017). The sustainability of livestock is not as viable as that of crop production; therefore, the shifting consumer behavior may be a necessary component of a holistic approach to sustainable food policy. Necessary for achieving this aim is an understanding of the determinants of dietary behavior and the prospective approaches to change consumer behaviors related to a lower environmental impact and healthy food choices (Joyce, 2012).

The social narrative includes learning experiences, like instances when parents describe the compassionate and non-violent attitudes of their children. Repeating humane and healthy behaviors of friends also create a ground for discussions. Thus, the social narrative highlights the meaning behind the vegetarianism and veganism, reflecting the way in which human relationships serve as inspiration and motivation.

4.3.3 Veganism as a culture phenomenon

The adaptation and ultimate transition to veganism parallel other cultural phenomena. It has a foundation of the collective, shared behaviors, and contextual interactions by which it can be differentiated from other ways of life. Moreover, cultural phenomena are characterized both by a sense of significance and by a change in behavior, something that the adaptation and transition to veganism encompass. For example, (Oakes, 2008) claimed, culture can be regarded as the structured, traditional set of patterns for behavior, a code or template for ideas and acts, it survives by transfer not through biological means but rather through symbolic

means. Therefore, the process of an individual's transition to veganism can be established by the patterns of behavior that form its symbolic reasoning. Consequently, any cultural phenomenon, veganism included, has a shared ideology that leads to a shared change in behavior. Cultural phenomena inherently require collectivity because exactly the communal values, experiences, and actions distinguish one phenomenon from another: Culture, therefore, can be specified as something which both differentiates the world and provides a concept for understanding that differentiation.

Through this analysis, veganism can be seen as a function of the culture whose members' beliefs and actions characterize them differently than non-vegans. It is imperative to note that the cultural phenomenon is not used for the segregation of vegan and omnivores, but the example demonstrates how veganism functions as a unique cultural phenomenon. At the same time, it is important to pay attention to the ethical narrative that poses moral questions about speciesism and welfare in the animal agriculture industry that can feel the impact of the adaptation and transition to veganism.

4.3.4 The Veganism Virtue Ethics

Virtue ethics (VE) maintains that humans' moral experiences and their interpersonal relationships are too complex, nuanced, and textured to be captured and understood by a set of principles or rational calculation. When people theorize, they detach themselves from the moral experience and moral feelings. VE, therefore, believes that the correct way to understand and approach morality is to consider each situation and determine what actions are ethically appropriate (Alvaro, 2017).

The moral approach helps people to determine the moral or ethical course of action. Crucially, VE recognizes that people's motives, character, and reasons for acting in certain ways are more important than any theory that claims to give moral directions. In other words, if people are honest, fair, compassionate, just, and more, by virtue of their characters, they will do what is right, for the right reason, in a given circumstance. This is possible because the capacity for virtue is innate, but has to be brought to a fully developed state through practice.

According to VE, the best ways to promote social cooperation and harmony is for people to acquire a good, reliable character. Rules by themselves may give guidelines,

but they cannot make people good. Consequences of human actions are important, but without good intentions, people are unlikely to produce a greater total satisfaction than other theories try to achieve by detached theorizing (Frawley, 2017).

5 Result

I make study on social media (Twitter.com & Youtube.com).

I put myself as user and search for Keyword as: vegetarianism, and vegan diet.

I do this study on 11.8.2018. Picking some of the feedback form the Social media platform, that have more interactive and more related to the topic that I search for.

5.1 Ten feeds from social media

5.1.1 Feed one

The message: "Veganism is about causing the least harm. I agree about monocropping, rotation of crops is better. But most crops are fed to animals so again another reason veganism is better. Veganism helps so many things. It definitely helps the environment immensely."

The user: It coming from: Kirsty ? user: @Dairy_is_scary. He presents himself as: Compassionate and caring person who believes in people power! #Vegan #EndSpeciesism

The Date of tweet: 7.8.2018.

Content: His link to the article: "Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth" from: "Theguardian.com."

Comment: They are pro-support to the Veganism and them and give the environment perspective about the benefit to use become as vegan.

5.1.2 Feed Two

The message: Veganism has improved my physical & mental health in astronomical ways, but the reason I did it- the reason most do- is for the sake of the animals and our planet. Going vegan is singlehandedly the best thing you can do for the environment; it's been proven over and over again.

The user: dadison ? @asteroidlester ?? || He presents himself as crazy cat lady

& book enthusiast.

The Date of tweet: 7.8.2018.

Content: It link to the article "Vegans and vegetarians may think they're 'eating healthy.' They're not" from "foxnews.com". More than 7 million Americans are now vegetarian, and more and more are converting every year. The number of vegans in the U.S. increased by 600 percent between 2014 and 2017.

Comment: They attack the weak part of the vegan life style, trying to show that becoming Veganism is have some health bad issue.

The message: 41% of US Land Is Used for Livestock Production - while 13 MILLION children go hungry and our water resources are being destroyed! #GoVegan

5.1.3 Feed Three

The User: Respectful Living ? He presents himself as @respectfullivin Ethical vegan for the planet. Nutrition science nerd. Healthy weight loss advocate.

The Date of tweet: 7.8.2018

Content: link to the article: "41% of U.S. Land Is Used for Livestock Production". Why This Is Troubling there are two things that bother me the most about this report. Using the largest portion of US land for livestock production is not only a waste of resources, it is wreaking havoc on the ecosystem. On top of that, we feed a higher proportion of our crops to human bred livestock (12.75% more) and export more crops to other countries – WHILE 13-14% OF THE US POPULATION HAS FOOD INSECURITY!!!

Comment: The tweet try to print as many fact to support the idea that; meatatarian life style is very harmful to the human life, trying support his viewpoint with many sources (Dernini, 2016).

5.1.4 Feed Four

The message: It's reached the point where your veganism is focusing more on the purity of the label than actually helping animals and the environment by encouraging others to go vegan. Not everyone can be this idealistic 100% perfect vegan, making it black and white makes veganism unattainable.

The User: Bekah @BekahCH. He presents himself as Stay ugly??Social Anthropology graduate ?? @Bekah_priv

The Date of tweet: 4.8.2018.

Content: this message coming against: avid ? @VeganGenesis He presents himself as: Creator, entertainer & satirical humorist. Born & raised vegan. Child of nature. Writer. Conveyer of peace, love & positivity
In response of: No, cheat meals are never okay. If you wanna have them, you're vegetarian or plant based. Real vegans have the will power to abstain from them because we realize the effects of supply and demand and how many animals are hurt for them.

Comment: in this case you can see there are many argue and different opinion. One user is tweet on something the other coming to coming against him, or with supporting his idea. In our case, the argue is coming form also another user.

The message: "Here's why we need to rethink veganism" on youtube.com

5.1.5 Feed Five

The User: "Our Changing Climate" He presents himself as: Our Changing Climate is a weekly video essay series that investigates humanity's relationship to the natural world.

The Date of video: 2.2.2018.

Content: "A brief climate change video essay on the environmental impacts of veganism, and how we can reframe going vegan less as a lifestyle and more as an aspiration. While eating a plant-based diet does greatly reduce your carbon footprint due to the meat industry's rampant fossil fuels use, going vegan is sometimes not accessible to all".

Comment: The video argue about the social side of veganism. He try to

present new life style it's between vegan and consuming less meat.

5.1.6 Feed Six

The message: "Are Vegetarians Better for the Environment?" on youtube.com

The User: "Seeker", Seeker exists where technology, innovation and the future collide. We celebrate relentless curiosity with an insatiable drive to question, inspire, and create.

The Date of video: 3.4.2014.

Content: There are many reasons to become a vegan or a vegetarian. One of the popular reasons is because it's better for the environment... but is it really? Our resident vegetarian Anthony Carboni did some digging to find the answer.

Comment: The video is argue about how much calories that you can get if you eat meat, and how much calories if you eat beef. Then he rising some question about the availability of the vegan food for people and how it cost for producing Vegan pre-debut. This video still on the gray area, about become Vegan or consuming meat.

The message: In response to users: "Veganism is not the key to sustainable development – natural resources are vital"

5.1.7 Feed Seven

The User: The Ghost of Mufasa @Jimmygotsoul "Eat that meat, my boy, it's the circle of life!" Carnivore, NBA fan, price action trader. Don't @ me, or follow me, if you support Trump.

The Date of tweet: 6.8.2018.

Content: "Veganism is not the key to sustainable development – natural resources are vital". Theguardian.com. Lives and livelihoods the world over hinge on livestock, and efforts to reduce our dietary impact can still include some meat, milk and eggs

Veganism is not the simple solution to sustainability that George Monbiot recently argued. I wish it were that easy. While I commend those taking steps to change their diets to reduce their environmental footprints, a vegan world – where no one consumes animal-derived meat, milk and eggs – is not how we

will achieve sustainable global development.

Comment: The article argue about if the vegan can be the sustainable solution for natural resources. They said using the vegan production is use more land than the diets depend on some animal-source foods like milk and eggs. So he want to high light that there are more sustainable way to live instead of Vegan diets.

5.1.8 Feed eight

The message: "...animal production is unnecessarily wasting an enormous amount of natural resources as well as a major contributor to the most serious environmental problems we face."

The User: Eetter Eating @BetterEating_ He intreduse him self as: A #vegan nonprofit seeking to build a society that respects animals through inclusive, research-based, and tailored educational videos.

The Date of tweet: 14.7.2018.

Content: "A VEGAN DIET IS KEY TO REDUCING FOOD WASTE". livekindly.co. The global impact of raising animals has also been thoroughly assessed in an unprecedented new report which finds that eliminating animal agriculture would result in a 75% reduction in overall farmland use and still feed the world. Other revelations from the study show that "meat and dairy provide just 18% of calories and 37% of protein, while using the vast majority – 83% – of farmland and produces 60% of agriculture’s greenhouse gas emissions." What’s worse, the study finds that "loss of wild areas to agriculture is the leading cause of the current mass extinction of wildlife."

Comment: Hear the editor try to show the good way of vegan lifestyle. That can save the Food from giving to become trash. He argued that the Animal instead wasting a lot of food that produce. To keep the price and mobility the market.

5.1.9 Feed Nine

The message: "People decide to turn vegan for a number of reasons. Perhaps they're motivated by a love of nature (meat farming is a disaster for natural resources); or perhaps they watched one of the hard-hitting vegan documentaries, or perhaps"

The User: "Mojitos & Munchkins" @MojitoMunchkins, Mom. Teacher. Writer. Pizza lover. Purple fanatic. Mom Blog Tribe. Lifelong Cubs fan. About to embark on my

The Date of tweet: 7.8.2018.

Content: "The Unexpected Benefits of Following a Vegan Diet". People decide to turn vegan for a number of reasons. Perhaps they're motivated by a love of nature (meat farming is a disaster for natural resources); or perhaps they watched one of the hard-hitting vegan documentaries, or perhaps they were convinced (forced into it) by their loving spouse.

Comment: They engage people to become vegetarian; by make new friendship, spending less money. that will lead to become healthier and creative on daily life.

5.1.10 Feed ten

The message: When we have poisoned the natural resources we should have cared for, we will only have ourselves to blame. #februdairy #vegan

The User: Carefullvegan @carefullvegan. (Non-binary, they/them) Anti-oppression. Social justice, equity, veganism. Sober. INFJ. Learning from the lived experiences of others.

The Date of tweet: 16.11.2017.

Content: "Dairy farming is polluting New Zealand's water". Government data suggests that 60% of rivers and lakes are un-swimmable.

Comment: That the human actives make the river out not good place to living and make pollution for all Nature milieu.

5.2 MAXQDA on Tweeter data analytics

Using MAXQDA Analytics Pro 2018 for Analytics Twitter Data, importing data from twitter and began to analytics team, form 30-23/4/2018. The social Vegan community on social media is lead the social media effect of the Followers, nearly (45% for the authors that identify himself as Veganism as seen in figure 6). They use same langue as seen on Figure 05. Exchange same Keyword and word Figure 5 & 7.

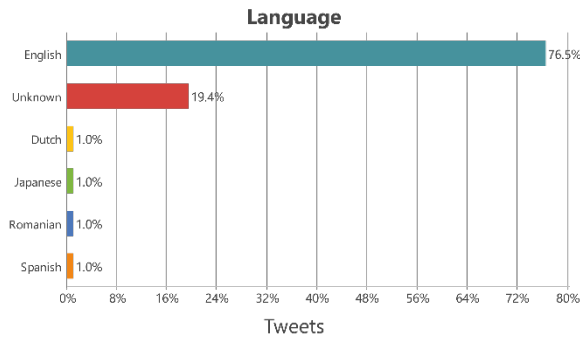


Figure 5 Langue use by our sample analysis, (source MaxQD our sample)

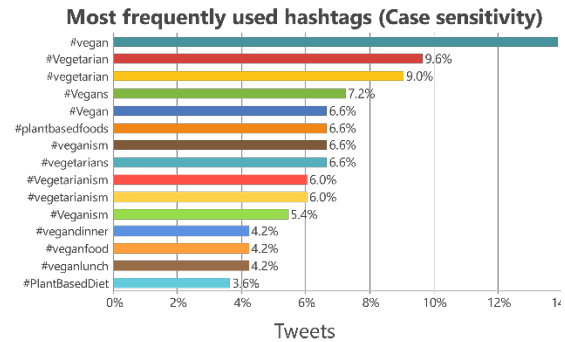


Figure 6 Hashtags (The keyword use by user), (source MaxQD our sample)

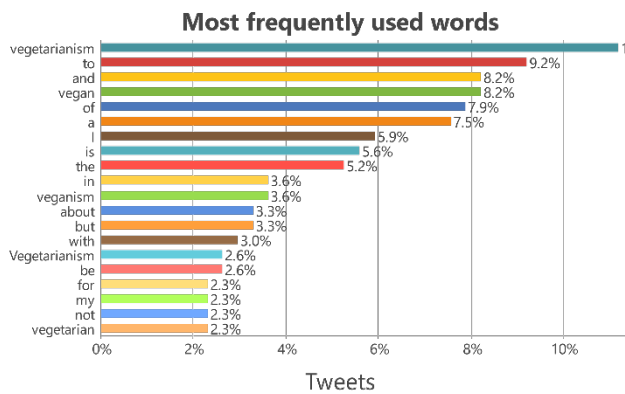


Figure 7, The words that user on our sample analysis (source MaxQD our sample)

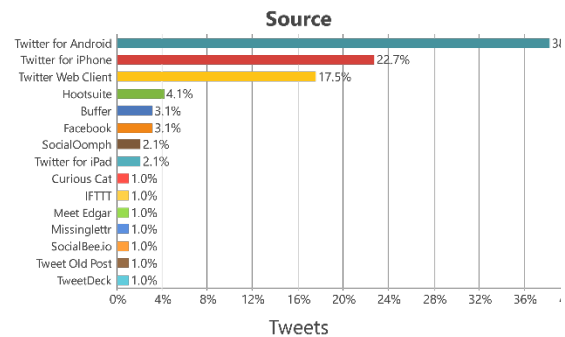


Figure 8, Device the use to tweet, (source MaxQD our sample)

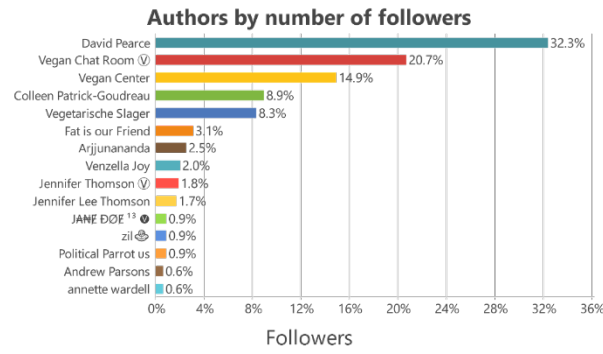


Figure 9 , The Third-person effect on the veganism (source MaxQD our sample)

We can see that the Mobile phone Now its tern to more mobile user 63% of the user they use Mobile use interact with the veganism as seen on figure 9. That make the vegan life style more interactive for the young people.

a about am an and are as be being but by can dairy diet diets eat eating for from

have health i I in is it like meat my not of on our people so t that The the to

vegan Vegan veganism vegetarian Vegetarianism

vegetarianism was with you

Figure 10, Word Cloud (The visual main keyword), (source MAXQD our sample)

5.3 Growing of Veganism

Social media has provided assistance to the spread of veganism because people use social networks to support this lifestyle and movement (Cherry, 2006). Currently, there are three and a half times as many vegans as there were in 2006, making it the fastest growing lifestyle movement as seen in Figure 11. The movement is being driven by young people because close to half of all vegans are in the 15-34 age category (41%) compared to just 14% who are over 65, while the evidence supports even greater growth in the future (The Vegan Society, 2016).

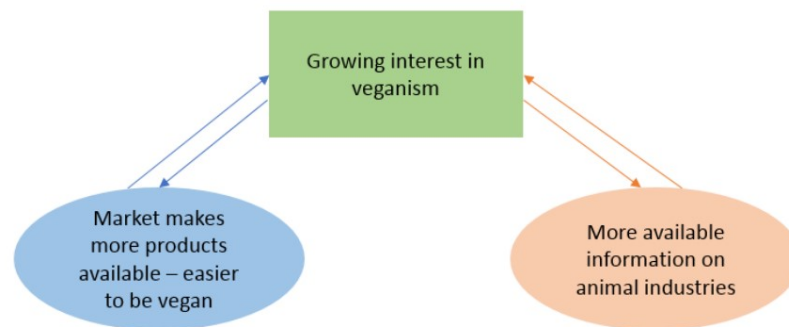


Figure 11, How vegan product growing, (The Vegan Society, 2016)

Furthermore, Figure 12 shows the dramatic change in the consumption of meat in the United States from 1970 to the present. It is also remarkable that the continuous decrease from 2011 to the present coincides with the rise of social media. Hence, there is a correlation between the decrease in beef consumption and the progress of social networking.

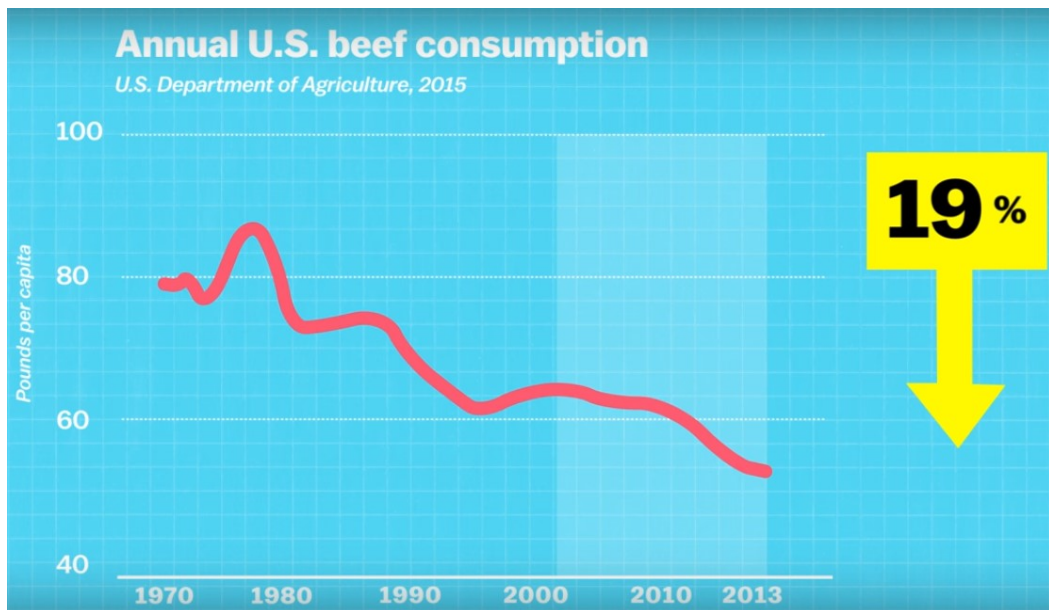


Figure 12, Annual U.S beef consumption, (U.S Department of agriculture, 2015)

Overall, the growth in vegan foods was 8.1 percent since 2016, as compared to a decline of 0.2 percent of all foods sold through the same channel. The patterns of consumers' searches for vegan food on the web are growing as seen in Figure 13. At the same time, all food departments include deli, grocery, dairy, meat, produce, bakery, and frozen foods (Vocus, 2017).

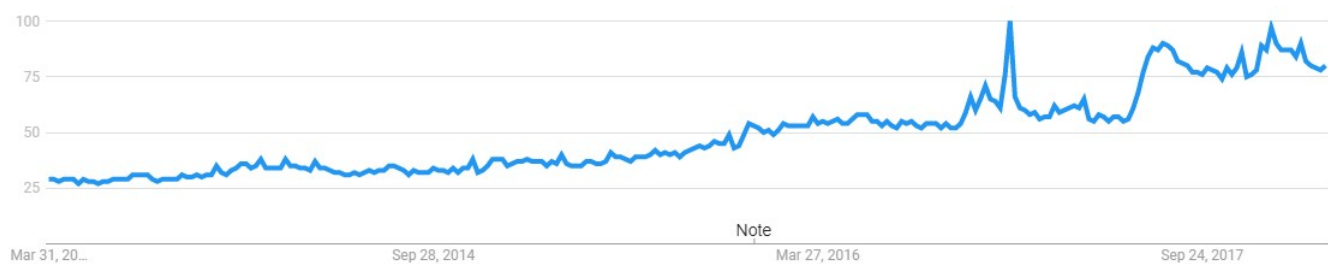


Figure 13, Searching for Vegan food, (Trends.google.com)

The statistics suggest that the interest toward vegan and vegetarian lifestyle grows over time. Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term. Figure 7 illustrates the five-year progress of vegan trends. It is evident that people have become increasingly interested in the concept of veganism.

6 Discussion

A global cultural phenomenon has captured social media because of the numerous supporters of veganism around the world. Both individuals and organizations, leaders and ordinary people support the vegan lifestyle. The vegan community employs promotional messages more than educational message because of the effectivity of the latter. This shift in attitudes and food-based activism has become possible because of the new technology that shapes the future of the humankind. In a similar vein, vegan diets are spreading throughout the globe at increasingly quick rates, while vegan products become abundant as well.

This paper demonstrates that the vegan lifestyle will help to save natural resources because of the reduction of greenhouse emissions, strategies to save energy, and intelligent land use. Most people abstain from the consumption of animal products for ethical reasons, while the young populations are especially vocal about the problem leading the movement. Additionally, people also acknowledge the health and fitness benefits of veganism because of the positive impacts of a plant-based lifestyle. The social media has given people access to information about animal industries and has made plant-based alternatives as popular trendy, as many celebrities promote this lifestyle through personal examples and experiences. It is anticipated that the trend will only continue and hasten, as the availability of plant-based products increases.

Ultimately, people are likely to change their dieting behaviors upon gaining more information on the topic, while social media provides a wealth of opportunities and knowledge about different topics. Social networks also provide a platform for the debate between vegan and omnivorous people. Such discussions are an excellent opportunity to encourage people in doubt about the benefits of veganism. Both sides of the debate use emotive language that could become an avenue for further research for the scholarly community to understand the influences of such language on the consumers of information in social media.

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United Nations. Note: **MAXQDA** is a program designed to facilitate and support
qualitative, quantitative and mixed methods research projects. It allows you to
import, organize, analyze, visualize and publish all forms of data that can be collected
electronically, including interviews, surveys, (PDF) documents, tables (Excel / SPSS),
bibliographic data, pictures, videos, web pages and even tweets.