

The staging of female influencers' expertise in nutrition: The case of the "What I eat in a day" videos

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Abstract

- **Objective**

The objective of this research is to understand how influencers stage their expertise to become authority figures in the food domain.

- **Methodology**

A netnography was carried out from a corpus of 86 YouTube videos, belonging to the concept of "what I eat in a day", illustrating the daily food. The corpus was also subjected to a nutritional analysis of the proposed dishes.

- **Results**

The results underline that expertise is linked to the mastery of three main dimensions: digital, thematic and social. The sharing of lived experiences concerning food is privileged and participates in the transmission of knowledge. A particular vision of healthy eating is disseminated, often moving away from what is recommended by health institutions.

- **Managerial / societal implications**

This research provides leads in terms of public health, inviting public authorities to rethink communication campaigns related to healthy eating.

- **Originality**

This work draws its originality from the methodology used, combining both management sciences and nutrition.

- **Keywords:** YouTube influencers, expertise, healthy food, netnography.

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