

A379_2016AbstractMullerTravis

An old adage in the field of nutrition tells us that food is one of the last habits that people want to change in their day-to-day lives. The original rationale of The Cardinal Nutrition Education Program proposed that education through digital mediums has an effect on our relationships with food. Look to the internet's role in creating awareness and, at times, hysteria in regards to food issues. These topics include GMOs, hormones, pesticides, supplements, preservatives, etc. The list continues. The hope was that Facebook users would be interested in reading academically supported research to clarify issues of health and diet. The posts, made daily, on the Cardinal Nutrition Education Program Facebook Page contain hyperlinks to a separate Blogger. The URL from the blog attached to Google Analytics tracks user interaction with the program, gauges success, and gives insights into how to better run an online nutrition education program.

Honors College
Ball State University
Muncie, IN 47306