

Social Media and the Future of Veganism Influence on Gender Norms

Authors : Athena Johnson

Abstract : Veganism has seen a rapid increase in members over recent years. Understanding the mechanisms of social change associated with these dietary practices in relation to gender is significant as these groups may seem small, but they have a large impact as they influence many and change the food market. This research article's basic methodology is primarily a deep article research literature review with empirical research. The research findings show that the popularity of veganism is growing, in large part due to the extensive use of social media, which dispels longstanding gendered connotations with food, such as the correlations between meat and masculinity.

Keywords : diversity, gender roles, social media, veganism

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