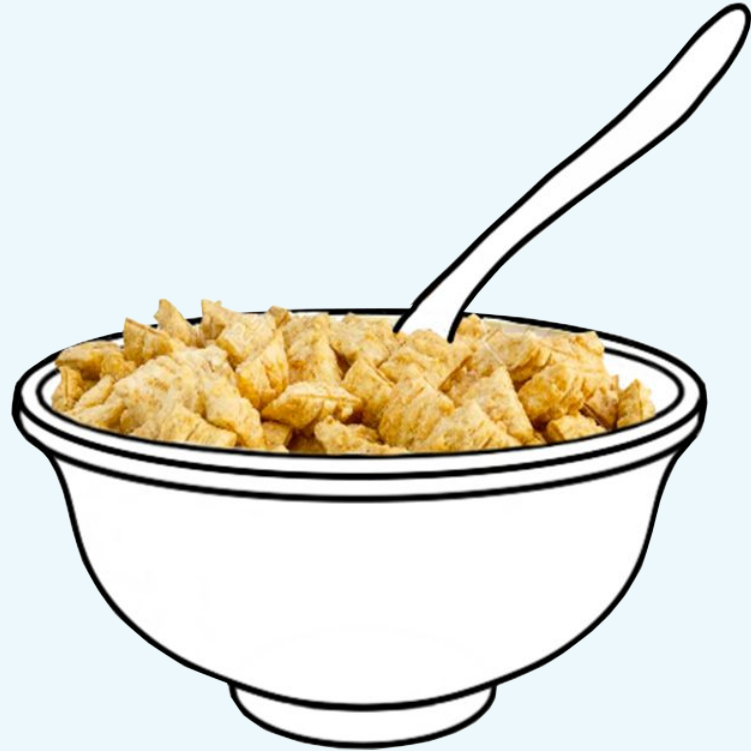


Breakfast & Time Management

A research study by Mel Cook,
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DES 322
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Introduction

In light of the pandemic, our habits and day to day lives have changed tremendously. College students have had to completely transform the way they learn, socialize and most importantly, **EAT!**

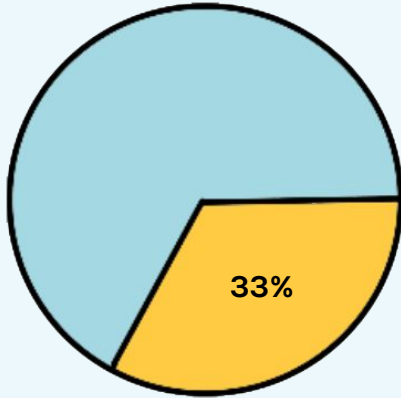
During the original phases of this study, our group focused on aspects of breakfast creativity in alignment with the current pandemic.

The purpose of this research study is to explore how breakfast habits have **changed** during the pandemic in **comparison** to before the pandemic, for **college students** that **formally commuted** & are **now living at home**, ages 18-25.

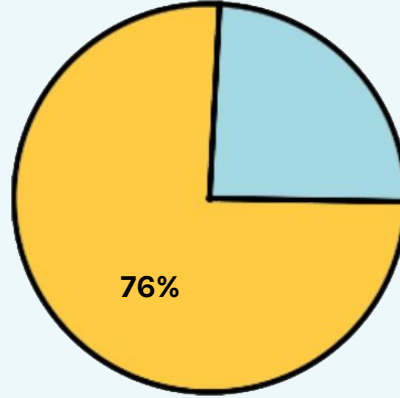
At this stage in the research, breakfast will be defined as the first meal of your day-- breaking the fast after waking up.

Surveys

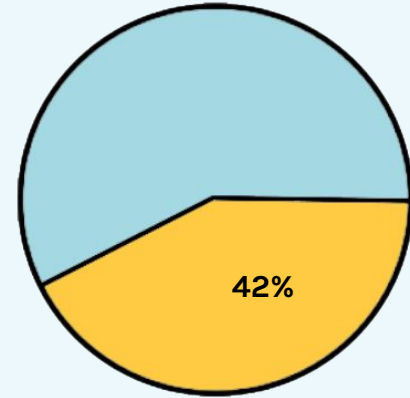
33% of UIC commuters ate breakfast everyday, pre-pandemic,



76% say they **have more time** for breakfast with online schooling,



But **only 42%** of respondents currently **eat breakfast** everyday.



Interviews

During this research process, we interviewed 8 students online.

Two of these interviews were conducted in pairs.

Through this process, we discovered 3 main archetypes.

Ali **The Breakfast Skipper**

- Enjoys breakfast, but doesn't partake in it
- His adderall medication keeps him from feeling hungry
- He is busy with classes and doesn't have time to eat
- Experiences food insecurity

Penny **The Breakfast Enthusiast**

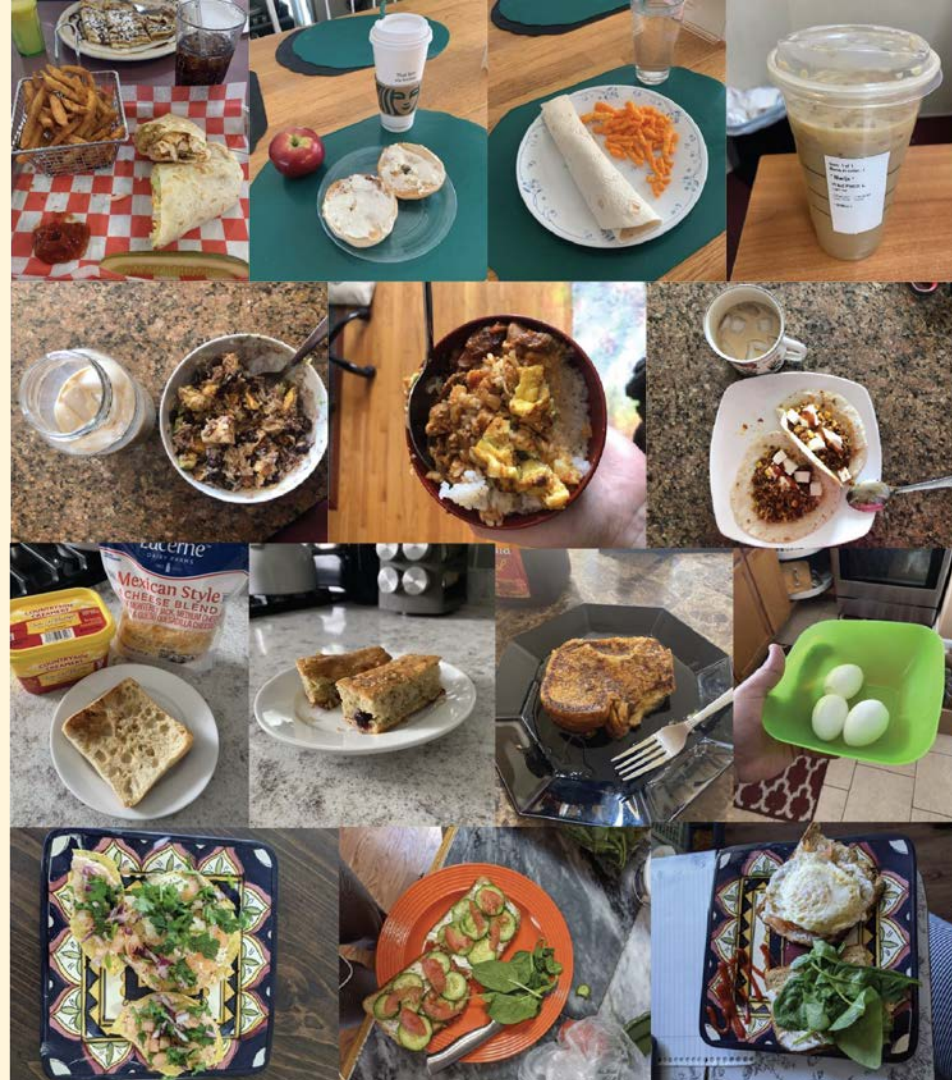
- When there is time, she will make an elaborate breakfast
- Breakfast is her favorite meal
- Her adderall medication keeps her from feeling hungry so breakfast is very important
- Breakfast is viewed as a moment of enjoyment and peace

Fabiola **The Multitasker**

- Will often make breakfast while listening to a lecture
- Feels that there is no time crunch anymore
- Feels like there is more time for meals
- Has a more flexible schedule

Research Stimulus: Photo Diary

- We asked 5 of our interviewees to send us pictures of their breakfast for 3 days in a row.
- We received 14 photos collectively from 5 interviewees.
- **A missing picture:** One of our interviewees did not eat breakfast for his second day.



Research Stimulus: Body Storming

- We re-enacted the breakfast routine of 3 of our interviewees.
- They reacted with comments and emojis.

The image shows a Beamer presentation slide titled "Re-enactment of Gina's Breakfast". The slide is part of a 5-slide sequence, as indicated by the navigation bar on the left. The main content of the slide is a quote: "Finally, I can eat my breakfast sandwich". Below the quote, there is a section labeled "Comments:" followed by three green heart emojis. The text of the comments reads: "I often get interrupted by my work phone calls. During the week I tend to eat by my computer as I work." To the right of the text is a video player showing a close-up of a breakfast sandwich with a play button overlay. The Beamer interface includes a menu bar at the top with options like File, Edit, View, Insert, Format, Slide, Arrange, Tools, Add-ons, Help, and La... The navigation bar on the left shows slide numbers 1 through 5, with slide 4 currently selected.

Secondary Research

"The students in my house have **lost jobs**. One of them has lost a real graduation. They're **scrambling to figure out** how to master difficult subjects in an **online-only learning environment**."

French, David. 2020. "When the College Kids Come Home." *TIME Magazine* 195 (15/16):29

72% of participants agreed or **strongly agreed** that breakfast is part of a **healthy** lifestyle.

Sunnarborg, K. "The Relationship Between Breakfast Consumption and Mood Among Undergraduate Students." *Journal of the Academy of Nutrition and Dietetics*. 117.10 (2017): n.

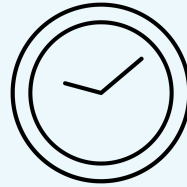
Despite awareness of the importance of breakfast, **only 38.7%** of participants had **eaten breakfast** the morning of data collection.

Data Analysis

Out of 126 quotes:

- 29 Quotes were about Time Management
- 18 Quotes were about Well Being

Time management and personal well being play a huge role in the breakfast habits interview participants have.



time management

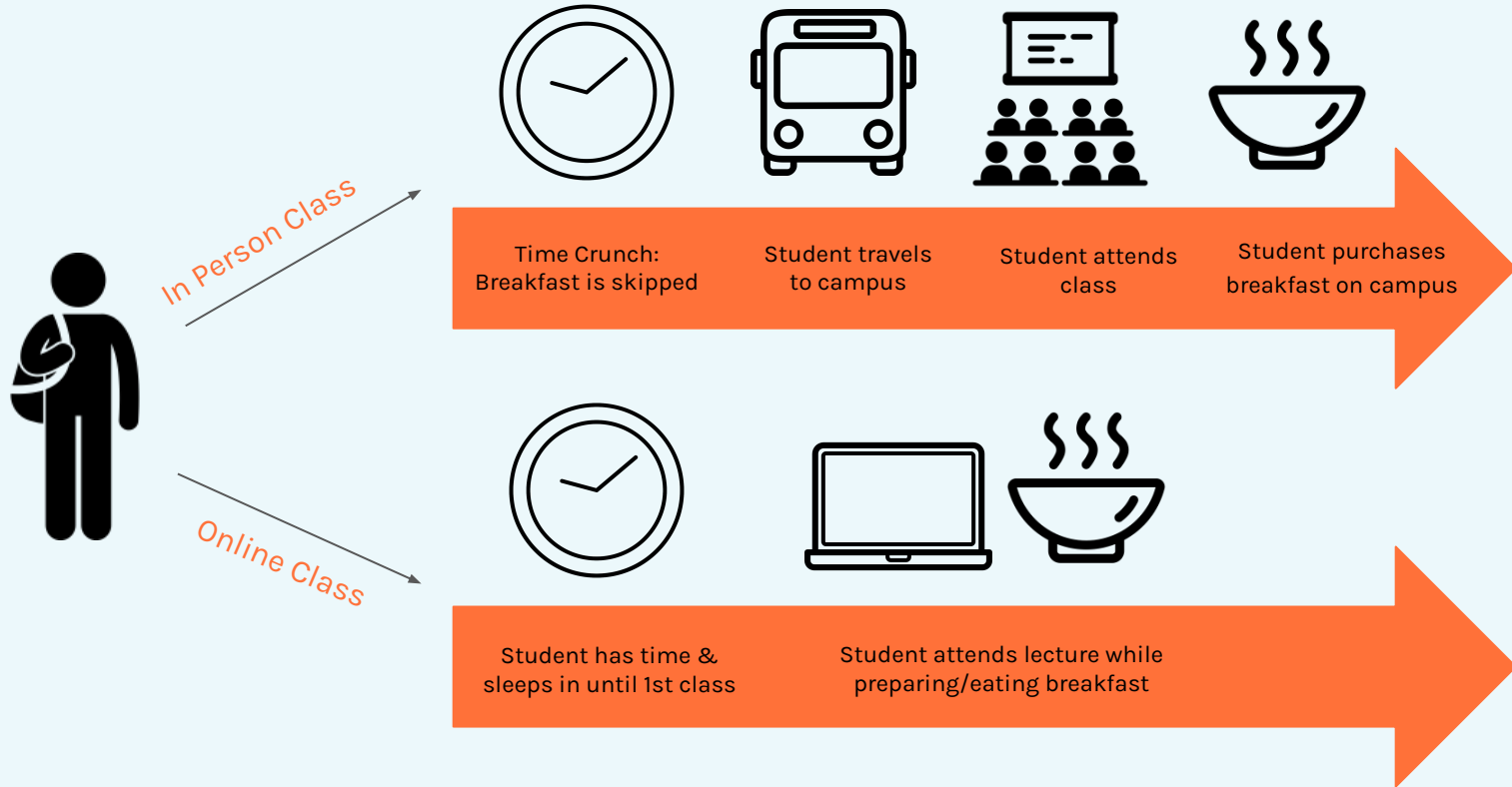
eat later in the day	5
more time now	3
time management	29
commuters	14
remote school	10



wellbeing

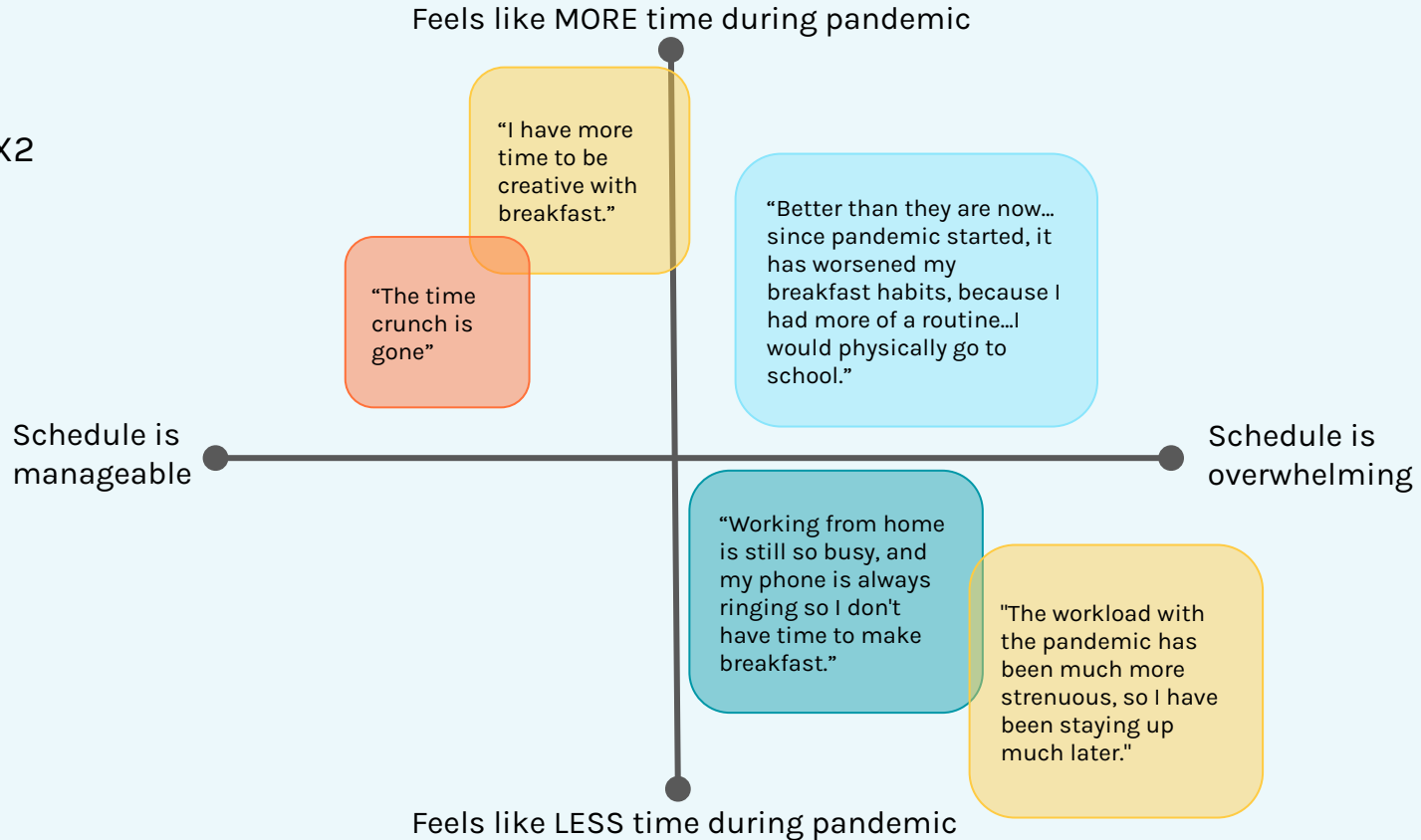
opinions	5
well being	18
tradition/culture	3
medication	3
money	1

Journey to the Multitasker's Breakfast



Frameworks

2X2



Insights

Online classes \neq More time

Insights

Online classes ≠ More time

Online classes are affecting breakfast habits

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Breakfast habits did change-- for better or for worse, due to the pandemic

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Online classes \neq More time

Online classes are affecting breakfast habits

Breakfast habits did change-- for better or for worse, due to the pandemic

The overall pandemic effect is overwhelming and counterintuitive

Conclusion

In the beginning stages of our research, we were intrigued by breakfast creativity. Considering food trends that arose during the pandemic and the extra time students have in place of their commutes, we believed we would see a lot more creativity.

We found, however, that time management was an issue for a lot of students in the face of a huge life style change during the pandemic. This could be attributed by an eroded sense of structure with remote learning, social distancing, and a lack of differentiation between school and home life.

Citations

Icons:

Clock:

<https://www.vecteezy.com/png/1200448-clock>

Self Care:

https://www.flaticon.com/free-icon/selfcare_3062127

Commuter:

[967958-200.png](#)

Food

[1644526-200.png](#)

Bus

[Bus-512.png](#)

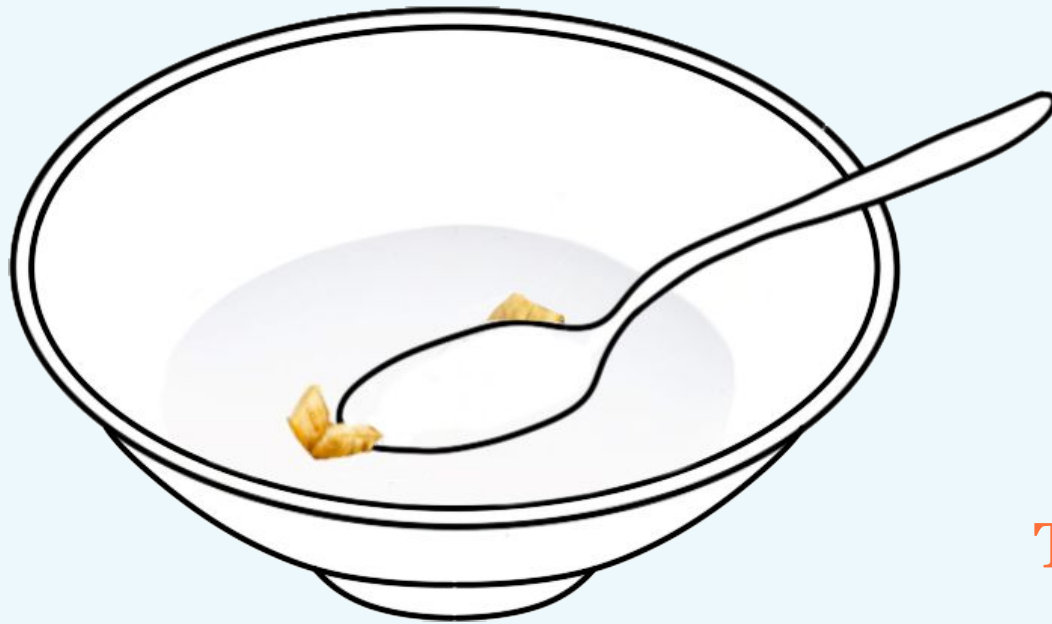
Classroom

[1425955-200.png](#)

Secondary Research:

French, David. 2020. "When the College Kids Come Home." *TIME Magazine* 195 (15/16):29

Sunnarborg, K. "The Relationship Between Breakfast Consumption and Mood Among Undergraduate Students." *Journal of the Academy of Nutrition and Dietetics*. 117.10 (2017): n.



Thank you!