



Breakfast Culture

team gbg

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purpose

The purpose of this study was to **understand** breakfast, specifically the **culture** around breakfast for undergraduate college students at UIC.

objective

To understand how college students at UIC **relate** to **breakfast** and how their experiences and culture form their **personal relationships** influence their behavior towards breakfast.

SECONDARY RESEARCH

Function/Needs

“Breakfast is often consumed for its **health benefits**, to satisfy **hunger**, to keep **alertness**, prevent fatigue, and keep up **energy levels.**”

supporting evidence

“Breakfast is often consumed for its health benefits, to satisfy hunger, to keep alertness, prevent fatigue, and keep up energy levels.”

“ A significant inverse association was seen between breakfast consumption and odds of primary headaches.”

“Breakfast skipping is closely associated with overeating (in the evening), weight gain and obesity.”

SECONDARY RESEARCH

Behavior

supporting evidence

“Breakfast consumption is associated with a higher frequency of other health-promoting behaviors such as regular exercise”

“ A significant inverse association was seen between breakfast consumption and odds of primary headaches.”

“Breakfast is often consumed for its health benefits, to satisfy hunger, to keep alertness, prevent fatigue, and keep up energy levels.”

“Past behavior of breakfast consumption is likely to be a **strong determinant of future behavior** due to the habitual nature of eating.”

SECONDARY RESEARCH

Environment

supporting evidence

“Eating is often described as a primary biological function, but can also be characterized as a primary social function”

“Students in this sample report that childhood breakfasts and dinners are still regularly eaten in the company of family”

“Participants who lived at home, and whose parents or families bought the groceries, consumed breakfast daily, while more third-year students skipped breakfast”

“Breakfast is **influenced** by personal food preferences, **time availability**, health **beliefs** and concerns, food availability, and the physical and social **environment.**”

PRIMARY RESEARCH

research goals



empathize with students in order to better understand their emotional relationship with breakfast



investigate how daily activities encourage or interfere with the consumption of breakfast



gather evidence to develop knowledge of breakfast culture

PRIMARY RESEARCH

designing research

When designing our primary research, we considered a variety of research methods studied in class for our selections. We selected methods that best align with our research goals.

The factors we used for the selection were our current constraints of:

health + safety

due to the quarantine regulations, we were not able to engage with our subjects in person or in their homes.

accessibility

with varying availabilities and long distances, we needed to create insightful activities that could be done independently.

PRIMARY RESEARCH

survey

When creating questions and prompts for the survey, we made sure to consider adhere to the following guidelines.



a balanced set of unbiased answer options (long and short answers)



the values and lifestyles of our target audience



using a simple but direct language that is not leading

PRIMARY RESEARCH

stimuli

We felt these stimuli could offer a introspective first person perspective and window into the lives of our interviewees and their relationships with breakfast.

love + hate letters
artifact archive

letters

We asked our participants to compose love and/or breakup letters to breakfast to allow us to gather and further explore intricacies in the relationships that college students have with breakfast.

Dear Breakfast,

I remember shoving pancakes down my mouth during our time together with mom. Although I felt like choking sometimes I still loved eating those fluffy pancakes and there was a slight relief after chugging milk. Throughout the years our time together has changed, as I grew older it was just you and I and now I sometimes don't even wake up in time to see you. Nonetheless when I do catch you, I appreciate you helping me start my day.

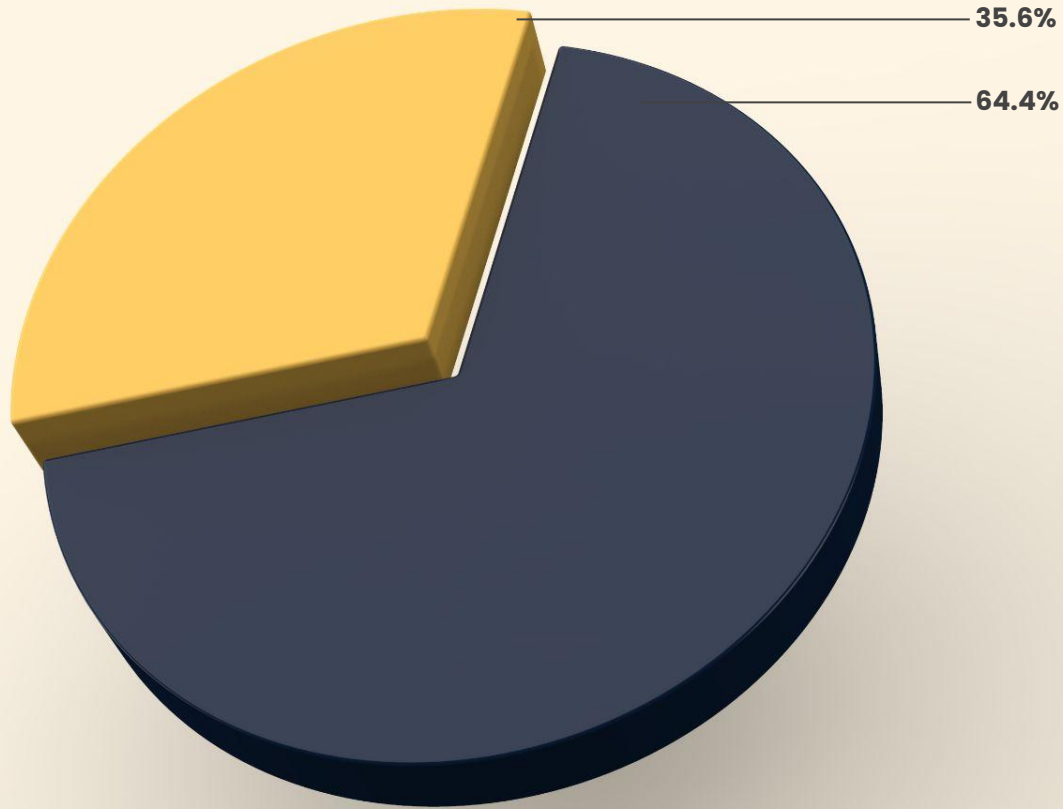
Dear Breakfast,

Why do I have to wake up early for you? You know I'd rather catch up on sleep than having to put time and energy into you. You are just full of foods that upset my stomach and you lack all of the amazing flavors that lunch and dinner have to offer. That is why I have lost interest in you.

artifact archive

We asked our interviewees to upload some snapshots of their breakfast routines and frequently used objects that they interact with in the morning.

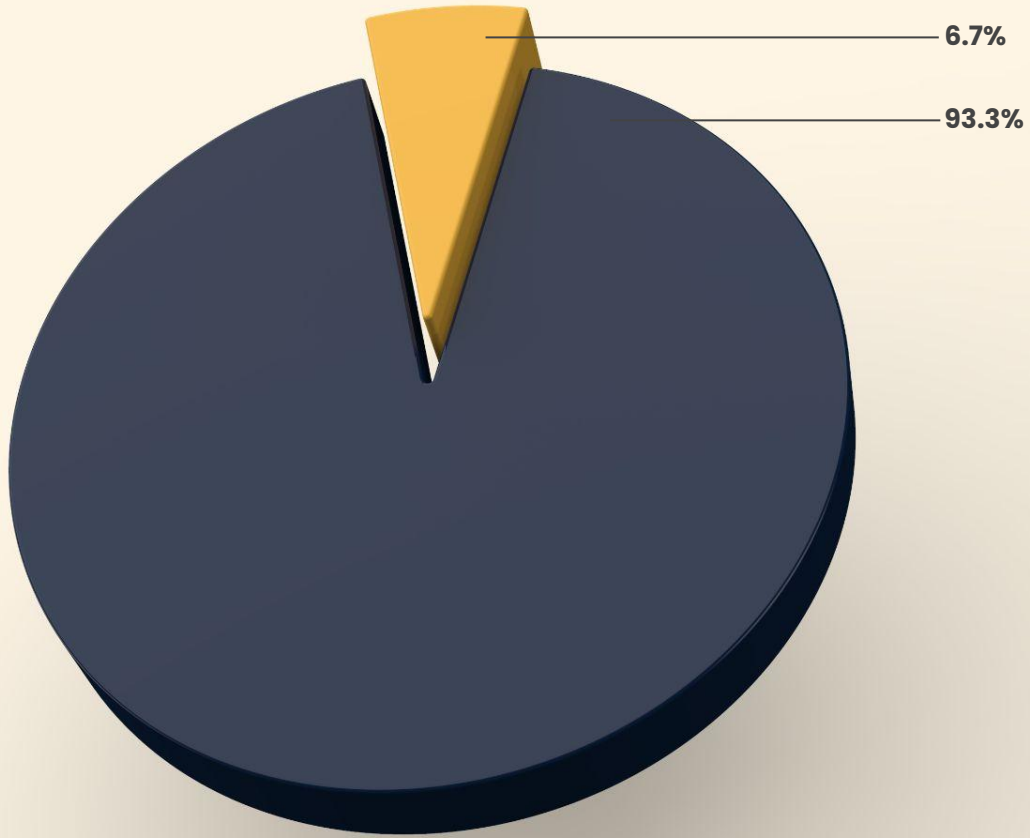




Did you eat breakfast today?

A **majority (64.4%)** of individuals that took our survey ate breakfast **regularly** and generally **enjoyed breakfast**.

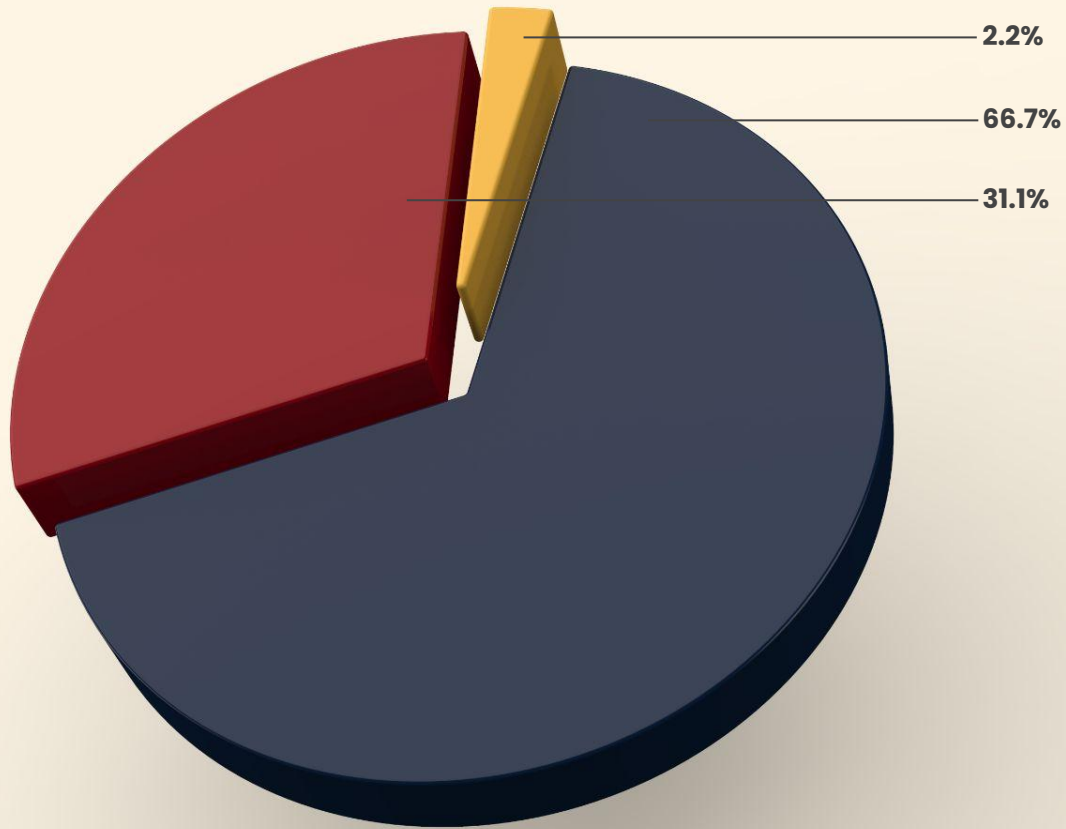
A healthy **minority (35.6%)** on the other hand **didn't** have the time/energy to make and **eat breakfast** even though they wanted to.



Do you eat breakfast at home or on the go?

The **majority (93.3%)** of individuals that took our survey ate breakfast **at home**.

The **minority (6.7%)** of individuals that took our survey ate breakfast **on the go**.



Do you eat breakfast alone?

The **majority (66.7%)** of people who took our survey **eat** breakfast **alone**.

A healthy **minority (31.1%)** **occasionally** eats breakfast with **others**.

A small **minority (2.2%)** of the people that took our survey **regularly** eats breakfast with **others**.

interview insights



Lack of time is a significant barrier to making breakfast



Caffeine is a consistent motivating factor



Community plays a big role in the decision of whether or not you make and eat breakfast



Routine is an accurate predictor of breakfast consumption



Concern with nutrition is a major deciding factor in breakfast consumption

themes

We created themes within our data set to categorize, and create commonalities in context and subject from the content we gathered. Some themes that we used to cluster our data were:

emotions

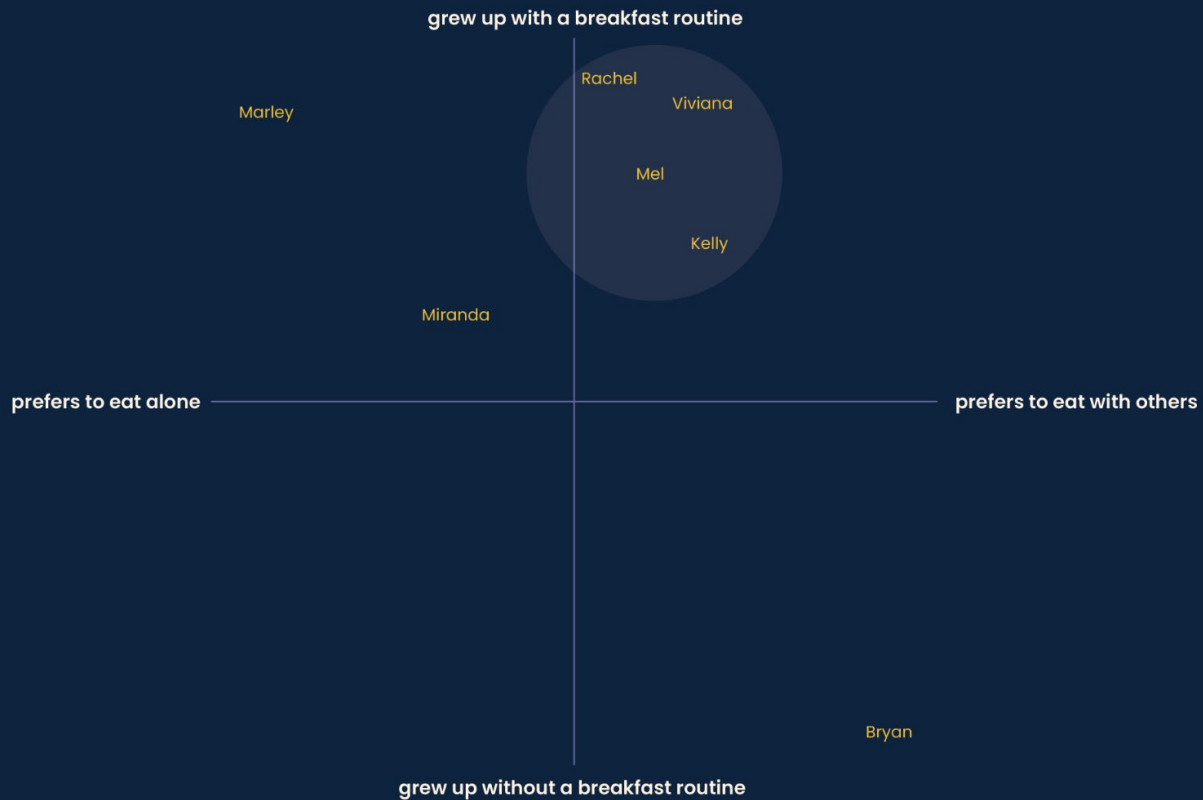
time

experiences

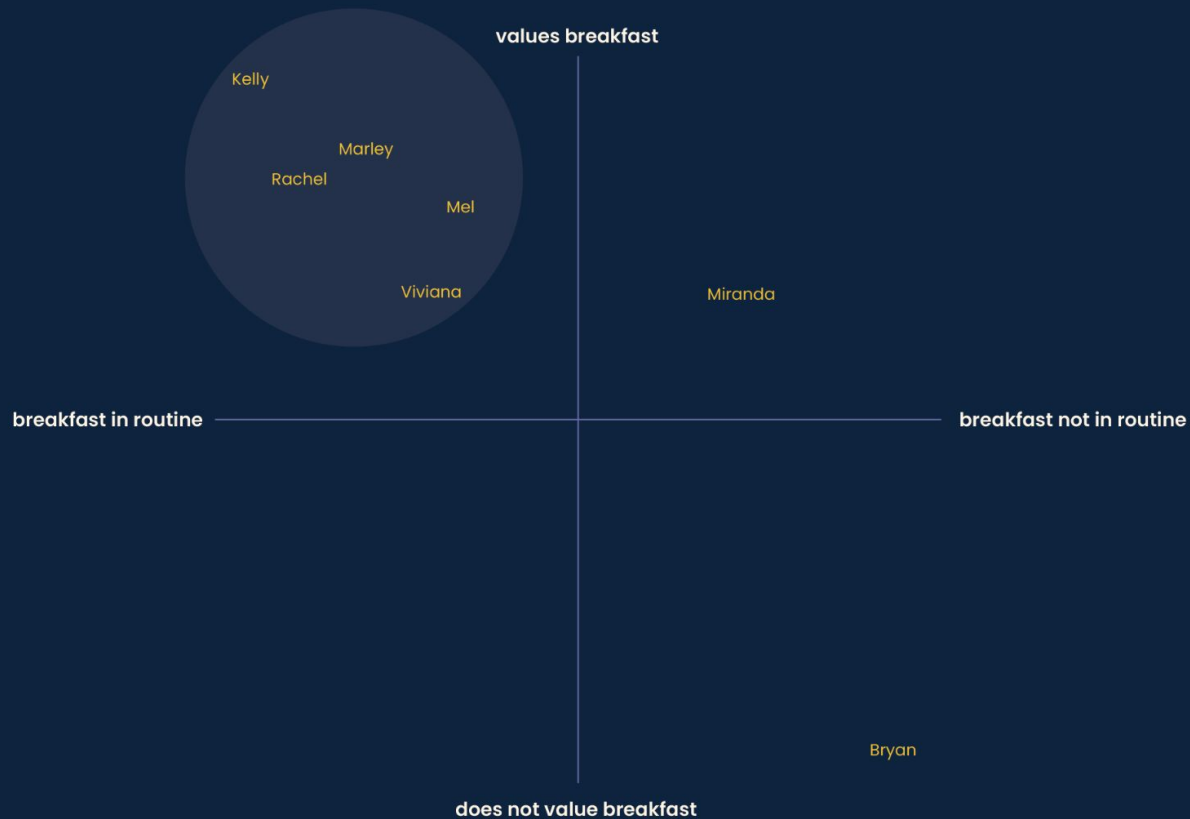
nutrition

values

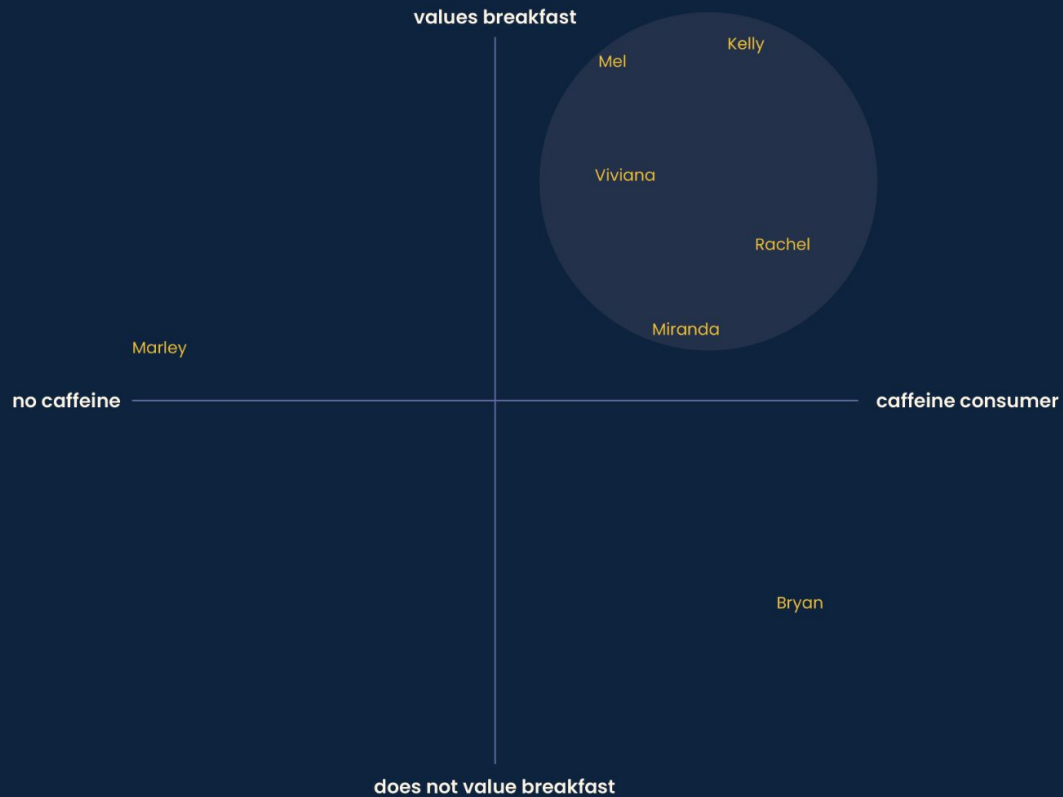
familiar



routine



caffeine



INSIGHT 1

Time affects our relationship with breakfast.

The amount of time for breakfast is directly determined by a student's class or working schedule.

A lot of college students do not prioritize breakfast due to lack of appetite and time for preparing and cleaning up.

The time assigned to enjoy breakfast is allotted to other priorities such as sleep which has a perceived greater importance.

INSIGHT 2

There is a direct effect of familial experiences on our relationships with breakfast.

Students who grew up not eating breakfast did not value it as much as those who had parents that made them breakfast.

Individuals often fall into familiar routines determined by their early experiences with breakfast.

Past experiences of eating breakfast with others is a significant motivating factor for those who do not value breakfast.

INSIGHT 3

The conditional quality of breakfast is influenced by our responsibilities, rituals, and routines.

Breakfast within the class and working schedule has become a ritual to many students and increases value within their routines.

Daily responsibilities and routines often dictate how breakfast is implemented in one's day.

The value of breakfast is strongly influenced by their personal habits and values within responsibilities.

thank you

Citations

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