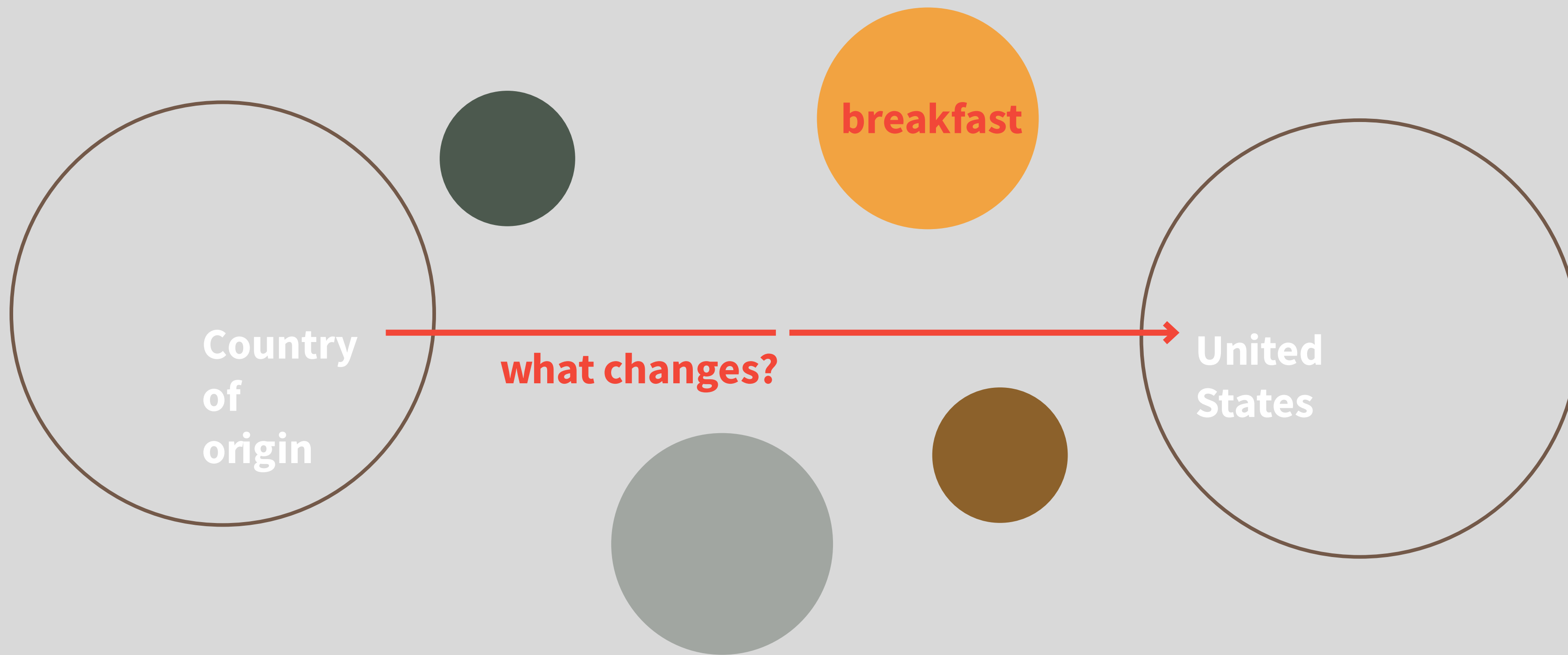


addressing
the **change** in
breakfast habits of
international students

crístina leanos | phoebe liandyartha | xavier pacheco

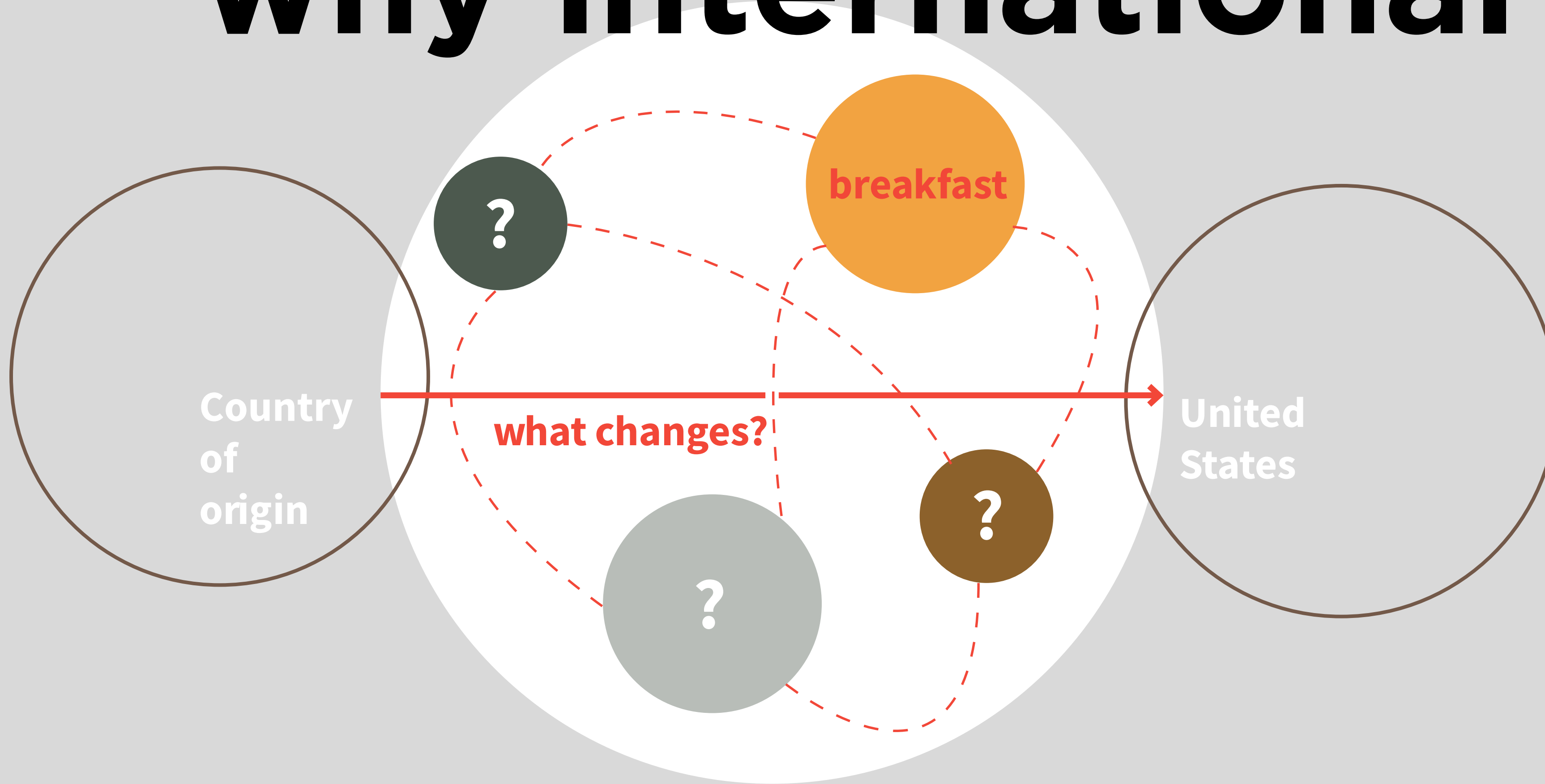
and why it matters.

why international students



International students have multiple layers of cultural diversity that may differ completely with the culture in the United States.

why international students



When adapting to the new environment, international students may experience cultural shock from various factors.

What factors affect their breakfast routine?

**Did international students' breakfast habits change after moving to the U.S.?
If so, what caused those changes?**

is it family?

**Did international students' breakfast habits change after moving to the U.S.?
If so, what caused those changes?**

is it family?

**Did international students'
breakfast habits change
after moving to the U.S.?
If so, what caused those
changes?**

new friends?

is it family?

Did international students'

new friends?

breakfast habits change

is it culture?

after moving to the U.S.?

If so, what caused those

changes?

is it family?

Did international students'

new friends?

breakfast habits change

is it culture?

after moving to the U.S.?

how about time?

If so, what caused those

changes?

is it family?

Did international students'

new friends?

breakfast habits change

is it culture?

after moving to the U.S.?

how about time?

If so, what caused those

changes?

accessibility to food?

DATA GATHERING

how to know?

survey

37 international
students

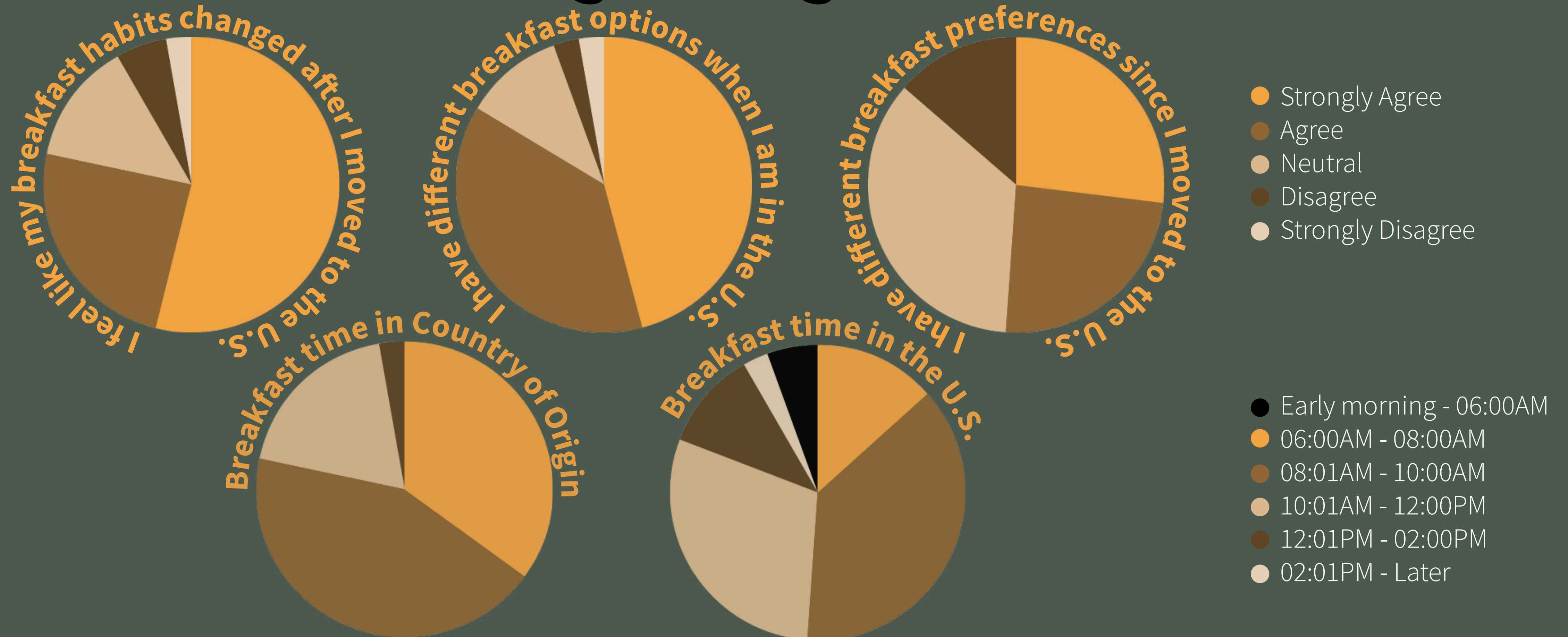
+

interviews

...meet more connect
...tion? Can you describe your common
...at were **your roles and duties** / other peoples roles
Can you describe how you felt? Is there anything you miss
THIS breakfast setting/routine? How has this influenced your
rent routine? What were your expectations when you first move
the United States? How did you imagine your breakfast would
in the United States? **Who does grocery shopping?** How often? **Are**
there any breakfast ingredients you ran out of but are common
your pantry? What made you decide you choose (and even buy)
those ingredients/foods/groceries? How long do you usually have
those groceries? (necessary?) What dishes do you usually prepare
for breakfast? **Do you find it difficult preparing these dishes?**
there anything you wish you had / did different? Would you cook
your own breakfast at your country of origin? At first, what did you
struggle with most (**What challenges did you face** when you first
moved to U.S. obtaining breakfast?) Did you bring over any tools
recipes/traditions when moving? Do you value your breakfast routine
prior to moving and do you make the effort to maintain that
now. **What do you value the most about breakfast in your country**
of origin? How do you try to implement that aspect of breakfast
into your current routine in U.S.? Now that you have had more
time/experience living in America, what changes have you seen

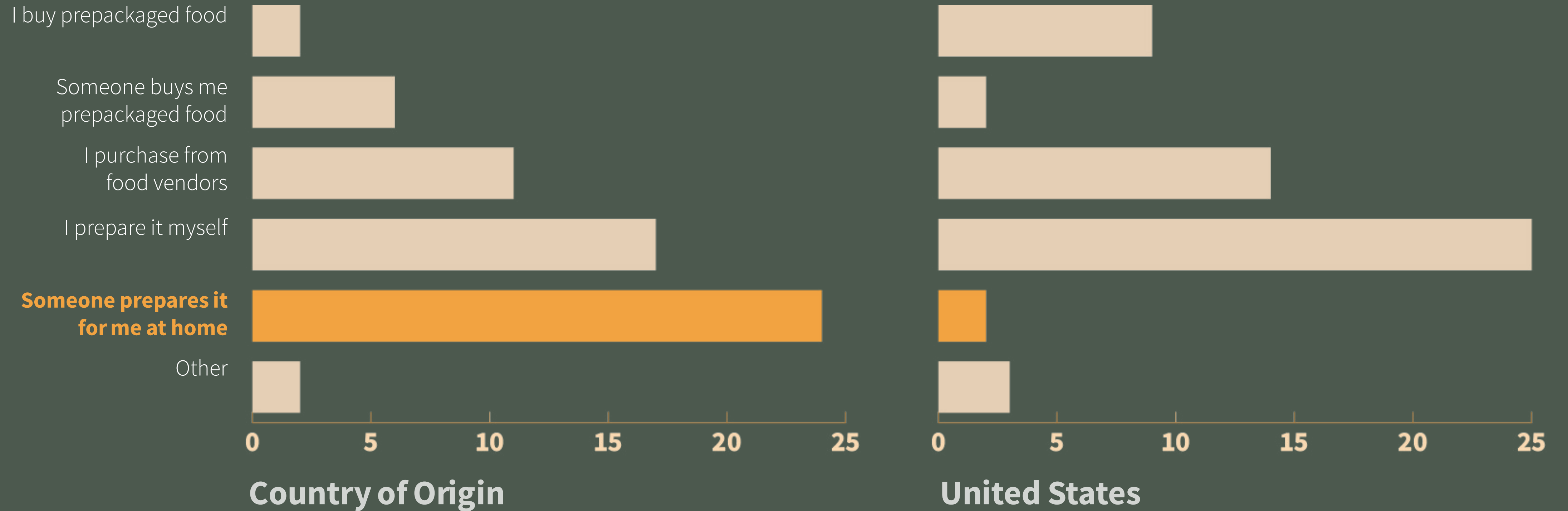
DATA GATHERING

what they say



DATA GATHERING

what they say



DIGGING DEEPER



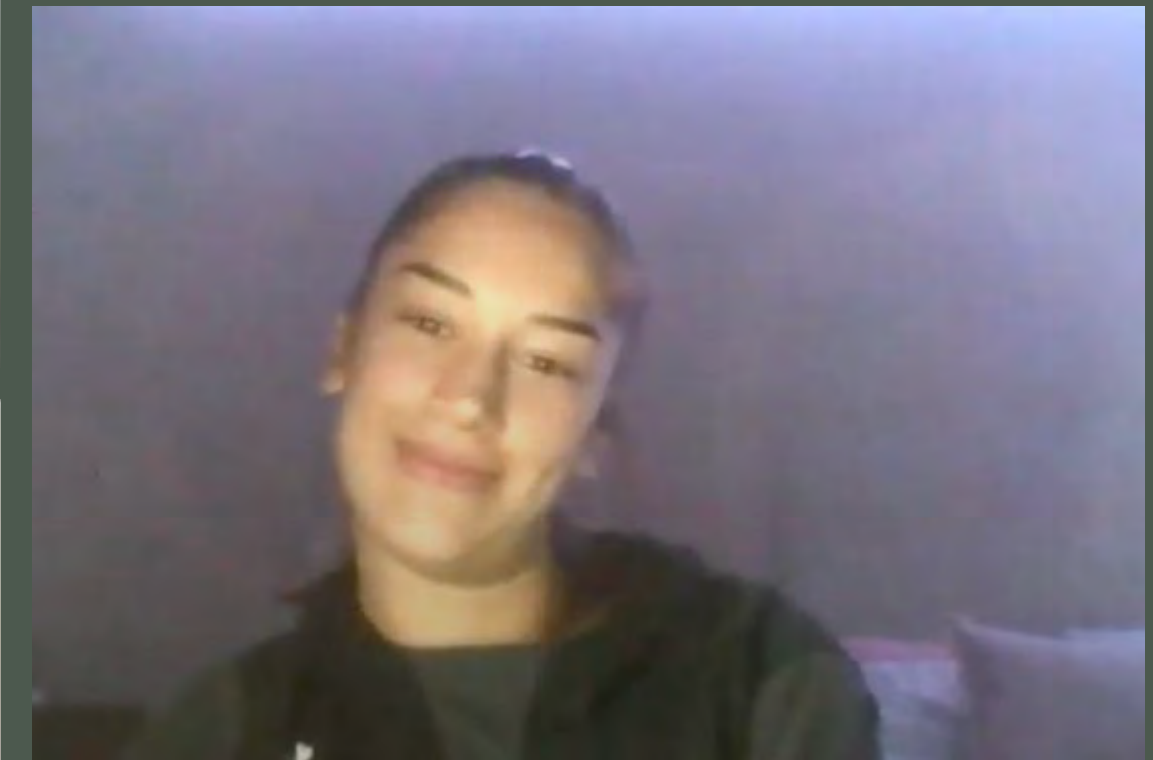
2 YEARS IN U.S.



2 YEARS IN U.S.



3 YEARS IN U.S.



3 YEARS IN U.S.



2 YEARS IN U.S.



3 YEARS IN U.S.



3 YEARS IN U.S.



5 YEARS IN U.S.

apparent themes

“I usually order/buy outside food for social purposes” “I follow what they eat, if they get something, I will also buy it”

Go to the dining hall for social aspect only

“When everyone drinks coffee I thought ‘you know what why not try it’”

Tries eating different food that is recommended by friends

Sundays are Pancakes day

Would like to try fast food

Influence of U.S. culture

Food is not as fresh in Chicago

Quality and taste of food is different

Accessibility issue with ingredients

Not a lot of options for bakery

Price of Asian food is too high

Not used to choices of breakfast

Accessibility struggle

Easy to prepare

Healthier and less extravagant meals

Skipping breakfast. Lunch is first meal. (easy to prepare food)

Now it's just coffee

Use Dining Hall

Rice / boiled egg + mayo

Eat simpler meal

Ease of preparation

“When you are having breakfast by yourself is not as cheerful and upbeat, so I really miss that.”

“Ah, the loneliness is there”

“I miss the interaction aspect for breakfast, because that's when my family and I usually get together to talk to each other, where as now it's just like, you are kind of alone.”

“I miss not having to worry about what I'm going to eat and just like eating whatever is there.”

Misses eating with family (people)

Alone at home “isolated”

Missing family interaction

Street vendors

Mom cooks

Home prepared (mom)

Servant prepares Meal

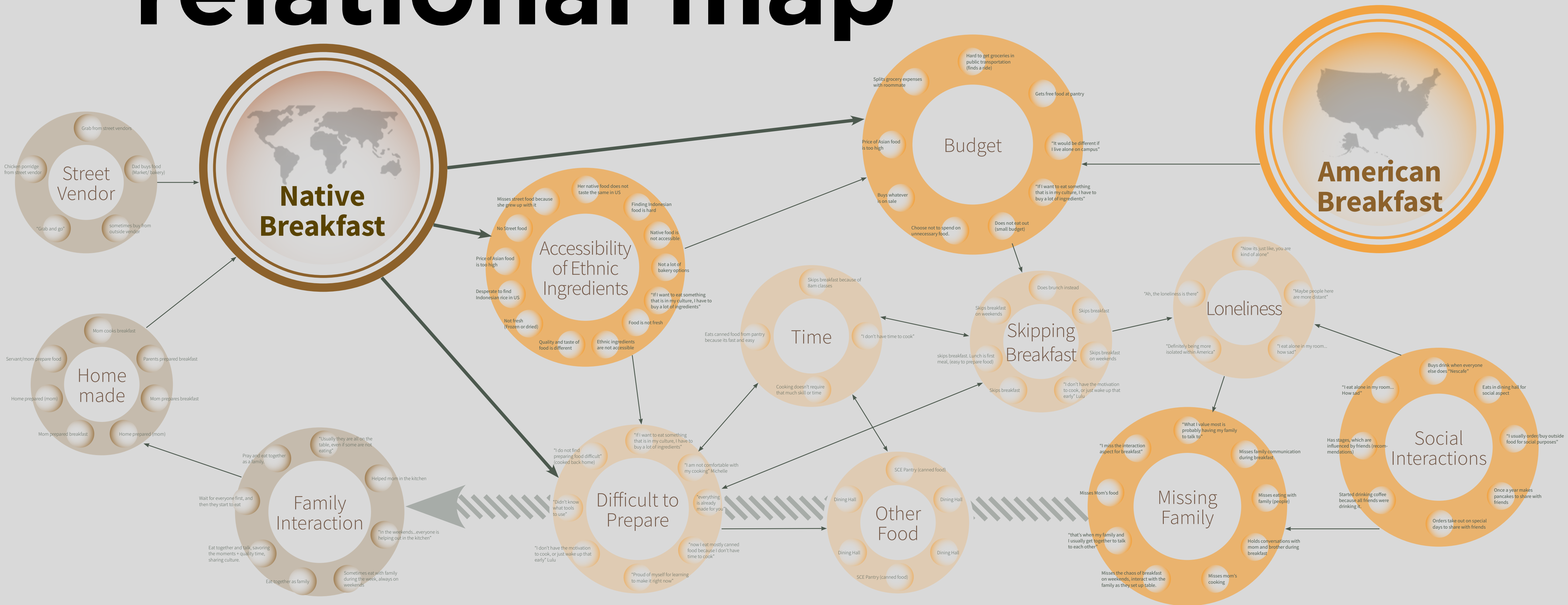
Parents prepare them

Helped mom in the kitchen

Dependency on other people

MAKING CONNECTION

relational map



THEIR CHALLENGES

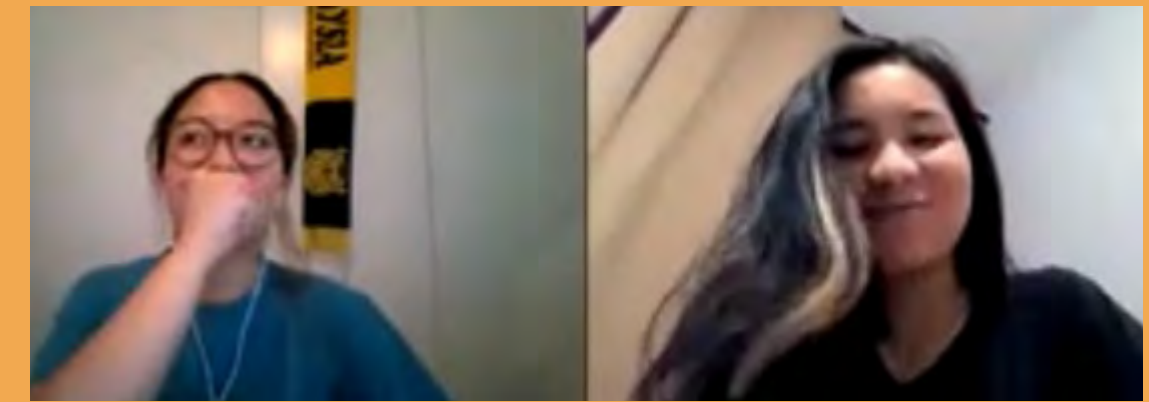
key factors



independency



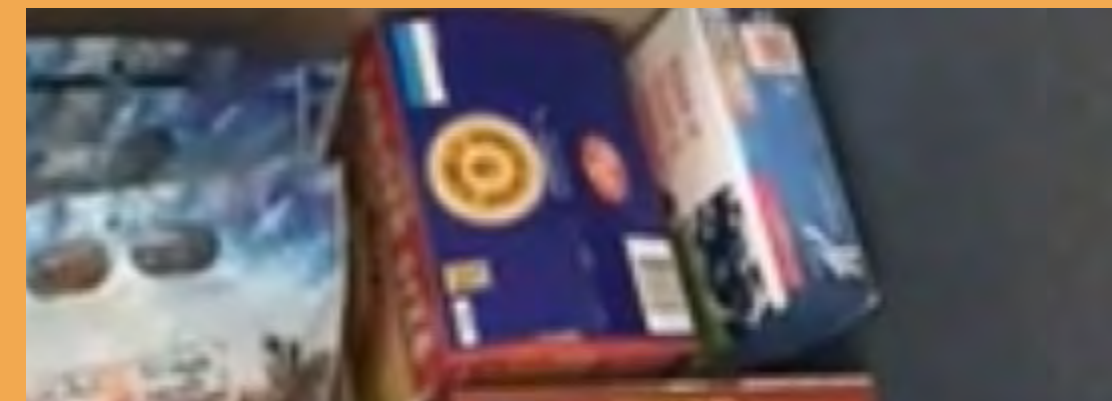
ease of preparation



social interactivity



culture assimilation



accessibility

THEIR CHALLENGES

independency

ease of preparation
social interactivity
culture assimilation
accessibility



struggle to prepare ethnic dishes

"I AM NOT COMFORTABLE WITH MY COOKING"



cooking is a stressful task

"I MISS THAT TIME WHEN I DON'T HAVE TO COOK TO EAT"

"LIVING HERE IS ABOUT SURVIVAL"

"I DON'T HAVE TIME TO COOK"



start to skip breakfast and arrange meals around school schedule

THEIR CHALLENGES

independency
ease of preparation
social interactivity
culture assimilation
accessibility



reliance on easy to
prepare meals

*"TOO SCARED TO
EXPERIMENT ON MY OWN"*



people lack the
motivation to cook

*"EVERYTHING IS ALREADY
MADE FOR YOU"*

*"I DON'T HAVE THE
MOTIVATION TO COOK, OR
JUST WAKE UP THAT EARLY"*



reliance on dining hall

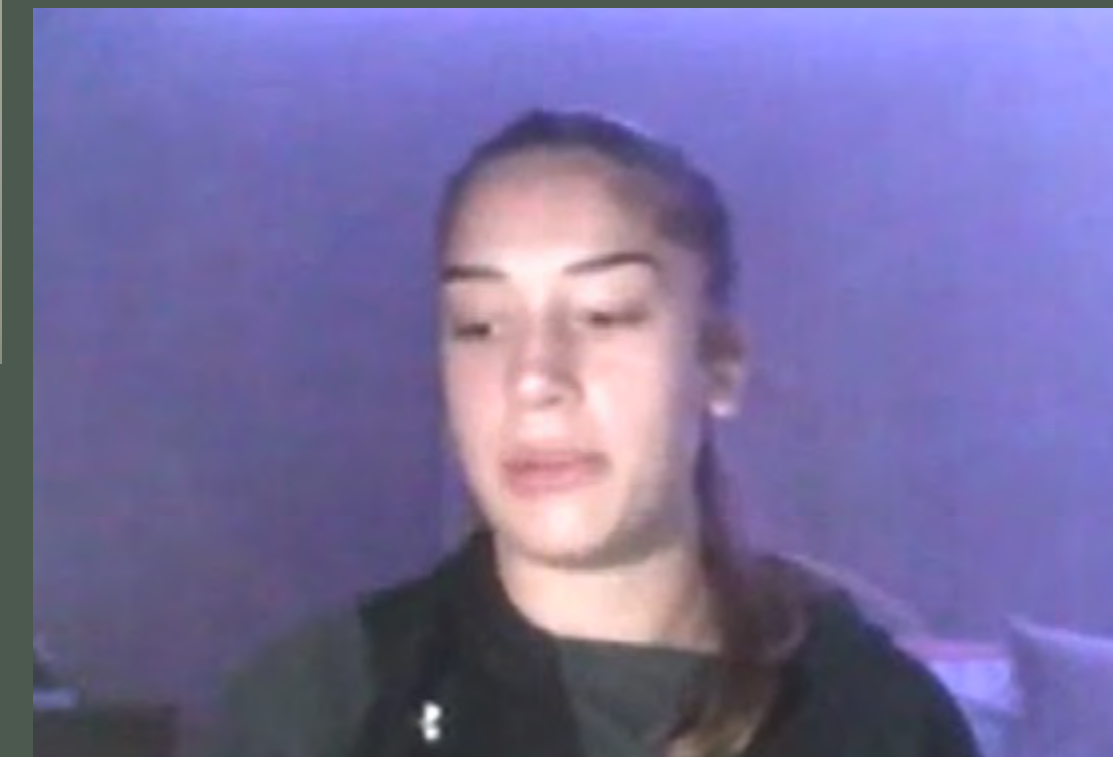
THEIR CHALLENGES

independency
ease of preparation
social interactivity
culture assimilation
accessibility



tend to eat alone now,
although they used to eat
with their family

*"BREAKFAST IS WHEN MY FAMILY
AND I USUALLY GET TOGETHER TO
TALK TO EACH OTHER"*



cannot experience the
sense of togetherness



tend to feel lonely

*"I MISS THE INTERACTION
ASPECT OF BREAKFAST"*

"AH, THE LONELINESS IS THERE..."

THEIR CHALLENGES

independency
ease of preparation
social interactivity
culture assimilation
accessibility



develop new eating traditions



influenced by their peers to try new food

"I EAT MORE CANNED FOOD IN THE U.S."



start to open up to American food

"I FOLLOW WHAT THEY EAT. IF THEY GET SOMETHING, I WILL ALSO BUY IT"

THEIR CHALLENGES

independency
ease of preparation
social interactivity
culture assimilation
accessibility



limited access to ingredients, and their prices are expensive

"I SPEND A LOT OF MONEY ON MY FIRST YEAR TO EAT ETHNIC FOOD"



difficulty to get fresh ingredients

"SOMETIMES I BUY TOO MUCH AND SOMETIMES TOO LITTLE. ON TOP OF THAT, I HAVE TO MAINTAIN MY BUDGET"



maintaining the budget

"THERE'S NOT A LOT OF PEOPLE THAT USE SPECIFIC INGREDIENTS, SO THEY ARE USUALLY FROZEN OR DRIED"

THE JOURNEY

in country of origin



	COUNTRY OF ORIGIN			UNITED STATES						
	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	FIRST YEAR			2+ YEARS			
				PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	
Activity	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐
Focus / Priority	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐
Pain Points	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐
Thoughts	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐
Emotion	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐
Ambiance	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐

“It’s like one of those times when you are interacting with your family members”

“Everyone is helping out in the kitchen”

“I feel like everyone is kind of hectic, like all over the place”

THE JOURNEY

in the United States (1year)

choosing food

eating

interacting



	COUNTRY OF ORIGIN				UNITED STATES								
	FIRST YEAR			2+ YEARS									
	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	
Activity	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	
Focus / Priority	☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	
Pain Points	☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	
Thoughts	☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	
Emotion	☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	
Ambiance	☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐	

“Everything is already made for you”

Unfamiliar with food options

THE JOURNEY

in the United States (1year)

cleaning tables

parting different ways

going to classes

Everyone has different class schedules

	UNITED STATES																					
	COUNTRY OF ORIGIN						FIRST YEAR						2+ YEARS									
	PRIOR BREAKFAST		BREAKFAST		POST BREAKFAST		MOVE TO THE US		FIRST BREAKFAST		POST BREAKFAST		PRIOR BREAKFAST		BREAKFAST		POST BREAKFAST					
Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Focus / Priority	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Pain Points	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Thoughts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Emotion	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Ambiance	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22

THE JOURNEY

in the United States

waking up

grooming

attending class

obtaining food



	UNITED STATES											
	COUNTRY OF ORIGIN						FIRST YEAR			2+ YEARS		
	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST
Activity	1 2 3 4 5	1 2 3 4	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Focus / Priority	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Pain Points	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Thoughts	1 2 3	1 2 3	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Emotion	1 2 3	1 2 3	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Ambiance	1 2	1 2	1 2 3	1 2 3	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

“I don’t have the motivation to cook, or just wake up that early”

“If I want to eat something that is in my culture, I have to buy a lot of ingredients”

“I miss not having to worry about what I’m going to eat and just like eating whatever is there”

THE JOURNEY

in the United States

cleaning up

going to classes



	COUNTRY OF ORIGIN												UNITED STATES																								
	PRIOR BREAKFAST						MOVE TO THE US						FIRST YEAR			2+ YEARS																					
	Throw away used packages and clean up dining area												PRIOR BREAKFAST	BREAKFAST	POST BREAKFAST	PRIOR BREAKFAST	BREAKFAST			POST BREAKFAST																	
Activity	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Focus / Priority	☐	☐	☐				☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pain Points	☐	☐	☐				☐	☐		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Thoughts	☐	☐	☐				☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Emotion	☐	☐	☐				☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Ambiance	☐	☐					☐	☐		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

TAKEAWAYS

cultural shock

They experience longing due to the lack of familiar food in their university cafeteria.

"I miss the interaction aspect for breakfast" "What I value most is probably having my family to talk to" -Misses family communication during breakfast, -Misses eating with family (people), -Holds conversations with mom and brother during breakfast, -Misses mom's cooking, -Misses the chaos of breakfast on weekends, interact with the family as they set up table, -"that's when my family and I usually get together to talk to each other" -Misses Mom's food. "I miss the interaction aspect for breakfast, because that's when my family and I usually get together to talk to each other, where as now its just like, you are kind of alone." "I miss not having to worry about what I'm going to eat and just like eating whatever is there." "What I value most is probably having my family to talk to, because usually when we like, have breakfast, when we are having it together, we are just like, like the day is just starting, its just like the vibe, its just like a good start to your day. When you are having breakfast by yourself is not as cheerful and upbeat, so i really miss that." - Before she didn't have to worry about what she was going to eat or about getting groceries. She struggled to cook by herself, before she would just help her mom or brother. She stills struggles to do it alone. She still struggles with quantities, sometimes she gets too much and sometimes too little, on top of that she has to budget. "I don't have the motivation to cook, or just wake up that early." "If we see something for sale, of course we are going to get it." - Living in the dorms, she would eat breakfast with friends in dining hall, for the "Social Aspect". They don't eat breakfast together, because their schedules don't match. -During her first year, she crave for rice every day. The accessibility and the freshness of the ingredients are an obstacle. There's not a lot of people use the specific ingredients, so they are usually frozen or dried. The quality and the taste is different from home. -During her first year, she crave for rice every day. The accessibility and the freshness of the ingredients are an obstacle. There's not a lot of people use the specific ingredients, so they are usually frozen or dried. The quality and the taste is different from home.

TAKEAWAYS

cultural shock

They experience longing due to the lack of familiar food in their university cafeteria.

Budgeting forces culture assimilation; ethnic food and ingredients are more expensive than American options.

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TAKEAWAYS

cultural shock

They experience longing due to the lack of familiar food in their university cafeteria.

Budgeting forces culture assimilation; ethnic food and ingredients are more expensive than American options.

Limited access to ethnic ingredients and lack of culinary skills discourage them to cook ethnic dishes.

"I miss the interaction aspect for breakfast" "What I value most is probably having my family to talk to" -Misses family communication during breakfast, -Misses eating with family (people), -Holds conversations with mom and brother during breakfast, -Misses mom's cooking, -Misses the chaos of breakfast on weekends, interact with the family as they set up table, -"that's when my family and I usually get together to talk to each other" -Misses Mom's food. "I miss the interaction aspect for breakfast, because that's when my family and I usually get together to talk to each other, where as now its just like, you are kind of alone." "I miss not having to worry about what I'm going to eat and just like eating whatever is there." "What I value most is probably having my family to talk to, because usually when we like, have breakfast, when we are having it together, we are just like, like the day is just starting, its just like the vibe, its just like a good start to your day. When you are having breakfast by yourself is not as cheerful and upbeat, so i really miss that." - Before she didn't have to worry about what she was going to eat or about getting groceries. She struggled to cook by herself, before she would just help her mom or brother. She stills struggles to do it alone. She still struggles with quantities, sometimes she gets too much and sometimes too little, on top of that she has to budget. "I don't have the motivation to cook, or just wake up that early." "If we see something for sale, of course we are going to get it." - Living in the dorms, she would eat breakfast with friends in dining hall, for the "Social Aspect". They don't eat breakfast together, because their schedules don't match. -During her first year, she crave for rice every day. The accessibility and the freshness of the ingredients are an obstacle. There's not a lot of people use the specific ingredients, so they are usually frozen or dried. The quality and the taste is different from home. -During her first year, she crave for rice every day. The accessibility and the freshness of the ingredients are an obstacle. There's not a lot of people use the specific ingredients, so they are usually frozen or dried. The quality and the taste is different from home.

TAKEAWAYS

cultural shock

They experience longing due to the lack of familiar food in their university cafeteria.

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Influence from others shape their breakfast habits in the U.S..

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WHAT IS NEXT?

Call for action.

Rather than answers, we
are providing suggestions
based on our insights.

WHAT IS NEXT?

Call for action.

Create partnerships with ethnic markets to provide coupons/ discounts to college students.

Provide pantries in cultural centers that include ethnic food.

Provide mentors of the same ethnic group to help incoming students navigate through the city/culture.

Provide students with a list of ethnic markets/ restaurants around campus.

Implement a culinary class that focuses on cooking healthy food that follows a budget.

teşekkür ederim.

thank you. ありがとう

ございます。terima kasih.

감사합니다. gracias. كركشرا.

merci. Спасибо. salammat.

grazie. ขอบขอบคุณ. cảm ơn

ban. σας ευχαριστώ.