

CULINARY LITERACY AND PARASOCIAL INTERACTION RELATIONSHIPS: THE ROLE OF HISPANIC CELEBRITY CHEFS IN PROMOTING HEALTHY LIFESTYLES

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INTRODUCTION

The phenomenon of celebrity chefs is a vibrant area of study, and previous research has demonstrated it with studies focusing on audience participation, masculinity, and food criticism. However, despite the ubiquity of celebrity chefs in the media, there are limited data related to parasocial relationships, healthy eating, and the influence of Hispanic celebrity chefs in modern society. Due to this lack of scholarly research, this study examines the phenomenon of the potential of Hispanic celebrity chefs to become role models and promote a healthy lifestyle in Hispanics living in the United States.



THEORETICAL FRAMEWORK

A parasocial relationship is defined as an imaginary interpersonal relationship between a person and a media character (Honton and Wohl, 1956).

Identification is a process of social influence in which one person adopts the attitudes, values, beliefs, or behaviors of another person in order to maintain a desired relationship (Brown, 2014).

LITERATURE REVIEW

- **Historical background of television Celebrity Chefs:** (Marcel Boulesti and Fanny Cradock: Pioneers TV chefs), (Healthy cuisine, and the Guide Michelin), (Gary Rhodes and Jamie Oliver: Running restaurant empires), (Gordon Ramsay goes global).
- The **Food Network** and food related television channels
- The impact of celebrities and **the endorsement of healthy foods**
- Television cooking shows and celebrity chefs
- The pervasive role of television
- Parasocial interaction and identification with television personalities and Celebrities

METHOD:

This study explored the intersection of Hispanic celebrity chefs and parasocial relationships by conducting a **quantitative analysis** of the influence of celebrity chefs on individuals' ifestyles habits, complemented by a **qualitative study** of 8-10 Hispanic celebrity chefs who are using healthy techniques to increase individual behavioral changes.

The chosen research tools included **online surveys (Survey Monkey)** and **qualitative interviews (Video-conferencing)**.

RQ AND HYPOTHESES

- RQ1: What is the role of HCC in the lives of consumers of TV cooking shows?
RQ2: Are HCC motivating Hispanic viewers to learn to cook and eat more healthy foods?
RQ3: How do Hispanic viewers of TV cooking shows perceive SHCC as influencing their beliefs and habits?
RQ4: Does watching HCC on TV has helped Hispanic viewers to connect to their culture?
RQ5: How are Hispanic viewers responding to American cooking shows?
H1: Greater consumption of HCC cooking shows will lead to greater parasocial relationships and identification with them.

RESULTS & DISCUSSION

- Finding 1: Hispanic celebrity chefs play a positive role on Hispanic viewers in terms of family-oriented and Latino pride influence as well as educational and leadership influence
Finding 2: Hispanic celebrity chefs motivate Hispanic viewers to eat healthily
Finding 3: Hispanic viewers perceive Hispanic celebrity chefs as influencing their beliefs, cooking practices, and eating habits
Finding 4: Hispanic celebrity chefs has helped Hispanic viewers to connect to their culture and better adjust to living in the US
Finding 5: Hispanic viewers responded negatively to American cooking shows
Finding 6: Greater consumption of Hispanic celebrity chef cooking chows will lead to greater parasocial relationships and stronger identification.

Understanding the implications of celebrity chefs as role models can further research on entertainment-education approaches and mass media-based health initiatives

Food is LOVE, family, education, humility, leadership, Latino pride, adaptation, and health

“THE POPULARITY OF LATIN CULTURE AND LIFESTYLE IN THE UNITED STATES HAS GONE BEYOND THE MCDONALIZATION OF TACOS AND THE INCREASING CONSUMPTION OF SALSA AND TORTILLAS”
(FONSECA, 2005, P. 95)