

# CAN FOODSTAGRAMMING BOOST WELLBEING? ASSESSING THE ROLE OF SELF-EXPRESSION AND TIE STRENGTH

YUN (VICTORIA) CHEN

The practice of "first camera, then fork" has become a ubiquitous global phenomenon, especially among Generation-Y/Z consumers. It is coined foodstagramming when diners disseminate their food selfies through social media. There are indications that foodstagramming shows more beyond what we are up to and gradually becomes a part of our visual self-presentation. It initiates social interactions with others and promotes positive emotions. Sharing food selfies on social media benefits both consumers and restaurants, such as higher satisfaction and great eWOM. This research aims to discuss how such activity enhances the dining experience and promotes restaurants/destination marketing. This research further contributes to the hospitality and tourism industry with insights on technology-mediated dining and travel experiences.

Supervisors: Dr Xin (Cathy) Jin and Associate Professor Sarah Gardiner.

Email: [victoria.chen@griffithuni.edu.au](mailto:victoria.chen@griffithuni.edu.au)