

## **Campaign Report: Type II Diabetes Health Campaign**

Anna Kurian, Chaewon An, Hana Natsheh, Mariana Monsalve, Sybille Teteri

Northwestern University in Qatar

MIT 398-0 SEC80: Health Communication

Dr. Susan Dun

Nov 8, 2022

**TABLE OF CONTENTS**

<b>Background</b>	<b>2</b>
<b>Audience</b>	<b>3</b>
<b>Formative Research</b>	<b>4</b>
<b>Establishing Campaign Goals and Objectives</b>	<b>10</b>
<b>Channel</b>	<b>11</b>
<b>Message Design</b>	<b>16</b>
<b>Campaign Implementation</b>	<b>30</b>
<b>Evaluation Research</b>	<b>31</b>
<b>Results and Conclusions</b>	<b>38</b>
<b>Appendix</b>	<b>44</b>

## **Background**

The Middle East and Northern Africa have been significantly impacted by the worldwide epidemic of type 2 diabetes mellitus (T2DM). The Eastern Mediterranean region has the second-highest regional prevalence of type 2 diabetes in the world, according to the WHO, with a 9.3% rate. However, Qatar remains one of the Middle Eastern countries that are most at risk and affected, and it is also one of the lethal and leading causes of death in Qatar. The World Health Organization estimates that 17% of Qatar's adult population has diabetes mellitus and it will account for 10% of Qatar's mortality by 2020, and 7% of the country's overall illness burden (Abdulla et al., 2019). According to previous research on preventing T2DM in Qatar, several case studies were carried out with the specific aim of estimating the association between demographic/lifestyle factors and T2DM (Christos et al., 2015). The results of these studies found that the patient's lifestyle factors such as diet, exercise, smoking, and pancreas-related illnesses are the primary triggers and contributing factors of the lethal disease (Aljulifi, 2021).

In a prior study about the prevalence and reasons of increased type 2 diabetes in the GCC, it was discovered that 19% of students regularly or daily consumed fast food (Aljulifi, 2021). These numbers indicated that the increase in unhealthy diet behavior among adolescents increased the risk of diabetes (Aljulifi, 2021). According to studies about the dietary patterns and associated lifestyle factors among university students in Qatar, it was found that undergraduate college students are prone to eating a poor diet (Cheema et al., 2021). This could be caused by a number of reasons, such as the need to adapt to an environment, financial constraints, the lack of time or skills required to prepare food, not having access to a variety of foods, and convenience (Cheema et al., 2021).

Given the salience and health burden of type 2 diabetes forecasts for young adults in Qatar, this research aimed to understand why college students in Qatar consume unhealthy food — specifically targeting fast food — and what might change their perception of the behavior of consuming fast food. From the results, we developed a campaign that is aimed and linked to causing a behavioral change in the consumption of fast food: to discourage the weekly consumption of fast food on the basis of its impacts on physical appearance and encourage alternating fast food with similar-tasting, healthier alternatives.

### **Audience**

As this campaign is focused on Qatar, students of Education city were targeted, including both male and female students between the ages of 18 and 22. According to a research performed on college students, “the typical college-aged student is making the transition from adolescence to adulthood, and during this period, they are often forming long-lasting diet and health behaviors that are associated with an increased lifetime risk of type 2 diabetes” (Mongiello et al., 2016). Additionally, in a study about unrealistic optimism and risk perceptions towards type 2 diabetes, it was concluded that the number of college students who thought their peers were at risk for type 2 diabetes was higher than that of participants who thought that they themselves might be at risk of having or getting this disease (Weinstein, 1980).

Following the Health Belief Model, people will be more likely to adopt health protective behaviors if they have a perceived susceptibility towards the disease, or perceived benefits of taking action and perceived severity of the consequences of developing the disease (Syed et al., 2021). If there are a greater number of people who underestimate the risk of type 2 diabetes

among college students, this will have implications for being able to educate and change their perceptions since most of them hold unrealistic optimism. To counteract this, we focused on promoting a healthier diet, specifically changing eating behaviors surrounding fast food consumption, and by targeting these beliefs, reduce the risk of acquiring type 2 diabetes in the future.

### **Formative Research**

Through our formative research, we established why our audience consumed fast food. We predicted price to be a dominant factor, and we hoped to further understand if any other factors, such as social norms and convenience, pushes them towards fast food consumption. We designed a survey using the foundation of the Integrated Model and distributed it through our personal social media accounts as it is the fastest way to reach out. To reach our goal of a minimum of 100 respondents, each member of the team contacted 20 people. From our survey, we also aimed to learn which social media platforms audiences are most active on, so we could choose the most effective platforms for our campaign distribution. We divided locations around Education City campuses between the team members and visited students during community hours when the students were most active and available. We approached students and asked them to fill out our survey through our mobile devices or by sharing the survey link with them via Whatsapp.



After identifying the demographics of our surveyed audience (see Appendix A), we asked participants how many times a week they ate at least one of the meals included in the picture above. According to the survey results, the mean was 3.14 times. 23.08% of the respondents answered that they eat a fast food meal once a week, 23.08% answered twice a week, and 18.68% answered three times a week. In addition, 35.17% of respondents answered that they consume a meal shown in the picture 4 or more times per week. In the univariate analysis, the mean of 3.14 represents that participants eat a total of 3.14 fast food meals a week on average. The maximum value of meals eaten was still 8+, while the minimum value was 1. From this information we can conclude that on average, a college student in Qatar tends to eat a fast food meal around 3 times per week (question 9) (see appendix A).

### **Interpretation of Results**

Contrary to our background research stating that university students eat fast food at least 7 times a day, our survey's mean indicated that university students in Doha consumed less fast food in a week than US university students. These statistics show that we are targeting people who do not consume fast food as their main source of a meal.

According to the data collected, the following themes were identified and survey questions were categorized according to the theme as represented in table 1 below.

Table 1: Survey questions and their respective themes

Theme	Questions
1. Appearance/ Hygiene	Q11
2. Price	Q10, Q17
3. Convenience	Q10,
4. Availability	Q10, Q17
5. Skills	Q10, Q17
6. Social Norms	Q10, Q12, Q14, Q15, Q16, Q17
7. Taste	Q10
8. Environment	Q17, Q18, Q19

Given the limitations in time, only the top 4 salient themes were considered for our campaign messaging: appearance, price, convenience, and taste.

*Theme 1: Appearance*

Participants believed that fast food was unhealthy and consumption of it causes a negative impact on their appearance. The most salient attributes of physical appearance were weight gain and unclear skin. According to our survey, results indicate that the mean for the question “ fast food ...is healthy: Is unhealthy” was 4.11 on a scale of 5. In the five-point Likert scale, five has a negative association, representing the maximum value being most unhealthy,

and 1 is the minimum value, with a positive association, representing being most healthy. According to the data, most participants rated fast food a 4 and 5 on a 5-point Likert scale from healthy to unhealthy. This represents that the majority of respondents believe fast food is unhealthy over it being healthy. Additionally, results indicate that the mean for the question “fast food ...causes weight loss: causes weight gain” was 4.11 on a scale of 5. In the five-point Likert scale, five has a negative association, representing the maximum value and weight gain, and 1 is the minimum value, with a positive association, representing weight loss. This represents that the majority of the respondents believe fast food causes weight gain over weight loss. Lastly, for the question pertaining to “fast food ...causes unclear skin: causes clear skin”, the mean was 2.18 on a scale of 5. In the five-point Likert scale, five has a positive association, representing the maximum value of clear skin, and 1 is the minimum value with a negative association, representing unclear skin. This represents that the majority of respondents believe that fast food causes unclear skin over clear skin (graph 11) (see Appendix A).

This theme was centered on the results of physical appearance and hygiene factors associated with consuming fast food. Results show that students are aware of the negative consequences that fast food has on one's appearance. They had a strong belief that fast food would result in unclear skin and weight gain. Although 41.76% of respondents believed it causes bad breath at a height of 3 on a 1-5 scale, 50.45% of participants scaled it above 4, thus associating fast food with bad breath. In addition, 78.65% of respondents believed that fast food is unhealthy. As this theme displays significance, it will be used in the message content.

Moving on, when asked to rank the importance of different salient factors that contribute when deciding to eat fast food, the most significant factor was ‘Price (affordability)’ with a mean



of 2.27 (1 meaning the most significant and 6 meaning the least). After price, the following factors were ‘Convenience’ with a mean of 3.09 and ‘Taste’ with a mean of 3.13. From the results, we can see that the top 3 reasons for our target audience to choose to eat fast food is its cheap price, taste, and convenience (graph 10) (see Appendix A).

### *Theme 2: Price*

According to the survey, results indicate that the mean for the question “fast food is cheaper than healthier options” was 4.04. This was on a scale of 5 on a Likert scale from 1-5, with 1 being the minimum value representing ‘strongly disagree’ and 5 being the maximum value representing ‘strongly agree. According to the data, more participants believe fast food is cheaper than healthier options (graph 17) (see Appendix A).

This theme was centered on the results of the affordability and price-related factors associated with consuming fast food/healthy food options. Survey results show that the most significant factor affecting Doha university students’ fast food consumption was price and affordability, being ranked first. In addition, a majority of students, 81.32%, respondents agreed with the statement that “fast food is cheaper than healthier options”. Although this suggests that there is a general belief that healthier foods are expensive, budget is not a major problem that hinders students from consuming healthier food options. This is because there is almost an equal number of respondents under each category for ‘strongly agree’ to ‘strongly disagree’ with the statement that asks “My budget doesn't allow me to eat healthier”. The results indicate that the low price of fast food is not a common reason for students to choose fast food. Although the

results were contradictory, according to questions 10 and 17 of our survey, the results indicated that our target audience is price sensitive regardless of the budget not being a problem.

### *Theme 3: Convenience*

This theme was centered on the results focusing on the convenience of consuming fast food. Convenience was one of the top three reasons why respondents chose fast food. It was ranked second to price, with a mean of 3.09. This means that they prefer having fast food because the meal is prepared in a short amount of time. As this theme displays a degree of significance, it could be potentially considered in the design of the message content.

### *Theme 4: Taste*

This theme was centered on the results of how participation perceptions of taste play in their fast food consumption. Full-time students indicated that the factor of taste was third most important when it came to fast food consumption as this was ranked as the third reason, as indicated by the mean of 3.13, that affected fast food consumption concerning factors such as price, availability, convenience, friends preference, inability to prepare a meal. Given there were six factors in total, it was ranked third, meaning it was of importance.

A surprising finding we identified from our results was that a majority of respondents disagreed that healthier options are offered at fast food chains. 31.87% answered 'Somewhat disagree' and 27.47% answered 'Strongly disagree.' The graph represents that there are more

respondents who are unaware of relatively healthier options in fast food chains. The mean for this data set was 2.37. From this finding, we decided to focus on a campaign to educate and give students healthier alternatives that they can get at fast food restaurants (graph 19) (see Appendix A).

In addition, we found that all standard deviations were low, which indicated that the data is less dispersed. A high standard deviation means the values are far from the mean, and a low standard deviation means values are clustered closer to the mean. The standard deviations were calculated by calculating all of the coefficient of variation (CV), which is the ratio of the standard deviation to the mean. When a CV value is greater than 1, this means the standard deviation is high. Since all of our coefficients of variations were lower than 1, this means all of our standard deviations were low (Zach, 2021). We can conclude that there are fewer extreme values, which also makes all the means more reliable (Barcelona Field Studies Centre, n.d.).

### **Establishing Campaign Goals and Objectives**

Before conducting our formative research, our overall health campaign goal was broader and was aimed to encourage undergraduate college students in Qatar to decrease fast food consumption. From our formative research, we learned that our respondents were aware of the negative consequences that fast food has on appearance, such as weight gain and unclear skin. Furthermore, the top three reasons for consuming fast food were price, taste, and convenience.

Given the limitation of the 2-week campaign period, only the following two themes were developed: appearance and taste.

By getting the audience to re-examine their justification of consuming fast food based on taste and appearance, we aimed to present them with healthier options. The planned outcome was to encourage target audiences to consume less fast food and alternate it with healthier options. For our first message, our aim was to appeal to the theme of appearance. We tried to communicate how unappealing fast food is to our audience and how consuming it would make maintaining a healthy appearance difficult. For our second message, our aim was to appeal to the theme of taste. With this message, we tried to emphasize the availability of healthier food options that are similar in taste.

According to our formative research, Instagram and Snapchat were amongst the top three social media used by survey respondents. With Instagram being ranked number one used social media platform by 45.38% of respondents and Snapchat ranked number one by 13.95%, we anticipated gaining media publicity and growth within these two platforms. Our goal was to achieve 50+ #F\_FastFood hashtags used by followers or audience reached over the 2-week period on Instagram. Additionally, we measured the engagement rate using the analytics provided when using a professional Instagram account.

## **Channel**

Recently, increasing health campaigns and health education initiatives are using social media. Campaign designers create messages with the goal of raising audience awareness,

providing educational advice, and ultimately persuading the audience to alter their attitudes and behaviors. It has been demonstrated that social media campaigns and interventions can boost real-time interactivity, mobilize individuals and increase engagement, and affect behavior in a variety of situations (Tian & Robinson, 2021). For our campaign, we focused on two of the most popular social media according to our survey; Instagram and Snapchat. However, facing logistical difficulties with Snapchat, we transitioned to TikTok.

**Instagram:**

Instagram is a popular social media platform used by millions worldwide, that allows the sharing of pictures and videos operated by American business Meta Platforms. Users of the application can upload media that can be changed using filters, arranged by hashtags, and organized by location. Public or pre-approved followers can view and share posts (Jooste, 2021).

For our campaign, we made a professional Instagram account and used posts, stories, reels and hashtag features to distribute our messages in order to reach a high number of accounts within the duration of our campaign. The reels we uploaded were cross platform content, in which we reposted the TikToks we filmed, thus reaching different types of audiences — increasing our reach, alongside view count. Engagement and growth was tracked based on the analysis of the likes, comments, shares, reposts of hashtags, audience reached and comments features.

**Reason for Selection of Instagram and Snapchat:**

**Figure 11**

Q8 “Which media platform are you most active on? Rank top 3, and we will ONLY consider the top three.”

#	Field	1	2	3	4	5	6	7
1	Instagram	45.35% 39	33.72% 29	15.12% 13	3.49% 3	1.16% 1	1.16% 1	0.00% 0
2	Snapchat	13.95% 12	20.93% 18	18.60% 16	31.40% 27	9.30% 8	3.49% 3	2.33% 2
3	Whatsapp	25.58% 22	24.42% 21	27.91% 24	15.12% 13	5.81% 5	0.00% 0	1.16% 1
4	YouTube	5.81% 5	9.30% 8	25.58% 22	33.72% 29	19.77% 17	4.65% 4	1.16% 1
5	Reddit	2.33% 2	2.33% 2	1.16% 1	5.81% 5	36.05% 31	44.19% 38	8.14% 7
6	Telegram	1.16% 1	0.00% 0	3.49% 3	1.16% 1	5.81% 5	43.02% 37	45.35% 39
7	Twitter	5.81% 5	9.30% 8	8.14% 7	9.30% 8	22.09% 19	3.49% 3	41.86% 36

Showing rows 1 - 7 of 7

As represented by figure 11, Instagram and Snapchat were among the top three social media channels as 45.35% of our survey respondents ranked Instagram as their most used platform, following this 13.9%. Instagram’s popularity also indicates that almost 50% of our target audience is active on that application, meaning it is important.

In addition to this, Instagram’s business account setting will measure the success of our campaign through alternative means other than likes, followers, or comments. This will include accessing tools, tracking performance and growth, and other resources in one place (Sheikh, 2022). We believe that the facilities offered by Instagram, such as the feature of its story and main post, share option, likes, comments, and hashtags, will allow for higher engagement rates.

*Advantages of using Instagram:*

- Instagram business provides a professional dashboard to track growth
- Main posts are permanent, and can have likes and comments that can be pinned.

- Interactive bio with a visual logo and biography will be informative and creative, allowing potential followers to view the page through a quick summary.
- The Instagram algorithm will recommend the page to similar demographics of followers, meaning the greater reach of the target audience.
- Main posts on a public, business account can be shared and viewed by anyone.
- Hashtag feature increases exposure and discovery, meaning that the posts can be on the discovery page for a larger audience
- Users do not have to follow the account to engage with its content
  - Instagram has a free feature called Stories
  - Share content that is less professional as compared to other social medias
  - Boost visibility as viewers don't need to follow the account to access a story of a public account.
  - Audiences can interact and swipe up and reply or react to the story with different emojis to engage
  - Stories can be permanently kept as highlighted on the main Instagram page
  - Target audiences can share stories with others

### **Transition from Snapchat to TikTok**

Based on the formative research results and the advantages listed above, the team initially decided and worked with Instagram and Snapchat. However, after our first post on both platforms, we quickly realized that our Snapchat posts could not reach the discovery page as we were not an official publishing partner. Moreover, Snapchat did not provide enough analytics for us to measure the success of our campaign. Consequently, we decided to switch to TikTok which

is a social media platform predominantly used by a younger audience. Although the platform was omitted from the formative research, we decided on TikTok for the following reasons.

**TikTok:**

TikTok is a short-form video based social media platform, where users can use trending audios, special features, and filters to create videos in various ways. The fairly new platform gained users exponentially, and some of its success factors are celebrity endorsements, localized content, and the ease of content viewing and sharing. With its continuous growth of popularity, it is increasingly used as a marketing tool for brands worldwide (Geyser, 2019).

For our campaign, we created a personal TikTok account so that the algorithm would push our content more, and also because if we were to have a professional or a business account, we would be limited from using some of the trending sounds or audios. We measured our success through our engagement rate which is based on the likes, comments, shares, and views, giving most attention to our high number of views.

*Advantages of TikTok:*

- TikTok has the second-most users after Instagram with over 800 million users, and the platform is used worldwide (Hall, 2020)
- The short-form videos easily grabs people's attention
- As a platform predominantly used by Generation Z (41% of users are 16-24 years old), brands using TikTok can stay on trend easily (Hall, 2020)
- A more personal and honest environment of TikTok encourages engagement, such as likes, comments, and shares



- The For You Page (FYP) is consisted of content chosen by the user and localized content recommended by the algorithm, so it is advantageous for accounts who have a local target audience
- Because of the generally low production quality of videos, brands come across as more genuine

### **Message Design**

We have incorporated the Integrated Model into our message design. The Integrated Model combines the findings of the Theory of Planned Behavior and the Theory of Planned Action to form a comprehensive model to predict people's behavior change. According to the model, behavioral change is primarily affected by behavioral intention. In turn, behavioral intention is affected by people's attitudes, perceived norms, and self-efficacy. A person's attitude is determined by their belief and evaluation of the outcomes of performing the behavior. Similarly, the subjective norm is affected by an individual's belief that the most significant group in the person's life (referent group) approves or disapproves of the action and whether the person will comply with their beliefs or not. Lastly, self-efficacy is defined as the person's perceived capability to effectively perform a task (Basil & Witt, 2011).

The campaign title was "Forget Fast food" also known under the hashtag #F\_FastFood. The catchy phrase and the alliteration of words were meant to make the hashtag more memorable and easy to say. In addition, although the 'F' in the hashtag represented the term "Forget," the play on the words with "F\_fastFood" was associated with foul language to get target audiences to look again and associate fast food negatively. Either way of interpretation still derived the same

meaning of limiting or eliminating fast food consumption, which was our key goal from the campaign logo, hashtag, and catchphrase.

**Message 1: “Fast food is Fat Food”**

As discussed in our survey findings, respondents' answer to the question “fast food ...causes weight loss: causes weight gain ” was 4.11 on a scale of 5 and the majority, 51.67%, answered 5. This represents that the majority of the respondents have a negative association with fast foods' impact on physical appearance. Considering our findings, message 1 targeted the concern and negative attitude towards appearance (i.e. weight gain). By strengthening the respondents' existing connection between fast food with weight gain, our goal was to associate the high-fat content in fast food with potential weight gain. We also utilized alliteration as the word ‘fast’ rhymes with ‘fat’, and the phrase was designed to be catchy and memorable. We also used a factual appeal by stating how much physical activity is required to burn off the calories of a certain fast food, which reinforces the concept of fast food being ‘fat food’.

For the design of the poster, we chose a minimalistic concept with bold colors (associated with multinational fast-food chains) on selected important words. This was because as our respondents are exposed to various media content throughout the day, our poster needed to be able to grab the attention. There was a large photo of a particular fast food that was centered according to the rule of thirds to catch the eye, and we had our message “Fast food is Fat food” on top as that was where the eye would generally go after the center. The photo of the fast food was also edited to have less saturation to make it look less appealing (see figure 1-8).

**Message 2: “What looks better now?”**

From the formative research, we learned that the good taste of fast food is a significant reason for fast food consumption. Recognizing the positive attitude of fast food with better taste, we attempted to redirect the positive association to healthier food alternatives. We presented a typical fast food (e.g. french fries) with the calories written under and an alternative (e.g. baked potato wedges) on the right which has notably fewer calories. We once again emphasized the idea that fast food is high in calories and that it could result in weight gain. Although this element overlapped with the theme of appearance in message 1, message 2 was still focused on taste as increasing awareness on healthier alternatives was the main idea. To lessen the potential resistance towards a healthier alternative, the poster included a bold line that states ‘You won’t even taste the difference 😊’ below the comparison (see figure 9-11). This was a satirical and humorous way to promote the alternatives by saying the tastes would not be so different from each other. The wink emoji was to emphasize the humor. Moreover, as we were targeting a young audience, we believed a humor element would be effective for making the campaign memorable.

The image of the foods in the poster was meant to simulate a menu that displays behind fast food counters through food items and their receptive calories. The calories were also written beneath the name, and the fast food was written in red and the alternative in green to associate negative and positive connotations respectively.

**Figure 1:**

*“Fast Food is Fat Food,” red burger*

# Fast Food is Fat Food



**Figure 2:**

*“Fast Food is Fat Food,” yellow pizza*

# Fast Food is Fat Food



**You have to walk 1 hour to  
burn off 1 slice of pizza.**

**Figure 3:**

*“Fast Food is Fat Food,” blue fries*

# **Fast Food is Fat Food**



**You have to walk almost  
2 hours to burn off 1  
medium fries.**

**Figure 4:**

*“Fast Food is Fat Food,” orange fried chicken*

## **Fast Food is Fat Food**



**You have to walk 2.5 hours  
to burn off 3 pieces of  
fried chicken.**

**Figure 5:**

*“Fast Food is Fat Food,” orange burger*

# Fast Food is Fat Food



**You have to walk 2 hours  
to burn off 1 burger.**



**Figure 6:**

*“Fast Food is Fat Food,” red pizza*



**Figure 7:**

*“Fast Food is Fat Food,” yellow fries*

# Fast Food is Fat Food



**You have to walk almost  
2 hours to burn off 1  
medium fries.**

**Figure 8:**

*“Fast Food is Fat Food,” blue fried chicken*

# Fast Food is Fat Food



**You have to walk 2.5 hours  
to burn off 3 pieces of  
fried chicken.**

Figure 9:

*“What looks better now?,” potato fries edition*

**What looks better now?**

**French Fries**  
312 Calories\*

**vs**

**Baked Potato Wedges**  
123 Calories\*

#F\_FASTFOOD

\*per 100g

**You won't even taste the difference 🙄**

Figure 10:

*“What looks better now?,” chicken burger edition*

**What looks better now?**

**Fried Chicken Burger** VS **Grilled Chicken Burger**

**585** Calories\*      **190** Calories\*

**You won't even taste the difference** 🤔

\*serving portion: 1 patty

Figure 11(a):

*“What looks better now?,” ice treat edition*

**What looks better now?**

 **Ice cream** **276 Calories\***

**VS**

 **Yogurt Ice cream** **122 Calories\***

**You won't even taste the difference** 🤔

\*per 100g

## Campaign Implementation

With our chosen platforms, Instagram and TikTok, we set benchmarks as goals we hope to aim for in terms of the number of followers we gain. For Instagram, we were aiming for 100+ followers, whereas for TikTok, our goal was only 50+ followers. As for our likes, we were working towards 50+ likes on each post on Instagram, with an engagement rate of 10%, considering that we are a small and new account. With TikTok, we were looking to garner at least 500 views per post with an engagement rate of 12%. For our metrics, we looked into reach, likes, comments, and account engagement rate. The benchmarks set were based on the standard good engagement rates, and we slightly adjusted them as we are a new account with no paid post advertisements.

For Instagram, we passed our benchmarks for our engagement rate and follower numbers. We achieved the number of likes in some posts, but the number of likes went down with time. We had 2042 reach, 391 likes, 202 comments, 382 accounts engaged, and an engagement rate of 33.89%. For TikTok, the videos did great with a total of 4556 views, 217 likes, 15 comments, and an engagement rate of 5.27%. However, we only reached a total of 20 followers, likely due to the casual nature of TikTok in which users tend to scroll more than they follow. Even though TikTok was our most popular account, we were not able to reach our engagement rate benchmark, likely due to the exponential increase in views and only a slight increase in our following.

## Evaluation Research

### *Formative evaluation*

When choosing our target audience, we took into consideration how the process of segmentation would affect our campaign. With a broad audience, it would have been difficult to make decisions about effective message strategies, and channels. By narrowing down the audience to university students in Qatar, we were able to properly determine the best approaches to coming up with suitable messages and the appropriate channels, which allowed us to better understand their attitudes and behaviors. In addition to this, before distributing the campaigns on social media, we designed the messages and had randomly selected individuals to rate the poster on its appeal, what was good, what was bad, what could be kept and what could be removed. Through doing this, we were able to incorporate necessary feedback (from given small circles of our target audiences) before going live with the campaign.

Through our formative research, we concluded that the target audience had negative attitudes towards consuming fast food, but despite this still continued participating in the behavior. We used this information to guide us when coming up with the messages that focused on the most salient beliefs. The belief that fast food has a negative affect on appearance facilitated the design of our first messages that specifically targeted this belief. Similarly, we based our second message on the belief that fast food simply tasted better, allowing us to emphasize the availability of healthier alternatives.



*Process evaluation:*

For our Instagram page our target was to reach at least 100 followers, and we reached a following of 111, with a total reach of 1176. For TikTok we failed to achieve our goal, in terms of the number of followers we gained, since we only had 20 followers in total. Nonetheless, we achieved our goal of reaching at least 500 views with the majority of our posts garnering a viewership of 4556 in total for all of our TikTok posts together. From these results we can conclude that our audience was adequately exposed to our campaign messages (Noar, 2012).

Figure 12:

*Top performing Instagram post*



Our top performing post for Instagram was our first post of “Fast food is fat food” message in a hamburger version. The post achieved 174 reach, 51 likes, and 14 comments.

**Figure 13:**

*Top performing TikTok post*

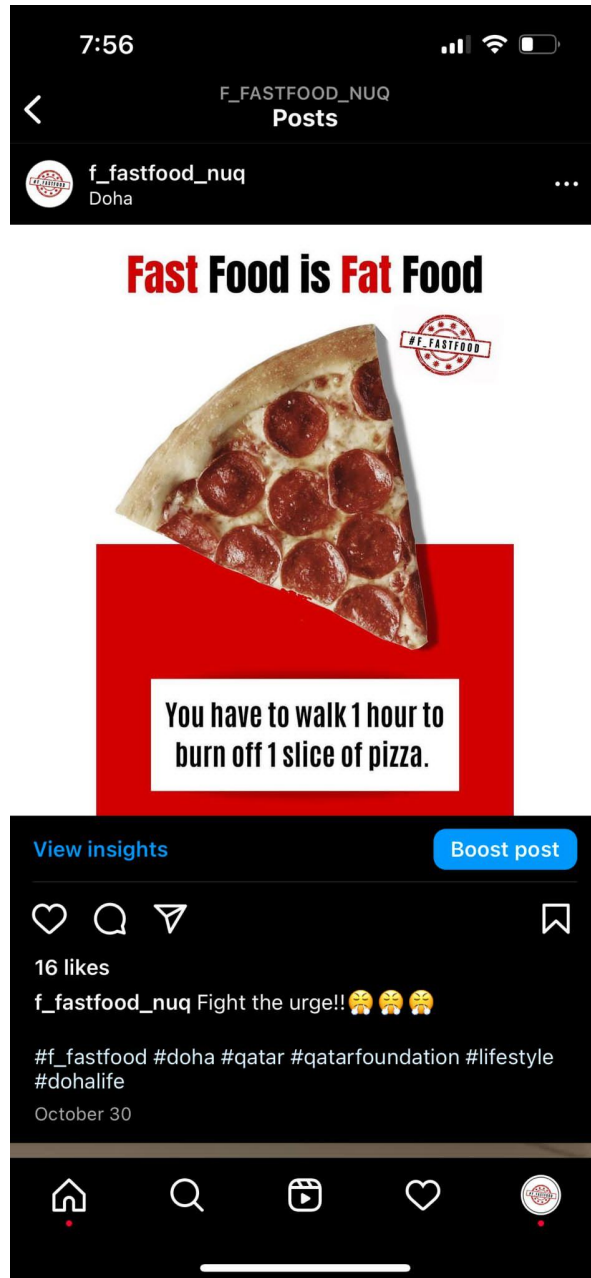


The top performing post on TikTok was also the first post with the Dance Moms audio. It received over 1800 views and 111 likes.

We believe that these two posts performed the best as they were our first posts, and our audience were interested to see what direction the new account would follow. We also implemented the use of hashtags for both of our channels to help attract the most attention. More specifically, after performing research we found out that for TikTok, the use of trending hashtags with the combination of hashtags that help target our specific audience works best to reach a higher viewership which we noticed happening with our posts (Leslie, 2022).

**Figure 14:**

*Lowest performing Instagram post*

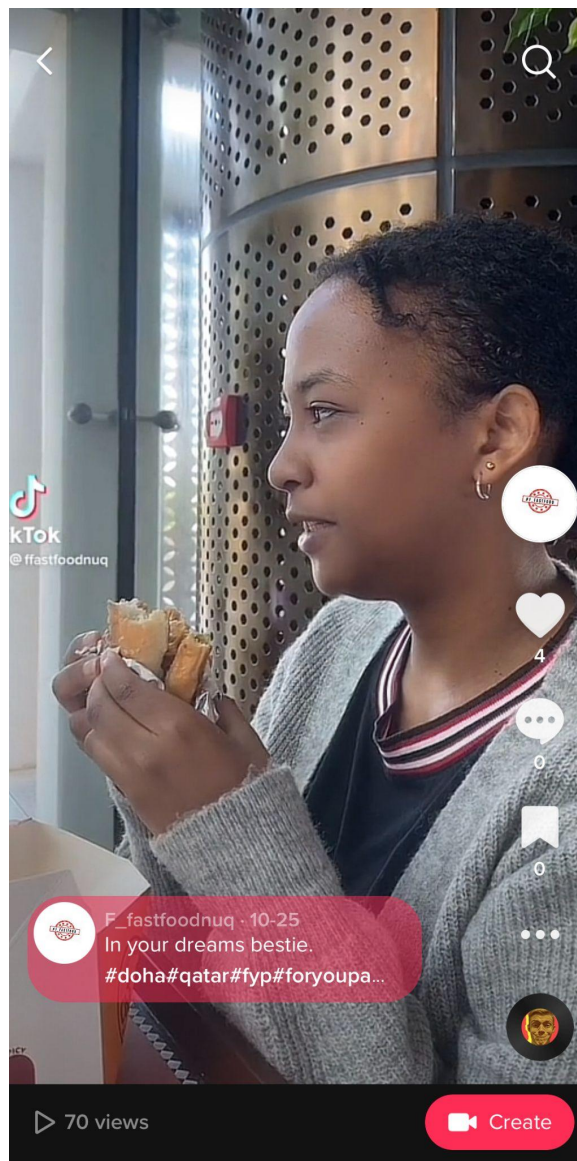


Our lowest performing post on Instagram was our last post of “you have to walk 1 hour to burn off 1 slice of pizza” message. The post had a reach of 110, 16 likes and no comments.

This is most likely due to the fact that this was the second time we were using this same message and example, with the only difference being the color palette used, thus meaning that we were being repetitive, especially since it was our last post.

**Figure 15:**

*Lowest performing TikTok post*



The lowest performing post on TikTok was our third post with the please be fit audio. It only received 70 views and 4 likes making it the only post that didn't reach our target viewership. This we later discovered was due to the mistake we made with the upload settings.

An unexpected finding was the effectiveness of the humor appeal. The statistics show the effectiveness through the viewerships on TikTok and the comments on Instagram where we reposted the TikToks. Overall, TikTok had a better performance than Instagram in terms of outreach, but Instagram had a higher engagement rate and follower number.

### **Results and Conclusions**

For our analytics insights, we have four main takeaways: one being that video content with a humor appeal performed much better in accordance with our target audience. This is clear from the rise in our TikTok views, in comparison to our Instagram views. Moreover, for a more fair comparison, we have a much higher reach on our cross-platform content, as in the TikTok videos we posted on Instagram, having used their new feature called 'reels.' For instance, one of our reels reached 139 accounts, whereas our poster form upload only reached 97 accounts, thus clarifying our audiences' interest in terms of preference for video-form content. However, we are yet to be sure of whether content using humor appeal is more valued, as we have not experimented with filming educational or factual video content.

Moving on, we also learned that we should diversify our content considering the repetitiveness of our posts. For our poster form uploads, which include educational messages, we have two main structures with several variations. Though the variations do allow for new content to be posted, in terms of how our posts and how our account looks, it is very repetitive, thus

lacking interesting components. From this, we came to the conclusion that this is highly likely why we resulted in a drastic drop in our engagement rate, relating back to why our cross-platform content may have also done better in terms of reach. We would need to continue to create new, original, and trending content, on both platforms, whilst also focusing on appeals of humor and appearance.

Thirdly, we learnt a lot from a mistake that caused us a great loss in views. When uploading one of our Tiktoks, we accidentally made it available for ‘only friends,’ which is an option that allows only those who follow you, and you follow back, to view that content. This led to a significant reduction in the number of views for that specific video. We attempted to fix the issue by reposting it with the correct settings, making it available for all. However, even after that, we got little to no views, with the view count being in the high 50s, in comparison to numbers way over 1000, which are the views we obtained on the rest of our TikToks. Moving forward, paying close attention to the detailed settings that we have access to has become a crucial part of our upload process.

Lastly, on a more general note, we need to improve our consistency, which applies to both platforms. For Instagram, we later realized that we did not manage to fulfill our goal of posting daily, as we forgot to post a couple of times during the last few days of the two week duration of our campaign. This then pushed us to post more than once a day, which is likely not the most effective in terms of the algorithm’s ability to push our content to our followers. On the other hand, being more consistent on TikTok means creating more content, as we only have a total of 5 uploads. We would have been able to reach a much higher number of viewers and



accounts, if we were to start uploading on TikTok earlier on. However, this was a limitation we had to face due to us first starting out with Snapchat, then having to find a backup instead.

Overall, we recommend experimenting with the type of content you will upload during the time your campaign is ongoing, and it would be best to do this right from the start. Although you can, and should, use your research to understand your audience, as well as the type of content they like and watch the most, you cannot solely rely on that. We were not expecting to work with video content at all, but it turned out to reach the most accounts allowing us to reach many of our benchmarks. With the use of the ‘person on the street’ method, we were able to create poster form content that many university students found appealing. Even yet, our TikToks performed better, thus portraying why it is so crucial to create different types of content that could work for different audiences, and then continuing to expand on whatever it is that worked best.

## References

- Abdulla, S. A. A., & Abdulla, S. A. A. (n.d.). *SMART Population Screening and Management in Qatar*. <https://doi.org/10.23937/2377-3634/1410099>
- Cho—Chapter 3—2022FA\_MIT\_398-0\_SEC80 Undergraduate Seminar: Health Communication—Perusall. (n.d.). Retrieved November 8, 2022, from [https://app.perusall.com/courses/2022fa\\_mit\\_398-0\\_sec80-undergraduate-seminar-health-communication/cho-chapter-3?assignmentId=onaeJdBWTmueGca8r&part=1](https://app.perusall.com/courses/2022fa_mit_398-0_sec80-undergraduate-seminar-health-communication/cho-chapter-3?assignmentId=onaeJdBWTmueGca8r&part=1)
- Files. (n.d.). Retrieved November 8, 2022, from <https://canvas.northwestern.edu/courses/167372/files/folder/Readings/Week%2002/Aug%209th/Required?preview=14184179>
- Geyser, W. (2019, January 18). *What is TikTok? - Everything You need to Know in 2022*. Influencer Marketing Hub. <https://influencermarketinghub.com/what-is-tiktok/>
- Mongiello, L., Freudenberg, N., Jones, H., & Spark, A. (2016). Many College Students Underestimate Diabetes Risk. *Journal of Allied Health, 45*, 81–86.
- Sheikh, M. (2022, May 10). *The complete list of Instagram features for marketing experts*. Sprout Social. <https://sproutsocial.com/insights/instagram-features/>
- Standard Deviation. (n.d.). Retrieved November 8, 2022, from <https://geographyfieldwork.com/StandardDeviation1.htm>
- Syed, M. H., Meraya, A. M., Yasmeen, A., Albarraq, A. A., Alqahtani, S. S., Kashan A. Syed, N., Algarni, M. A., & Alam, N. (2021). Application of the health Belief Model to assess community preventive practices against COVID-19 in Saudi Arabia. *Saudi Pharmaceutical Journal, 29*(11), 1329–1335. <https://doi.org/10.1016/j.jsps.2021.09.010>

TikTok Advantages That Can Help Boost Your Business | Five Channels. (n.d.). *Inbound Marketing Services and One Account Manager*. Retrieved November 8, 2022, from <https://fivechannels.com/tiktok-advantages-that-can-help-boost-your-business/>

Weinstein, N. D. (1980). Unrealistic optimism about future life events. *Journal of Personality and Social Psychology*, 39, 806–820. <https://doi.org/10.1037/0022-3514.39.5.806>

*What is INSTAGRAM and how it works*. (n.d.). Softonic. Retrieved November 8, 2022, from <https://instagram.en.softonic.com/articles/what-is-instagram-how-it-works>

Zach. (2021, May 10). What is Considered a Good Standard Deviation? *Statology*. <https://www.statology.org/what-is-a-good-standard-deviation/>

## Message Campaign Citation References

*Carb Manager*. (n.d.). *Carb manager*. Carb Manager. Retrieved October 13, 2022, from <https://www.carbmanager.com/food-detail/md:93f031037bc12abcc3215ab2c418433e/grilled-chicken-burgers>

*Carb manager*. Carb Manager. (n.d.). Retrieved October 13, 2022, from <https://www.carbmanager.com/food-detail/md:c4579458a1743a18eeb687caa7517f2b/fried-buttermilk-chicken-burger>

*Fast foods, potato, french fried in vegetable oil*. Fooddata Central. (n.d.). Retrieved October 13, 2022, from <https://fdc.nal.usda.gov/index.html>

*Fooddata Central Search Results*. FoodData Central. (n.d.). Retrieved October 13, 2022, from <https://fdc.nal.usda.gov/fdc-app.html#/food-details/168443/nutrients>

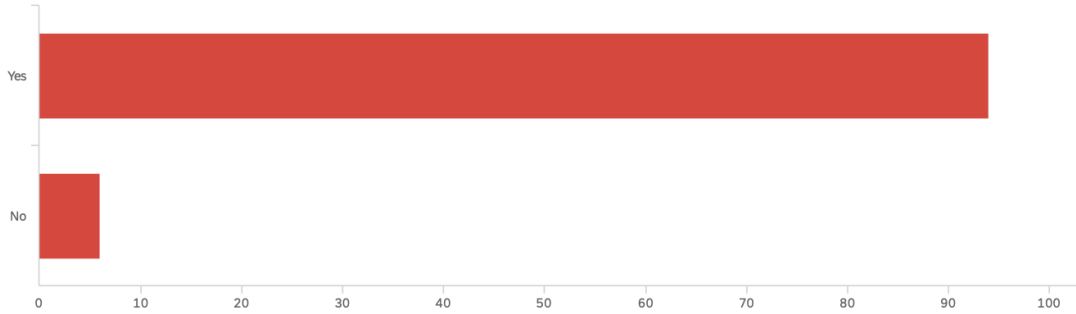
*Geyser, W. (2022, August 3). What is TikTok? - everything you need to know in 2022. Influencer Marketing Hub*. Retrieved November 6, 2022, from <https://influencermarketinghub.com/what-is-tiktok/>

*Ice cream*. YOUR CALORIES. (n.d.). Retrieved October 13, 2022, from <https://your-calories.com/ice-cream>

*Yogurt ice cream*. YOUR CALORIES. (n.d.). Retrieved October 13, 2022, from <https://your-calories.com/yogurt-ice-cream>

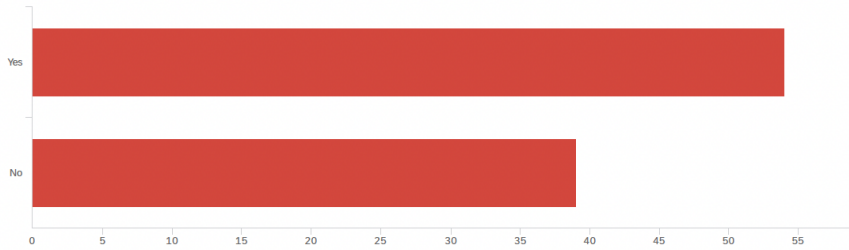
## Appendix A

### Q. 1 Are you a university student in Qatar?



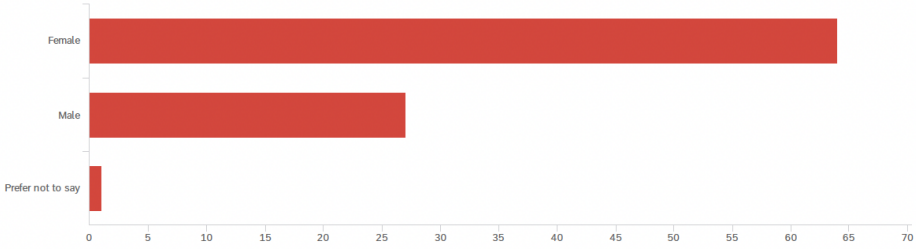
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a university student in Qatar?	1.00	2.00	1.06	0.24	0.06	100

### Q. 2 Are you an international student?



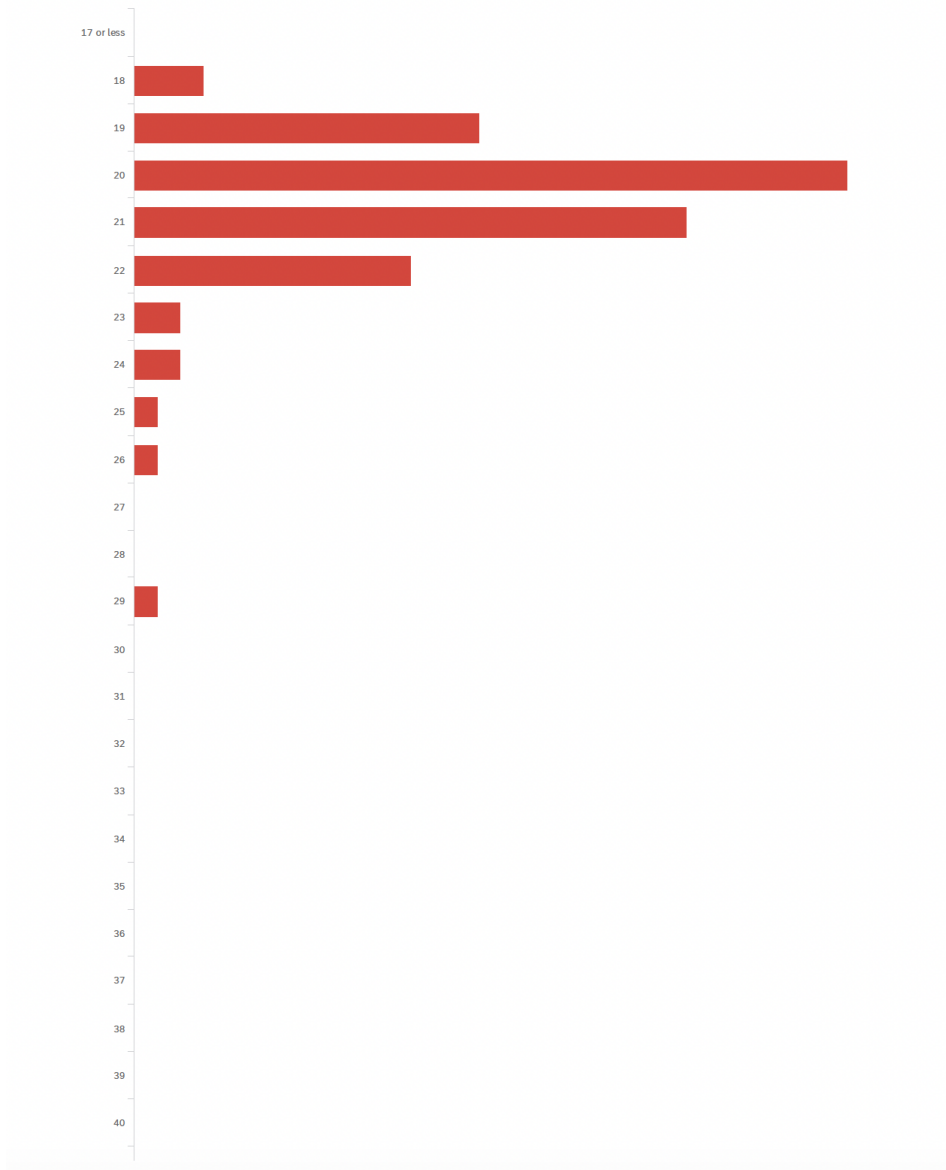
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a international student?	1.00	2.00	1.42	0.49	0.24	93

### Q. 3 What is your gender?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	3.00	1.32	0.49	0.24	92

**Q. 4 What is your age?**



**Q. 5 What is your nationality?**

Afghanistan-1

Antigua and Barbuda-1

Azerbaijan-1

Bangladesh-2

Brazil-3

China-2

Colombia-3

Costa Rica-1

Croatia-1

Ecuador-1

Egypt-5

Ethiopia-2

Gabon-1

Georgia-1

India-2

Ireland-1

Jordan-1

Kazakhstan-3

South Korea-2

Lebanon-1

Morocco-2

Nepal-1



New Zealand-1

Nigeria-2

Pakistan-3

Palestine-2

Qatar-23

Rwanda-5

Saudi Arabia-1

Singapore-1

South Korea-3

Spain-1

Swaziland-1

Syria-2

Turkey-1

Ukraine-1

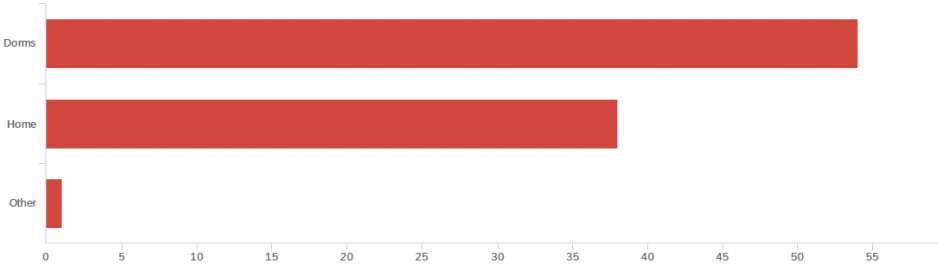
United Kingdom-1

Uzbekistan-1

Zambia-2

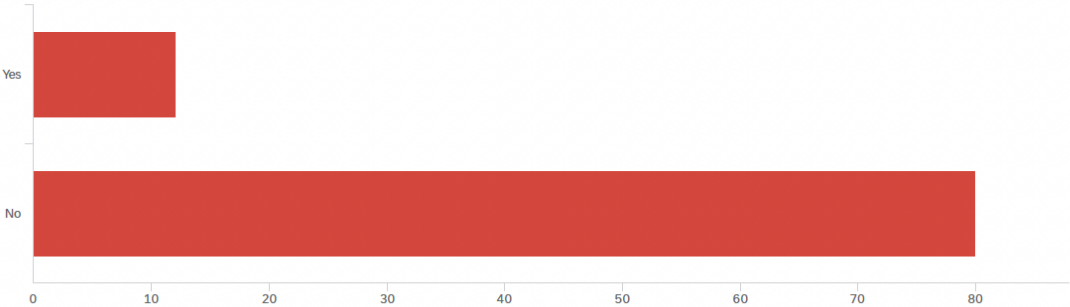
United States of America-3

**Q. 6 Where do you live?**



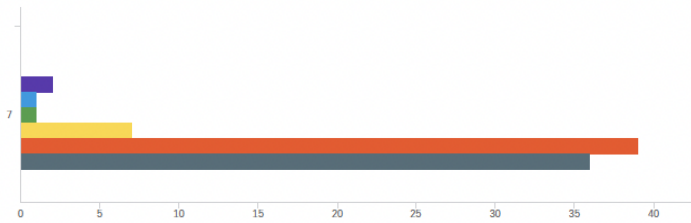
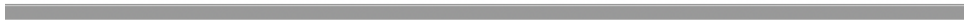
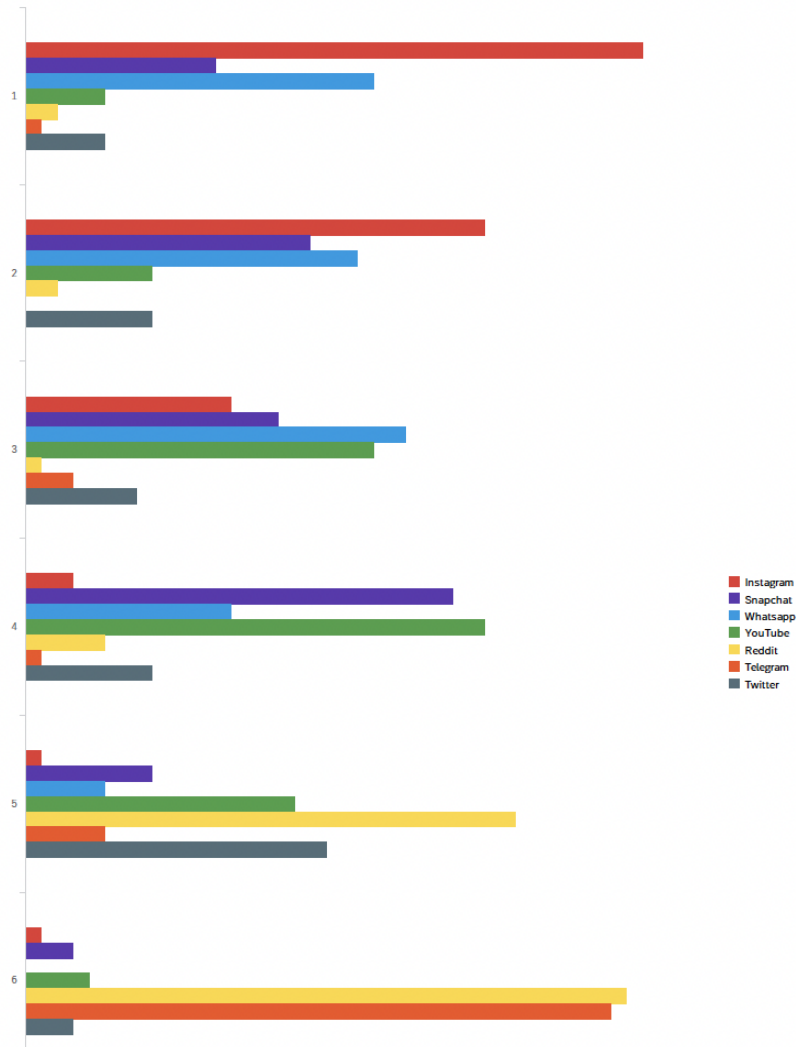
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Where do you live?	1.00	3.00	1.43	0.52	0.27	93

**Q. 7 Do you have a university meal card?**

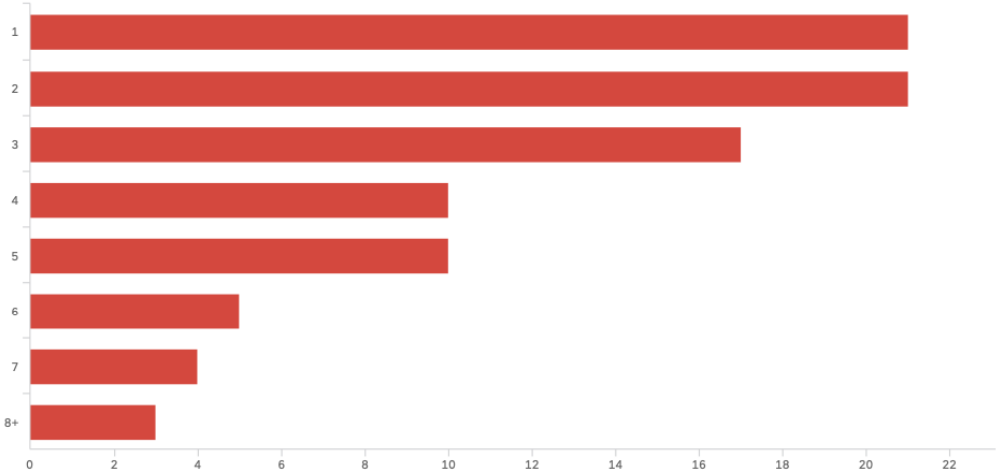


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you have a university meal card?	1.00	2.00	1.87	0.34	0.11	92

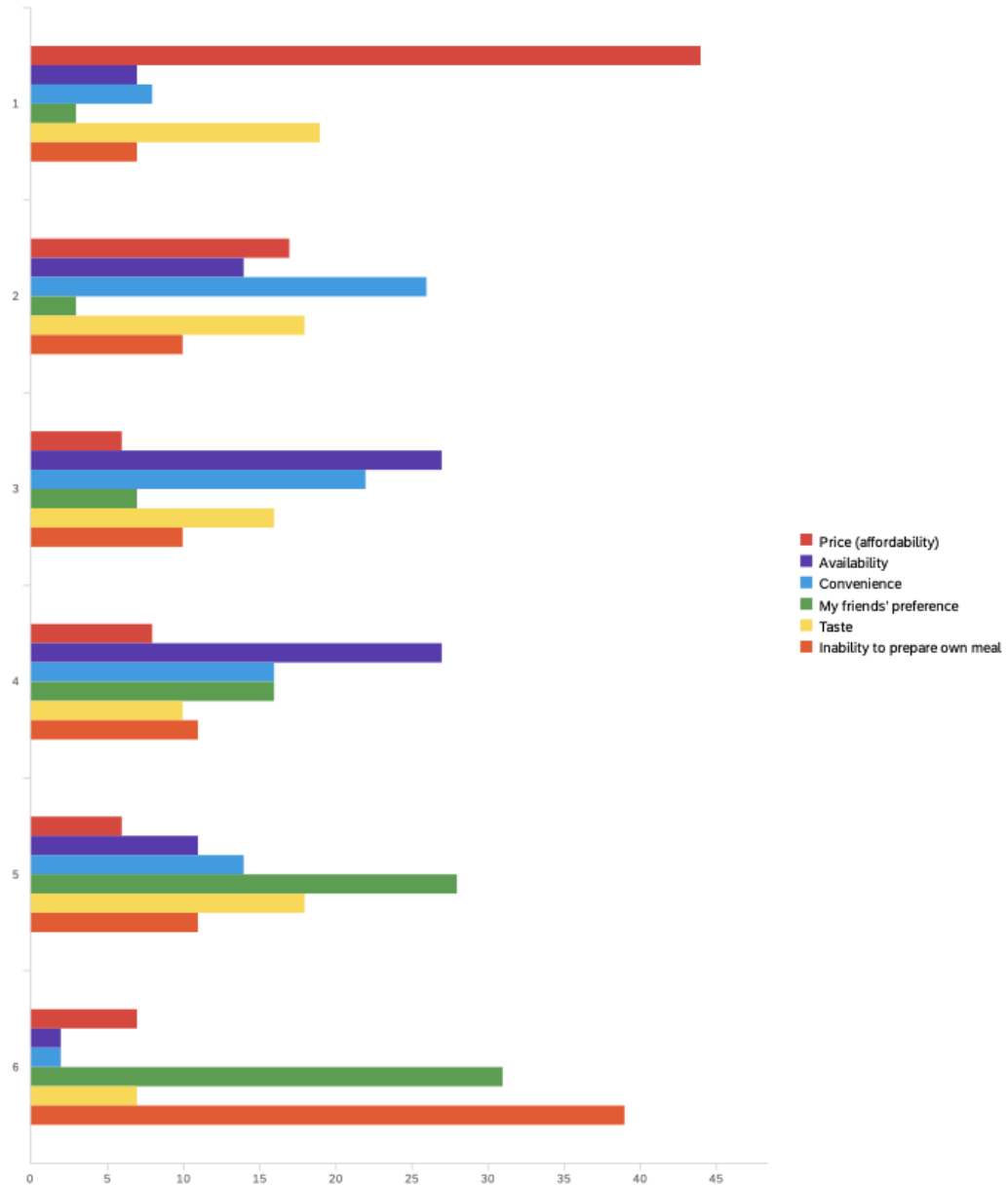
**Q. 8 Which media platform are you most active on? Rank top 3, and we will ONLY consider the top 3.**



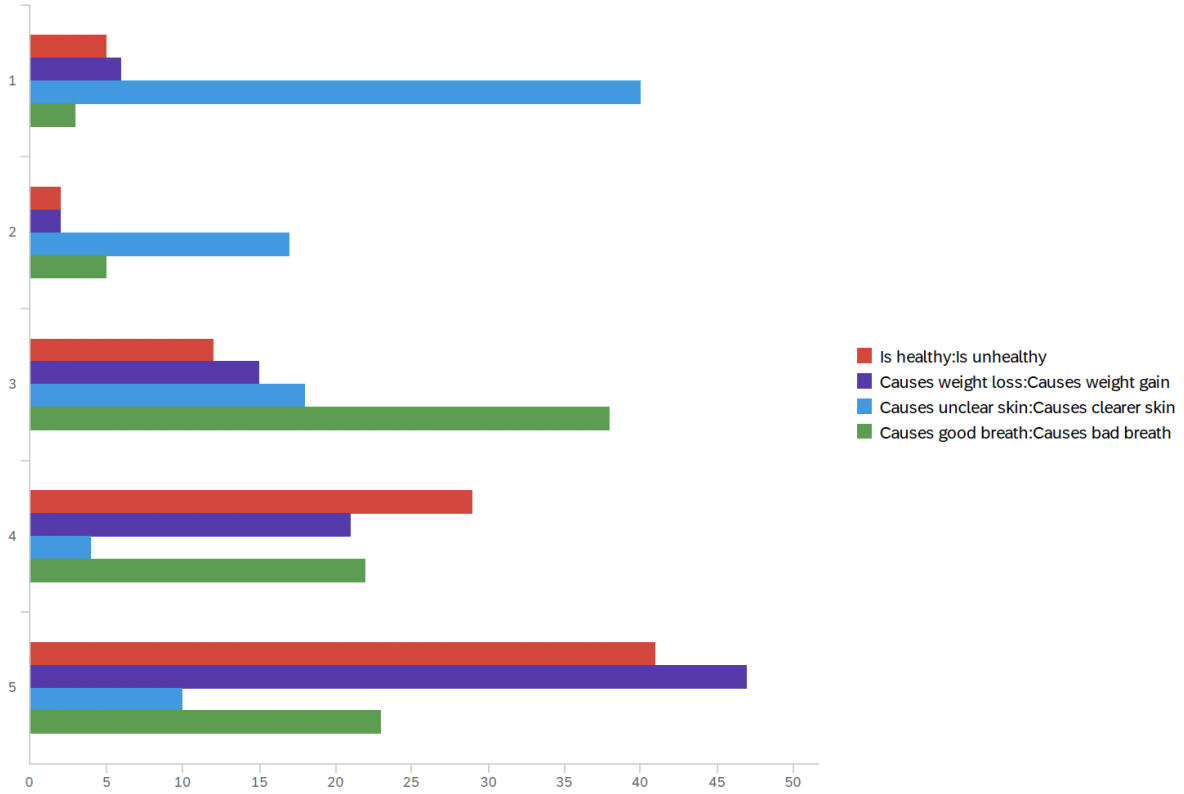
**Q. 9 How many times a week do you eat at least one of the meals included in the picture?**



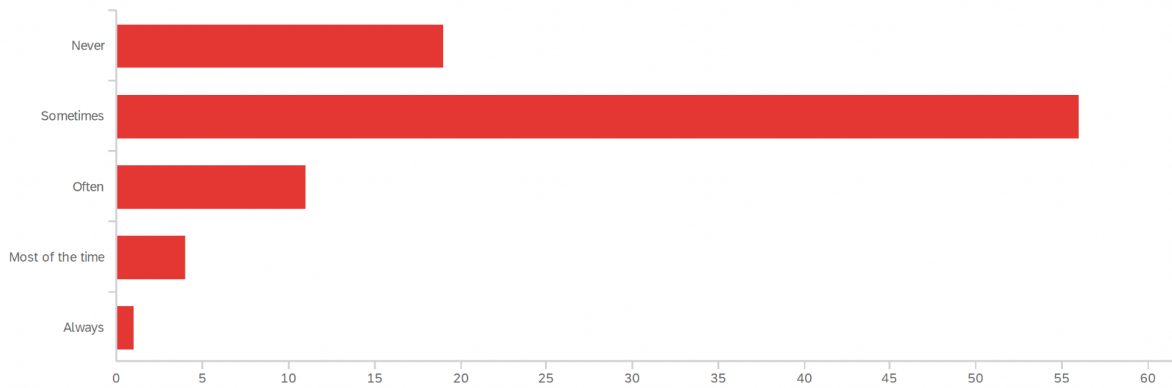
**Q. 10 As a full-time student, during the school semester, rank the importance of the following factors when choosing fast food.**



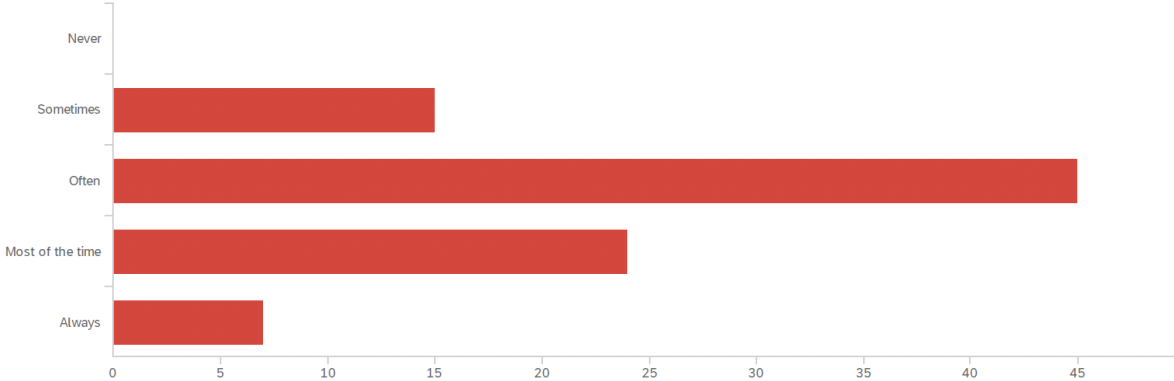
**Q.11 Fast Food**



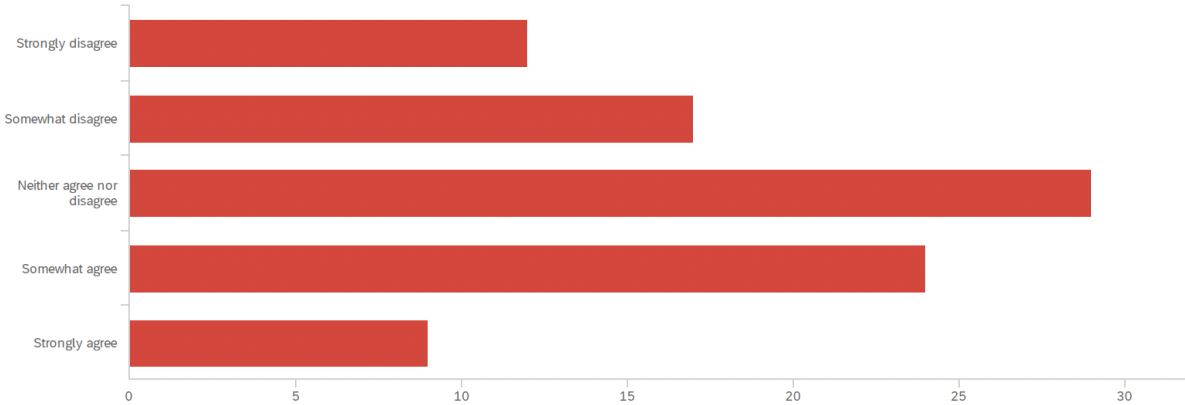
**Q. 12 In a week, I believe my family consumes fast food.**



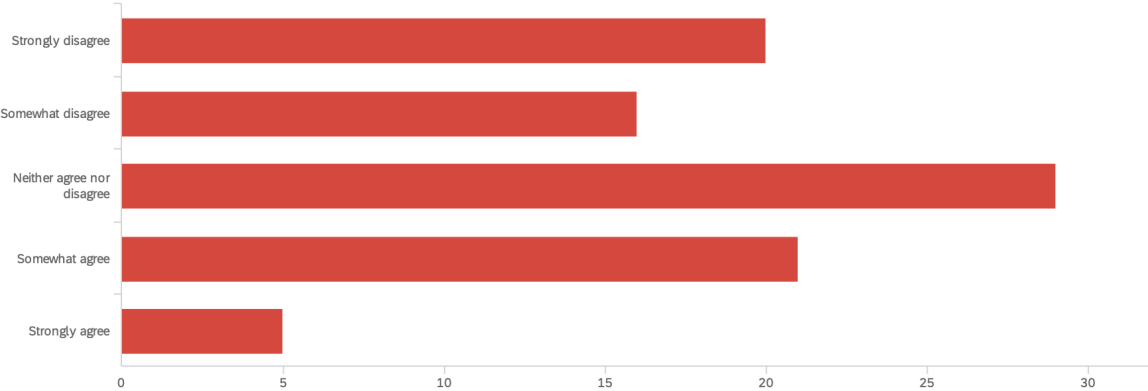
**Q. 14 In a week, I believe my friends consume fast food.**



**Q. 15 I follow my family’s opinion on fast food.**

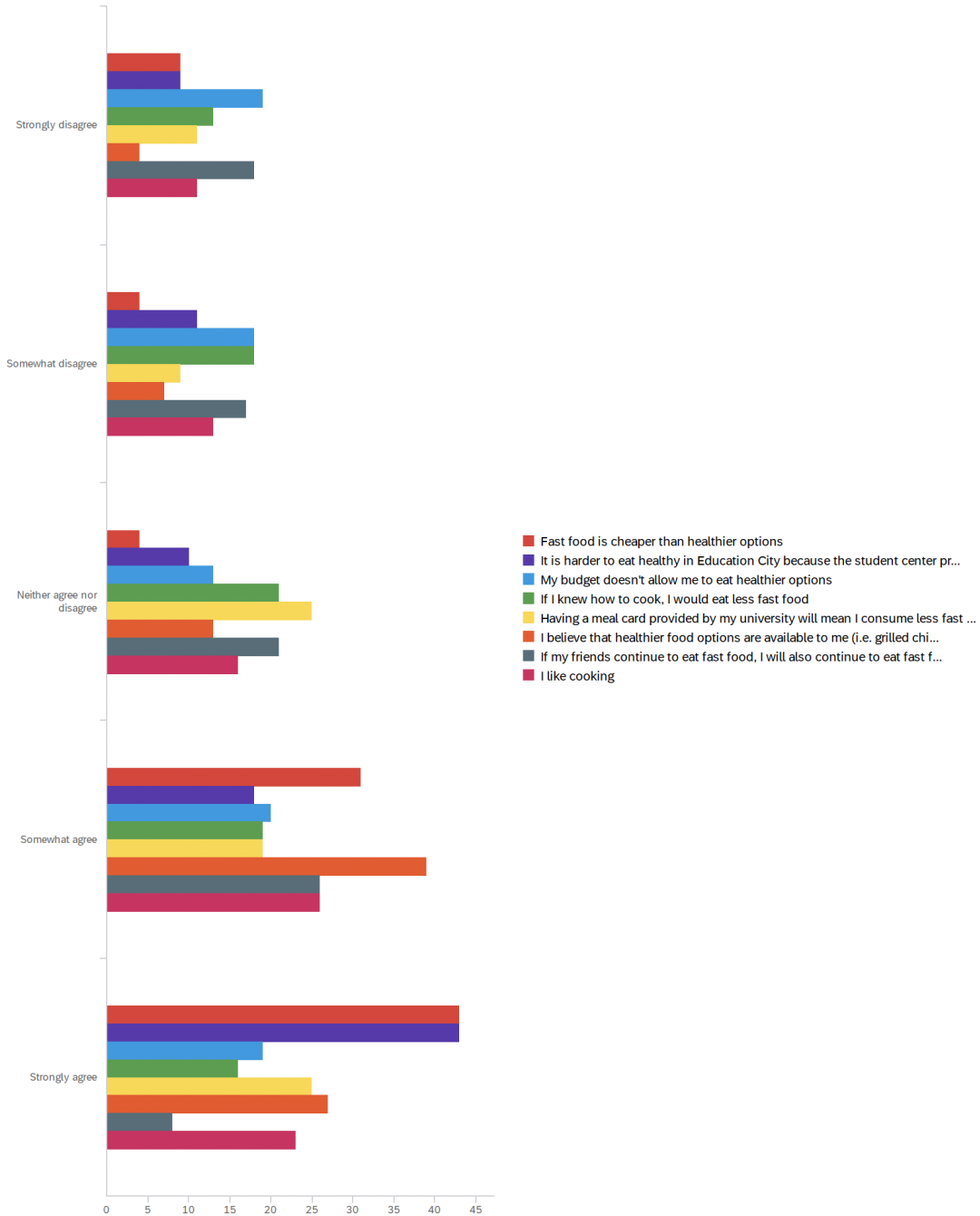


**Q. 16 I follow my friends' opinions on fast food consumption.**

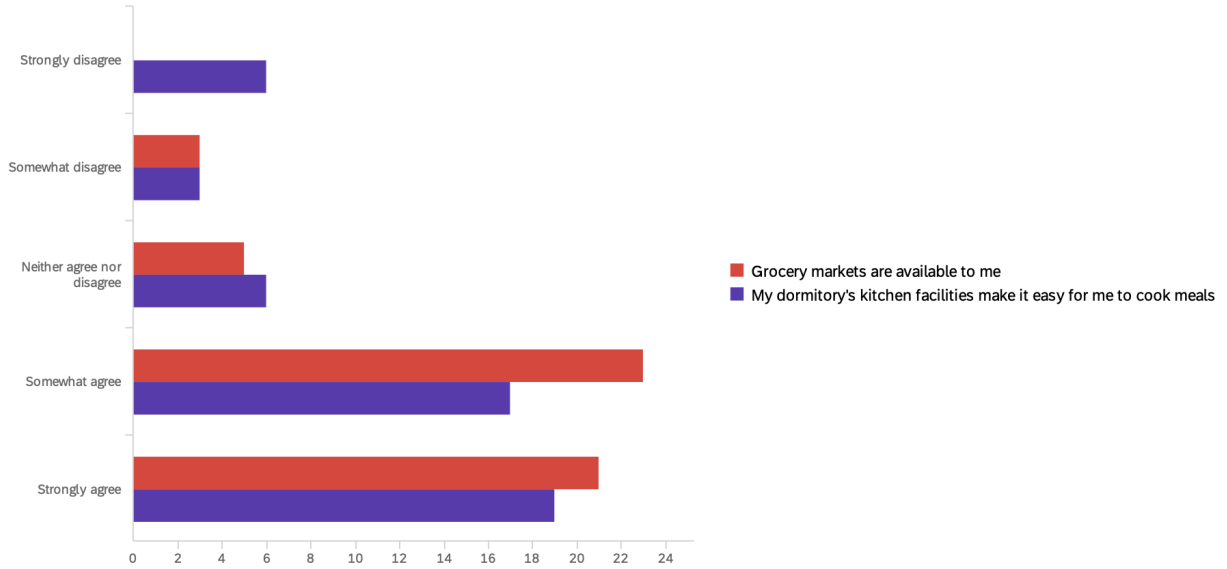




**Q.17: Please answer the following**



**Q. 18 Only answer if you live in the dorms.**



**Q. 19 Healthier options are offered at fast food chains.**

