

## Pictures, Recipes, and Meals: An Exploration of Food Media on Pinterest

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This study uses Pinterest as a focal point for building an understanding of new media and its relationship to food. The purpose of this research is to explore the varied competencies involved in accessing, analyzing, evaluating, and creating new media as well as the ways individuals subjectively define their uses of this media. Focusing on Pinterest users and the circulation of food media on the site, this project will utilize existing literature on media literacy to build an understanding of the “emerging skills and practices of new media users” (Livingstone, 2004). In short, our research looks at not only *why* Pinterest users interact with food media but also *how* they do so. Focus group interviews and photo elicitation techniques will be used to identify these motivations and practices as well as emerging themes for further research.