

Summer 2025 Undergraduate Research Internship

Project Name

Social Media and Infant Feeding in the Triangle: A Pilot

Faculty Mentor

Dr. Morgan Hoke (Anthropology)

Project Description

Social media is an increasingly important source of health information for people despite the fact that some of the information they access is not supported by research, may not be helpful, and at worst can be harmful. Introducing foods to infants can be a particularly stressful moment, when parents are eager for information on how to go about feeding their children. Social media is playing an important role in how, when, and what parents decide to feed their infants, however fairly little research has explored this. In this project we will be conducting interviews with parents of infants between 6 and 12 months of age to learn more about how they use social media as they navigate complementary feeding. We will use insights from these interviews to develop and pilot a survey as well as test other data collection methods (such as food photography, social media tracking, etc.) to develop a protocol for a larger population level investigation of social media and infant feeding.

Scope of Work for Internship

Our intern will participate in study recruitment, screening, and interview processes. In addition, they will collaborate on literature reviews and the preparation of some study materials. While we hope to have the IRB approval in place this spring, they may assist in some IRB modifications which will give them an opportunity to learn more about this important research process. Depending on timing, there may be an opportunity to participate in data processing and management as well as in the survey development and pilot process. Depending on skills and interest, an intern might also have the opportunity to engage with some novel methods for studying social media use.

Expected Deliverables

Deliverables will be refined depending upon the project time frame, but data collection will certainly be one aspect as well as literature review preparation.

Preferred Skills

Students with experience in data collection will be given preference.