

"I Prefer an Everyday Style and Dislike Big Food Fighters": Integrating Foodshow into Everyday Life

ANONYMOUS AUTHOR(S)

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In this paper, we examine a genre of UGV centering around food which we term "foodshow". Compared to mukbang¹ featuring streamers eating large quantities of food, foodshow features mundane activities in life. Toward understanding how foodshow could be integrated into people's daily life, we conduct an interview study with 12 regular foodshow viewers in China, highlighting active and life-oriented watching of foodshow. The viewers actively choose short, authentic and attractive foodshow to watch. Such foodshow is close to daily life and reflects everyday existence, echoing well with viewers' experience, yet also involves some forms of exaggeration and performance, which makes it more attractive to watch than mundane eating in reality. With the wide spectrum of elements in foodshow, it is well integrated into viewers' daily life, and serves various purposes in terms of eating, sleeping, and emotional adjustment. This paper contributes an empirical study of foodshow watching in practice from the perspective of Chinese viewers, demonstrates characteristics and roles of foodshow that viewers watch on a daily basis, and suggests design implications for healthier and more beneficial foodshow.

CCS Concepts: • **Human-centered computing** → **Human computer interaction (HCI)**; *Empirical studies in HCI*.

Additional Key Words and Phrases: user generated videos, foodshow, daily life management, eating, sleeping, emotional adjustment, community support

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1 INTRODUCTION

The recent development of online video sharing platforms such as YouTube², Bilibili³ and Douyin⁴ has shaped not only where shows are watched, e.g., computing screens including smartphones and laptops [57], but also what shows are watched – no longer just Professionally Produced Shows (PPS), but also User Generated Videos (UGV) [6]. PPS, such as variety shows and reality shows, are designed and shot by professionals. UGV – either in the form of live-streaming or pre-recorded videos – are shot by end users and regarded as an important supplement to PPS [2, 6, 10, 20, 33].

In this paper, we focus on a particular genre of UGV – foodshow in China. We define foodshow as a genre of UGV featuring diverse activities around food, such as eating, cooking, visiting restaurants, etc. The earlier form of foodshow

¹Mukbang is mashup of two Korean words: "eating" (meokneun) and "broadcast" (bangsong).

²<https://www.youtube.com>

³<https://www.bilibili.com>, a Chinese video sharing application for animation, comics and games. It is nicknamed "B site".

⁴<https://www.douyin.com>, a popular Chinese short video application for short video sharing and live-streaming, known internationally as TikTok.

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(a.k.a. mukbang) originated in South Korea around 2010 [19], and featured streamers (a.k.a. "big food fighters") eating huge amount of food. Some streamers had millions of followers on their channels simply by eating and talking in front of the camera [22]. Mukbang then took off globally. In 2015, a video of popular YouTube stars reacting to Korean mukbang amassed 6.38 million views, and since then mukbang has become a hot trend on YouTube [38].

Chinese streamers started streaming foodshow around 2015, and included even more elements centering around eating and food than mukbang. Not limited to binge eating and chatting, they also cooked dishes, visited restaurants, exhibited their daily life, talked about diverse food culture, enriching the concept and extending the boundary of mukbang. While first cast in the form of live-streaming, today more foodshow is produced and watched in the form of pre-recorded short videos, in which streamers cut out the lengthy process of cooking and eating, and only present the most exciting parts. This aligns well with the trend that short videos are currently drawn more attention than live streams in the online video industry [58]. We term streamers who produce pre-recorded videos "content providers". Foodshow has captured much attention online in China. Many content providers have over 1 million followers on video sharing platforms. Due to its popularity, many online sellers stream foodshow as a way to promote selling. Foodshow had 1.6 billion visits in 2018 on Taobao⁵ [41] alone.

There has been quite some work on mukbang [19, 28, 59], especially those with exaggerated performance and visual effects [3], i.e., eating huge amount of food. However, it is still unknown how foodshow, which contains far more elements than mukbang, could be integrated into people's daily life. Toward addressing this research gap, we conducted an interview study with 12 regular foodshow viewers in China. We find that our participants watch foodshow and PPS including those featuring food for different life purposes. They actively choose and watch short foodshow which is a mix of authenticity and attractiveness. They enjoy practical gratifications and benefits of foodshow, which is drawn to serve practical purposes of life in terms of eating, sleeping, and mental adjustment. Based on the findings, we reflect on characteristics and roles of foodshow, in order to fulfill its value for healthy living.

This paper contributes an empirical study of foodshow watching in practice from the perspective of Chinese viewers, demonstrates characteristics and roles of foodshow that viewers watch on a regular basis, and suggests design implications for healthier and more beneficial foodshow.

2 RELATED WORK

2.1 User Generated Videos

Computing technologies and the Internet have greatly changed the way people watch, e.g., new media TV on the Internet, which provides flexibility and freedom for viewers [57]. The recent development of live streaming and video sharing platforms further allows UGV to be shared and watched online, as a supplement to traditional PPS. UGV may not be as well-designed, -produced or -edited as PPS, but they are more diverse in themes and styles, produced at a faster rate [8], and often perceived as more authentic to life [56].

Production, sharing and watching of UGV are found to be meaningful to various aspects of people's life. Generation of online content is related to psychological empowerment of users [33]. Friendship can also be fostered through video production: video exchange practices and the surrounding discourse may help create local networks by enabling affective exchanges [31]. Thus it is natural for viewers who lack external support from their family, friends and local community to spend more time watching live-streams [17]. On the practical level, UGV can be regarded as an additional source of information, helping people decide where to travel [10] and what to buy [32]. Such information is not only

⁵<https://www.taobao.com>, a Chinese online shopping website.

105 gained through streams, but also via peripheral media such as comments [30]. UGV have also been leveraged to support
106 educational purposes, e.g., they are regarded as innovative learning resources [7].

107 Despite the benefits mentioned above, impact of UGV is not always positive. It has been found that users do not
108 always generate healthy content or supportive networks [11]. For instance, recent research shows that user-generated
109 content advocating harm (e.g., pro-eating-disorder, pro-self-harm and pro-suicide materials) offers potential risk for
110 Internet users [27]. The negative impact of UGV has also been observed in Korean mukbang – streamers use binge eating
111 to attract attention, and viewers blindly imitate their behavior, raising health concerns. The South Korean government
112 has actively planned a crackdown on binge-eating broadcasts to control the rising obesity rate [43].
113

114 Some genres of UGV have been extensively studied, such as game streams [12, 16, 26, 44, 50]. While food-related
115 UGV receives far less attention from the HCI community, we conduct an exploratory study on everyday integration of
116 user-generated foodshow to enrich this literature.
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120 2.2 Eating, Health and Computing Technologies

121 Eating plays significant roles in human life. Not only do people consume food to get energy and nutrition, but also to
122 enjoy the relaxing and pleasurable process of eating. Moreover, eating plays important socio-cultural roles beyond its
123 impact on individuals. It has been shaped by, while at the same time shapes, diverse culture [36].
124

125 In the field of HCI, there has been a rich literature on Human-Food Interaction (HFI), seeking to improve eating and
126 cooking experience through technology [14]. For instance, applications have been designed to assist people in making
127 effective decisions on what to eat instead of being overwhelmed by a number of available options [53]. Technologies
128 such as human activity recognition software, sensors and augmented reality (AR) have been explored to help people
129 prepare food [40], and learn to cook new dishes [24]. Living Cookbook allows individuals to record and share the
130 process of preparing meals, during which social bonds and intimate relationships can be established and enhanced [55].
131 There have also been technologies which mediate digital commensality [13, 51].
132

133 As eating is closely related to one's health, much work has been done to support healthy eating. Individuals suffering
134 from eating disorders can receive Cognitive Behavioral Therapy (CBT) via a mobile video application [1], which
135 improves the service reach of traditional clinical treatment. Social intervention and support for healthier eating are
136 also explored, e.g., mobile phone applications [37] and Internet weight loss communities [21] have been shown helpful
137 for weigh loss. While many members of online weight loss communities choose to take an active role in providing
138 social support, even those who choose a more passive role can still accrue informational and emotional benefits [4].
139 Eating can also be helpful to mental health. Particular food objects are associated with the relief of distress, and can be
140 manipulated to modify or change emotional states or feelings [35].
141

142 While much work has been done on building computing technologies to enhance eating experience, support healthy
143 eating, and address eating-related health issues, we want to see if foodshow viewing can also play certain roles,
144 considering its intrinsic relationship with practical eating. Roles of foodshow in other fundamental aspects of life such
145 as sleeping and mental wellness are also worth exploring, which is lacking in existing research of mukbang.
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149

150 2.3 Food Media

151 With the integration of social media into people's life, people with an interest in food and media are able to rely on
152 social media to post and consume food content, forming a digital food community [48]. It is found that food is central
153 and framed positively in a majority of adolescents' Instagram images [18].
154
155
156

Digital food content presented on social media can largely reflect individual eating practices, as well as particular social and cultural context. [39] uses ‘food selfies’ posted on social media as a means of exploring the changing spatio-temporal characteristics of eating practices. The prevalence of Korean mukbang can be partly attributed to the one-person household phenomenon in South Korea [59]. Korean viewers watch it as a way of accompanying eating [19] and relieving loneliness [28].

In addition to research on Korean mukbang, a recent paper [3] reports on motivations and practices of mukbang viewers worldwide, which is possibly the most related work to our study. They identify mukbang watching as a mealtime companion, a leisure activity, and a private activity. People watch mukbang for a sense of connectedness (attachment to mukbanger), vicarious pleasure, and performance (mukbangers eating large quantities of food). However, this prior work little touched the everydayness of mukbang and its impact on viewers’ daily life.

In this paper, we will explore foodshow, similarly eating-related but more diverse and fruitful UGV than mukbang and other food media. By situating it in Chinese social and cultural context, which puts much emphasize on eating, we will examine how Chinese people watch and integrate foodshow, and how foodshow impacts their life.

ID	Gender	Age	Occupation	Years of Watching	Times per Week	Content	Main Platform(s)	When to Watch
P1	F	20	Undergraduate student	2+	4-5	Cooking; Eating	Bilibili	At night
P2	F	20	Undergraduate student	2+	7	Eating	Bilibili; Weibo	At night
P3	M	21	Undergraduate student	2+	7	Eating	Bilibili	At night
P4	F	25	Freelancer	1-	3-4	Eating	Weibo	At night
P5	F	20	Undergraduate student	1-	3	Eating	Weibo	All day
P6	M	20	Undergraduate student	2	7	Cooking; Eating	Bilibili	At noon; At night
P7	F	20	Undergraduate student	4+	-	Cooking; Eating	Bilibili; YouTube	At night
P8	F	23	Programmer	2+	3	Cooking; Eating	Bilibili	At night
P9	F	20	Undergraduate student	3+	3-4	Cooking; Eating	Bilibili; Weibo	At night
P10	F	20	Undergraduate student	2+	1-2	Eating	Bilibili	At night
P11	F	26	Graduate student	2	7	Cooking; Eating	Douyin	All day except night
P12	M	25	Graduate student	6+	7	Eating	Bilibili	When eating

Table 1. Basic information of study participants (foodshow viewers).

3 METHOD

To understand how foodshow could be integrated into people’s daily life, we conducted a qualitative study in China. In participatory observation, we searched for foodshow content on Douyin, Weibo and Bilibili, main platforms for foodshow sharing and watching. Thanks to recommendation systems of these platforms, we were recommended even more foodshow, as well as food-related PPS such as variety shows. We also joined QQ⁶ fan chat groups established by foodshow lovers to observe how they shared and talked about foodshow videos, which allowed us to build rapport with some of the fans, and ask more focused, informed questions in later interviews.

We recruited participants by posting recruitment flyers on our WeChat⁷ Moments (where users can see friends’ posts) and in QQ fan chat groups. Our interviews started with our acquaintances and members of the fan chat groups. Some of the seed participants recommended other foodshow viewers they knew. Recruitment continued when we analyzed collected data, and ended after we believed themes in the analysis have reached saturation. In the end, we had 12 foodshow viewers for the study. Information about the participants is provided in Table 1. All recruited participants were under 30 in age, and were mainly university students (10 in 12). Similarly, in [3], 10 of 15 participants were students.

⁶<https://im.qq.com>, a mobile communication application in China.

⁷<https://www.wechat.com/en>, a mobile communication application in China.

Other reports' demographics of foodshow audience also suggested that young people accounted for a large proportion of viewers [41]. Findings in our paper could be understood in this context. In the discussion, we call for customizing foodshow to benefit other age groups.

Our interviews were semi-structured, and were conducted either in person or via audio calls on WeChat. The interviews lasted for 40-90 minutes. Before each interview, we explicitly stated our identity and research intention. Interview questions covered participants' initial foodshow watching experience, how they found and chose foodshow to watch, specific cases of when they watched what foodshow, and how foodshow played a role in their life. The interviews were conducted in Mandarin, audio-recorded, and later transcribed for data analysis. Participants were provided with a 50 CNY honorarium for their time.

We used the grounded theory approach [52] for data analysis. We started the analysis while the data was being collected. Two Mandarin-speaking authors coded the transcripts independently, and met in person to discuss and reach a consensus. Through open and axial coding, themes started to merge, and brought us back to the transcripts to find more data. We used XMind⁸ to organize quotes into a hierarchy of themes. After several iterations of analysis, we arrived at the findings and implications. In this paper, we use individual quotes, which have been translated into English by the research team, to illustrate our points. All quotes were anonymized to protect privacy of the participants.

4 FINDINGS

4.1 An Overview

Our participants have watched foodshow for at least half a year. Some have watched it for a longer time, up to more than 6 years (P12). Some started watching Korean mukbang even before Chinese streamers started their foodshow careers. The participants watched foodshow at least three times a week, except for P10 who only watched it when she could not fall asleep (1-2 times a week), and would watch it for more than 1 hour each time. Some heavy viewers, like P2, watched it on a more frequent basis: *"I watch foodshow from 11pm till I go to sleep, around one to two hours, nearly every day."* P3, P6, P11 and P12 also watched foodshow on a daily basis. Our participants all watched foodshow using their smartphones. Generally, they were quite positive about foodshow, indicating that it brought them pleasure and had practical value. For all of them, foodshow watching has become an integral component in life.

Several participants compared foodshow to food-related PPS, which they consumed for different purposes. While higher-quality PPS were watched for entertainment and as a background for meals, foodshow was watched for both easy fun and practical benefits.

Meal time was more often leveraged by the participants to catch up on their favorite PPS, including those featuring food and eating, as they were perceived to be of higher quality, and more deserving of this longer time period than foodshow. Most of the time, only when participants ran out of PPS, would they turn to foodshow or other short videos during meals, as stated by P10:

"I usually watch foodshow before sleep and watch variety shows when having meals. Only when I run out of variety shows, do I watch foodshow during meals."

Some explained why PPS were preferable for meal-time entertainment. As P5 noted,

"Quality of PPS is surely higher. Celebrities are invited as guests, and you'll never be tired of the same people all the time. You don't want to watch invariant things and people forever (which is the case in foodshow)."

⁸<https://www.xmind.net>, a popular mind mapping tool.

In general, while longer chunks of time such as mealtime are more often devoted to watching PPS for entertainment, foodshow in the form of pre-recorded short videos is watched during shorter time periods throughout the day for easy fun and practical purposes. Below, we will report how viewers choose foodshow to integrate into their everyday life, and practical roles of foodshow in eating, sleeping, and mental adjustment.

4.2 How Viewers Choose Foodshow to Integrate into Life

4.2.1 Algorithmic Recommendation vs. Content Provider-oriented Selection. The majority of participants started watching foodshow from random recommendation of the platforms. Considering the prevalence of recommendation systems [47] in video sharing platforms, this is not surprising. However, after some time, most viewers went from passively following recommendations to mostly watching followed content providers whose styles matched their taste, even if the platforms kept recommending other foodshow to them.

Viewers followed content providers for their special characteristics, skills, and charisma. For instance, P3 only watched three content providers who he thought presented the most interesting experiences with excellent performance and humor. He explained,

"I mostly watch foodshow shot by content providers I followed... Sometimes the platform would recommend other content providers to me and I may watch them for a while, but overall I stick to the three guys and watch nearly every video of them. Their shows are just more fun, with more performance and humor."

P1 disliked content providers who talked a lot when eating. She noted:

"I like content providers who don't talk much. After briefly introducing the food, they should eat without saying anything. I dislike 'chatterboxes' who talk the whole time with their mouths full."

She unfollowed a content provider after she changed her streaming style and became less real:

"She used to explore street food, which is what I want to watch. Now she only streams expensive seafood and steaks... She's also phony now. I just don't like the way she talks."

P9 preferred content providers who ate elegantly and really enjoyed the food:

"I only watch female content providers who eat elegantly. I don't like middle-aged male content providers, who are rude and untidy, talking with their mouth full and oily... I don't like content providers who eat too fast either. They eat for a challenge, and aren't enjoying themselves. I like watching people eating for pleasure."

As we can see, over time, viewers' loyalty to content providers whose style suits their tastes plays a larger role than recommendations in deciding what to watch. They may still click on recommended content, especially when running out of videos by their favorite content providers, but their viewing eventually becomes content provider-oriented.

According to our participants, despite the fact that content providers have equal chance to be seen as a result of decentralized policy of video sharing platforms and prevalence of recommendation systems, only those with attractiveness and certain styles can stand out. Favored styles include sense of humor, good video editing, etc. Thus content providers may need to make an effort to improve their charisma and attract viewers.

Below, We will present characteristics of foodshow that people choose to watch on a daily basis. Generally, such foodshow is a combination of authenticity and attractiveness. Moreover, foodshow presented in the form of pre-recorded videos is much shorter than live streams, and serves as an ideal time filler.

4.2.2 Short and Practical. Different from previous research on mukbang live streams, favored foodshow is often presented in pre-recorded videos, in which content providers eat fast, and viewers can always keep attentive [15] and

313 benefit from it. None of the participants reported watching foodshow live streams, since they were perceived as too
314 long or did not match their schedule. P1 explained how she preferred a faster pace:

315 *"I do not watch live shows. Streamers eat really slowly. I like a faster pace. By the way, they don't need to talk*
316 *that much."*

318 P8 also complained about the lengthiness and boredom of live shows, which were *"just eating from beginning to end"*.
319 On the contrary, foodshow presented in pre-recorded videos is a shorter and more flexible form than live shows, and
320 serves as the viewers' ideal *time-filler*.
321

322 P6 explained the advantage of short shows, and described how lengthy shows were separated into shorter ones:

323 *"I like shorter videos. Lengthy ones would tire people and drive them away. Shows around 20 minutes are*
324 *the best for me. If it exceeds that time, the content provider would remind the audience to be patient at the*
325 *beginning of the show, or just edit it into two separate videos."*

327 People live in a fast pace nowadays. With a variety of entertainment options available, foodshow in the form of
328 pre-recorded videos stands out for its low demand for users' time and practical value.
329

330
331 **4.2.3 Echoing with Daily Life.** Our participants liked foodshow close to their life in terms of food, content providers,
332 and personal experiences. Such shows were consistent with viewers' life experience, which they could identify with
333 and draw on for life support.

334 **Common Food is Good Enough.** All the participants loved to watch food which was familiar to them and consumed
335 on a daily basis, such as street food and home-cooked meals. P5 described her favorite content provider who mainly ate
336 commonplace food:
337

338 *"She eats local food and visits restaurants... She has a special preference for 'fly restaurants'⁹, and street food."*

340 Food in such foodshow is so common that viewers have easy access to it. Thus it is more likely to evoke a response
341 from viewers, as shown in this quote by P11:
342

343 *"The dishes are served with basic condiments and are easy to make. But they're the ones that you really*
344 *want to eat by yourself. He once cooked Coca-Cola Chicken Wings and Red Date Cake, which are my mum's*
345 *favorite. I was really impressed, and shared the video immediately with my mum."*

347 **Approachable to the Audience.** Content providers do not have to be stunning. Many popular content providers
348 are of only above-average appearance, as P2 stated,
349

350 *"Content providers don't have to be physically attractive to be popular. From my observation, they're seldom*
351 *packaged by entertainment companies."*

352 Aside from approachable appearance, content providers make themselves closer to audience by willingly interacting
353 with them. For example, P12's favorite content provider had replied to him several times, making him feel warm:
354

355 *"If I ask questions about recipes in comments, peer viewers would reply to me... Sometimes the content provider*
356 *answered my questions himself. He doesn't regard himself as a superstar, and is very accessible."*

357 P5's favorite content provider would chose restaurants based on viewers' recommendations. She also gathered her
358 fans into a WeChat group, making them feel closer. Such practices added to authenticity and everydayness of foodshow.
359

360 **All About Daily Life.** The personal life of content providers was presented in their shows without careful pre-
361 planning or editing, making the shows more authentic. Our participants repeatedly mentioned these moments, e.g., a
362

363 ⁹Restaurants with simple decoration and relatively cheap prices that serve delicious dishes.

365 content provider traveling with his family (P6). After watching shows for some time, viewers got so familiar with their
366 life that they developed a sense of attachment to the content providers. For example, P9 regarded her favored content
367 provider as a close friend, and told us many details about her:
368

369 *"Having watched her foodshow for so long, I regard her as my friend... She majors in art. She can speak*
370 *German. She's going to UK for graduate study. She's rough and authentic. She has a fatty younger brother."*
371

372 Moreover, viewers often chose to watch shows that were close to their own life experiences, such as food and content
373 providers from their hometowns. P3 came from a rural area and had a taste for country-style foodshow:
374

375 *"Country-style foodshow is more authentic. I was born and raised in the countryside, so it's close to my life*
376 *experience. I love eating noodles too, and have a big stomach just like the content provider."*
377

378 As a Sichuan local, P5 only watched foodshow by a Chengdu content provider featuring typical food of that region:

379 *"Foodshow about Sichuan food is most attractive to me. I eat Sichuan food most of the time, and Hunan recipes*
380 *occasionally. Spicy food is my favorite. I never like light dishes!"*
381

382 According to P5, she felt pride in and a sense of belonging to her hometown and its local delicacies, which partly
383 explained her loyalty to this content provider and her foodshow featuring Sichuan food.

384 Similarly, P9 who grew up near the sea had a preference for foodshow featuring seafood.

385 With an abundance of choices of foodshow available, it is possible for people with different backgrounds and tastes
386 to find foodshow that can strike a chord in them.
387

388 **Flaws are Tolerable and Even Liked.** Interestingly, instead of having negative effects on participants' viewing
389 experience, mistakes or defects in foodshow increased its attractiveness, since they made the shows more real, and
390 offered the opportunity for friendly interaction and the forming of an engaged community. In such cases, viewers would
391 kindly make fun of, or show care for the content providers. P6 talked about such a case:
392

393 *"One time, when the content provider was making Tomahawk Ribeye Steak, he forgot to remove the plastic*
394 *wrap. In later foodshow, viewers would remind him to remove the wrap through Danmaku¹⁰ [9]"*
395

396 P9 shared a similar experience:
397

398 *"She makes trouble and worries me all the time! She is so careless. She even cuts her hands when cooking!*
399 *Some viewers, including me, often remind her to be careful through Danmaku."*
400

401 However, not all kinds of mistakes are tolerable, especially those contradicting viewers' own life experience and
402 knowledge. For instance, making inappropriate or unprofessional comments annoys viewers with knowledge on the
403 given topic. P10 shared such a situation:
404

405 *"Her video shot in Wuhan really annoyed me. She didn't fully prepare for the show. She knew very little about*
406 *Wuhan and local food, and her comments were never right. I was damn irritated as a local."*
407

408 Overall, participants preferred and actively chose foodshow close to their own life experiences, in which content
409 providers presented themselves as ordinary people accessible to the audience. Featured food was either from the
410 viewers' hometowns or what they particularly liked. Popular foodshow often featured activities common in everyday
411 life, and from the perspective of our participants, most of the time, imperfection surprisingly added to authenticity and
412 attractiveness of foodshow.
413

414
415 ¹⁰Danmaku enables the audience to "shoot" their comments onto the videos.
416

417 4.2.4 *Beyond Daily Life*. While people chose to watch foodshow closely resembling daily life, these shows could not
418 be simple copies of life. Instead, to attract viewers, they must include performance and exaggeration to some extent,
419 which affords the "show" feature of foodshow. P7 explained her standard for attractive foodshow:
420

421 *"I think foodshow has to adopt unique elements. The content provider has to eat a great amount, be good at*
422 *cooking, give delicate remarks on food, provide helpful recommendations for viewers, whatever. Otherwise,*
423 *who would spend time watching foodshow?"*
424

425 We identify the following ways in which content providers make foodshow more attractive to watch: eating a great
426 quantity of food, having extraordinary skills and capabilities, presenting high-quality performance and video-editing,
427 and involving rich cultural knowledge. Though eating a lot is the simplest way to gain popularity, our participants
428 prefer healthier and more pleasurable eating.
429

430 **Eating Much, But not Too Much.** Simply eating a greater portion of food than ordinary people do is the easiest
431 way to attract foodshow fans' attention. Several participants mentioned Mizijun, a popular content provider who ate a
432 lot during her show, though not as much as "big food fighters" in Korea do, who ate extraordinary amount of food to
433 the point that it had a negative effect on their health [19, 46].
434

435 They acknowledged occasionally watching big food fighters out of curiosity, but not on a regular basis. After all,
436 most participants preferred watching healthier and more pleasurable eating on a daily basis. For example, although P2
437 considered eating more than ordinary people as what made one "qualified" as a foodshow content provider, to her, what
438 was more important was that content providers should really enjoy the food and stop eating when they are full, instead
439 of forcing themselves to eat for eye-catching effects.
440

441 **Content Providers with Great Skills and Charisma.** Viewers are also impressed by content providers with
442 extraordinary skills or capabilities. Attracted by charisma of them, the participants were excited to tell us more details
443 about them. For example, P5 described one content provider as a master of many skills:
444

445 *"She can do anything: cooking, planting vegetables, cutting firewoods, making furniture... She recently went*
446 *to Vietnam to present Chinese culture to the imperial household... She sells things made by herself online."*
447

448 P6 also showed admiration for his favored content provider's charm and capability:

449 *"Besides doing excellently in her courses, she also plays the bass in a band. She loves Radwimps (a Japanese*
450 *rock band), which is also my favorite band. I have exactly the same taste in music as her!"*
451

452 Good performance and video-editing can further add to attractiveness of the shows. For example, several participants
453 were impressed by content providers' humor and jokes. P6 admired the masterful editing of certain content providers'
454 videos as well as their dramatic flair:
455

456 *"I watch foodshow because I find the video-editing interesting... He (A content provider P6 follows) is really*
457 *good at dramatizing common things. For example, he actually buys something, but he pretends to pull it out*
458 *from nowhere just like a magic show."*
459

460 This kind of performing also fascinated P7, who followed an American YouTuber for his funny performance:

461 *"The American YouTuber is really funny. He cooks strange food with a 'childish' plot. He shoots potatoes*
462 *rolling in the forest. He wears mechanical hands to intentionally add more difficulty to the cooking process.*
463 *He paints faces on eggs and dubs them to create a performance."*
464

465 The acquisition of cultural knowledge is another attractive point for viewers. Content providers, in the words of P8,
466 "should be able to give delicate and accurate descriptions of food, and the culture related to it". By watching content
467
468

469 providers visiting various cities in their shows, P7 learned about different cultures. Similarly, P9 enjoyed knowing about
470 different food introduced by content providers. P12 did not like Indian culture before, but he changed his perspective
471 after becoming obsessed with Indian foodshow, through which he was able to know more about India.
472

473 *4.2.5 Moderate Exaggeration is Enough.* While adding exaggerated elements to the shows can attract viewers, too
474 much is exhausting. After all, food-related elements such as cooking and eating are the most important features. For
475 example, P7 loved the American YouTuber's funny performance at first, but had enough of it after some time:
476

477 *"Though the American YouTuber is funny, I don't watch his shows as often now. The dishes he cooks are really*
478 *strange. He's just spoofing, and doesn't mean to cook."*
479

480 Too much performance is sometimes considered as artificial and unnecessary. When content providers care too
481 much about the effects of their shows, their unnatural "over-acting" keeps participants away. For example, P4 told us,
482

483 *"Some artificial foodshow really disgusts me. There's too much exaggeration and filter, not a bit natural.*
484 *Besides, the content providers pretend to be eating a lot, but actually they're not. The fake eating is achieved*
485 *with careful editing of the videos."*
486

487 Similarly, although eating more than ordinary people do is what makes content providers "qualified", eating too much
488 as big food fighters do is not something viewers would like to watch on a regular basis. P2 thought it was disgusting
489 and unnecessary to eat so much:
490

491 *"I prefer an everyday style, and dislike big food fighters. I feel that they don't want to eat that much, but force*
492 *themselves to do so. This makes me lose my appetite. Who on earth would eat that much food? It's just unreal*
493 *and not necessary at all."*
494

495 P1, P4, P5, and P8 expressed similar feelings about eating too much. P9 further explained why, from her perspective,
496 some content providers did this, even though many viewers did not like it:
497

498 *"They don't have interesting characters and skills. If they're funny and good at telling jokes, they just don't need*
499 *to eat that much. They have got to have something special to attract viewers. Maybe eating that extraordinary*
500 *and unhealthy portion is the only choice for them."*
501

502 From these cases, we can see that in order to attract and retain viewers, content providers should walk a fine line
503 between being creatively interesting and not being excessive or inauthentic.
504

505 *4.2.6 Summary.* We have shown how viewers actively choose foodshow to integrate into their life. Instead of following
506 recommendations, they mostly watch their favored content. Such foodshow is both authentic and attractive. Being
507 authentic and close to life makes foodshow resonate well with its viewers, while adding extra attractive points without
508 too much exaggeration can help attract and retain viewers. Generally, viewers favor pleasurable and natural foodshow
509 to watch on a daily basis. Together with the short and on-demand features, foodshow can be well integrated into
510 viewers' life.
511

513 **4.3 How Foodshow Impacts Viewers' Daily Life**

514 In this section, we will illustrate how people leverage foodshow watching to benefit life, in terms of eating, sleeping
515 and emotional adjustment, the most fundamental components of life.
516

517 *4.3.1 Foodshow Watching and Eating.* Eating is an everyday necessity, and foodshow is commonly and actively used
518 by our participants to serve their needs and desires around eating, as P1 emphasized:
519

521 *"Eating is a necessary thing in life. We eat every day. You frequently get hungry. You just have that need...*
522 *Foodshow is accessible at any time, serving as a timely rescue."*

523 **Enhancing Eating Experience.** Sometimes, foodshow was watched to enhance eating experience, especially when
524 what viewers' ate was not very appetizing. P12, who was the only participant exclusively watching foodshow during
525 meals, reported that he ate better when foodshow served as the background to his meals:

526 *"Watching foodshow stimulates my appetite. I mainly eat in campus canteens, where food isn't very delicious.*
527 *Watching foodshow makes my eating experience much better. I'm just willing to eat more."*

528
529 P1 watched foodshow when she was on a diet, and her diet meals did not taste very good. She acknowledged that
530 the shows made her food tastier:

531 *"At times I watch foodshow when eating meals to stimulate my appetite... My food – I made and ate diet*
532 *meals recently – isn't that delicious. And watching foodshow makes diet meals tastier for me."*

533 **Vicariously Satisfying Desires.** Foodshow watching was leveraged to satisfy desires for food that was not affordable
534 or easily available. Through watching the shows, such desires could be vicariously fulfilled. For example, P7 was satisfied
535 by watching content providers eating food that she could not afford:

536 *"I still remember the video in which she ate a whole bucket of King Crabs and a lot of other seafood. I can*
537 *never afford that, but watching her eat is more than satisfying."*

538 Similarly, P9 only watched food she did not have access to due to geographical limitation:

539 *"I love watching foodshow about seafood. I like seafood myself. I grew up near sea. But the city where I live*
540 *now is far from sea, and seafood isn't so common here... Generally I only watch foodshow when I want to eat*
541 *something that I don't have access to."*

542
543 More often, foodshow watching was triggered by hunger and used for diet control by virtually fulfilling viewers'
544 desire for food. P2 watched the shows to avoid eating food with a high calorie count:

545 *"The content provider eats a lot of rice. I don't want to eat that much by myself, so I just watch him eating...*
546 *Watching others eat can relieve my sense of hunger, and I just don't have the desire to eat anymore. In this*
547 *way, I don't need to worry about gaining weight."*

548 P10 watched others eating "junk food" to satisfy her appetite and avoid eating it:

549 *"I like to watch content providers eating hamburgers and fried chicken. I don't eat much of this kind of junk*
550 *food. I'm worried about getting fat, so I just watch them eating and obtain virtual satisfaction."*

551 In their cases, watching others eating gave them virtual satisfaction and helped them with diet control. When viewers
552 found others also watching foodshow for diet control, they felt encouraged and more willing to persist. P3 noted,

553 *"Many people also indicate watching foodshow to lose weight through Danmaku. They're like, 'I don't feel*
554 *hungry when watching this.' I just find many peers here. It's harder for me to persist if I'm alone."*

555 The community support and peer encouragement for weight loss found in foodshow watching is very similar to that
556 found in online weight loss communities [21].

557 **Providing Information for Eating and Cooking.** Viewers also benefited from practical information provided
558 by foodshow. For example, the shows helped participants decide what to eat. They got rich information on food and
559 restaurants from the content providers' experiences. P1 would often consider content providers' recommendations
560 when deciding on restaurants or food:

573 *"I would try restaurants recommended by her. She once recommended Chuanchuan (remix of 'skewered food'*
 574 *and hot pot) and roasted meat. I went to the restaurants following her recommendation. Really delicious!"*
 575

576 Content providers' recommendations often helped P2 decide what to eat for her next meal. She claimed that her life
 577 was made much easier in this manner:

578 *"Some content providers show their receipts of delivery food. I'll try them myself including the newest items at*
 579 *7-Eleven and KFC. When I have no idea of what to eat next day, I'll turn to foodshow for help."*
 580

581 P6 and P10 had similar experiences of trying food recommended by content providers. Compared to actively seeking
 582 information online, they obtained the information without much effort, while at the same time enjoyed the foodshow.
 583

584 However, P1 reported her negative experience of eating based on content providers' recommendation, and mimicking
 585 their eating behavior:
 586

587 *"I'm attracted by delicious food in the shows and want to buy all of it. I thought I could eat them up when*
 588 *ordering, but I overestimated my stomach. Often I wound up too full, which was bad for health."*
 589

590 Such binge eating behavior triggered by foodshow watching not only caused waste of food, but also had negative effect
 591 on health. She suggested the platforms take measures to prevent binge eating and blind imitation.
 592

593 Learning to cook is yet another motivation for viewers to watch foodshow. P8 watched the shows to learn cooking:

594 *"She cooks hot and spicy food, adding various spices. She's really good at cooking. I would try skills and tricks*
 595 *learned from her when I cook by myself."*
 596

597 P11 was another example:
 598

599 *"I watch much foodshow featuring cooking. The process of adding condiments is detailed and a close-up shot*
 600 *is given to dishes in the end... Cooking gives me pleasure, and I learn how to cook through foodshow."*
 601

602 She also discussed foodshow with her boyfriend. Thus foodshow not only helped her seek the pleasure of cooking, but
 603 also motivated her interaction with people in real life.

604 In sum, foodshow benefited people's eating and life by enhancing eating experience, vicariously satisfying viewers'
 605 desire for food that was not affordable or accessible, helping diet control, providing practical information such as food
 606 recommendations, and helping viewers learn cooking skills. With the diverse themes and styles, people can draw on
 607 different shows for different purposes.
 608
 609

610 **4.3.2 Foodshow Watching and Sleeping.** We found it common for participants to watch foodshow at night. A closer
 611 examination reveals that foodshow fulfills several needs related to sleep, and is especially fitting for this time.
 612

613 **Relaxing Pre-bed Entertainment.** Some participants watched foodshow before sleep because it was the most
 614 relaxing time of the day. They regarded foodshow watching as an easy and flexible entertainment which did not require
 615 any thinking and could perfectly fill the insufficient time before bed (P2, P9, P10). P2 said,
 616

617 *"I watch foodshow usually when I'm really tired. I just don't need to use my brain when watching foodshow."*
 618

619 The short duration of pre-recorded videos also helped viewers avoid being indulgent and watching late into night,
 620 while foodshow live streams and lengthy PPS did not have this advantage, as indicated by P9,
 621

622 *"Variety shows are often more than an hour. If I watch variety shows before sleep, it'll be too late when I finish*
 623 *watching them. Foodshow is much shorter, and I can stop watching it whenever I want to."*
 624

625 **Sleeping Better After Watching Foodshow.** Some participants utilized foodshow to help themselves fall asleep
 626 (P2, P3, P10). For instance, P2 utilized the ASMR (autonomous sensory meridian response) effect of foodshow to help
 627 her fall asleep. Simply by listening to the chewing sound in foodshow, she was able to sleep better:
 628

629 *"My roommate recommended me ASMR-related foodshow. I tried it, and it worked! I slept better than before. I*
 630 *don't listen to chewing sound on a daily basis, but I do when I have difficulty falling asleep."*
 631

632 There were QQ chat groups established to let members share ASMR-related foodshow. They downloaded or recorded
 633 videos from YouTube, Instagram and Douyin, and carefully edited and processed them to make the chewing sound
 634 stand out. Often, faces of the content providers were removed from the videos, and only food and sound were preserved.
 635

636 ASMR is not the only way to help viewers fall asleep. P10 fell asleep sooner simply by watching foodshow and
 637 thinking about what to eat the next day.

638 **A Rescue for Pre-bed Hunger.** Some participants attributed watching foodshow before sleep to the fact that it
 639 was more likely and natural to feel hungry at night, yet they felt obliged to avoid eating at this time (P1, P3, P10). For
 640 example, P1 often felt hungry at night, and relieved her sense of hunger by watching others eating:
 641

642 *"I'm afraid of getting fat, so I watch foodshow and smell snacks but don't actually eat. Working long hours, I*
 643 *hardly have time for the gym. So I don't dare eat high-calorie food at night. I just watch others eating."*
 644

645 P3 watched foodshow only at night to control his night eating:
 646

647 *"You don't need to eat by yourself. You feel satisfied by just watching others eating... I don't watch foodshow*
 648 *in the day, since I'm free to eat anything whenever hungry."*
 649

650 4.3.3 *Foodshow Watching and Emotional Adjustment.* We found that most of our participants lived a busy and pressured
 651 life. For instance, P5 was a junior university student in China. She explained: *"Studying accounts for much of my time.*
 652 *My major has a heavy workload."* P7 had similar academic pressure: *"I'm really pressured. I'm totally confused about my*
 653 *future."* And they were more or less comforted by watching foodshow.
 654

655 Eating has often been considered as a way to relieve stress [5], and it seems watching foodshow could be a better
 656 solution which not only provides a similar effect, but also avoids the risk of gaining weight. P1 described her work
 657 stress and will for binge eating:
 658

659 *"High pressure drives me mad. I'm really busy. I recently worked till 9 or 10 into night. After getting home, I*
 660 *really wanted to binge eat to relieve my stress."*
 661

662 Stuck between the choices of binge eating (to relieve stress) and maintaining her diet (to get slimmer), watching
 663 foodshow became her best alternative, as it satisfied both needs.
 664

665 P2 directly acknowledged foodshow watching as a way to relieve her academic pressure:
 666

667 *"I double major in Law. It's really hard. I'm tired and anxious every day... I watch foodshow to relieve my*
 668 *pressure. The content providers are really happy when they eat, which makes me happy too."*
 669

670 P11 was busy with part-time jobs every day, and watching foodshow on Douyin comforted her a lot:
 671

672 *"Swiping (to the next) videos on Douyin makes me forget my sadness and pressure. I don't think about anything*
 673 *else, just swiping and swiping."*
 674

675 The healing elements are not only foodshow itself, but also technical mechanisms embedded in video sharing platforms.
 676

677 Similar to what is reported about mukbang in previous work [28], we also found a case (P12) of using foodshow to
678 gain a sense of company and comfort when eating. He was the only participant who exclusively watched foodshow
679 during meals. He recalled how foodshow helped him through the difficult period after he broke up with his girlfriend:
680

681 *"I have to watch videos when eating. Previously, I ate with my girlfriend. After we broke up, I ate alone...*
682 *Foodshow gave me warmth and company. It's great!"*
683

684 **4.3.4 Summary.** Foodshow comes in different themes and styles, and is short in duration, thus giving viewers sufficient
685 choices and opportunities to integrate it into life. Foodshow watching serves as an adaptive and flexible tool for life
686 support, fulfilling various practical needs in terms of eating, sleeping and emotional adjustment: the shows are utilized
687 to enhance eating experience, help diet control, provide vicarious satisfaction for inaccessible food, provide useful food
688 recommendations, and improve cooking skills; people watch foodshow before sleep to relax, relieve sense of hunger,
689 and sleep better; living a fast-paced and often stressful life, some also turn to foodshow for comfort and relief.
690
691

692 **5 DISCUSSION**

693 Eating is an integral component of everyday life, and is highly related to physical and mental wellness. We find
694 that our participants also watch foodshow to positively impact their daily life. In the preceding sections, we used an
695 interview-based study to illustrate how participants choose short, authentic and attractive foodshow to integrate into
696 their daily practice and fulfill practical purposes, influencing how they eat and sleep as well as helping their emotional
697 adjustment. Foodshow watching also contains indirect interactions and community aspects, such as friendly interaction
698 among content providers and viewers, as well as peer encouragement for diet control.
699
700
701
702

703 **5.1 Active, Life-oriented Watching of Foodshow**

704 As shown in our study, far from being passive receivers of media content, foodshow viewers actively seek out specific
705 content to satisfy their specific needs and desires, e.g., using foodshow to fulfill their desire for food, utilizing ASMR
706 effects to help them sleep, etc. Such behavior can be understood as "audience activity" in Uses and Gratifications Theory
707 (UGT) [49], which emphasizes "what do people do with media?" instead of "what do media do to people?" [25]. Audience
708 activity suggests that media use is motivated by needs and goals that are defined by the audience members themselves
709 [34], aligning well with our findings that viewers watch foodshow to fulfill their practical needs. They actively seek
710 for physical gratification, including relief of hunger, weight control, better sleep, vicarious satisfaction of inaccessible
711 food, and an enhanced eating experience; they also actively seek for mental gratification, such as easy entertainment,
712 comfort and company, and relief of stress.
713
714
715

716 Through the study, we found few cases of watching foodshow for mealtime company as reported in the study of
717 mukbang watching in South Korea [28], or for digital commensality [13, 51]. Instead, our participants watched foodshow
718 for practical purposes. Thus we consider watching of foodshow in pre-recorded videos as life-oriented in addition to
719 active, compared to other food media. Their different functionalities are determined by their intrinsic characteristics.
720 Compared to traditional mukbang which is merely binge eating, foodshow covers a wider range of elements such as
721 cooking food, traveling around to seek local food, exploring restaurants to provide comments and recommendations,
722 and conveying diverse culture behind food. Compared to food-related PPS, foodshow walks a fine line between being
723 creatively interesting, and not being excessive or inauthentic, echoing well with viewers' daily life. Such "everydayness"
724 of foodshow is consistent with prior research on live streaming [54], while provides more practical value for daily life.
725 Compared to foodshow live streams, our participants prefer pre-recorded foodshow videos, which are more flexible and
726
727
728

729 serve as an ideal time-filler. Attractiveness of food also stands out with careful editing of pre-recorded videos. With its
730 diverse themes, combination of authenticity and performance, availability online, and short duration and flexibility
731 supported by the form of pre-recorded videos, foodshow is drawn on to fulfill practical daily needs.
732

733 Regarding the fulfillment of life purposes, foodshow provides broader functions than most eating-related technologies,
734 which only serve one specific eating-related need (e.g., guiding cooking [40] or diet control [37]). Foodshow watching
735 is more multi-faceted and diverse, and thus able to satisfy a wider range of practical needs, as illustrated in our findings.
736 As a result, people could draw on different foodshow videos to fulfill different needs, without needing to download
737 multiple applications for different purposes. The adaptability of foodshow can be partly attributed to the prevalence of
738 UGV, which is the most flexible and diverse form of video content online. Produced by different people and thus taking
739 on various themes and styles, foodshow may provide value for even more purposes, fitting into viewers' situations in
740 an on-demand manner. With this in mind, we suggest a function-based recommendation, which recommends foodshow
741 with different themes and styles based on each viewer's practical daily needs.
742
743

744 It is worth noticing that although UGV content has an equal chance to be seen on video sharing platforms, only
745 content providers with certain styles or charisma are favored, either showing sense of humor, or carefully editing content
746 and videos. Thus content providers have to take an effort to be more attractive to the active audience. Additionally, as
747 foodshow watching is life-oriented, too much performance and exaggeration may be regarded as "unnecessary and
748 disgusting". Food and life support should always be the main themes.
749
750

751 5.2 Foodshow for Healthy Eating, Sleeping, and Emotions

752 Eating plays important roles in health. We find that our participants also watch foodshow in their health practices. While
753 Korean mukbang featuring big food fighters is shown to negatively affect streamers' and viewers' eating behaviors,
754 leading to binge eating, obesity, and anxiety caused by weight gain [29, 43], our study suggests that foodshow focuses
755 more on pleasurable and healthy eating, and helps viewers in their health practices.
756

757 Foodshow watching is used by our participants in their diet control and weight management efforts. Previously,
758 many technologies have been designed to support such goals such as online weight loss communities [21] and mobile
759 phone applications [37]. As illustrated in our finding, foodshow watching is leveraged by participants for such goals by
760 virtually satisfying their appetites. The peer support found in weight loss communities exists in foodshow watching too:
761 knowing that other people are also watching foodshow to lose weight, participants feel encouraged and more willing to
762 keep to the diet. Such somewhat indirect interaction that occurs among viewers is an interesting phenomenon, and
763 could be enhanced to promote community value in the process of diet control and weight loss.
764
765

766 Some participants rely on the audio aspect of foodshow to help them sleep better, which is consistent with existing
767 research that confirms the effect of ASMR on promoting sleep and relaxation [45]. With the prevalence of video sharing
768 platforms, foodshow can be obtained and watched for nearly no cost at any time. Viewers also share ASMR foodshow
769 featuring chewing sound in QQ chat groups, forming a supportive community. Thus ASMR foodshow may have the
770 potential to improve sleep quality. While insomnia is often related to sense of hunger, foodshow watching also benefits
771 sleep by fulfilling people's desire for food at night.
772

773 While previous study on South Korean mukbang [19] reveals relieving loneliness as a mentally healing effect [28],
774 our study reveals more roles foodshow watching could play for emotional adjustment. As shown in our findings,
775 our participants regard foodshow as an enjoyable and relaxing time-filler, and obtain much pleasure and comfort by
776 watching it. Living in a fast-paced society, people are more likely to suffer from stress and depression. Many turn to
777 binge eating to relieve stress, recognized in the medical community as emotion- and stress-related eating (ESRE) [42],
778
779
780

781 which is not healthy in the long run [5]. Some participants reported that foodshow watching had similar effect of
782 relieving anxiety and pressure as actual eating, and at the same time did not cause weight gain, serving as a healthier
783 choice. This is defined as a "vicarious abreaction" by our participants. Typical features of pre-recorded foodshow, such
784 as short duration and easy availability on video sharing platforms, further establish it as a timely rescue.
785

786 With so many practical benefits for various aspects of life, people watch foodshow on much more occasions
787 (throughout the day) than reported in previous work [3] (as a mealtime companion). Participants in [3] watch mukbang
788 for mukbangers' performance of eating large quantities of food, while in our study, participants more often draw on
789 everydayness and authenticity of foodshow for practical daily purposes and healthier lifestyles.
790

791 5.3 Designing for Healthier and More Beneficial Foodshow

792 When designing for healthier and more beneficial foodshow, we should acknowledge that foodshow inherits benefits
793 and drawbacks from general UGV as a typical genre of it. Despite providing positive support for people's life, it should
794 never be romanticized. Only after examining it through critical lens, can full potential of foodshow be realized.
795

796 One barrier for promoting healthy eating is set by binge eating behaviors of content providers. It is already known
797 that Korean mukbang featuring big food fighters negatively affects health [29, 43]. Some participants in our study also
798 reported their overeating behavior caused by foodshow featuring content providers eating large quantities of food.
799 Though content providers have several options to make foodshow fascinating such as presenting performance and
800 conveying rich culture, those without many skills can only eat huge amount of food to reach their goals. Video sharing
801 platforms often promote and recommend such content, which can attract new foodshow viewers and bring them profit.
802 We think it is social responsibility for platforms to recommend healthy content to users. As shown in our study, when
803 foodshow watching becomes part of viewers' everyday routines, they no longer favor overly exaggerated content,
804 which is described by them as "disgusting if watched too much". Instead, they turn to pleasurable and healthy eating for
805 routine assumption. Thus aligning platform recommendations with viewers' watching preference and well-being can
806 not only help retain users, but also create a healthier foodshow landscape.
807

808 In addition, despite all the benefits for life and health, foodshow audience is limited to young people in our data. All
809 our participants were under 30 years old, and indicated that their parents never or seldom watched the shows, which
810 were regarded by them as "exclusively for the young". While some features of participants are unique to young people
811 especially university students, e.g., seldom cooking, eating in canteens, other features are also present in other age
812 groups, e.g., having little free time, suffering from working pressure. Thus benefits of foodshow may serve the needs of
813 different age groups. One obstacle that prevents foodshow from reaching other age groups is that it is often shared on
814 platforms that target the young, e.g., people under 30 accounted for 92.8% of Bilibili users in 2017 [23], which was the
815 most popular platform for foodshow watching among our participants. How to customize foodshow and video sharing
816 platforms to serve other age groups remains for future work.
817

818 6 CONCLUSION

819 This paper presents a study of foodshow which is a variant and improved expansion of mukbang. Foodshow walks a
820 fine line between authenticity and attractiveness. Combined with its short duration and on-demand features, foodshow
821 watching has been well integrated into viewers' life for practical purposes in terms of eating, sleeping and emotional
822 adjustment, extending the role of mukbang and UGV. Toward fulfilling its potential of providing practical gratifications
823 and health benefits, we reflect on active, life-oriented watching of foodshow, and suggest design implications for
824 healthier and more beneficial foodshow.
825

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