

Evaluating The Usage And Perception Of Digital Nutrition Information Among Adults In Klang Valley, Selangor

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Introduction

- Nearly 35.1% among adults have low levels of health and nutrition education¹.
- Nutrition education for adults may benefit from the adoption of digital nutrition information².

Objectives

- To identify the usage of digital devices and access to digital informational materials on nutrition within the adult population.
- To determine the utilization of digital informational materials on nutrition within the adult population.
- To study the relationship between the utilization of digital informational materials on nutrition and its impact on the adult population.

Methodology

- Study design : Cross-sectional study
- Sampling method : Simple random
- Participants : Those who resides in Klang Valley within the age group of 18-59 years old, owns a digital device and has social media account.
- Statistical analyses conducted were Kolmogorov-Smirnov test, descriptive analysis & Spearman test.
- Written consent form was obtained from each subject for data collection.

Results and Discussion



Men 41.5%
Women 58.5%

20-29 years old 64.8%
Malay 93.7%

Degree level 65.8%

38.3%
Use Internet >10 hours

89.2% Often use mobile
45.3% has more than 4 social media accounts
42.2% has good internet connection



n = 383

Top platform to receive digital nutrition information daily



52.8% 50% 31.7% 26.7%

Top platform to self-discover new digital nutrition information



56.9% 38.9% 34.2%

Impact from digital nutrition information

- 34.7% received nutrition information daily & 32.9% will share to their followers on social medias.
- 37% prefer to receive information from mobile applications and 34.7% will practice the nutrition tips received.

- Provide a forum space for users to share opinions and ideas (live chat).
- Provides a display that is accessible from a smartphone (mobile version).
- Increase the frequency of uploading information according to current issues.

Improvements to the website of the Nutrition Division, Ministry of Health Malaysia (MOH)

Conclusion

Digital nutrition information should be emphasized to help elevate the nutrition education among Malaysian population.

References

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