

# Analysis of Food Waste in the USA: Social Media Framing and Communication Strategies

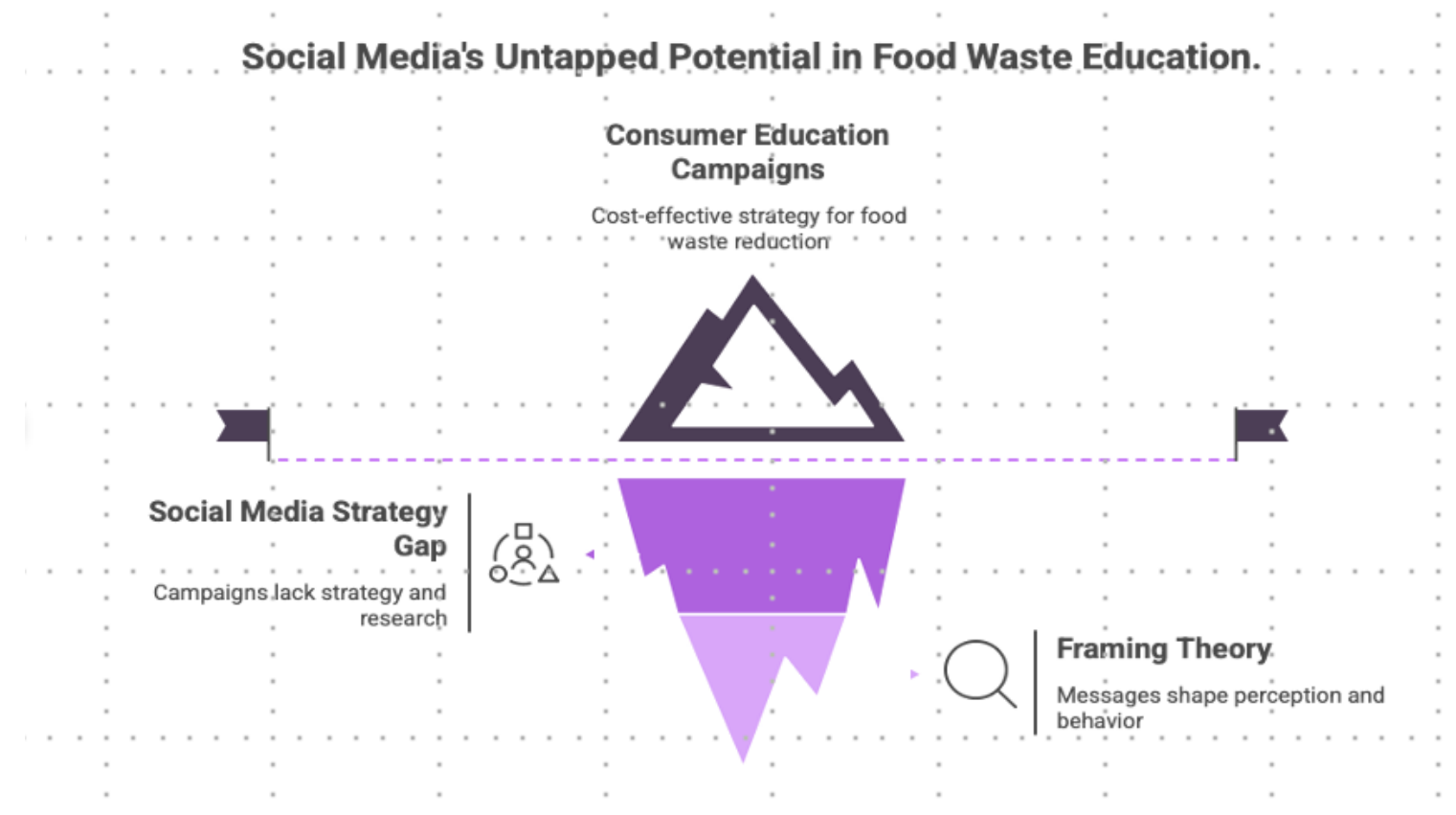


Shuai Ma, Zhihong Xu\*, Shannon Norris-Parish, Robert Strong, Holli R. Leggette, James Kevin Barge, Megan Stiefel Patterson

Texas A&M University

## Introduction

- Food waste Issue



- Aim of Study: Explore how ReFED frames the issue of food waste on social media (ReFED, 2016).

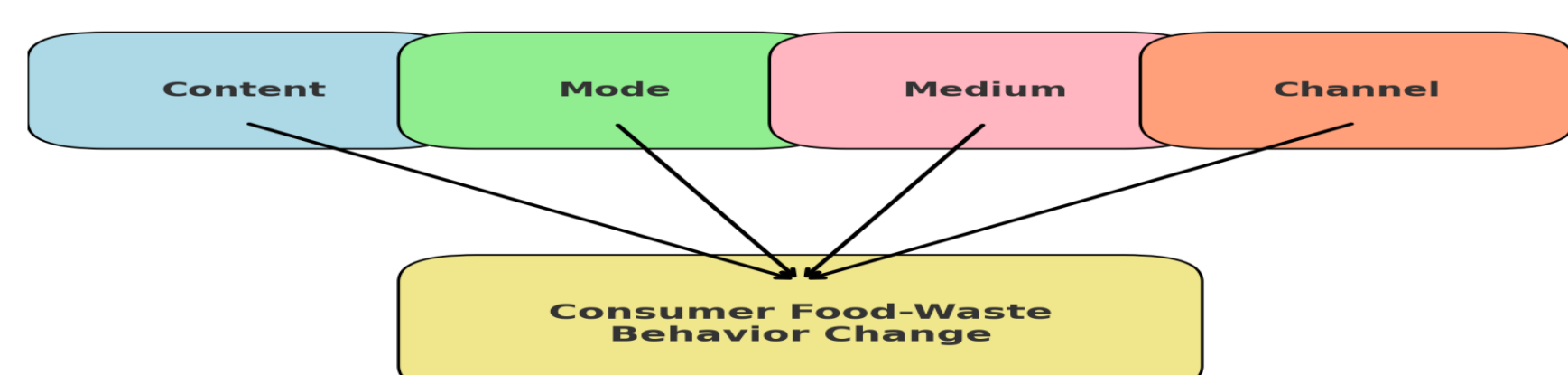
### Research Questions

RQ1: What framing strategies does ReFED employ to reduce food waste regarding content, mode and medium?

RQ2: What dominant themes are present in ReFED's Twitter posts on food waste solutions?

## Theoretical Framework

- Message Framing  
Originated as a marketing strategy → both content & delivery shape consumer response (Cheng et al., 2011).



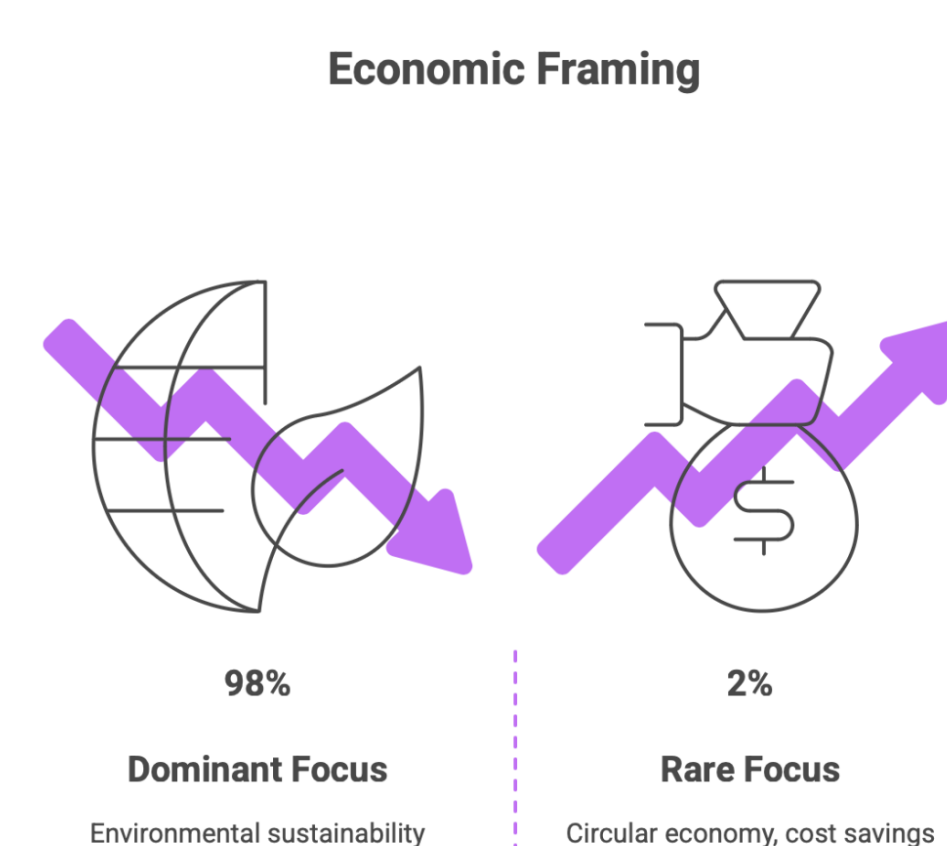
## Methodology

- Case Study  
Focus: ReFED's official X (Twitter) account  
As of Dec 9, 2024 → 4,404 followers / 3,226 posts
- Data Collection  
Source: Publicly available X posts  
Timeframe: Aug 26, 2022 – Dec 1, 2024  
Total dataset: 850 posts  
Tools: Web scraping via Apify + manual extraction
- Data Retrieved  
Username, likes, replies, retweets, views, content, timestamp
- Coding Framework  
Manual coding with predefined scheme  
Mode → emotional vs. rational framing  
Medium → text, text + image, text + video  
Content → economic benefit framing  
Inductive coding → recurring solutions & themes (Ridder, 2014)
- Analysis Approach  
Grouped into broader thematic categories  
Computational text analysis → machine learning topic modeling

## Results

### 1. Content

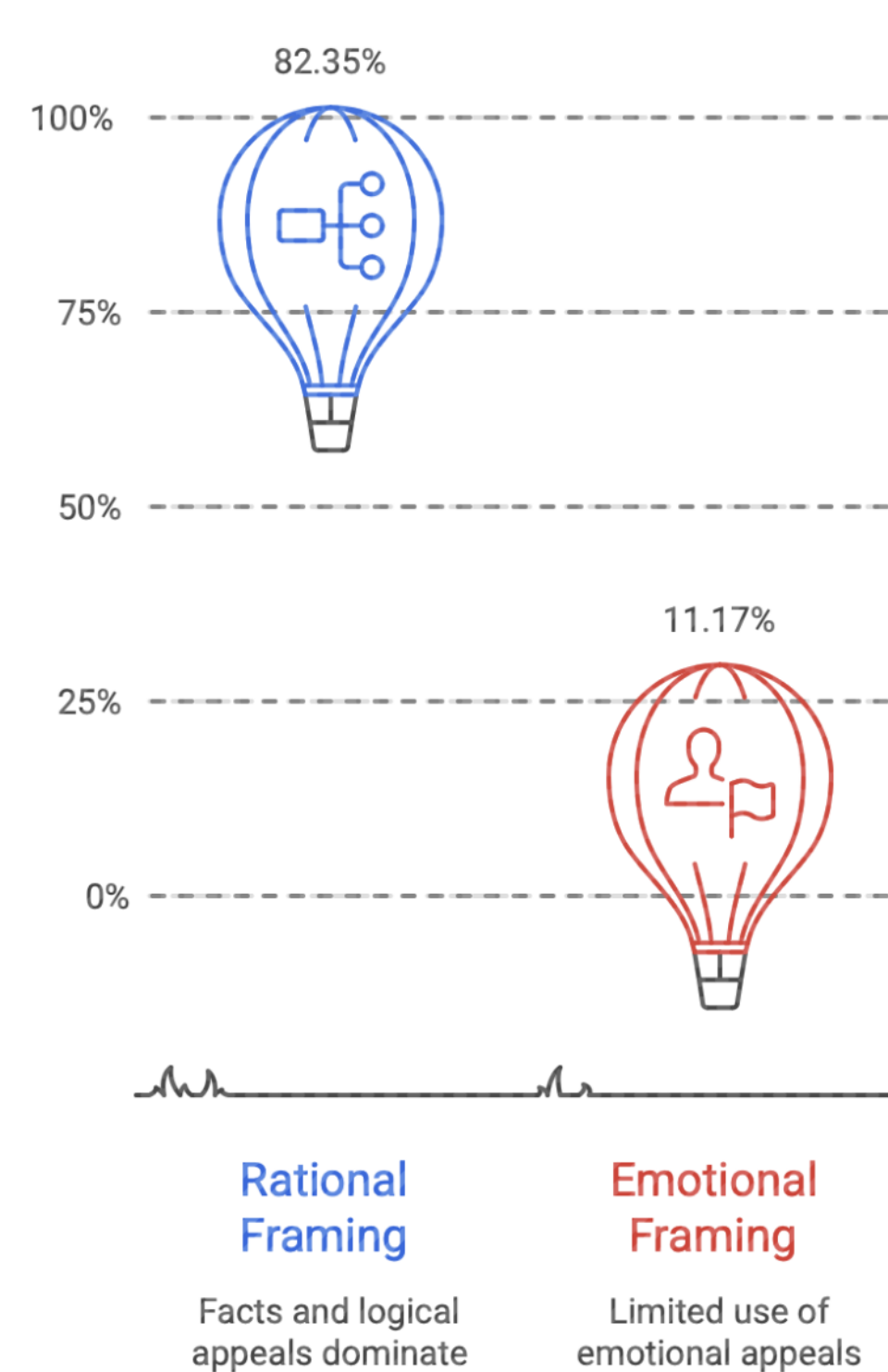
Solution Framing:  
Frequent use of words like "solutions," "action," and "change."



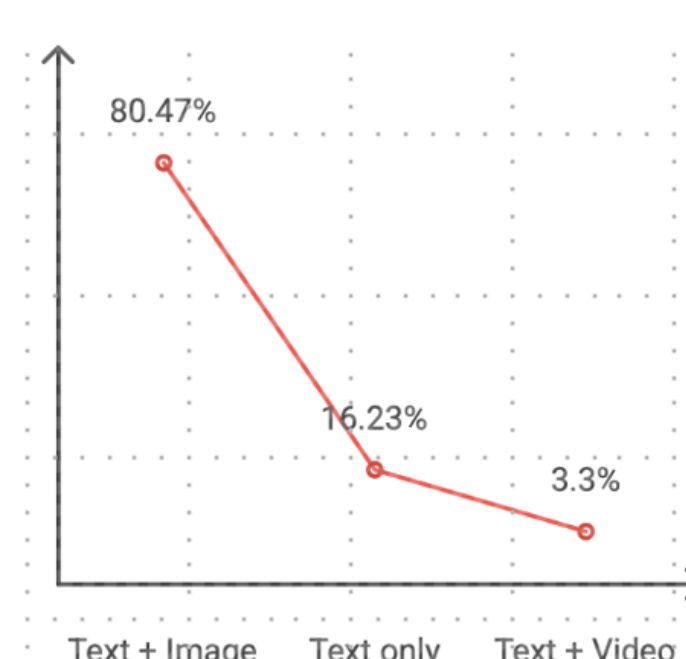
### Waste Management Solutions



### 2. Mode



### 3. Medium



## Conclusions

- ReFED applied both issue and solution framing in its content.
- Rational framing dominated over emotional framing.
- Text + image was the most frequent medium, compared to text-only or text + video.

## Recommendations

- Leverage social media to strengthen awareness, engagement, and behavior change in food waste reduction.
- Incorporate emotionally resonant framing to complement rational strategies.
- Expand research beyond X (Twitter) → include Instagram, Facebook, and other platforms.
- Explore additional framing types:  
Gain vs. Loss framing  
Concrete vs. Abstract framing (White et al., 2011)  
Self vs. Other benefit framing (White & Peloza, 2009)
- Encourage empirical studies on framing effectiveness for engagement, attitudes, and behavior change.
- Broaden scope with larger, cross-country datasets to capture cultural differences in social media food waste campaigns.

## References

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- Ridder, H. G. (2014). Book Review: Qualitative data analysis. A methods sourcebook.
- White, K., MacDonnell, R., & Dahl, D.W. (2011). It's the mind-set that matters: the role of construal level and message framing in influencing consumer efficacy and conservation behaviors. *Journal of Marketing Research*, 48(3), 472–485.
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TEXAS A&M UNIVERSITY  
Agricultural Leadership,  
Education & Communications

D-Lab in Agriculture  
Email: [d\\_lab@ag.tamu.edu](mailto:d_lab@ag.tamu.edu)