Breaking Breads or Breaking Norms? Social Stigma Surrounding Food Vlogging as a Professional Pursuit

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Abstract

Food Vlogging is when individuals document their experience of tasting food or even the process of making food in a video format for their viewers. Due to the emergence of the YouTube Partner Program (YPP), content creators are given greater access to YouTube resources and monetization features. It also allows revenue sharing from ads being served on ones content. New career pathways are opening up with digitization and globalization. Thus, food vlogging serves as an emerging trend in the field of content creation in the digital market, and is creating newer job opportunities among the rising population in India. However, there is a lot of stigma associated with the job of content creation, and more specifically this is prevalent in the case of food vloggers. The study is conducted with the aim to understand what are the challenges faced by food vloggers in Kolkata and how they deal with societal stigma regarding their profession. To also understand the potential for making a career as a Food Vlogger. The study is based on 14 in-depth interviews with food vloggers in Kolkata between the ages of 20-35 years, living in Kolkata, West Bengal. The study will try to narrate how these YouTube food vloggers faced societal stigma while creating content and the ways they overcame it and presently practice food vlogging as a full time profession. The food vloggers not only break breads but also break societal norms while choosing food vlogging as their profession.

Keywords: Food Vlogging, Stigma, Societal Norms, Profession

Introduction

The term "Vlog" is originally derived from a blog. It can be a short to long-lasting video coverage on a variety of subjects like business promotions, current affairs, technology products, and many more. Vlog content is usually shot using high-end cameras, good-quality microphones, and camera equipment, and before posting it online, the content must be edited. Food Vlogging is when individuals document their experience of tasting food or even the process of making food in a video format for their viewers. (Chirmulay, 2019)

In the age of digital media and content creation, food vlogging has emerged as a prominent avenue for individuals to showcase their passion for food while building an online presence. Food vloggers combine storytelling, visual aesthetics, and culinary exploration to engage audiences across platforms such as YouTube, Instagram. Their work involves curating unique food experiences, reviewing restaurants, sharing recipes, and promoting food cultures, often turning their passion into a full-time professional career. This transformation highlights the shifting dynamics of work in the digital era,

where non-traditional professions are gaining traction. However, despite its growing popularity and economic potential, food vlogging as a professional pursuit is often met with stigma within society. Traditional views of employment tend to favor structured, stable careers rooted in conventional industries like medicine, law, and engineering. In contrast, careers in digital content creation, including food vlogging, are frequently dismissed as "unserious," "unstable," or merely hobbies rather than legitimate sources of income. Societal perceptions, often influenced by generational, cultural, and socioeconomic factors, play a significant role in shaping this stigma.

Moreover, the challenges faced by food vloggers are financial unpredictability, high competition, and the pressure to maintain visibility which adds to the societal skepticism surrounding this career path. Despite these hurdles, many food vloggers have successfully carved a niche for themselves, demonstrating the profession's potential to provide economic stability, creative fulfillment, and cultural significance. (Shivesh, 2017)

In recent years, food vlogging has emerged as a dynamic and influential form of digital content creation, blending entertainment, culinary exploration, and entrepreneurship. Platforms like YouTube, Instagram have enabled individuals to share their passion for food through engaging videos that showcase restaurant reviews, cooking tutorials, and cultural food experiences. While this trend has opened new avenues for creative and economic opportunities, food vlogging as a career often faces significant social stigma.

The stigma stems from deeply rooted societal norms that prioritize traditional, structured professions such as medicine, law, or engineering, which are associated with stability, respect, and social status. By contrast, careers in digital content creation, including food vlogging, are often viewed as "unconventional," "unstable". Many perceive food vlogging as a hobby rather than a legitimate profession, dismissing the skill, effort required to succeed in the highly competitive digital landscape. This social stigma is further influenced by generational and cultural factors. Older generations, accustomed to traditional notions of work, may struggle to accept the validity of online careers, while younger generations are more open to exploring alternative professions enabled by technology. Additionally, gender roles and socioeconomic backgrounds play a role in how food vloggers are perceived and the legitimacy granted to their pursuits. Women, for instance, may face added scrutiny, as their professional endeavors in creative fields are often undervalued.

Despite these challenges, food vlogging has gained popularity as a viable and potentially lucrative profession. Many successful food vloggers have demonstrated the ability to monetize their content, secure brand partnerships, and build loyal audiences, challenging societal perceptions of what constitutes "real work." Yet, the stigma surrounding food vlogging persists, highlighting the broader societal struggle to adapt to the evolving nature of work and creativity in the digital age.

This paper will explore the social stigma surrounding food vlogging, analyzing its roots, manifestations, and consequences on individuals pursuing this career. By examining societal attitudes and their impact, the study aims to shed light on how food vlogging both challenges and reinforces existing norms around professional legitimacy and creative labor.

Objectives of the Paper
- To assess the potential for making a sustainable career as a Food Vlogger
- To bring out the social stigma associated with Food Vlogging as a Profession.

Review of Literature

The most important work on the self in symbolic interactionism is Presentation of Self in Everyday Life (1959) by Erving Goffman. Goffman's sense of the self was shaped by his dramaturgical approach. Goffman perceived the self not as a possession of the actor but rather as the product of the dramatic interaction between actor and audience. Goffman pointed out that most performances are successful. The result is that in ordinary circumstances a firm self is accorded to performers, and it appears to emanate from the performer. Goffman assumed that when individuals interact, they want to present a certain sense of self that will be accepted by others. The actors hope that the sense of self that they present to the audience will be strong enough for the audience to define the actors as the actors want them to. Goffman characterized this central interest as "impression management". It involves techniques actors use to maintain certain impressions in the face of problems they are likely to encounter and methods that use to cope with these problems. (Ritzer, 2010)

Following this theatrical analogy, Goffman spoke of a front stage. The front is that part of the performance that generally functions in rather fixed and general ways to define the situation for those who observe the performance. Within the front stage, Goffman further differentiated between the setting and the personal front. The setting refers to the physical scene that ordinarily must be there if the actors are to perform. Without it, the actors usually cannot perform. The personal front consists of those items of expressive equipment that the audience identifies with the performers and expects them to carry with them into the setting.

Goffman's most interesting insights lie in the domain of interaction. He argued that because people generally try to present an idealized picture of themselves in their front-stage performances. Another aspect of dramaturgy in the front stage is that actors often try to convey the impression that they are closer to the audience than they actually are. Actors try to make sure that all the parts of any performance blend together. However, performances vary in the amount of consistency required. (Ritzer, 2010)

Goffman also discussed a back stage where facts suppressed in the front or various kinds of informal actions may appear. A back stage is usually adjacent to the front stage, but it is also cut off from it. Performers can reliably expect no members of their front audience to appear in the back.

Goffman (1963) was interested in the gap between what a person ought to be, "virtual social identity," and what a person actually is, "actual social identity". Anyone who has a gap between these two identities is stigmatized. Stigma focuses on the dramaturgical interaction between stigmatized people and normal's. The nature of that interaction depends on which of the two types of stigma an individual has. In the case of discredited stigma, the actor assumes that the differences are known by the audience members or are evident to them. A discreditable stigma is one in which the differences are neither known by audience members nor perceivable by them. Most of the text of Goffman's Stigma is devoted to people with obvious, often grotesque stigmas (for instance, the loss of a nose). However, as the book unfolds, the reader realizes that Goffman is really saying that we are all stigmatized at some time or other or in one setting or another. (Ritzer, 2010)

Erving Goffman's seminal work on stigma (1963) provides a sociological framework for understanding how individuals are discredited or devalued based on societal perceptions. Goffman defines stigma as an attribute that deeply discredits an individual, reducing them "from a whole and usual person to a tainted, discounted one." Stigma arises when certain characteristics, behaviors, or professions fail to align with societal norms or expectations, leading to marginalization or devaluation. This theoretical lens is

particularly useful for examining the social stigma surrounding food vlogging as a professional pursuit. Food vlogging challenges traditional understandings of work, success, and professionalism. According to Goffman's theory, food vloggers can be seen as "discredited" because their work is often perceived as lacking legitimacy, seriousness, or social value in comparison to conventional careers.

This stigma emerges from deeply entrenched societal norms that prioritize stability, tangible labor, and hierarchical structures in the professional sphere. Food vlogging, by contrast, embodies the characteristics of "non-traditional" work which is flexible, self-driven, and dependent on digital platforms, making it susceptible to societal criticism and undervaluation.

Moreover, the stigma surrounding food vlogging intersects with other social factors such as gender, class, and cultural expectations. Women food vloggers, for instance, may face additional scrutiny or be dismissed as pursuing "domestic" or "feminine" work, further amplifying their stigmatization.

By applying Goffman's framework of stigma, this paper seeks to analyze how societal perceptions discredit food vlogging as a professional career. It will explore the roots of this stigma, its manifestations, and its impact on individuals attempting to navigate and legitimize their place in the digital economy.

Karl Mannheim, a prominent sociologist, introduced the concept of the "generation gap" in his seminal essay "The Problem of Generations" (1928). Mannheim explored how generational differences arise from distinct historical, social, and cultural contexts that shape the experiences, attitudes, and values of individuals born within specific time periods. According to him, a "generation" is not simply a biological or chronological cohort but a social construct influenced by shared experiences, particularly during formative years. (Demartini, 1985)

Mannheim argued that significant historical events, technological advancements, or cultural shifts create unique collective memories and worldviews among those who come of age during these periods. This shared experience forms what he called a "generation as an actuality," which differs from a mere "generation as a location." For Mannheim, not all members of a generation necessarily develop the same consciousness; instead, subgroups may interpret events differently based on their social, political, or economic backgrounds.

The "generation gap," in Mannheim's framework, refers to the differences in perspectives and values between older and younger generations. These gaps are often heightened during periods of rapid social change when younger generations adapt more readily to new realities, creating potential conflicts or misunderstandings with older generations who are more rooted in earlier paradigms. Mannheim's ideas remain influential in understanding intergenerational dynamics and their implications for social transformation. (Demartini, 1985)

The stigma surrounding food vlogging varies across generational and cultural contexts. Older generations, often rooted in traditional career paradigms, may view food vlogging as unstable or superficial. Karl Mannheim's concept of the generation gap provides a useful lens to understand this divide. Mannheim argued that generational differences arise from distinct historical and social experiences, shaping divergent worldviews. For older generations, work is often associated with structured, long-term employment, while younger generations embrace fluid, creative careers enabled by technology. This generational gap can lead to misunderstandings and stigmatization of non-traditional professions like food vlogging, as older individuals may perceive these careers as lacking substance or stability.

Research Methodology

For the purpose of the study qualitative research approach has been used. Qualitative research can also be described as an effective model that occurs in a natural setting that enables the researcher to develop a level of detail from being highly involved in the actual experiences (Creswell, 2003). In the study analysis has been through the detailed various interviews that were taken.

In this study the primary data is collected from the in depth interview's taken with the different food vloggers of Kolkata. The previous existing literature on how food vlogging can be a perfect profession constitutes the secondary data of my study. There also lacks previous existing literatures on food vlogging.

For the purpose of the study non-probability sampling has been used. Under non-probability sampling purposive sampling has been used for the study. The sample for the study includes the various food vloggers in Kolkata who have faced similar social stigma in this profession. The sample is chosen taking into consideration the objectives of the study.

In the study interview method has been used to study and understand the various social stigma's faced by the different food vloggers of Kolkata. The interview conducted was face to face interview as well as online interviews. A semi-structured Interview Schedule has been used as a tool of data collection. A semi structured interview schedule has been used for the purpose of the study as on spot questions were asked according to the setting and need of the study. All these were significant for the present research to highlight how stigma is very much connected with food vlogging as a career.

Before taking the face-to-face interview/ online interviews, consent has been taken from all the respondents. All the respondents were made well aware about the research and the need to conduct such interviews. Voice Recordings of the interviews could not been taken as the respondents were not comfortable in disclosing their identity. The names or Youtube channel names could not be disclosed in this paper due to secrecy of the respective respondents. These ethical considerations were taken while conducting this present study.

For the purpose of my study, the location is mainly Kolkata, West Bengal, India. The interviews taken are from all the food vloggers who currently reside in Kolkata.

Analysis of the study

Food vlogging has emerged as a vibrant and lucrative form of digital content creation, where individuals showcase their passion for food through video storytelling, recipe sharing, restaurant reviews, and culinary exploration. This digital phenomenon has gained immense popularity, with platforms like YouTube, Instagram serving as hubs for creators to build audiences and monetize their content. Drawing on sociological frameworks such as Erving Goffman's concept of stigma and Karl Mannheim's theory of the generation gap, this article investigates the societal perceptions of food vlogging and its implications as a professional pursuit. By analyzing the intersection of social norms, economic realities, and cultural factors, it aims to provide a comprehensive understanding of the opportunities and challenges faced by food vloggers in legitimizing their careers.

Understanding the Professionalization of Food Vlogging

Food vlogging has transitioned from a hobby to a full-fledged profession, offering opportunities for creative expression, cultural exchange, and financial independence. Successful food vloggers often generate income through advertising, brand sponsorships, and merchandise sales. This economic

potential has led to a gradual redefinition of what constitutes legitimate work in the digital age. However, the professionalization of food vlogging remains fraught with challenges.

One of the primary hurdles is the lack of societal recognition of food vlogging as a "real job." Traditional career models, characterized by structured hours, fixed incomes, and hierarchical progression, stand in stark contrast to the flexible and entrepreneurial nature of digital content creation. This divergence fuels skepticism, particularly among older generations who may view food vlogging as an unstable or short-term venture.

Moreover, the informal and creative aspects of food vlogging often lead to its classification as leisure rather than labour. Such perceptions undermine the significant effort involved in content creation, which includes research, scripting, filming, editing, and audience engagement. This misrecognition reinforces stereotypes that devalue the profession and contribute to the stigma surrounding it.

Social Stigma and Food Vlogging

Erving Goffman's concept of stigma provides a framework for understanding the societal devaluation of food vlogging. According to Goffman, stigma arises when an individual's characteristics or behaviours are perceived as deviating from societal norms, resulting in social discreditation. In the context of food vlogging, stigma manifests in several ways:

Food vloggers often face criticism for their unconventional work routines and reliance on digital platforms. This perception contrasts sharply with traditional careers, which are associated with formal education, established industries, and professional credentials. The financial instability inherent in content creation such as fluctuating income and platform dependency amplifies societal doubts about food vlogging's viability as a sustainable career. Women food vloggers, in particular, encounter unique stigmatization. Their work is often trivialized as an extension of domestic roles, diminishing its professional legitimacy. This gendered lens reinforces stereotypes that undervalue creative labour in traditionally feminine domains. Cultural expectations and class-based norms further influence the reception of food vlogging. In societies where professional success is equated with stability and tangible output, digital careers may be dismissed as frivolous or indulgent.

14 in depth interviews of various food vloggers in Kolkata have been taken. After having an in depth conversation with these food vloggers the social perception of food vloggers became clearer. A Kolkata-based food vlogger shared insights during an interview about the social stigma associated with food vlogging and pursuing it as a career. The respondent highlighted that despite the growing popularity of digital content creation, food vlogging is often not taken seriously as a profession. Many people perceive it as a hobby rather than a legitimate career, leading to skepticism from family, friends, and society. The respondent emphasized that the stigma stems partly from traditional views on stable careers and a lack of understanding of the effort and skills required succeeding in the field. However, the unconventional nature of the profession often invites criticism or judgment.

Another challenge discussed was the financial uncertainty tied to content creation, especially in the early stages of the journey. While successful food vloggers can earn through sponsorships, collaborations, and ad revenue, the path to establishing a stable income is long and demanding. Despite these hurdles, the vlogger noted that perceptions are slowly changing as digital creators gain visibility and credibility. The respondent encouraged aspiring food vloggers to focus on their passion, build unique content, and remain resilient in the face of societal biases. The respondent concluded with optimism, expressing hope

that continued awareness and success stories would help dismantle the stigma surrounding food vlogging as a viable and creative career choice.

Erving Goffman had suggested in his work "The Presentation of Self in Everyday Life" that individuals take certain roles which fit in the ideal standards of the society in order to maintain impression and avoid stigma. Drawing from this theory, in today's society there are certain jobs which are socially approved and follow the normative standards of the society. Individuals who become doctors, engineers, and professors or work in the IT sector are given the respect and their work is never stigmatized as they follow the norms of the society. Society has stigmatized certain jobs such as food vlogging. Food vloggers are stigmatized as they do not fit into the normative standard roles of the society. Food Vlogging is now becoming a great career option as one's vlog is one's own space and they are their own boss. Vloggers get to control the design, the content and everything else attached to it. And that creative freedom is very satisfying. It is a great feeling to be able to make decisions and implement them. As one grows, they can also expand and have a team working for their vlogs. One's vlog allows them to make their passion their profession. There are so many successful food vloggers in India who've been able to monetize their vlogs and earn more than what their regular jobs were paying. Vlogging is a legit career. The digital world that we live in allows a massive scope of making money through the vlog. Once a vlogger is able to build a substantial following, they will be able to use their vlog to promote and advertise products and make money. Vloggers get to work with new brands, communicate with new people and work on new campaigns. Unlike a desk job, vlogging lets you work on new projects and discover more avenues very often. Being a food vlogger not only brings you in touch with thousands of people who are your viewers but it also introduces you the beautiful vlogging community. Another exciting advantage of being a food vlogger is that your work makes you travel. Once a critical mass of viewers is reached, ad firms will be more than willing to place ads and share revenues received through them. This is the key source of revenue. Additionally, top vloggers also sell branded merchandise and food guides through which they are able to generate incremental revenues. Once strong viewership is established hotels and restaurants typically look to vloggers as a marketing tool for their own businesses and they end up sponsoring these costs for them thereby making the vlogging business self sustainable after a point. The key is to secure strong viewership just as in any other creative business.

One set of respondents shared their thoughts in an interview about the social stigma linked to food vlogging and its connection to Karl Mannheim's concept of the generation gap. The respondent highlighted that food vlogging, as a modern and unconventional career, is often met with skepticism and criticism, particularly from older generations. They explained that this resistance stems from differing worldviews shaped by distinct historical and social contexts, a concept central to Mannheim's theory. The vlogger noted that older generations, shaped by traditional values and economic insecurity, often prioritize stable, conventional careers such as medicine, engineering, or government jobs. In contrast, younger generations, influenced by the digital revolution and globalization, view creative careers like food vlogging as legitimate and fulfilling paths. This divergence in perspectives creates a "generation gap," where the older generation struggles to accept newer career choices that defy established norms. One of the respondent said, **"Ma baba ra eishob bochena karon ora amader generation er na."** This explains the concept that the main source of the stigma is the generation gap between the parents and their children.

According to the respondent, this generational divide contributes to the stigma surrounding food vlogging, with many viewing it as frivolous or unsustainable. They also discussed the financial

uncertainty and non-linear growth associated with the field, which amplifies concerns for parents and elders who value job security. The respondent encouraged aspiring food vloggers to bridge the generation gap by communicating their passion, dedication, and the professional potential of content creation. By addressing these generational differences, the respondent believes society can move toward greater acceptance of unconventional career paths.

While having a conversation with a respondent, and upon asking about what type of stigma have they faced while pursuing a career in food vlogging, the respondent said, **"Barir lok amaye bolechilo je eishob paglamo bondho kore bhalo jaigaye chakri koro."** This explains the perceptions of people that food vlogging is done by people having some mental disorder or issue, the so called normal people according to the society practice or perform proper jobs in the society.

Erving Goffman's concept of dramaturgy and impression management, as outlined in his work The Presentation of Self in Everyday Life (1956), provides a useful lens to understand food vlogging as a career. Goffman likens social interactions to theatrical performances, where individuals (actors) manage the impressions they project to others (audience) in different social settings.

Dramaturgy: Goffman describes life as a stage with "front stage" and "backstage" performances. For food vloggers, the front stage includes their curated online presence For vloggers the back stage includes research, editing, scripting, and dealing with the challenges behind the scenes.

Impression Management: This refers to the strategies individuals use to control how others perceive them. Food vloggers carefully craft their identity to align with their audience's expectations, balancing authenticity with the need to appear polished and professional. Food vloggers use dramaturgy to create a compelling front stage persona. They often present themselves as approachable, knowledgeable, and passionate about food, which attracts and retains their audience. The behind-the-scenes effort choosing lighting, editing content, and preparing scripts constitutes their backstage work.

Food vloggers rely heavily on impression management to establish credibility and trust. They curate their social media profiles to reflect professionalism, creativity, and a genuine love for food. The pressure to maintain a positive image while addressing criticism or competition highlights the dynamic nature of their impression management.

As food vlogging is often viewed as an unconventional career, vloggers must use impression management to gain acceptance and legitimize their work.

Audience Interaction: Vloggers constantly adapt their front stage performance based on audience feedback. They analyze engagement metrics and comments to refine their content, ensuring it aligns with viewers' expectations while maintaining their unique identity.

Through the lens of Goffman's dramaturgy and impression management, food vlogging can be seen as a carefully orchestrated performance where vloggers navigate societal perceptions, craft their public persona, and balance authenticity with professionalism. This perspective highlights the complexity and strategic effort required to thrive in this creative yet demanding career.

Challenging Norms and Shaping Perceptions

Despite these challenges, food vlogging has the potential to redefine societal norms surrounding work and creativity. As food vloggers build substantial audiences and achieve financial independence, they demonstrate the viability of alternative career paths in the digital economy. Moreover, food vlogging fosters cultural exchange and representation by showcasing diverse culinary traditions and promoting inclusivity.

The rise of successful food vloggers also challenges generational biases. Younger audiences, who are more attuned to digital trends, often view food vlogging as a legitimate and inspirational career. This generational shift in perception indicates a broader acceptance of non-traditional professions and reflects the evolving nature of work in the 21st century.

To quote a respondent, **"kotodin dhore roti banabi ebar barir baire beriye ashol kaaj kor."** This was told to the respondent by his family member. This explains that the respondent was stigmatized and was said that for how many days will the person make rotis, the person should now come out and work somewhere properly. The showcases the mindsets of the people of the society.

Main Findings of the Paper

After conducting the various interviews with the different food vloggers of Kolkata, the following findings can be formulated which are as follows:

1. **Perceptions of Food Vlogging as Unconventional** as it is often viewed as a hobby rather than a legitimate profession. Many individuals, especially from older generations, fail to recognize the skill, effort, and financial potential involved in creating digital content, contributing to its stigmatization. Older generations prioritize traditional, stable career paths such as government jobs, engineering, or medicine. Younger generations embrace creative and flexible career options like food vlogging, leading to conflict and misunderstanding.

2. **There is Economic uncertainty and Social Validation** as the early stages of food vlogging often come with financial instability, which amplifies societal skepticism. Success stories in the field are relatively rare and not widely acknowledged, making it harder for food vloggers to gain validation. Parents and peers often question the long-term viability of food vlogging as a career, associating it with precarious income and limited social respectability.

3. **There is Impression Management and Public Persona** by Erving Goffman's dramaturgical framework, the study reveals that food vloggers engage in intense impression management to maintain credibility. Their public personas are carefully curated to appear successful and passionate, while they navigate significant behind-the-scenes challenges, including financial stress and societal judgment.

4. **There is Cultural Stigma and Stereotypes** as in Kolkata, food culture is deeply valued, yet creating content around food is not always seen as a respectable career. Social stereotypes label food vloggers as "unserious" or "privileged," undermining their professional efforts.

5. **There are evolving perceptions and opportunities** as despite the stigma, perceptions are gradually shifting as food vlogging gains prominence through collaborations with brands, increased social media influence, and economic contributions. Successful food vloggers serve as role models, demonstrating the potential of digital entrepreneurship and creative professions.

The study highlights that food vloggers in Kolkata face a multifaceted social stigma driven by generational gaps, cultural norms, and economic uncertainties. However, their persistence, coupled with the growing acceptance of digital careers, is gradually dismantling traditional biases and reshaping societal attitudes toward creative entrepreneurship.

Conclusion

Food vlogging, as a professional career, occupies a complex position at the intersection of creativity, entrepreneurship, and societal expectations. While it offers significant opportunities for personal and

financial growth, it remains overshadowed by social stigma rooted in traditional notions of work. As digital content creation continues to grow, it is essential to recognize and legitimize the labour and skill involved in professions like food vlogging. Doing so not only challenges outdated norms but also paves the way for a more inclusive understanding of work in the modern age. In this light, food vlogging is not merely an act of sharing meals; it is a form of cultural production and professional innovation that deserves respect and recognition.

Food Vloggers not only break breads but also break norms by challenging age old traditional careers and social perceptions of people. Food vlogging as a career exemplifies the transformative potential of the digital age, merging creativity, entrepreneurship, and cultural engagement. While it offers significant opportunities, it remains constrained by societal stigma and economic uncertainties. Understanding these dynamics through a sociological lens including frameworks like Goffman's stigma theory and Mannheim's generation gap can illuminate the challenges faced by food vloggers and the broader implications for non-traditional careers. As society continues to adapt to evolving definitions of work, food vlogging stands as a testament to the changing landscape of professional possibilities in the digital era.

Limitations and Future Scope of Study

This research paper tries to study the various social stigma's faced by food vloggers in Kolkata. The main limitation of the paper is the lack of face to face interview. Due to shortage of time and availability of the various respondents in physical state, online in-depth interviews were taken. There was a limitation of time, which led to constraint the paper to certain limits.

There could be a lot of future scope of research for more in depth detailed collection. As this is a very new topic of study there are many dimensions that can be discovered through further research. The concept of gender in facing these stigmas can be a topic of study for further research.

Recommendations

The Ministry of Information and Broadcasting or relevant cultural authorities should formally recognize food vlogging and content creation as valid career paths. The government should integrate digital media literacy, video production, branding, and food safety into government-run skill development initiatives like Skill India or PMKVY. They should offer certifications for aspiring food vloggers, boosting credibility and reducing perceptions of it being a "non-serious" job. They should provide access to public co-working spaces with digital facilities (editing labs, recording studios) at subsidized rates. The government can offer grants or microloans for emerging food vloggers, particularly from marginalized backgrounds. They can provide incentives for creators focusing on regional foods, traditional cooking, or indigenous culinary practices, thereby aligning digital creativity with cultural preservation.

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