

Original Article

Exploring Food Choice Challenges Among Nurses Working Graveyard Shifts in Metro Manila's Business Process Outsourcing Sector

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Abstract. This study examined the food choice challenges of registered nurses working graveyard shifts in Metro Manila's Business Process Outsourcing (BPO) sector, focusing on their exposure to short-form dietary videos. While previous studies have explored the dietary struggles of night-shift workers, little research has addressed how digital media consumption intersects with occupational demands in shaping food behaviors. This study responds to that gap by employing a qualitative, descriptive research design. Eight registered nurses from BPO companies in Metro Manila were selected through purposive sampling, and data were collected via online semi-structured interviews. Thematic analysis was utilized to interpret responses. Results revealed four major themes: (1) limited access to healthy food options, (2) work-related time and environmental constraints, (3) physiological and behavioral impacts of graveyard shifts, and (4) the influence of short-form dietary videos, which acted both as triggers for cravings and as sources of mixed nutritional guidance. Participants consistently described how irregular schedules, fatigue, and restricted food environments led to reliance on fast food and convenience items, while visually appealing online content often intensified cravings or encouraged impulsive eating. At the same time, some videos provided useful dietary tips, though discerning credible information remained a challenge. The study concludes that targeted nutrition education, workplace support, and evidence-based digital health promotion are vital for encouraging healthier eating among graveyard-shift nurses in the BPO sector. By addressing both occupational and media-related influences, stakeholders can better support the health, productivity, and long-term well-being of this workforce.

Keywords: *Business Process Outsourcing; Dietary promotional videos; Food choices; Graveyard shift workers; Social media.*

In today's digital age, short-form videos on social media platforms have become integral to daily life, offering quick and engaging content that captures attention. For graveyard shift nurses working in Business Process Outsourcing (BPO) companies, these videos are more than just entertainment; they serve as accessible sources of dietary information and inspiration. However, while these platforms offer exposure to food-related content, they also present challenges in discerning reliable nutritional guidance from trends or misinformation. Previous studies have shown that night-shift workers often struggle with poor diet quality, high consumption of processed

foods, and limited access to nutritious meals (Hornzee et al., 2020; Ngqangashe & De Backer, 2021). However, little is known about how digital media consumption intersects with these occupational demands—this study addresses that gap.

Despite its advantages, night shift work in the BPO sector presents critical dietary and lifestyle challenges. Nurses working overnight shifts commonly experience a decline in diet quality, characterized by high consumption of sugary beverages and processed foods, often due to the scarcity of nutritious options during their shift hours. This dietary pattern not only increases the risk for obesity and metabolic diseases but also contributes to energy crashes and poor concentration (Hornzee et al., 2020). Moreover, graveyard nurses may feel trapped between their demanding jobs and the convenience of unhealthy meals, especially when food options are limited to vending machines or fast food. The irregular sleep-wake cycle further affects appetite regulation, compounding the struggle to maintain a healthy diet.

These challenges highlight the pressing need for targeted interventions. While access to nutritional support and healthier food options is ideal, many nurses are left to navigate these issues on their own. The promise of online content, such as dietary tips from short-form videos, can either empower or mislead, depending on the quality of the information. As such, organizations must prioritize educating nurses on credible nutrition sources and advocating for structured meal times and workplace food programs (Respicio, 2024).

The expansion of the BPO industry, which provides cost-effective services and flexible work models (Corporate Finance Institute, 2023), has attracted many professionals, including nurses, to non-traditional roles (Baldueza, 2023). However, this shift brings new stressors, including difficulties in maintaining a nutritious diet. Poor eating habits can result in physical fatigue, decreased mental performance, and job dissatisfaction (Mantzorou et al., 2020). These issues underscore the importance of addressing the unique dietary challenges this group faces.

To contextualize these broader challenges within a local setting, this study turns to the experiences of graveyard shift nurses in Metro Manila's BPO sector, where food choices are shaped not only by demanding schedules but also by the influence of short-form dietary videos. By explicitly examining this intersection, the study emphasizes the significance of understanding how occupational demands and digital media consumption affect nurses' dietary behaviors.

Methodology

Research Design

This research employed a descriptive qualitative design to explore the challenges in food choices of nurses working graveyard shifts in Metro Manila's BPO sector who watch short-form social media dietary videos. The study aimed to collect in-depth, real-life stories of how nurses struggle with their meal choices while working graveyard shifts, considering their interactions with short, easily accessible videos they encounter on platforms like TikTok, Instagram, Facebook (Meta) Reels, and YouTube Shorts. With the use of semi-structured interviews, the research gathered true experiences regarding their eating habits, difficulties obtaining healthy foods during graveyard shifts, and how short-form dietary videos influence or change their food choices.

Participants and Sampling Technique

The study focused on registered nurses employed in Business Process Outsourcing (BPO) companies in Metro Manila who regularly work graveyard shifts between 10:00 PM and 6:00 AM. This population was chosen because of their unique occupational demands, irregular schedules, and frequent exposure to short-form dietary videos on social media platforms.

A descriptive qualitative design was employed, with the sample size determined by data saturation, i.e., when no new themes or insights emerged from additional interviews. Initially, eight participants were recruited, and recruitment continued until saturation was achieved. A purposive sampling technique was used to ensure participants possessed the specific characteristics relevant to the research objectives, while snowball sampling was employed to extend recruitment through professional networks. The combination of purposive and snowball sampling was justified to guarantee both relevance and accessibility, ensuring that participants had firsthand experience of the phenomenon under study.

Inclusion criteria required participants to be young adult registered nurses (18 to 34 years old), employed in a Metro Manila BPO company for at least six months, working onsite during regular graveyard shifts, and active social media users (minimum of 2 hours and 30 minutes daily) who have viewed dietary short-form videos. Exclusion criteria included individuals unwilling to participate, those previously diagnosed with severe eating disorders, and those with comorbidities such as hypertension or type 2 diabetes. These criteria ensured consistency in participant characteristics and minimized confounding factors that could affect the study's findings.

Research Instrument

Data was gathered through semi-structured interviews, enabling participants to openly share their experiences while also permitting researchers to explore emerging themes more thoroughly. According to Salomao (2023), a semi-structured interview is a qualitative research method that combines elements of both structured and unstructured interviews. In this interview, the researcher prepares a list of predetermined questions or topics to guide the conversation with the participant, and also includes follow-up questions based on the participant's answers.

The researchers employed open-ended questions to explore participants' food-choice experiences and their interactions with short-form dietary videos on social media. The interview guide included the following: "How do registered nurses working in the BPO sector experience challenges in their food choices, particularly as they watch short-form dietary videos?" "How do social media short-form videos influence the food choices of registered nurses working the graveyard shift in the BPO sector?" "How do registered nurses working the graveyard shift in the BPO sector perceive social media dietary short-form videos in relation to their food choices?" "How do registered nurses working the graveyard shift in the BPO sector determine if the short-form dietary videos are credible and reliable?" and "What types of social media do they commonly use to watch dietary short-form videos?" Participants were encouraged to share their experiences in detail, and follow-up questions were used to clarify and expand on their responses. This approach ensured that the interviews provided both structure and flexibility, allowing for consistency across participants while also capturing the depth and richness of their lived experiences.

Data Gathering Procedure

Prior to data collection, the researchers secured ethical clearance. To access potential participants, the researchers utilized a combination of online and offline recruitment strategies. This included reaching out to BPO employee groups on social media platforms (e.g., Facebook groups, LinkedIn), posting recruitment advertisements in relevant online forums, and leveraging personal networks to identify potential participants within Metro Manila. Upon identifying potential participants who met the inclusion criteria, the researchers arranged for an initial contact to explain the study's purpose, procedures, and the voluntary nature of participation. Potential participants were provided with an information sheet outlining the study's objectives, data collection methods, confidentiality measures, and their rights as participants.

Informed consent was obtained from each participant prior to the interview. The interviews were conducted in a private online meeting room to ensure confidentiality and minimize distractions. The interviews lasted approximately 30 to 45 minutes. With the participants' consent, the interviews were recorded to ensure accurate transcription. Transcripts were anonymized to protect participant confidentiality. Participants were informed that they have the right to withdraw from the study at any time without penalty. They were also assured that their responses would be kept confidential and used solely for research purposes.

After initial thematic analysis, the emergent themes, along with the interview transcripts, were presented to the participants for validation. This was done to ensure the credibility and trustworthiness of the findings, allowing participants to confirm that the interpretations accurately reflected their experiences and perspectives. Each participant was provided with a summary of the themes and allowed to review, clarify, and offer feedback on whether these themes resonated with their original contributions and accurately captured the essence of their statements. This served as a crucial step in enhancing the rigor and authenticity of the data analysis.

Data Analysis Procedure

Before proceeding with the analysis, the raw data underwent preparation. The recorded interviews were transcribed verbatim into Google Docs. Following this, two language editors translated the transcripts from Filipino to English, ensuring accuracy and preserving the nuances of the original responses. Data was interpreted

using Braun and Clarke's (2019) six-step thematic analysis process: familiarization with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. Multiple researchers independently applied initial codes to significant segments of the data, then convened to synthesize similar codes into subthemes and major themes collaboratively. The resulting themes and subthemes were documented in Google Sheets, establishing a structured and transparent analytical record. This multi-coder approach aimed to reduce bias and ensure diverse interpretations.

Ethical Considerations

Ethical considerations were carefully integrated throughout the research, with a strong emphasis on maintaining participants' privacy and confidentiality. To protect participants from any potential harm, specific measures were implemented to uphold their rights and well-being. All participants were well-informed about the essential aspects of the study and were required to sign an informed consent form prepared by the researchers. This ensured that they fully understood the study's objectives, procedures, potential risks and benefits, and their right to withdraw at any time without justification.

Confidentiality and anonymity were strictly observed, with no identifiable information such as names or addresses recorded or disclosed. Instead, special codes or pseudonyms were used, and all data was securely stored with access limited to the research team. Ethical approval was obtained before data collection, reinforcing the study's commitment to integrity and validity. The research proposal, which included the methodology, informed consent procedure, and ethical measures, was submitted for evaluation, with data collection proceeding only after approval for ethical clearance.

Transparency and honesty were maintained throughout the recruitment and data collection process. The goals of the study were clearly stated without exaggeration, and interview questions were carefully structured to avoid influencing participants' responses. Detailed documentation was compiled after data collection, and participants were allowed to raise concerns about confidentiality. The researchers emphasized that all collected data would be used solely for the study and that interview transcripts would remain strictly confidential.

Results and Discussion

Demographic Profile

Table 1 shows the demographic profile of the respondents.

Table 1. Participant Demographic Profile

Participant	Age	Location
A_1 (Participant #1)	25	Quezon City
A_2 (Participant #2)	26	Makati City
A_3 (Participant #3)	32	Quezon City
A_4 (Participant #4)	27	Taguig City
A_5 (Participant #5)	31	Pasig City
A_6 (Participant #6)	26	Taguig City
A_7 (Participant #7)	32	Makati City
A_8 (Participant #8)	25	Taguig City

The demographics of the eight (8) interviewed participants included their age and location. Howe (2025) reported that the 18-34 age group comprises more than 63.1% of Meta's – the most used social media platform – overall adult audience. The table indicates that all participants can be classified in this age group. However, there are two distinct age groups among them: five (5) participants are in their 20s, and three (3) are in their 30s. Despite the minimal age difference, the collected data and findings reveal commonalities in their responses.

Based on the data collected in Table 1, there are three (3) BPO participants working graveyard shifts in Taguig City, two (2) in Makati City, two (2) in Quezon City, and one (1) in Pasig City. Notably, these locations are prominent commercial areas recognized for their high concentration of BPO operations and significant night shift employment (Tang, 2024). Despite the four different locations represented in the data, a common thread emerges from the responses.

Dietary Challenges of BPO Nurses During Graveyard Shift

The graveyard shift poses unique challenges that profoundly influence the dietary choices and habits of registered

nurses working in Metro Manila's Business Process Outsourcing (BPO) sector. Beyond the general demands of their profession, these nurses experience a distinct work environment and schedule that directly affect their access to food, their physiological responses to altered routines, and their motivation to maintain a balanced diet. Disturbances to the circadian rhythm, alongside other lifestyle and psychological factors, are recognized as significant contributors to the development of serious health conditions such as diabetes mellitus, myocardial infarction, metabolic syndrome, and cardiovascular disease. Studies by Wu et al. (2022), Cheng et al. (2022), and Jankowiak et al. (2024) consistently demonstrate a strong link between night work and an elevated risk of these chronic illnesses.

Limited Access to Healthy Food Options

For registered nurses working the graveyard shift in Metro Manila's BPO sector, one of the most significant dietary challenges is the limited access to healthy food options. Because their work hours fall outside the usual operating hours of most food establishments, they often face limited food options. These are mostly convenience stores and fast-food chains, which makes it difficult to maintain a nutritious diet (Wolska et al., 2022).

The participants themselves emphasized this issue. One respondent stated that "there are very limited options because only a few establishments are open during that time." Another explained that the only stores nearby were a 7-Eleven, an Alfamart, and a Samgyupsal place with a coffee shop. Several participants pointed out that during the night shift, the only establishments usually open were fast-food outlets like McDonald's or 24-hour convenience stores.

The collective sentiments highlight a pervasive issue: the scarcity of healthy food options for BPO nurses on the graveyard shift. Their schedules limit the availability of food establishments, leaving them with limited, often less nutritious options. Compared to day-shift workers who have access to a wider range of restaurants, graveyard-shift nurses are forced to settle for fast food or convenience items. Furthermore, even establishments that remain open may have limited menus or sold-out items, which worsens the problem of low nutritional quality in overnight food environments (Tucker, 2020; Leung et al., 2023; Marot et al., 2023).

Work-Related Environmental and Time Constraints

For nurses working the graveyard shift in Metro Manila's BPO sector, the work environment and time constraints significantly influence their food choices. The demanding nature of their roles, coupled with limited break times and the need for constant availability, often compromises their ability to consume full, nutritious meals. As a result, they rely on quick and often less healthy alternatives. Compared to hospital settings where nurses still try to eat healthily despite busy schedules, the BPO environment encourages a more relaxed but less disciplined approach to food.

The participants described how these constraints affect their eating habits. One nurse explained that they usually only have bread and coffee because they have only a few minutes to eat. Another shared that handling US clients and receiving many calls made it difficult to eat during working hours. Several respondents emphasized that they only had two short breaks and one hour for lunch, which was not enough to eat full meals like rice and viand at home. Overtime was also mentioned as a factor that increased energy demands, leading to additional snacks.

These responses highlight how graveyard shift nurses face substantial time and environmental pressures that dictate their food choices (Dias & Dawson, 2020). Limited break times force them to opt for convenient but less nutritious options, while overtime increases unplanned eating (Marot et al., 2023). The constant need for focus and availability means immediate energy needs often take precedence over nutritional value (Helvaci et al., 2020). This pattern aligns with existing literature showing that irregular schedules and demanding environments disrupt normal eating patterns and lead to poor dietary choices (Wolska et al., 2022). Overall, the findings emphasize that the structure of BPO work itself is a major factor shaping nurses' dietary behaviors during graveyard shifts.

Physiological and Behavioral Impacts of the Graveyard Shift

Working the graveyard shift significantly impacts the physiological and behavioral patterns of BPO nurses, particularly in their eating habits and energy levels. The disruption of their natural circadian rhythm leads to fatigue and altered hunger cues, often resulting in inconsistent meal schedules and a tendency to prioritize sleep over meal preparation or healthy eating (Kosmadopoulos et al., 2020).

The participants described how these disruptions affect their daily routines. One nurse shared that they attempted to prepare meals but could not sustain it because daytime was mostly spent sleeping. Another explained that after finishing work, overwhelming sleepiness and fatigue led them to sleep rather than eat, sometimes reducing their meals to only twice a day. Others noted that during overtime, their first meal might be healthy, but subsequent meals tended to be indulgent or “make-me-happy” foods due to exhaustion.

The findings consistently reveal that graveyard shifts disrupt physiological and behavioral rhythms, leading to irregular eating patterns and reduced meal frequency (Sum et al., 2024). Nurses often prioritize sleep over food preparation, while overtime increases cravings for comforting or energy boosting foods (Migdanis et al., 2024). The constant need for focus in a fast-paced environment drives reliance on caffeine and quick bites, with main meals frequently skipped (Helvaci et al., 2020). Appetite timing also shifts, with some nurses reporting little hunger in the morning and aligning meals with evening hours (Flanagan et al., 2020). Overall, these patterns highlight how the graveyard shift fundamentally alters both the physiological and behavioral aspects of eating among BPO nurses.

Influence of Short-Form Dietary Videos on Dietary Choices

Short-form videos, as a fundamental element of modern society, have transformed how individuals connect, share information, and express their viewpoints. With this, as short-form videos from social media gradually progress through effortless communication and the exchange of information, it enables and empowers individuals, communities, and distinct societies to influence perspectives on numerous important discourses (Ausat, 2023). This shift emphasizes the significant role social media plays in influencing consumer behavior, particularly in areas such as food choices, among groups such as registered nurses working graveyard shifts in the BPO sector. Understanding these influences is an important factor in shaping healthier food choices for this unique working population.

Visually Appealing Food Content as a Psychological Food Trigger

For many adults, especially those exposed to short-form dietary videos, the appeal of food-related content through visual perception often acts as a psychological trigger for hunger and cravings. This exposure may also intensify feelings of hunger after watching, as videos that promote food significantly influence choices by increasing cravings for specific products and altering dietary behaviors (Tazeoğlu & Bozdogan, 2022). Participants reported being easily swayed by such content, noting that TikTok’s algorithm often floods feeds with food videos, leading them to crave dishes that are conveniently accessible through delivery services.

Several respondents explained how these videos directly influenced their decisions. One nurse said that even opening reels and seeing cheesecake immediately created cravings, while another described being amazed by videos that made food look irresistibly delicious. Some participants admitted that they ended up eating at nearby food stands after seeing them featured in TikTok videos, while others noted that cravings often led them to search for food on delivery apps, especially during early morning hours when appetite was strongest.

The responses consistently reveal that watching food content on social media leads to sudden cravings or increased desire to eat (Robinson et al., 2020; Filippone et al., 2022). Such exposure often leads to impulsive or mindless eating, particularly during vulnerable times such as night shifts or periods of fatigue. These findings emphasize the significant influence of visual exposure to appealing food content, which goes beyond simply informing food choices—it often drives them (Hollis et al., 2021).

Exposure Influence Both Nutritious and Non-Nutritious Food Choices

Consumers’ food choices are influenced by external factors such as food information, social environment, and media. Coates et al. (2019) observed that digital media with food content, such as YouTube and TikTok, often feature a disproportionate amount of unhealthy foods, such as fast food and desserts, compared to healthier options, which greatly influences eating habits and food choices. While Coates’ study focused on adolescents, this research shows that similar patterns extend to working adults, particularly registered nurses in the BPO sector working graveyard shifts.

The participants shared mixed experiences with this influence. One nurse explained that eating clean led to short-form videos showing healthier content, while another noted that food vloggers present both healthy options like salads and indulgent mukbangs with chicken and lechon, making the exposure “mixed.” Others admitted that

less healthy options were more common online, which led to poorer food choices. Some participants mentioned following TikTok “baon serye” recipes that were mostly healthy, while others said that watching unhealthy content sometimes led them to choose less nutritious food.

These responses highlight how social media presents both health-conscious meal preparations and indulgent, high-calorie foods, creating a complex relationship between exposure and food choices. Healthy content can encourage nutritious meal planning (de Courville et al., 2022), while unhealthy content often triggers permissive eating behaviors (Hollis et al., 2021). This study demonstrates that platforms like TikTok and YouTube contribute to both positive and negative food-choice outcomes among nurses working graveyard shifts.

Knowledge and Idea Generation from Short-Form Dietary Videos

Short-form dietary videos adopt different approaches such as brief recipe instructions, nutritional education highlighting dietary benefits, emphasis on healthy eating practices, and other information that caters to diverse audience needs. Viewers benefit from these videos because they provide new knowledge, generate ideas, and stimulate creativity. Nurses working graveyard shifts in the BPO sector, who often struggle with inconsistent eating habits, find these videos useful in guiding healthier choices and adapting food preparation to their schedules.

The participants described how these videos helped them. One nurse said they were informative and allowed them to share information with others, while another explained that social media had helped learn healthy meals. Others emphasized that short-form videos gave them ideas and options, especially for meal prepping, which was important for those living alone. Some noted that these videos helped shorten food preparation, suggested nutritious and budget-friendly options, and even sparked creativity.

The results show that participants consistently highlighted the benefits of short-form dietary videos for individuals who prepare their own meals and need to plan—traits common among registered nurses in the BPO sector working graveyard shifts. These videos provide a convenient means of developing personalized eating habits that align with preferences and lifestyle (D’Souza-Rushton et al., 2025).

User-Friendliness for Food Knowledge and Ideas

Short-form videos are known for their user-friendly feature, making them accessible across social media platforms. Short-form dietary videos provide concise information through quick and simplified yet informative content, making them digestible without requiring excessive time. With this distinct feature, they offer a convenient and effective way to acquire dietary knowledge and practical ideas, such as meal preparation, quick recipes, and food alternatives, especially for those who lack time to engage with longer sources.

The participants explained how these videos fit into their routines. One nurse shared that they spend a large chunk of their time scrolling on TikTok, preferring short-form content over longer YouTube videos due to a short attention span. Another said their feed was tailored to their needs and customizable, while others noted that short videos were precise and straight to the point, showing only the important ingredients and steps. Some emphasized that these videos were easy to follow, helped them prepare meals they could bring to work, and were more practical compared to magazines or lengthy sources. Several participants highlighted that TikTok and Instagram Reels were catchy and convenient, making them more appealing for everyday use.

The data suggest that short-form dietary videos serve as a simple, accessible, and convenient means of acquiring dietary knowledge and practical ideas, especially for registered nurses in BPO sectors working graveyard shifts. This aligns with Hocaoglu (2024), who explained that platforms like TikTok and Instagram cater to viewers’ need for culinary inspiration and make healthy eating more achievable by providing simplified recipes and alternative dietary options. Responses such as “these videos show me how to prepare my meals na pwede kong baunin” and “it is also something that you can always go back to” suggest that these features help nurses adopt healthier dietary choices that fit their lifestyles despite time constraints and demanding work schedules.

Evaluation of Digital Dietary Information Among Graveyard Shift BPO Nurses

The credibility of short-form dietary videos often serves as a significant indicator shaping food choices, particularly among nurses in the BPO sector working the graveyard shift. A study by Zeng et al. (2025) shows that non-expert health and wellness influencers, who make up a significant portion of content creators, often share

nutrition advice lacking scientific-based evidence. In contrast, dietitians, who represent a small fraction of the content, produce the most reliable information, with most information deemed completely accurate. Social and environmental factors more strongly influence this variance in source credibility. Tsochantaridis et al. (2023) noted that peer pressure, influencers, and food advertisements that promote unhealthy food choices are major contributors to increases in food consumption.

Thoughtful Consumption of Social Media Food Contents

Short-form dietary content on social media is acknowledged for its usefulness and convenience, but it also has notable downsides, including the prevalence of misinformation in nutrition-related content (Zeng et al., 2025). While these videos can provide recipe ideas, step-by-step meal preparation, and nutritional advice, they can also expose viewers to unhealthy trends and misleading information. This highlights the need for mindful engagement and self-control to ensure that such content does not negatively affect an individual's nutritional well-being.

The participants shared how they manage these challenges. One nurse explained that they avoid watching cooking videos late at night because they become too tempting, while another said they skip or ignore hashtags for hearty meals to resist cravings. Others admitted that although they sometimes see unhealthy food content, such as chicharon bulaklak, they hesitate to try it due to health or sanitary concerns, choosing healthier options instead. Some participants mentioned shifting from local vloggers who used less healthy cooking oils to influencers who promoted avocado or coconut oil.

Despite the widespread availability of tempting, potentially unhealthy food content, the responses demonstrate proactive engagement in managing digital dietary intake through self-control and critical evaluation. These findings align with those of Patil et al. (2021), who emphasized the importance of critically evaluating and effectively using online health information to make informed decisions. Statements such as "I try to avoid watching" and "I should also control myself" show thoughtful consumption of social media food content.

Individual Content Authentication of Food Contents

In an environment where both credible professionals and unverified sources share nutritional advice, the perceived credibility of food-related content significantly influences dietary choices, especially among BPO nurses working the graveyard shift. With erratic schedules and reliance on readily available online information, these nurses face the challenge of discerning authenticity and trustworthiness in the content they consume. The abundance of nutritional advice online requires a careful, selective approach to ensure decisions are based on reliable information.

The participants described how they evaluate credibility. One nurse said, "I counter-check it on Google and do my own research," while another explained that even when TikTok videos suggest certain practices, they still verify through research. Others noted that exaggerated claims are easily dismissed, relying instead on prior knowledge and experience. Some participants emphasized that not everything on social media is correct, so they depend on their background knowledge, family teachings, or cookbooks.

The responses show that nurses draw on background knowledge, personal training, and experience to evaluate the authenticity of online food content. This aligns with Heiss et al. (2023), who stated that appraisal involves evaluating information based on pre-existing beliefs, attitudes, and knowledge. Participants demonstrated a predisposition toward verification through personal research and self-critical judgment.

Source Credibility Based on Professional Alignment

The exploration of how nurses assess the trustworthiness of short-form dietary videos shows that the perceived expertise of the content creator strongly influences their attitude toward food choices and information navigation. Zeng et al. (2025) highlighted that misinformation is prevalent on platforms like TikTok, with most nutrition-related content coming from non-expert influencers lacking scientific validity. In contrast, only a small portion of posts are created by registered dietitians, whose content is significantly more accurate.

The participants explained how they determine credibility. One nurse shared that they consult their doctor when unsure, while another emphasized the importance of consulting a dietitian. Others said they base credibility on the creator's profession, preferring licensed nutritionists or dietitians over influencers who are simply good at

cooking. Some respondents mentioned checking credentials and leaning toward professionals with formal qualifications.

The findings show that nurses consistently prefer dietary content from professionals whose credentials align with their healthcare background. This is congruent with Ismagilova et al. (2020), who stated that expertise and trustworthiness are key characteristics of source credibility. Participants also demonstrated diligence in validating claims through independent research or medical guidance, reflecting their professional awareness of evidence-based practice.

Peer Validation and Popularity Bias

Within the realm of short-form dietary videos on social media, credibility is shaped not only by the content itself but also by social cues such as audience engagement, influencer visibility, and popularity. For nurses in the BPO sector working the graveyard shift, these cues serve as markers for gauging credibility amidst short duration and high exposure to algorithmically promoted trends. The reliance on these external signals reflects how social validation often substitutes for deeper nutritional evaluation.

The participants described how they use these cues. One nurse explained that when a product pitch feels suspicious, they check reviews. Others said they look at what is trending, the comments, and the feedback of other viewers to decide if the content is trustworthy. Several respondents emphasized that credibility is stronger when the creator is someone they already follow or when collaborations involve well-established influencers.

The responses demonstrate a reliance on external validation through reviews, comments, popularity indicators, and the reputation of content creators. This aligns with Sati and Kazancoglu (2020), who found that social attractiveness and follower count are critical in shaping perceptions of influencer credibility. Nurses use societal validation as an indicator of trustworthiness, reflecting experiential decision-making rather than scientific evaluation.

Coping Strategies of BPO Nurses Working Graveyard Shift to Combat Dietary Challenges

The unique challenges faced by the BPO nurses working the graveyard shift play a vital role in the shift in the food choices of the BPO graveyard shift workers, primarily due to the challenges of their work, which are often driven by convenience, health consciousness, and emotional and behavioral motivations. The nocturnal nature of the graveyard shift, including time constraints, can heavily influence an individual's food decisions (Chen & Antonelli, 2020). This is consistent with Lin et al. (2020), which indicates that night shift workers consume more fast food, fried food, and sugar-sweetened beverages. Beyond these, the emotional and behavioral motivations for the shifts further exacerbate the challenges they pose, leading to unhealthy food choices, especially during extended working hours. However, some graveyard shift workers proactively prepare meals to ensure healthier options are readily available.

Convenience-Driven Food Choices

The natural challenges of the graveyard shift in the BPO industry play a major role in shaping dietary choices, often leading to convenience-driven food decisions. The nocturnal nature of the shift requires constant attention, irregular schedules, and disrupted circadian rhythms, making it difficult to maintain a regular meal schedule. As a result, food choices are often dictated by accessibility and ease rather than nutritional value.

The participants described how these challenges affect their eating habits. One nurse explained that it was easier to buy food during the shift, while another noted that living in Makati made nearby food stops accessible via delivery services. Others admitted that preparing food for one person was too time-consuming, so they often ordered out. Several respondents said they relied on coffee, bread, or chips during work, while fast-food chains like McDonald's and convenience stores such as Lawson or Uncle John's were common options because they were open nearby.

The findings highlight that graveyard-shift nurses' food choices lean heavily toward convenience, shaped by time constraints and accessibility. This is consistent with Wolska et al. (2022), who found that many night-shift workers resort to calorie-dense snacks and fast food. Limited time for meals and restricted access to healthier alternatives push individuals toward 24/7 fast-food chains and quick-consumption items. These choices reflect coping mechanisms to manage demanding schedules and the nocturnal nature of their work. Ultimately, convenience

becomes the defining factor in dietary behavior, underscoring how the structure of graveyard shifts directly influences nutrition.

Health Conscious and Practical Eating

While facing the significant challenges of the graveyard shift—such as irregular schedules, time constraints, and limited access to healthier options—some BPO workers actively engage in meal prepping to ensure the nutritional value of their meals. This practice serves as a strategic response to mitigate the negative impacts of their work environment and allows them to maintain healthier eating habits despite the demands of their schedules.

The participants described how meal prepping helped them. One nurse explained that meal prep provided ideas and options, especially for those living alone who had to prepare their own meals, and emphasized that the food they cooked was healthier. Another shared that working in BPO made them more conscious about eating healthy, so they began checking recipes online and preparing meals with rice to bring to work. Others mentioned following TikTok “baon serye” recipes, which were easy to follow and quick to prepare, while some critically evaluated food vloggers, pointing out that although their dishes looked good, the choice of cooking oils was not always healthy.

The findings highlight that, despite the challenges of graveyard shifts, some BPO workers proactively manage their dietary intake by meal prepping and adopting their own nutritional preferences and strategies. This aligns with Iqbal et al. (2021), who found that health consciousness plays a vital role in food choices, and with Matysiak (2024), who emphasized that meal prepping reduces dependency on fast-food convenience. Consistent with this, respondents expressed a collective inclination toward healthier and practical eating, critically evaluating food sources for both health and safety. Their engagement in meal prepping demonstrates a conscious effort to maintain nutritious diets while adapting to the demands of their nocturnal work schedules.

Emotional and Behavioral Motivation

The food choices of graveyard shift workers in the BPO sector are significantly influenced by their emotional and behavioral patterns, particularly when they are fatigued or seeking gratification. The nocturnal nature of their work often disrupts circadian rhythms and increases workplace stress, which can trigger emotional eating as a coping mechanism. Food, therefore, becomes more than just nutrition—it serves as comfort and relief from the toll of night shifts.

The participants described how these emotional and behavioral factors shaped their eating habits. One nurse explained that eating during shifts was difficult, so they tended to eat more on days off to compensate. Another shared that overtime hours increased hunger, with the first meal being healthy but later meals turning into “comfort meals” due to exhaustion. Others admitted that social media cravings misled them into choosing unhealthy foods, often framing these indulgences as “rewards” for themselves.

The findings emphasize that the emotional and physical toll of graveyard shifts plays a vital role in food choices. This aligns with Ljubičić et al. (2023), who found that food consumption often serves as a coping mechanism to alleviate stress, regardless of type. Consistent with this, respondents revealed that emotional and behavioral motivations drive their food decisions, particularly when fatigued or seeking gratification. Their shift in food choices—healthy meals at first, then indulgent comfort foods—illustrates how immediate satisfaction and stress relief can outweigh long-term nutritional goals, underscoring the role of emotional eating in coping with the demands of graveyard work.

Synthesis

This chapter presents the findings from a thematic analysis, outlining four overarching themes that explore the food choice challenges faced by nurses working graveyard shifts in Metro Manila’s BPO sector who are exposed to short-form dietary videos on social media.

The theme “Dietary Challenges of BPO Nurses During Graveyard Shift” emphasizes the complex difficulties nurses face in managing their food intake while working overnight hours. The subtheme “Limited Access to Healthy Food Options” reveals how the timing of their shifts restricts their choices to convenience stores and fast-food outlets, often forcing them to settle for calorie-dense, low-nutrient meals. The subtheme “Work-Related Environmental and Time Constraints” underscores how limited break times, workload pressure, and constant mental demand push nurses to prioritize quick, energy-boosting foods over balanced meals. Meanwhile, the

subtheme “Physiological and Behavioral Impacts of Graveyard Shift” highlights how disruptions to circadian rhythm affect hunger cues, energy levels, and overall eating behavior, leading to irregular meal patterns and a decreased motivation to prepare or seek out nutritious food. These interconnected challenges reflect how the graveyard shift environment significantly compromises the dietary well-being of BPO nurses.

The theme “Influence of Short-Form Dietary Videos on Dietary Choices” illustrates how this online content significantly shapes the food-related decisions of graveyard shift nurses in the BPO sector. The subtheme “Visually Appealing Food Content as a Psychological Food Trigger” highlights how exposure to highly stimulating food visuals can lead to sudden cravings and impulsive eating behaviors, especially during periods of fatigue and night work. The subtheme “Exposure Influences Both Nutritious and Non-Nutritious Food Choices” emphasizes the dual impact of social media: nurses are encouraged by healthy content but also tempted by indulgent trends, leading to inconsistent food choices influenced by mood, availability, and digital exposure. The subtheme “Knowledge and Idea Generation from Short-Form Dietary Videos” showcases the perceived value of these videos as tools for learning new recipes, gaining nutritional tips, and customizing meals to suit personal health goals. Lastly, the subtheme “User-Friendliness for Food Knowledge and Ideas” underscores the accessibility and convenience of short-form content, enabling nurses to absorb useful dietary information quickly despite time constraints. Together, these findings reflect how social media serves both as a facilitator and as a challenge in shaping the food behaviors of night-shift nurses.

The theme “Evaluation of Digital Dietary Information Among Graveyard Shift BPO Nurses” explores how nurses critically assess the credibility of short-form dietary content amid the growing presence of misinformation on social media. The subtheme “Thoughtful Consumption of Social Media Food Contents” highlights the proactive efforts of nurses to practice self-control and discernment when engaging with food-related videos, often avoiding unhealthy trends and filtering content based on reliability. The subtheme “Individual Content Authentication of Food Contents” reveals how nurses rely on their clinical background, personal experiences, and independent research to verify the accuracy of dietary information, reflecting a strong commitment to evidence-based decision-making. The subtheme “Source Credibility Based on Professional Alignment” underscores a clear preference for content created by licensed healthcare professionals, such as dietitians, with professional alignment serving as a major indicator of trust. Lastly, the subtheme “Peer Validation and Popularity Bias” shows that credibility is also influenced by social cues such as likes, comments, and influencer reputation, particularly when time constraints prevent deeper scrutiny, making community validation a practical shortcut for assessing trustworthiness. Together, these findings demonstrate how graveyard shift nurses apply a combination of critical thinking, professional judgment, and social heuristics to navigate the credibility of digital dietary content.

The theme “Coping Strategies of BPO Nurses Working the Graveyard Shift to Combat Dietary Challenges” illustrates how nurses adapt their food choices in response to the unique demands of nocturnal work. The subtheme “Convenience-Driven Food Choices” shows that time constraints, disrupted body clocks, and limited access to healthier options lead nurses to opt for calorie-dense, readily available meals. This coping mechanism, driven by necessity and availability, often leads to dependence on fast food or ready-to-eat snacks. In contrast, the subtheme “Health-Conscious and Practical Eating” highlights how some nurses actively manage their diets by meal-prepping and prioritizing nutrition despite irregular schedules. These individuals demonstrate intentional, informed eating choices to mitigate the negative effects of shift work. Meanwhile, the subtheme “Emotional and Behavioral Motivation” reveals that fatigue, stress, and the desire for gratification often influence food intake, with many nurses turning to comfort foods after long hours. These choices reflect emotional eating patterns that can override healthy intentions, especially during periods of exhaustion or stress. Collectively, these subthemes reflect the complex, adaptive strategies that BPO graveyard shift nurses employ to manage dietary challenges, balancing between convenience, health goals, and emotional needs.

The study reveals that a dynamic interplay between environmental constraints, social media exposure, and individual coping mechanisms shapes the dietary behaviors of BPO nurses working the graveyard shift. The graveyard shift presents unique dietary challenges, such as limited access to healthy food, time pressure, and circadian rhythm disruptions, all of which compromise balanced nutrition. Social media short-form dietary videos play a dual role, triggering impulsive cravings through visually appealing content while also serving as accessible tools for food knowledge and idea generation. However, nurses do not consume this content passively; they critically evaluate its credibility using a mix of professional judgment, personal research, and social cues such as influencers' reputations and popularity. In coping with their dietary limitations, nurses adopt diverse strategies

ranging from convenience-based eating to health-conscious meal prepping, often influenced by emotional states such as fatigue and stress. Ultimately, food choices among BPO graveyard shift nurses are the product of overlapping pressures and perceptions, in which social media, shift-work demands, and personal agency converge to influence everyday eating patterns.

Conclusion

This study explored the dietary challenges of BPO nurses working graveyard shifts, the influence of short-form dietary videos on their food choices, the evaluation of digital dietary information, and the coping strategies they employ to manage these demands. The findings revealed that limited access to healthy food, time constraints, and disrupted physiological rhythms significantly shape dietary behaviors. At the same time, social media content, particularly short-form dietary videos, strongly influences cravings, food decisions, and nutritional awareness. Nurses demonstrated critical engagement with online information, evaluating credibility through professional alignment, personal knowledge, and peer validation, while also adopting coping strategies such as convenience-driven eating, meal prepping, and emotional food choices to navigate the pressures of nocturnal work.

The key scholarly contribution of this research lies in its integration of occupational health, digital media influence, and coping strategies into a single framework that highlights how graveyard-shift nurses negotiate their dietary practices in a digitally saturated environment. By situating the findings within the broader discourse on nutrition, work schedules, and social media, this study emphasizes the importance of evidence-based health communication and practical interventions tailored to the unique conditions of BPO nurses. It advances the literature by showing how digital dietary exposure interacts with occupational constraints, and how nurses critically filter, adapt, and respond to these influences in ways that reflect both vulnerability and agency.

Ultimately, the study shows that addressing the dietary challenges of graveyard-shift nurses requires not only structural solutions to improve food access and workplace conditions but also strategic use of digital platforms to promote credible, health-oriented content. By highlighting the dual role of social media as both a source of temptation and a tool for nutritional empowerment, this research contributes to the growing body of studies on occupational health and digital influence. It calls for collaborative efforts among healthcare professionals, educators, and policymakers to strengthen nutritional resilience and support the well-being of nurses working in demanding environments.

Contributions of Authors

Author 1: conceptualization, introduction, synthesis

Author 2: conceptualization, methodology, data analysis, data gathering

Author 3: data gathering, formatting

Author 4: data gathering, data analysis, ethics

Author 5: data gathering, data analysis

Author 6: data interpretation, data analysis, ethics

Author 7: data analysis, synthesis

Author 8: conclusion & recommendations

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There is no conflict of interest for this study.

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