

Personal Hygiene Behaviors in Egyptian TV Cooking Shows: An Exploratory Study	عنوان البحث
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Abstract

The research purposes to examine personal hygiene behaviors of chefs in Egyptian television cooking shows, as these programs play a pivotal role in promoting food handling in a safe manner via television, adding to use recommend them to offer a good examples hygienic cooking practices for viewers. Data collection technique used observation sheet to collect data from 37 episodes of ten popular Egyptian television cooking shows, during the period of January of 2022. Data was gathered and analyzed by IBM SPSS Version 23.0 software. The results revealed in general that there are many violations of recommended safe standards for food handling addition to little interest is paid to personal hygiene behaviors in Egyptian television cooking shows. One of the most common types of mistakes the rareness of hand washing during food preparation and cooking in these shows adding to utilize of dirty cutting shingles. Similarly, putting food stuffs and spices with bare hands followed by wiping dirty hands with dry cloth. Insights are provided to develop effective general strategies to employ of television cooking programs as a mean to reinforce good hygienic behaviors education among the audiences. This is one of the rare studies that give an Egyptian judgment on displaying hygienic behaviors throughout preparing and cooking food in some of common television cooking programs.

Keywords:

Personal Hygiene, Safe Food Handling, Cooking Shows, Chefs, Food Handlers.