

This bachelor thesis focuses on the influence of social networks on parental decision-making regarding infant and toddler feeding. Early nutrition is critical to child development and influences future health. Parenting is a decision-filled challenge, especially with such a vast amount of information from various sources, including social media, which can cause confusion and uncertainty about the best childcare. The aim of this paper is to assess how much parents trust information from influencers compared to expert recommendations, and how social media influences their preferences regarding their children's nutrition. The theoretical section covers the basics of nutrition in the first three years of life, including breastfeeding, infant formula, and transition to solid foods. The practical part explores how parents use social networks as a source of information about infant and toddler nutrition and how this information influences their decision-making. This section also analyses trends and myths on social media. The results show that parents strongly trust pediatricians and consider them a reliable source of information on child nutrition, in contrast to low trust in advice and recommendations from influencers. This result suggests that parents tend to rely on verified experts. Providing accurate and science-based information on social media is recommended to enable parents to make more informed decisions about their children's nutrition.