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## **Cooking with Mami**

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**Author Note**

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### **Abstract**

This action project is a cooking series on social media that I started with my mother. This project approached the problem of me not knowing how to cook. At the same time, I took this opportunity to share it with other people that are interested in cooking Hispanic recipes. Additionally, since I am graduating and moving out, this gave me a chance to bond with my mother. This action project was a mixture of service learning and also professional development.

*Keywords:* Hispanic Recipes, Cooking, Bonding, Mother

### **Cooking With Mami**

At first, I did not know what project I wanted to do. I wanted to do something that I felt fulfilled by. This project did just that. I haven't always had a great relationship with my mother, and I also never learned how to cook her delicious recipes. I am 22 years old and it is about time that I learned. This project was a cooking series that I started on the social media platform, TikTok. The project started with us sitting down and discussing what recipes we were going to do. We would do this at the beginning of each week that we cooked. After discussing the ideas of recipes to cook, we would go shopping to the local grocery store and pick up the ingredients that we needed for the dish of the week. Then, we would prepare the ingredients and start recording the process. Lastly, we would have a delicious meal before editing and posting the videos on the platform.

### **Elements coming together**

In the project, I brought different perspectives in order to solve a problem because my mother is teaching me how to cook like her and then together we are teaching others to cook authentic Hispanic food no matter what background they might come from. The recipes we chose were simple but still authentic to our culture. We made sure that there was not a barrier and that people could follow these recipes easily. Furthermore, the innovative approach to this project was that it was on a social media platform that is very trendy, and popular in watching videos. Lastly, we used hashtags for those who were searching for recipes just like the ones that we were posting.

This work completed with my mom indicated awareness of myself by knowing that I do not know how to cook at 22 years old and that I am self aware of that. The project indicated awareness of others because I realize and others realize that my mom is a good cook, and can teach others her recipes. As a daughter, I am aware that my mom and I's relationship has not been good, I am aware that it needed some fixing, and this project helped with that relationship and that bond as well. Considering the emotional intelligence of my audience was approached by being aware of feedback that was given, making sure that there was not offensive music that might trigger people, and making sure recipes were easy for everyone to learn.

I drew on my creative framework to approach this work by thinking about how I could reach a bigger audience on TikTok. After doing research about how I could achieve this, I knew that I needed to edit in a way that would catch my audience's attention. In a blog by Megan Gersch, she mentioned that "editing your videos strategically can help to keep viewers engaged" (2023). Getting attention on social media is tricky but once it is done well once, then it can lead to a lot of viewers. Another way that I was able to draw on my creative framework was by choosing music in my videos that was trending at the time of the videos. I did this by looking at other creators and looking at relevant hashtags. Lastly, I used hashtags to direct viewers to my channel. Hashtags are labels that are used on social media that makes it easier to find posts or information about specific types of content (Association Adviser, 2019).

There was innovation shown in my project, because of the editing, music, and the fact that I used TikTok. According to Business of Apps, "TikTok is now considered one of the top innovative media brands" (Freer 2022). It is easy for people to get on their phone and just look up what they are trying to find. It is easier for them to look at a video, than to go try to find a

recipe in a cookbook. Also, the algorithm on Tiktok is meant to find things that they have watched before.

### **Results**

The benefits of my project were learning how to cook meals that my mother taught me. I have gained more confidence in the kitchen, as well as self-esteem, patience, and mindfulness in my life. Next, the bond that my mother and I have gained throughout the process has been noticed by my dad and brother that are in the same household. Also, there have been benefits to my other stakeholders, such as my social media audience and people learning the recipes. This is measured through the likes and views that have been received on the videos. The positive impact that my project had on the stakeholder is that we learned to cook together. For someone who does not have experience cooking, my videos were user friendly. People have saved the videos on TikTok to recreate the recipes. My mother feels a sense of accomplishment because she knows that I am feeling better at cooking. I recognize this because she tells me while I am cooking.

### **Conclusion**

When I started this project, I believed that only my family members would be interested in my project; I did not know how strong the platform was until it was completed. Originally, I wanted to post on both TikTok and YouTube but the music did not allow me to post on YouTube and I did not want that to stop me. In total, I made 5 videos. They each took planning, shopping, retaking, and shooting shots, and editing. On my page, I gained 19 followers, and 219 total likes across the videos. The first video posted received 332 views, 5 saves, and 29 likes. The second video received 351 views, one save, and 40 likes. The third received 848 views, 103 likes, 15

saves, and two comments. The fourth video got 268 views, one save, one comment, and 30 likes. Lastly, the fifth video received 277 views, 2 saves, and 16 likes. Total audience reached for my project was 2076 people and my mother and I are happy with the results and plan to keep the cooking series going to teach others my mother's authentic recipes. What I would do differently, is post at times of the day that are more popular for people to get on TikTok. Another thing I would do differently is to explain the ingredients and processes to others better in a video.

## **Appendix**

Link: <https://www.tiktok.com/t/ZTRT8dJub/>

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