Analyzing Conflict in the Instant Pot Facebook Community

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Introduction
As social media has become more pervasive, large groups of people across different cultural backgrounds, socioeconomic standings, and geographical locations can easily gather over similar interests. This diversity has the potential to induce heated controversies in online communities. The Instant Pot (IP) Community on Facebook, though dedicated to sharing advice and recipes on the famed pressure cooker, is a site for socioeconomic and health conflicts. This research looks for trends in these specific conflicts.

Socioeconomic Conflict
- Explicit references to money were overall unsuccessful, most likely because people tend to be private about personal expenses. A search on “rich” resulted in 64 posts, and all related to the gastronomic definition of the word. “Poor” was found in 46 posts and described standard recipes or unfortunate events. 40% of the 15 posts under “afford” were asking about certain recipes because the poster can’t afford to waste certain ingredients, and 20% were about the ability to afford an IP.
- As IPs can range from $30 to $200, it fits a broad range of budgets. However, added accessories can get pricey. “Multiple Instant Pots” and “Sale” yielded posts showing the economic diversity within the group, as seen below.

The most common theme under “angry” reactions (30.4% of the upper quartile) were related to sales not being honored or a damaged instant pot being sent.

Assumptions of Economic Standing:

“Multiple Instant Pots”

Original Poster
October 6, 2016
Ok, so admit it. How many of you have 2 or more Instant Pots? I have the Duo60 & am thinking of getting the Duo80.

Commenter 1
1 my kitchen isn’t that big. I don’t even have two of anything. Well, I do have more than two forks and spoons. LOL
Like - Reply - 3v

Commenter 2
I have 2”OD” waiting for a sale!!!
Like - Reply - 3v

Due to the price acting as a potential barrier for purchasing Instant Pots, the plural “Instant Pots” yielded comments concerning different socioeconomic effects (above). Some look for sales and can only afford the IP when it’s discounted. This example, like many others I found, was a cordial exchange between people of different socioeconomic backgrounds and no evidence of conflict.

“Sale”

Original Poster
December 1, 2019
On sale at Macy’s!!! So annoyed now… I just bought it at Walmart for 799.

Commenter
Everyone who keeps saying “its only 100 you’re being insensitive. Perhaps OP is annoyed she missed out on a deal but someone who is paying $10 is a big deal. Someone who has scrimped and saved in order to purchase something they need that 10.

I’m not implying that’s the case for OP because I don’t know her situation. $10 buys a load of bread, luncheon meat, and a couple pieces of fruit. I can calm down with my judgements.
Like - Reply - 2v

Above, one poster bought her Instant Pot the day before it went on sale. Commenters tried to cheer her up by saying it was a difference of only $10, but some came off as insensitive, as mentioned by another member.

Health Conflicts
Social support to adopt healthier behaviors:

Posts were first filtered by the word “calorie” to assess if people expressed negative opinions regarding someone trying to lose weight or cut down on calories. Instead, such posts were followed by supportive comments and suggestions.

It seems that the Instant Pot Community group is usually supportive of people who are starting to incorporate healthier foods into their diet.

Discussion and Conclusion
The Instant Pot Facebook Group brings together lovers of the pressure cooker and, in doing so, invites differing opinions that can sometimes lead to conflict. We found that most socioeconomic conflict began due simple misunderstanding and is often mediated by either commenters who sympathize with the offended party and explain why certain words are harmful or by moderators or posters turning off the comments on controversial posts. When it came to posts regarding health and diets, we found most of the disagreement was about newer lifestyle changes that have certain dietary limitations that some tend to find unecessary or outrageous.

Future research can look for specific similarities within posts that consistently lead to conflict in the comments section and what is most successful at mediating conflict.