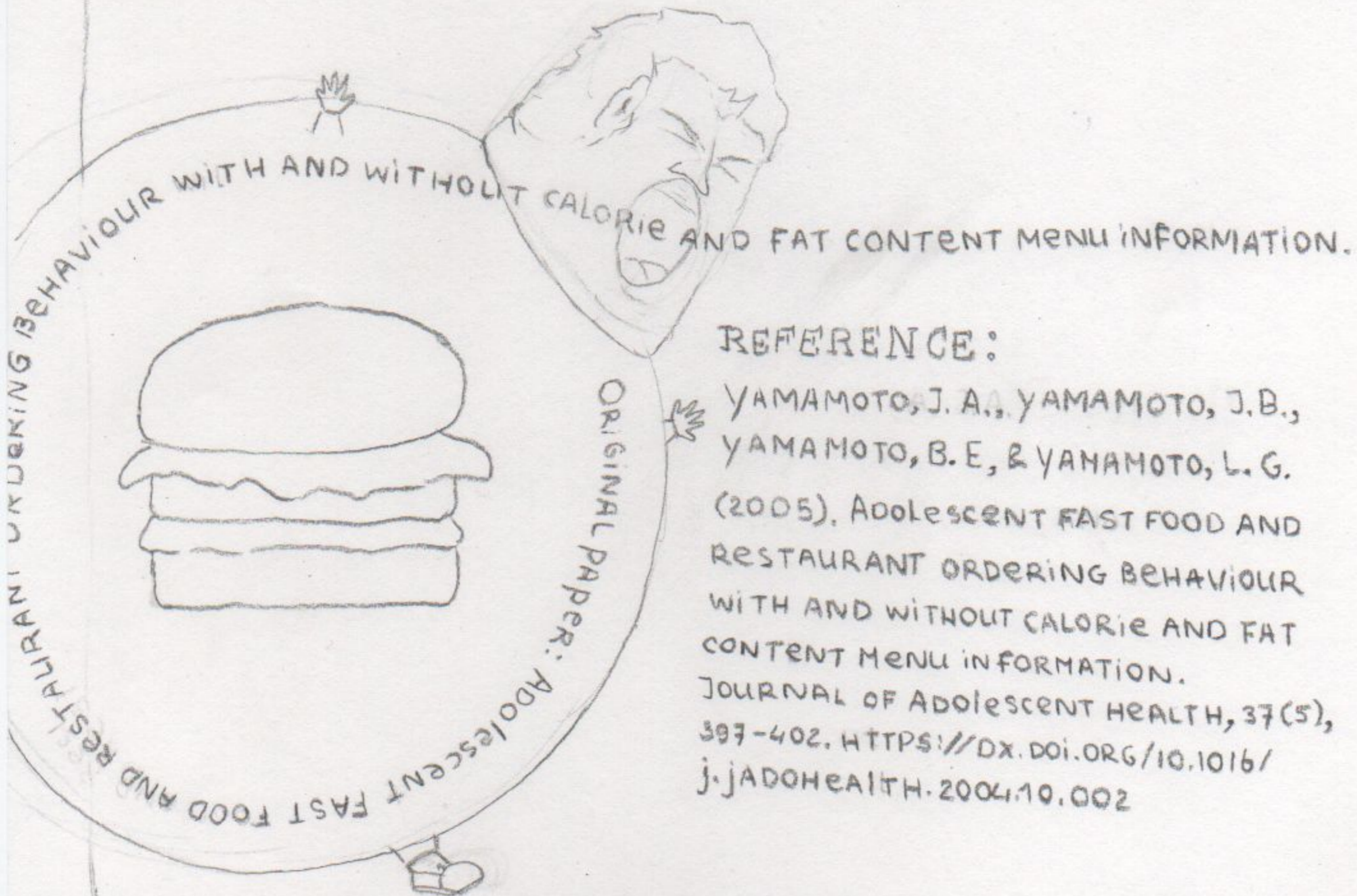


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MAURO VAN DER ZANDEN

THE BIG FAT GUY

AND HIS NON-RELATIONSHIP WITH NUTRITIONAL INFORMATION



REFERENCE:

YAMAMOTO, J. A., YAMAMOTO, J. B.,
 YAMAMOTO, B. E., & YAMAMOTO, L. G.
 (2005). ADOLESCENT FAST FOOD AND
 RESTAURANT ORDERING BEHAVIOUR
 WITH AND WITHOUT CALORIE AND FAT
 CONTENT MENU INFORMATION.
 JOURNAL OF ADOLESCENT HEALTH, 37(5),
 397-402. [HTTPS://DX.DOI.ORG/10.1016/
 J.JADOHEALTH.2004.10.002](https://dx.doi.org/10.1016/j.jadohealth.2004.10.002)

WINTER 2019

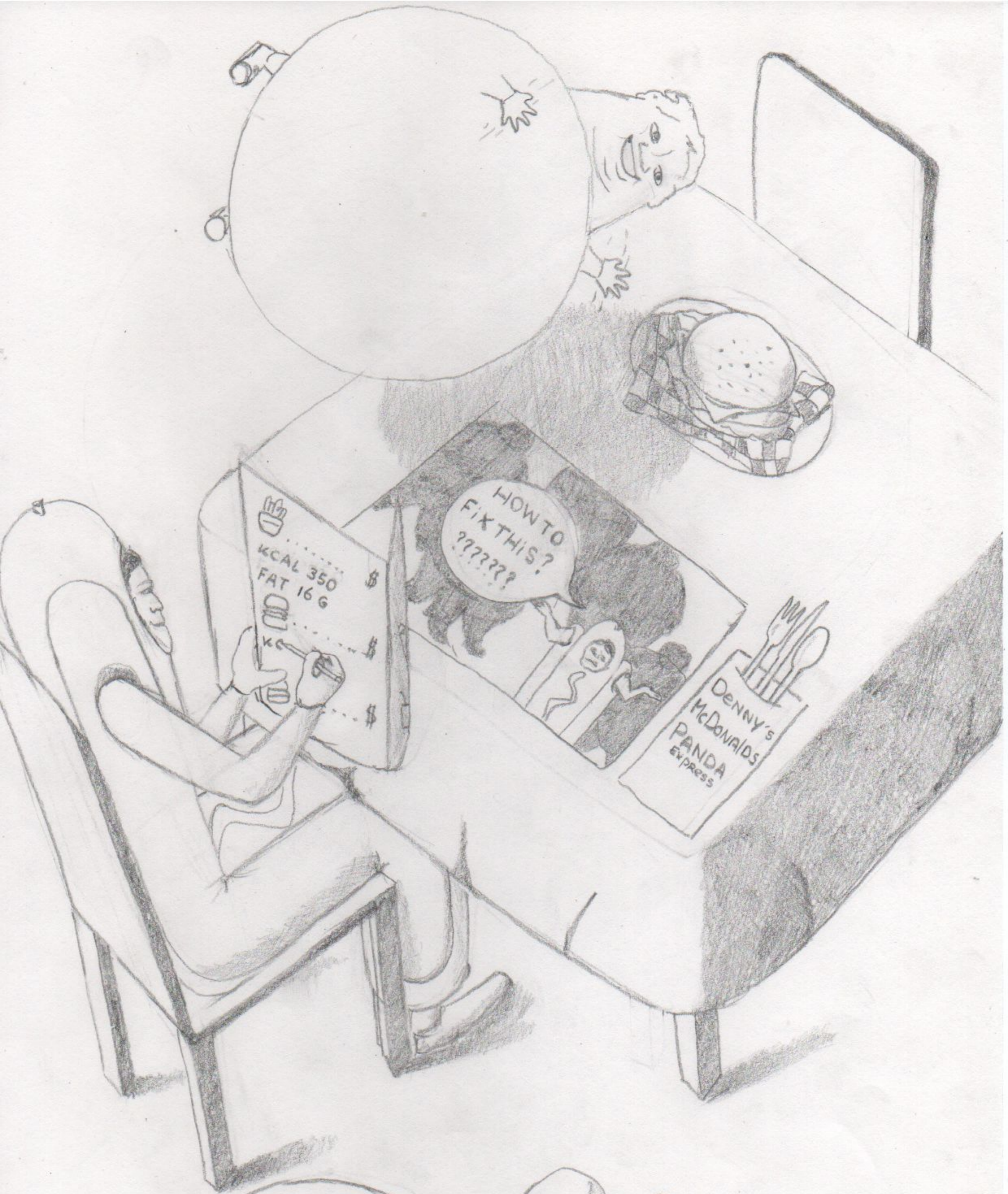
PROJECT CREATED FOR THE CLASS: VISUAL THINKING AND COMPOSITION
 TILBURG UNIVERSITY, DEPARTMENT OF COMMUNICATION AND COGNITION
 INSTRUCTOR: NEIL COHN, [NEILCOHN@VISUALLANGUAGELAB.COM](mailto:neilcohn@visuallanguagelab.com)
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TODAY ON THE MENU



NO SALAD INCLUDED



pssst...
FOR STUDY
PURPOSES ONLY



106 PARTICIPANTS SAW ONE MENU WITH CALORIE AND FAT INFORMATION AND ONE WITHOUT



ADOLESCENTS

TENNIS PLAYERS & MUSICIANS



- I THINK I AM....
- TOO FAT
 - SLIGHTLY OVERWEIGHT
 - JUST RIGHT
 - SLIGHTLY UNDERWEIGHT
 - TOO SKINNY

THIS STUDY IS APPROVED!

HEALTH REVIEW BOARD

PING!



WHAT HAPPENED WHEN NUTRITION INFORMATION WAS PROVIDED...

CAN I ORDER
A CHEESEBURGER
PLEASE?

A SALAD
ANYONE?



WHAT ABOUT CALORIES... %



YAMAMOTO ET AL., 2005

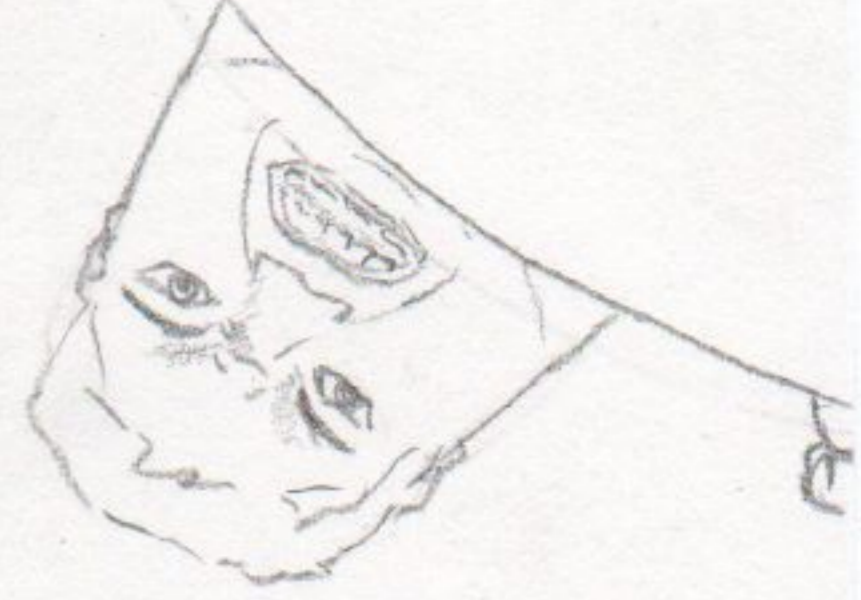
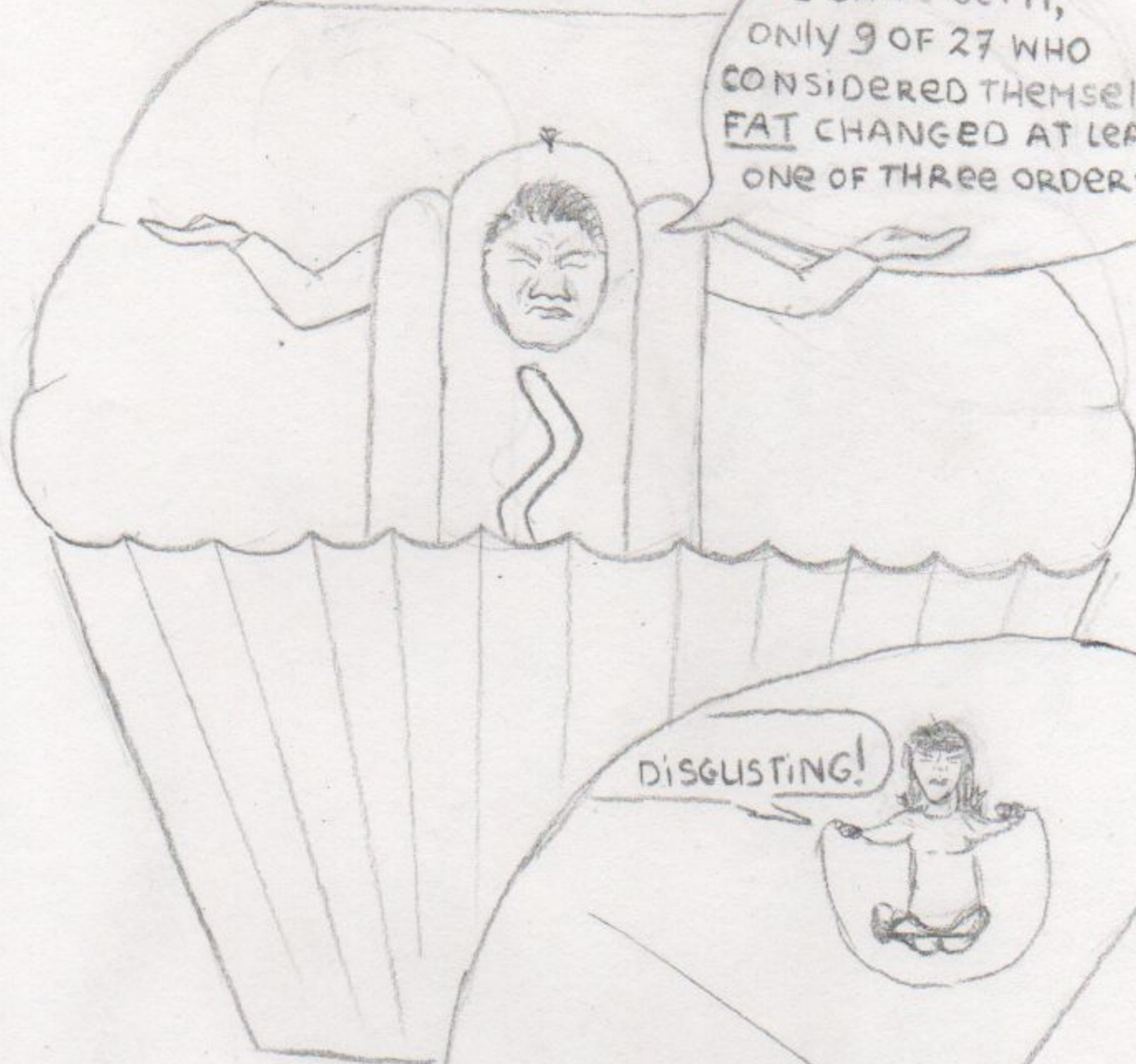
WHAT ABOUT FAT...

I DON'T HAVE TO DRAW BECAUSE
AGAIN 83 PERCENT OF THE 318
ORDERS REMAINED
THE SAME...



HE DOESN'T UNDERSTAND

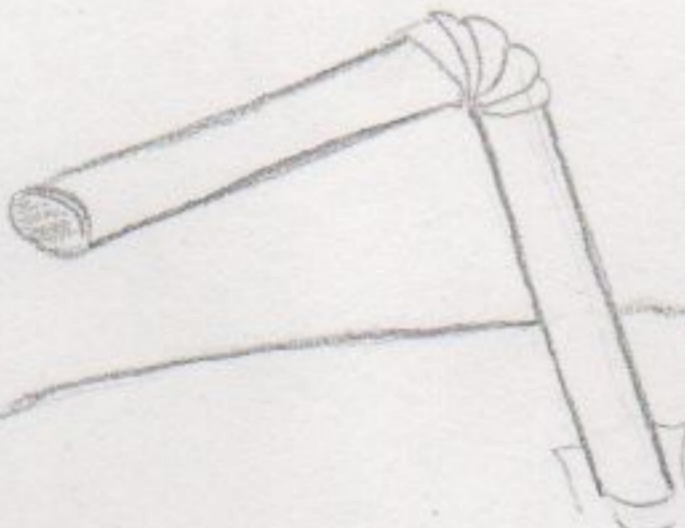
I CAN'T GET IT, ONLY 9 OF 27 WHO CONSIDERED THEMSELVES FAT CHANGED AT LEAST ONE OF THREE ORDERS



DISGUSTING!



HE SMILES AT HIS BURGER



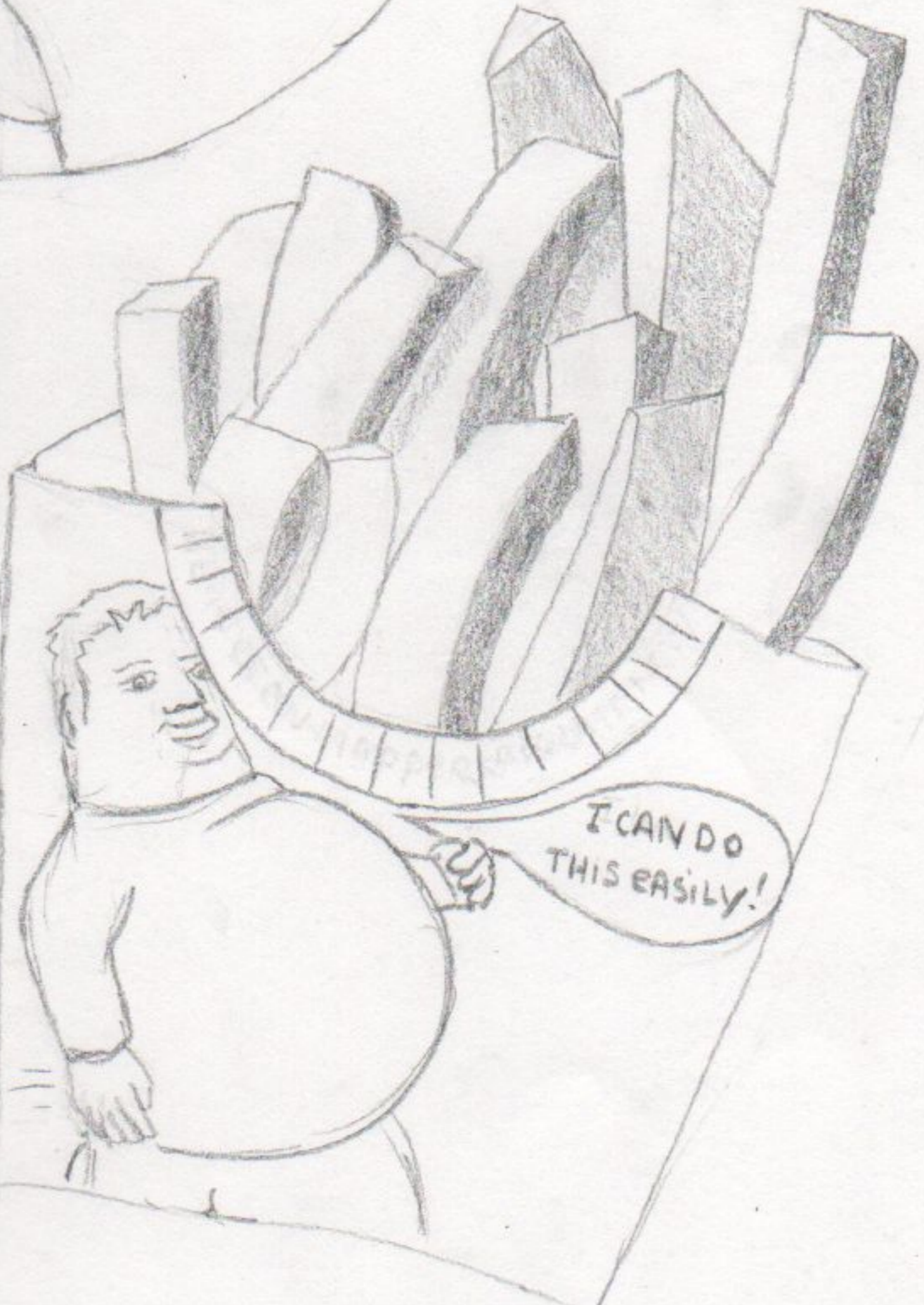
THEY INTERRUPT ALL OF OUR LIVES

WE JUST ❤️ FOOD

LET US LIVE OUR LIVES

WE DON'T WANT TO CHANGE

NUTRITIONAL INTERVENTIONS



I CAN DO THIS EASILY!



SINCE PRICE IS MORE IMPORTANT.. I'M GOING TO ENJOY MY BURGER

THE END

