

**The relationship between television food advertisements recalled and actual foods consumed by children**

Daphne Broeken

d.m.f.broeken@tilburguniversity.edu

**Original paper:**

The relationship between television food advertisements recalled and actual foods consumed by children

**Reference for the original paper:**

Hitchings, E., & Moynihan, P. J. (1998). The relationship between television food advertisements recalled and actual foods consumed by children. *Journal of Human Nutrition and Dietetics*, 11(6), 511–517. <https://doi.org/10.1046/j.1365-277x.1998.00133.x>

**Link to original paper online**

<https://doi.org/10.1046/j.1365-277x.1998.00133.x>

Project created for the class:

Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com), [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

# THE RELATIONSHIP BETWEEN TELEVISION FOOD ADVERTISEMENT RECALLED AND ACTUAL FOODS CONSUMED BY CHILDREN

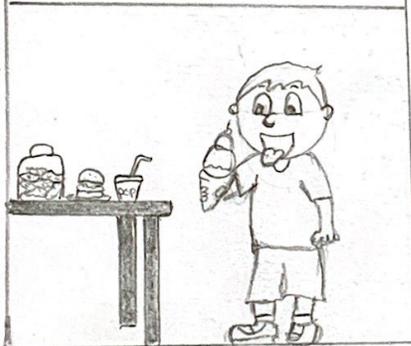
E. Hitchings and P.J. Moynihan (1998)



Hello! In this study me and my colleague investigated the relationship between food advertisements shown on tv and foods consumed by British children. We will explain to you how we did this.



Research has shown that intake of sugar and fat under children remain high (Adamson et al., 1992; Rugg-Gunn et al., 1993; Ruxton et al., 1996).



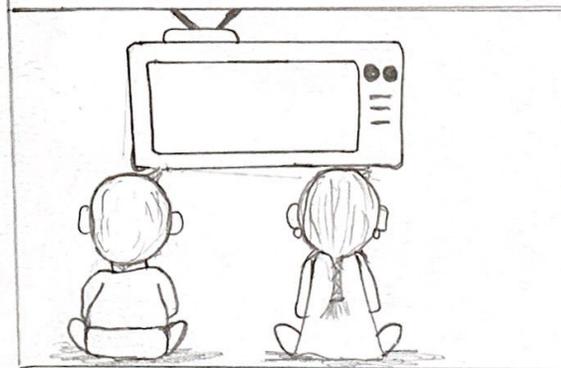
In order to know how we could encourage children to eat healthier, we need to find out more about what influences their food choice.



A probable influence on children's food choice might be television advertisement.



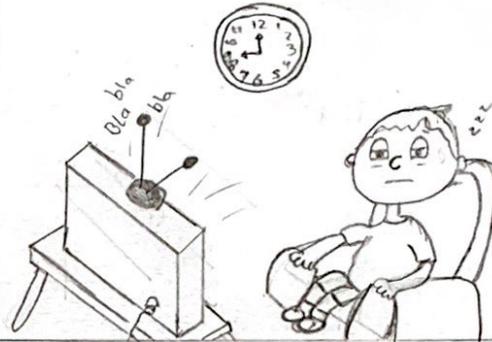
In the UK, on average children watch 19 hours of television a week (National Food Alliance, 1995).



Another study has shown a relationship between children's viewing time and frequency of food consumption (Woodward et al., 1997).



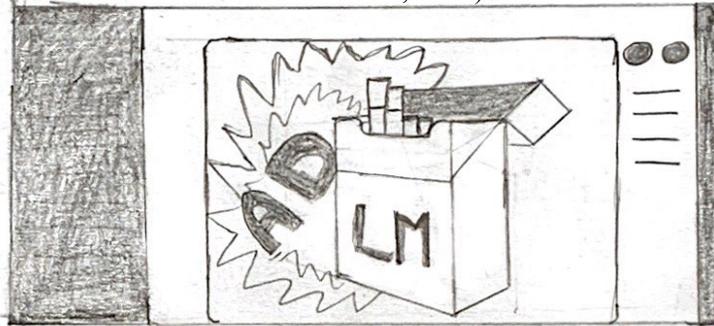
The children who viewed the most television...



... Consumed unhealthy foods more often than healthier foods (Woodward et al., 1997)



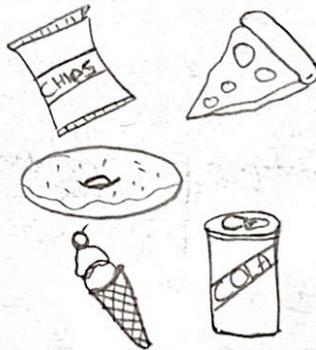
It has also been proven that tobacco advertisements can increase the frequency of young people smoking (DiFranza et al., 1991; Pierce et al., 1991).



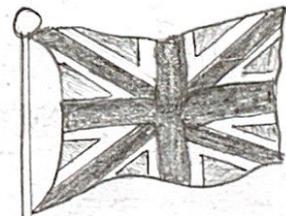
Of all advertisements shown during children's viewing time, 70% was of food.



Over 98% of those advertisements were of foods with a high amount of sugar and/or fat.



Earlier studies have investigated the influence of television advertisement on food choice, however they have not investigated this on British children.



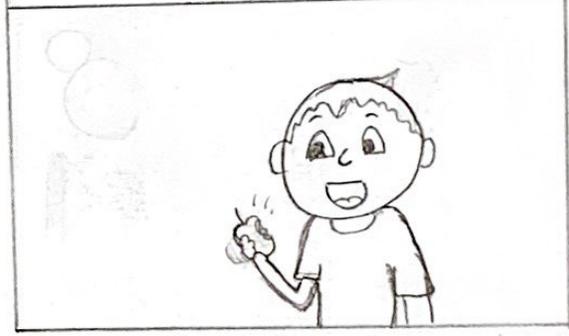
Therefore, our first aim is to see if there is a relationship between the food advertisements remembered and the actual food consumed.



“The second aim of this study is to investigate foods remembered by children from television advertisements and requests for food purchases.”

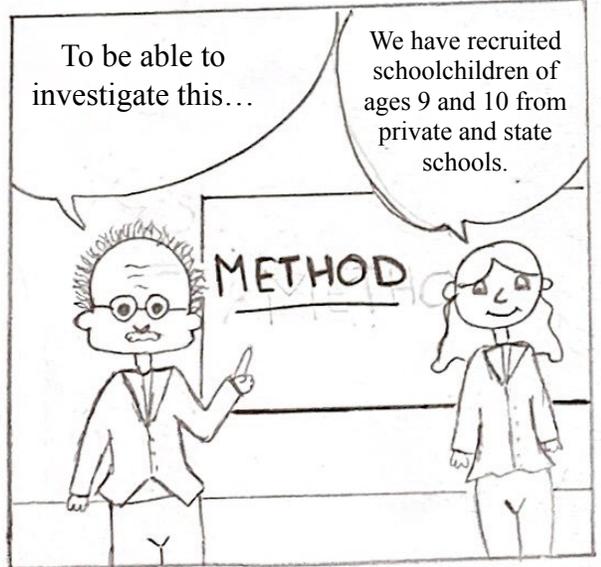


“The overall goal is to determine the importance of considering food advertisements when designing nutrition intervention strategies aimed at schoolchildren.”



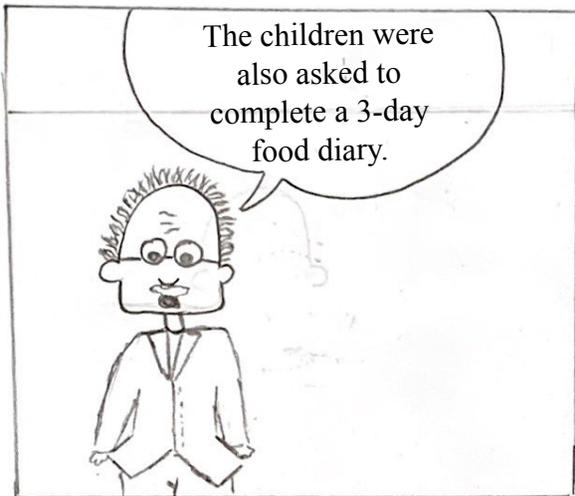
To be able to investigate this... We have recruited schoolchildren of ages 9 and 10 from private and state schools.

**METHOD**



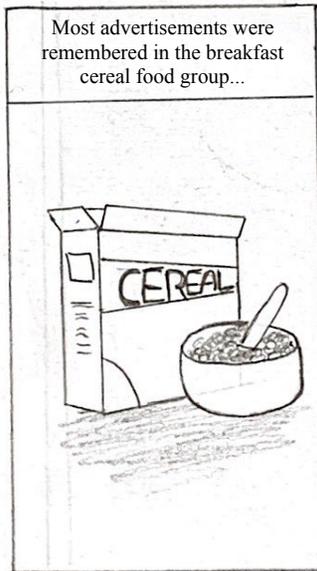
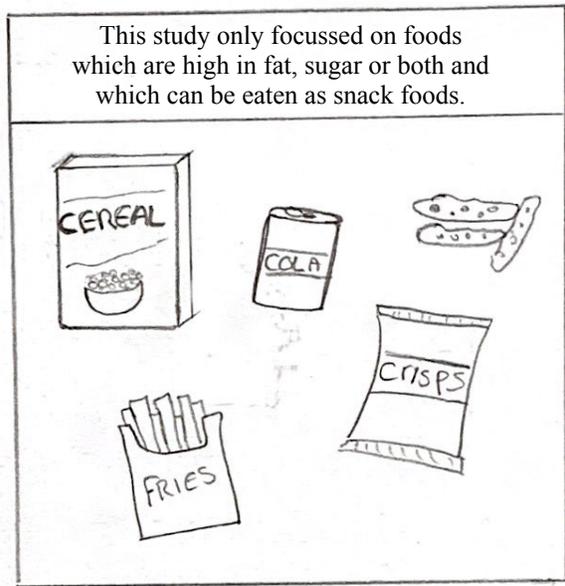
Children were interviewed and were asked to recall the television advertisements for food which they have seen recently.



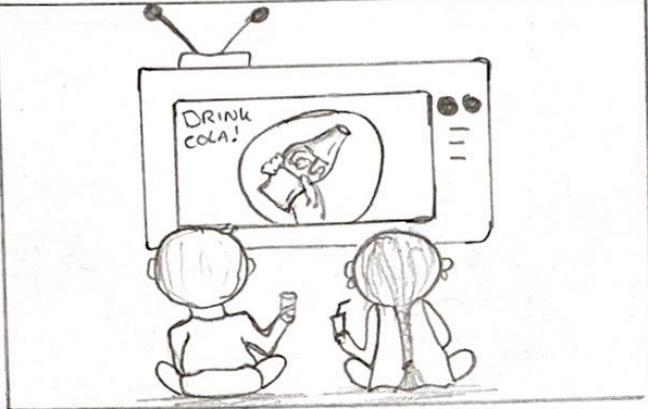


### FOOD DIARY

|           | MONDAY | TUESDAY | WEDNESDAY |
|-----------|--------|---------|-----------|
| BREAKFAST |        |         |           |
| LUNCH     |        |         |           |
| DINNER    |        |         |           |
| SNACKS    |        |         |           |
| DRINKS    |        |         |           |



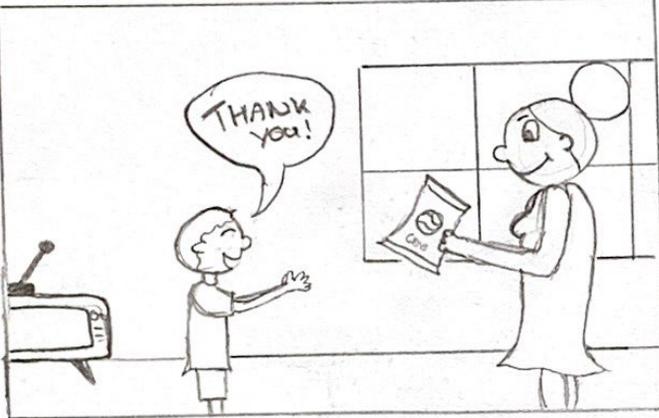
The strongest relationship between advertisements remembered and foods consumed was shown for soft drinks.



Also, Walkers Crisps and Kellogg's cornflakes are most remembered television advertisements.



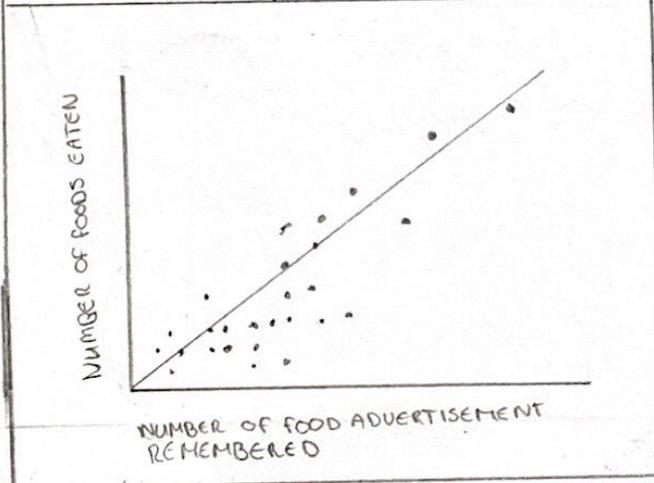
"Overall 96% of food request made by children to their parents were granted."



THE RESULTS SUGGEST....



...There is a relationship between a specific food advertisement and the consumption by children of that specific food.



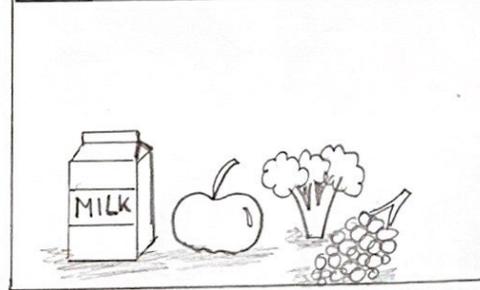
Also the results have shown that breakfast cereal were the most frequently remembered and most advertised on television to children (Donkin et al., 1993; National Food Alliance, 1995).



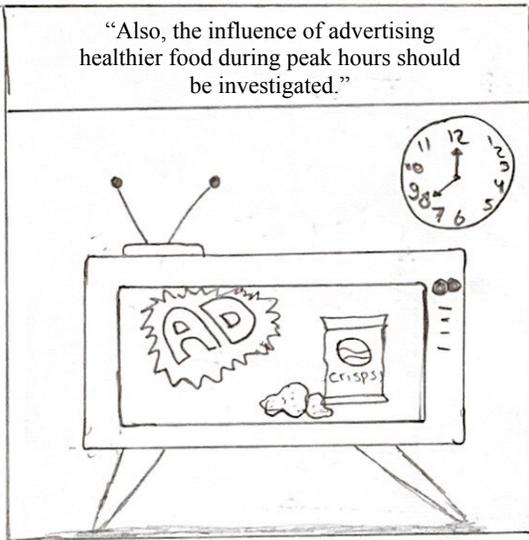
...And 4 out of 10 most foods requested were also among 10 most frequently remembered foods.



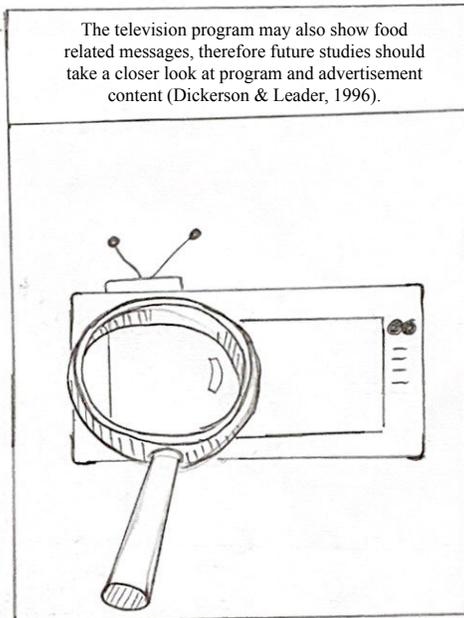
However, this study only investigated unhealthy food and did not consider healthier foods. This might influence the results.



"Also, the influence of advertising healthier food during peak hours should be investigated."



The television program may also show food related messages, therefore future studies should take a closer look at program and advertisement content (Dickerson & Leader, 1996).



Knowing there is a relationship between food advertisements shown on television and foods consumed by children, advertisements may therefore be an important consideration in dietary aimed at children.

Also, parents buy the foods children request, therefore it is also important to educate the parents on healthy nutrition.

