Influence of vlogs on childrens' eating behavior

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Systematically testing the effects of promotion techniques
on children's fruit and vegetables intake on the long term:
a protocol study of a multicenter randomized controlled trial

Folkvord, F. (2019). Systematically testing the effects of promotion techniques on children's fruit and vegetables intake on the long term: a protocol study of a multicenter randomized controlled trial. *BMC public health*, *19*(1), 1-7.

https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-019-7952-1

Project created for the class:
Visual Thinking and Composition, Winter 2020
Tilburg University, Department of Communication and Cognition
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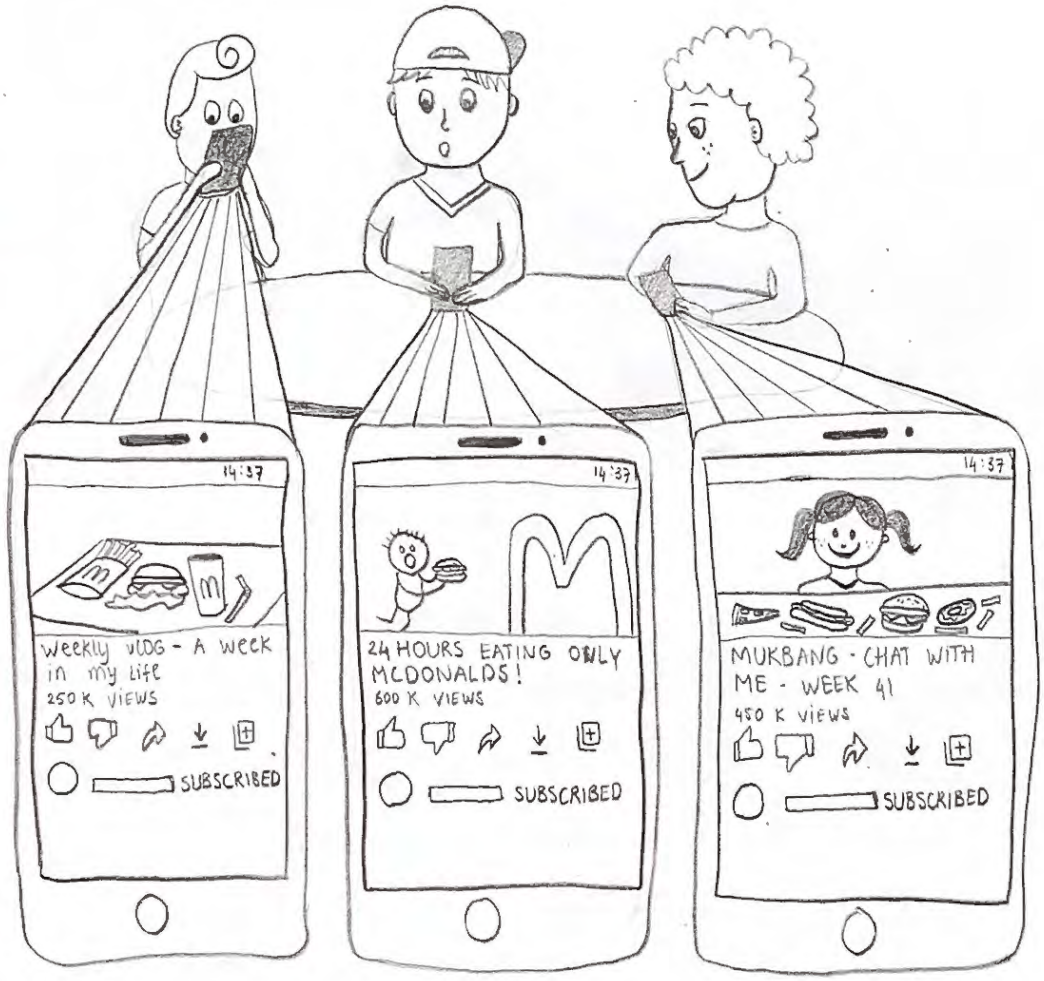
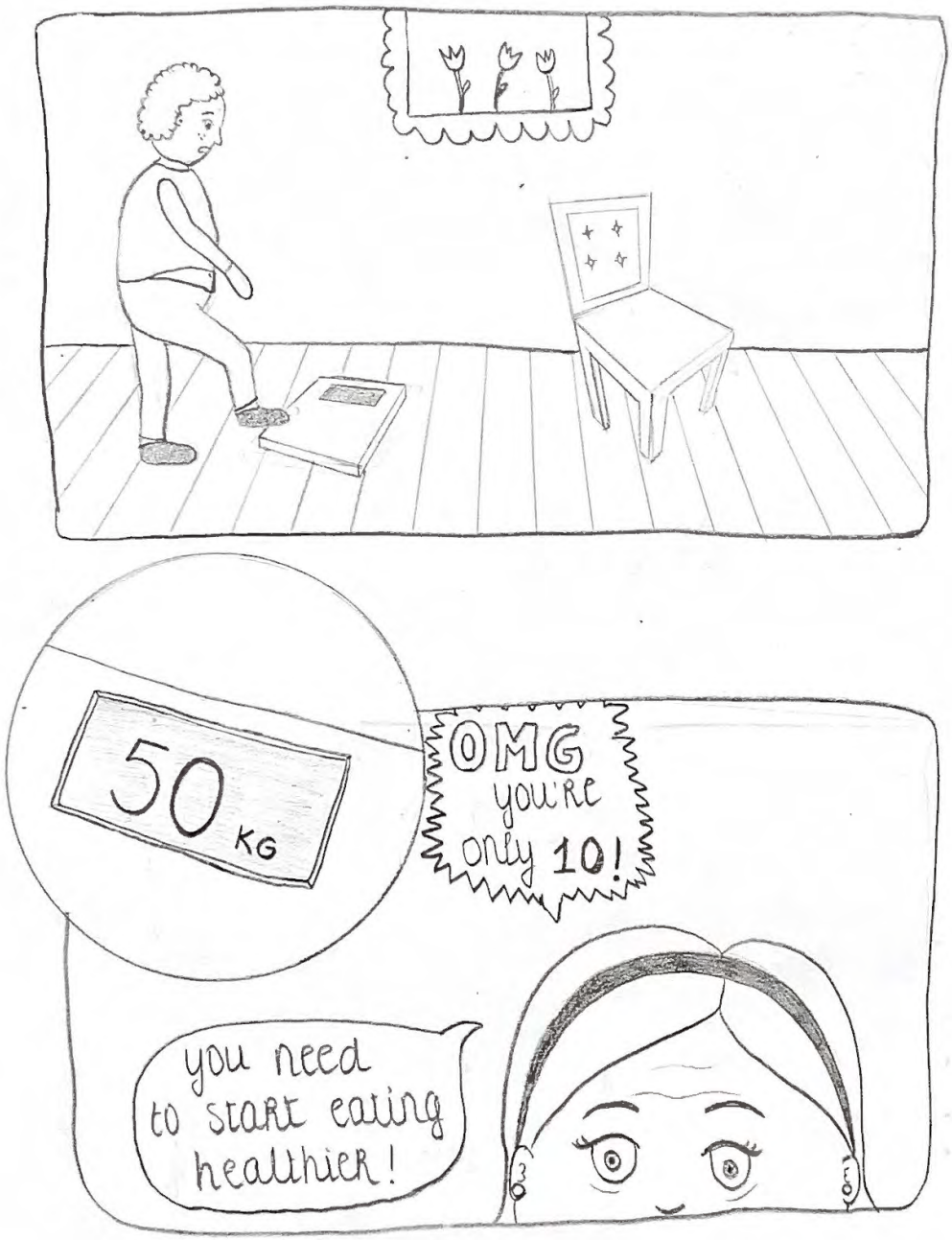
Eating a diet rich in fruit and vegetables is essential for growth and development (Birch & Fisher, 1998), protects against many chronic diseases (Alissa & Ferns, 2017), and increases mental well-being (Lopez, Mathers, Ezzati, Jamison, and Murray, 2001; McMartin, 2013; Manni, 2010). Mama Jones lives here with her curly-haired son Tommy. His friends Daniel and Anton introduced him to vlogs.



Vlogs (video-blogs) have been described as short user-generated videos, distributed online where others may view, subscribe, or comment on them (Snelson, 2015). Vloggers increasingly promote HFSS foods by unboxing or by a contest, while the effect on consumption hardly has been investigated.

Numerous studies have consistently shown that dietary intake patterns of children do not meet (inter) national dietary standards (e.g., insufficient fruit and vegetable intake, overconsumption of foods high in fat, sugar, and salt [HFSS]), especially children from low socioeconomic statuses (Dowler, 2001; Fismen, Smith, and Samdal, 2001 - 2009).

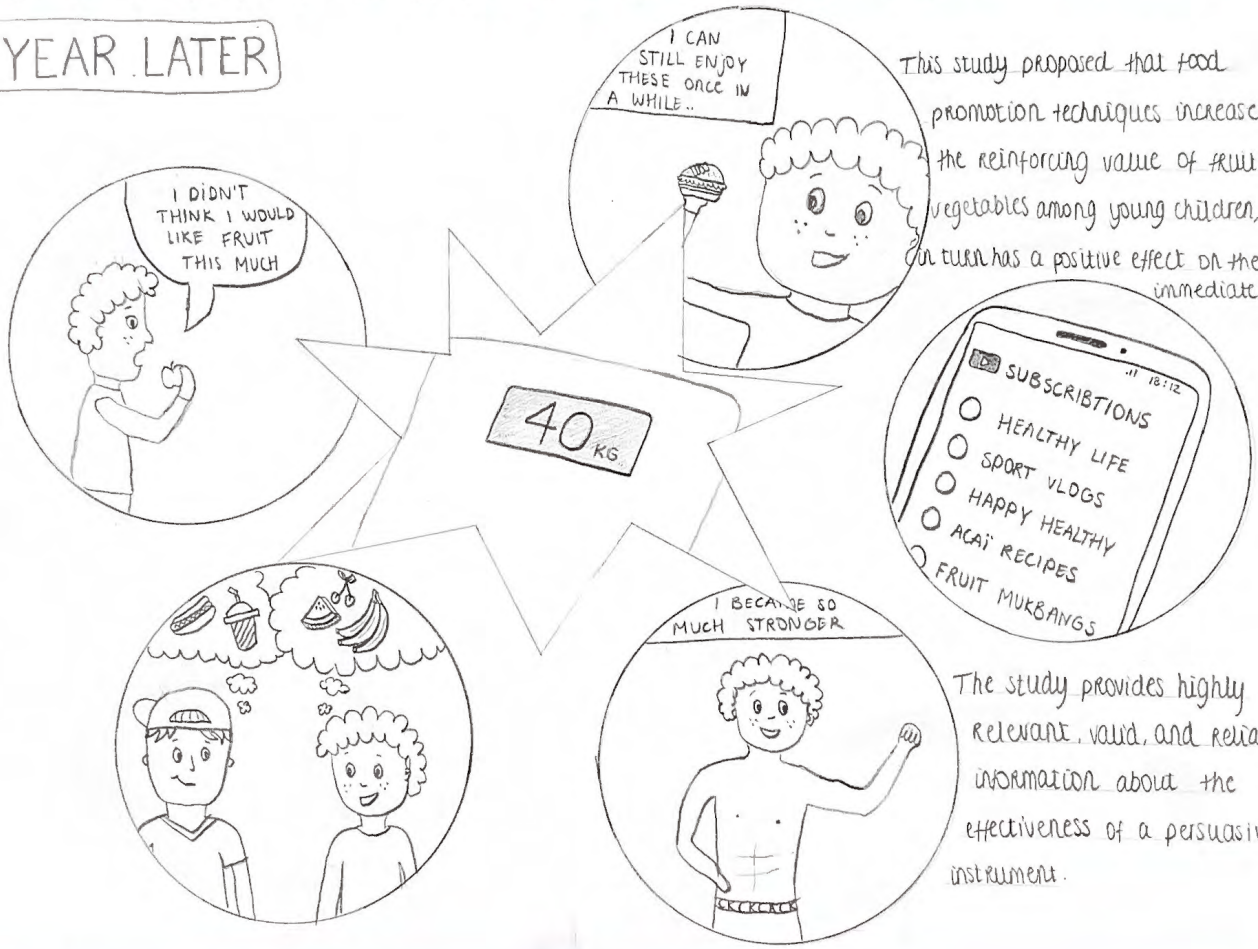
Vlogging is the most recent and highly popular food promotion technique targeting children (Ministry of Health, Wellbeing, and Sport, 2016). Moreover, the content of vlogs can easily be modified so different forms of content among different groups of children can be tested (Valkenburg and Peter, 2013).



Human eating behavior is not only guided by a conscious and reflective system, but also via a non-conscious, impulsive, associative system that is susceptible to food promotion techniques. (Folkvord, Anschütz, Boyland, Kelly, and Buijzen (2016).

By using different food promotion interventions within the vlogs, like using unboxing, preparing and taste testing the fruits and vegetables versus using a challenge (Sobol-Goldberg, Rabinowitz, and Gross, (2013) to increase the rewarding value of fruits and vegetables, it will be possible to test differences between media messages (Boyland, Nolan, Kelly, Tudur-Smith, Jones, Halford, and Robinson, 2016; Folkvord et al., 2016)

1 YEAR LATER



This study proposed that food promotion techniques increases the reinforcing value of fruits and vegetables among young children, which in turn has a positive effect on the immediate intake.

The study provides highly relevant, valid, and reliable information about the effectiveness of a persuasive instrument.