

# **Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity**

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## **Original paper**

Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity

## **Reference for the original paper**

Andreyeva, T., Kelly, I. R., & Harris, J. L. (2011). Exposure to food advertising on television: associations with children's fast food and soft drink consumption and obesity. *Economics & Human Biology*, 9(3), 221-233.

## **Link to original paper online**

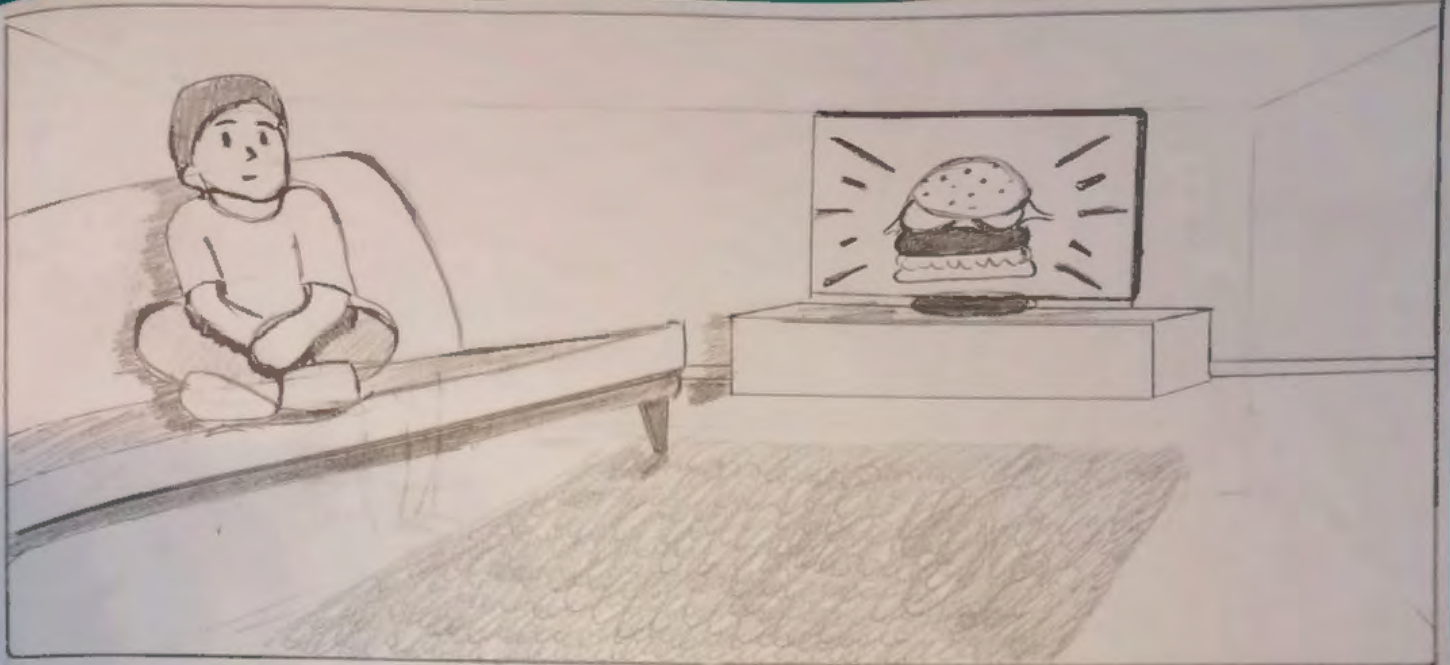
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Project created for the class:

Visual Thinking and Composition, Fall 2020

Tilburg University, Department of Communication and Cognition

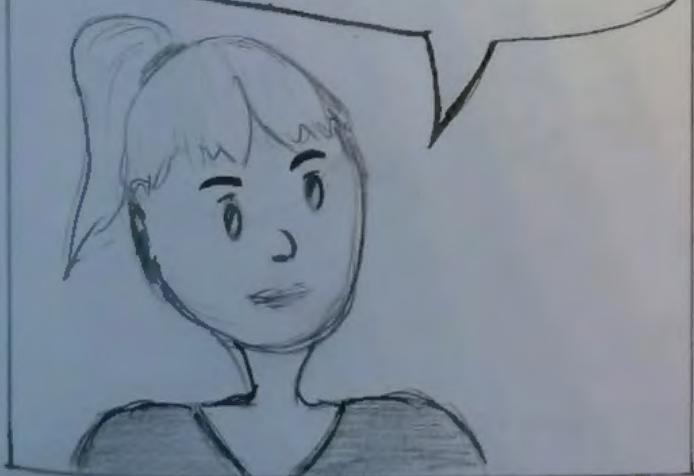
Instructor: Neil Cohn, [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com), [www.visuallanguagelab.com](http://www.visuallanguagelab.com)



TV ADVERTISEMENT

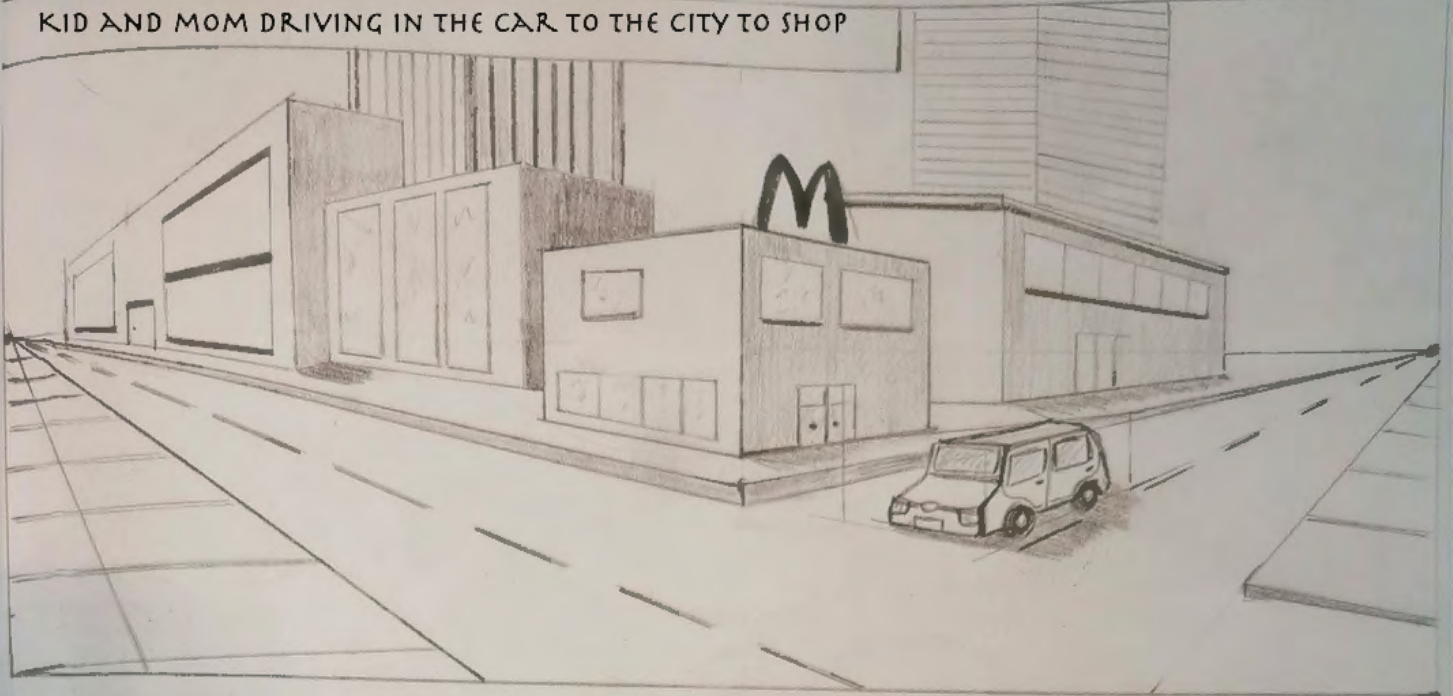


TO WHAT EXTEND IS THERE A RELATIONSHIP BETWEEN THE EXPOSURE TO FOOD ADVERTISING ON TV AND CHILDREN'S FOOD CONSUMPTION & BODY WEIGHT?



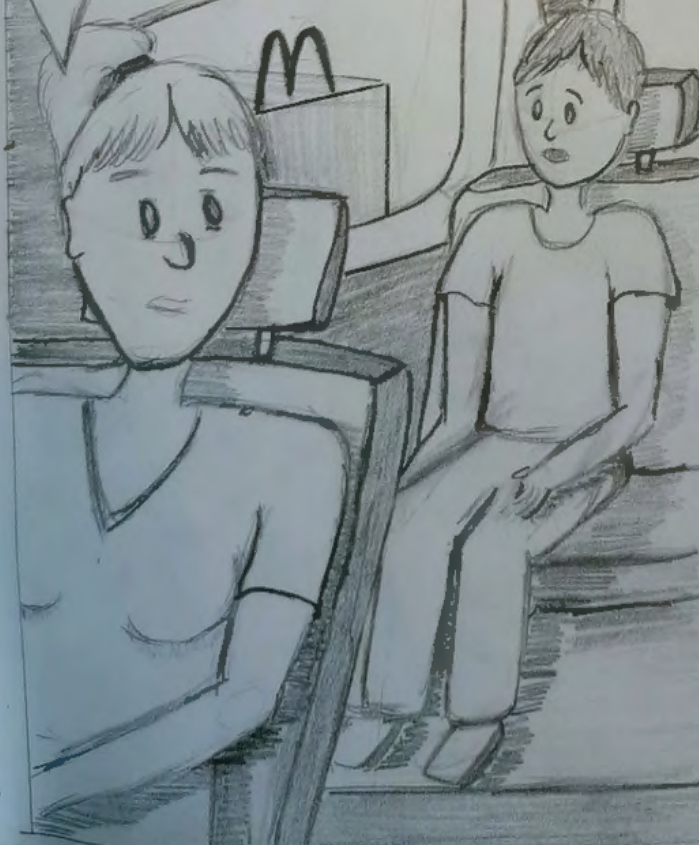


KID AND MOM DRIVING IN THE CAR TO THE CITY TO SHOP

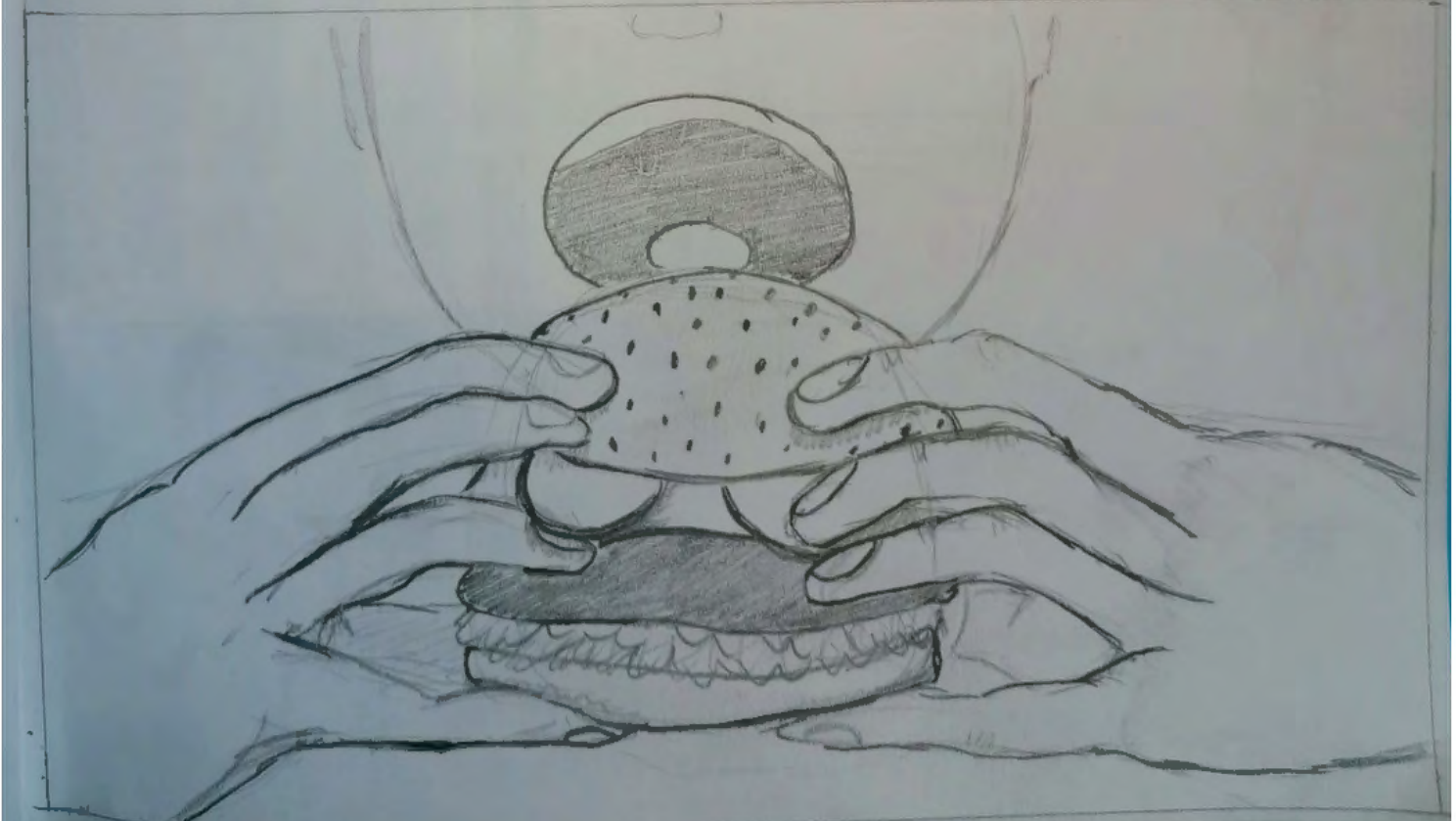


MUM, LOOK THERE IS MCDONALDS!! COULD WE GO THERE AND EAT SOMETHING?

NO KID, FAST FOOD IS NOT HEALTHY FOR YOU.





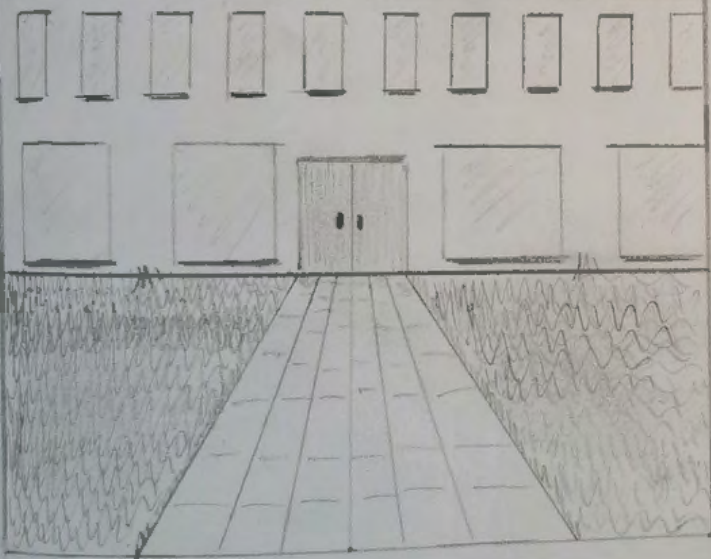




A FEW YEARS LATER



School



GYM CLASS

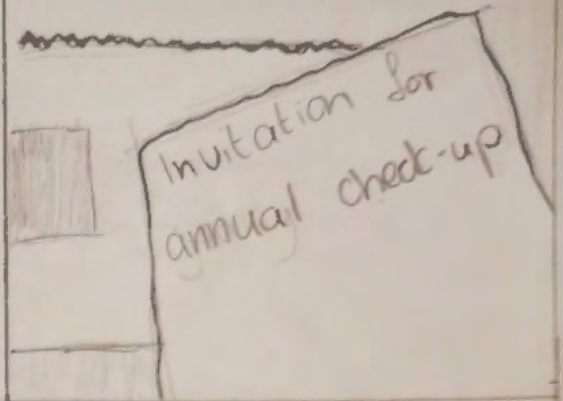


CHILDREN CAN EXPERIENCE HEALTH PROBLEMS, SUCH AS LESS ENERGY OR A BAD FITNESS CONDITION BECAUSE OF THEIR WEIGHT AND EATING BEHAVIOR.

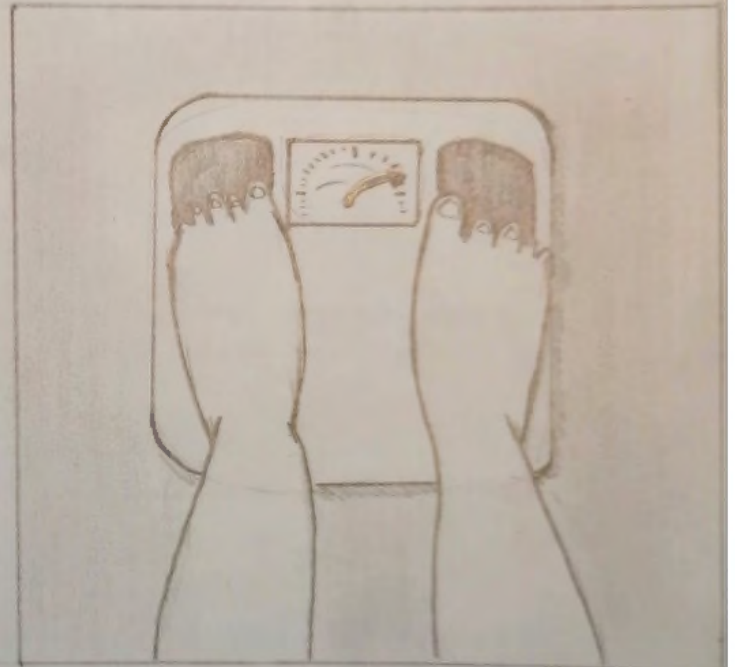
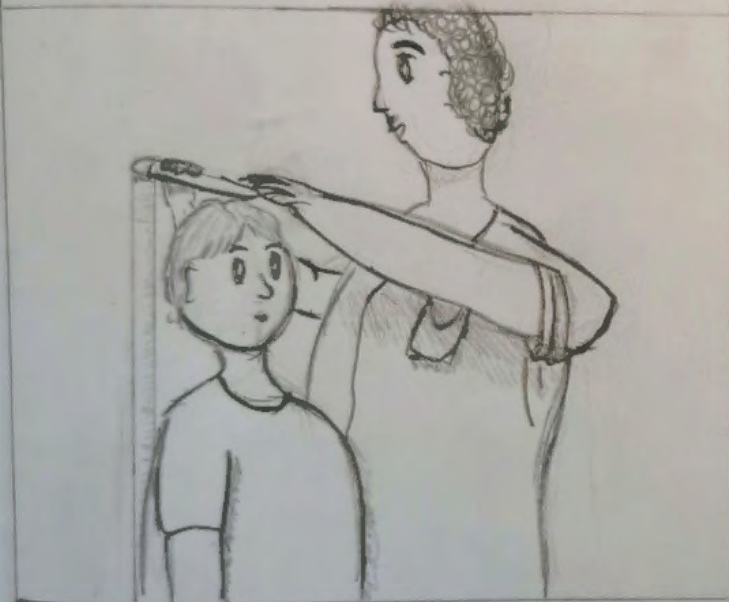




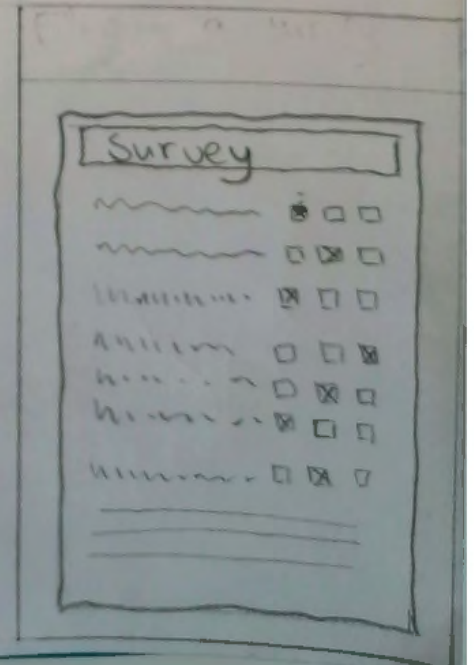
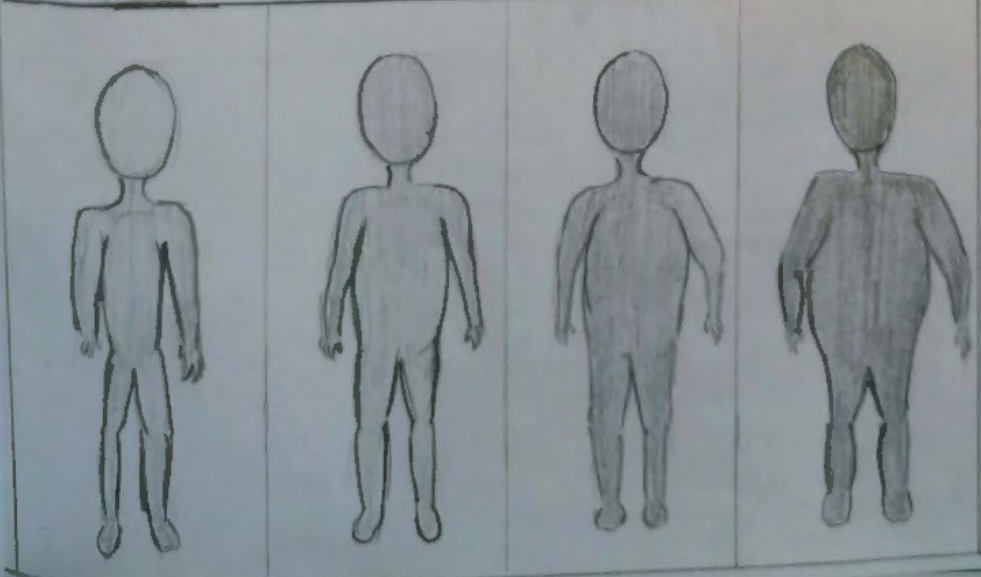
THE KID RECEIVED AN INVITATION FOR AN ANNUAL CHECK UP



DURING THE CHECK UP, THEY TAKE THE HEIGHT AND WEIGHT OF THE KID



BODY MASS INDEX: SHOWS THE RATIO BETWEEN HEIGHT AND WEIGHT OF A PERSON. THE BMI IS OFTEN USED TO INDICATE WHETHER SOMEONE IS OVERWEIGHT OR UNDERWEIGHT



THE RESULTS OF THE CHECK-UPS SHOWED THAT ADVERTISING FOR FAST FOOD WAS ASSOCIATED WITH A MORE LIMITED PHYSICAL ACTIVITY OF CHILDREN. THIS MAY INDICATE A POSSIBLE POSITIVE ASSOCIATION OF FOOD ADVERTISING WITH BMI FOR HEAVIER CHILDREN AND REFLECT THEIR LOWER INVOLVEMENT IN PHYSICAL ACTIVITY.

A HIGHER CONSUMPTION OF FAST FOOD AND SOFT DRINKS AMONG YOUNG CHILDREN WITH INCREASED EXPOSURE TO TELEVISION FOOD ADVERTISING WAS ALSO OBSERVED. THESE RESULTS SUGGEST THAT CHILDREN'S EXPOSURE TO FOOD ADVERTISING IS ASSOCIATED WITH AN INCREASED OVERALL CONSUMPTION OF UNHEALTHY FOOD CATEGORIES THAT ARE OFTEN ADVERTISED TO CHILDREN.



IN CONCLUSION, THE EXPOSURE OF CHILDREN TO FAST FOOD AND SOFT DRINK ADVERTISING ON TV IS ASSOCIATED WITH INCREASED CONSUMPTION OF THE ADVERTISED PRODUCT. THIS STUDY ALSO SHOWED A SIGNIFICANT EFFECT BETWEEN ADVERTISING FOR FAST FOOD AND THE ASSOCIATION WITH THE BODY MASS INDEX FOR CHILDREN WITH OVERWEIGHT AND OBESE. IN THE LIGHT OF THE EPIDEMIC OF CHILDHOOD OBESITY, THE CONTINUED EXPOSURE OF CHILDREN TO ADVERTISEMENTS FOR LOW-NUTRIENT FOODS IS A SERIOUS PUBLIC HEALTH PROBLEM.

