Children’s self-regulation of eating provides no defense against television and online food marketing

Authors:

Jennifer Norman, Early Start, School of Health and Society, Faculty of Social Sciences, University of Wollongong, NSW, 2522, Australia

Bridget Kelly, Early Start, School of Health and Society, Faculty of Social Sciences, University of Wollongong, NSW, 2522, Australia

Anne-T McMahon, Faculty of Science, Medicine and Health, University of Wollongong, NSW, 2522, Australia

Emma Boyland, Appetite & Obesity Research Group, Department of Psychological Sciences, University of Liverpool, L69 7ZA, UK

Louise A Baur, Prevention Research Collaboration, School of Public Health, University of Sydney, NSW, 2006, Australia

Kathy Chapman, Cancer Programs Division (at time of writing), Cancer Council NSW, 153, Dowling Street, Woolloomooloo, NSW 2011, Australia

Lesley King, Prevention Research Collaboration, School of Public Health, University of Sydney, NSW, 2006, Australia

Clare Hughes, Cancer Council NSW, 153, Dowling Street, Woolloomooloo, NSW 2011, Australia

Adrian Bauman, Prevention Research Collaboration, School of Public Health, University of Sydney, NSW, 2006 Australia

Correspondence to Jennifer Norman, Early Start, School of Health and Society, Faculty of Social Sciences, University of Wollongong, NSW 2522, Australia Email: jan20@uowmail.edu.au

Abstract

Exposure to unhealthy food marketing stimulates children’s food consumption. A child’s responsiveness is influenced by individual factors, resulting in an increased vulnerability to advertising effects among some children. Whether these differential responses may be altered by different parental feeding behaviours is unclear. The purpose of this study was to determine the relationship between parental feeding practices and children’s food intake responses to food advertising exposure. A randomised, crossover, counterbalanced, within subject trial was conducted across four, six-day holiday camps in New South Wales, Australia between April 2016 and January 2017 with 160 children (7-12 years, n=40/camp). Children were randomised to either a multiple media (TV and Internet) or single media (TV) condition and exposed to food (3 days) and non-food (3 days) advertising in an online game and/or a cartoon. Children’s food consumption (kilojoules (kJ)) was measured at a snack immediately after advertising exposure and then at lunch later in the day. Parents completed the Child Feeding Questionnaire, and ‘restriction’ and ‘pressure to eat’ subscale scores were calculated. While food advertising affected all children in the multiple media condition, there was an increased effect on snack intake among children whose parents reported pressuring them to eat, with children consuming an additional 356kJ after food advertising compared with non-food advertising. This was 209kJ more than children whose parents did not pressure them to eat. In the single media condition, only children whose parents reported restrictive feeding practices ate more at lunch on food advertising days than non-food advertising days (240kJ). These data highlight an increased susceptibility to food advertising among children whose parents report controlling feeding practices.

Keywords: Food advertising; food intake; children; parental feeding practice; Child Feeding Questionnaire
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات