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# Researching the Exposure of Minors to Unhealthy Foods and its Effects



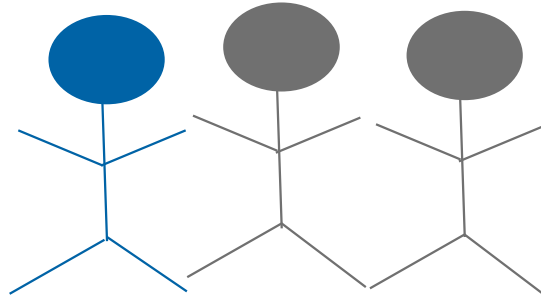
Talk at  
55th EPRA meeting,  
May 12, 2022

Jörg Matthes

University of Vienna

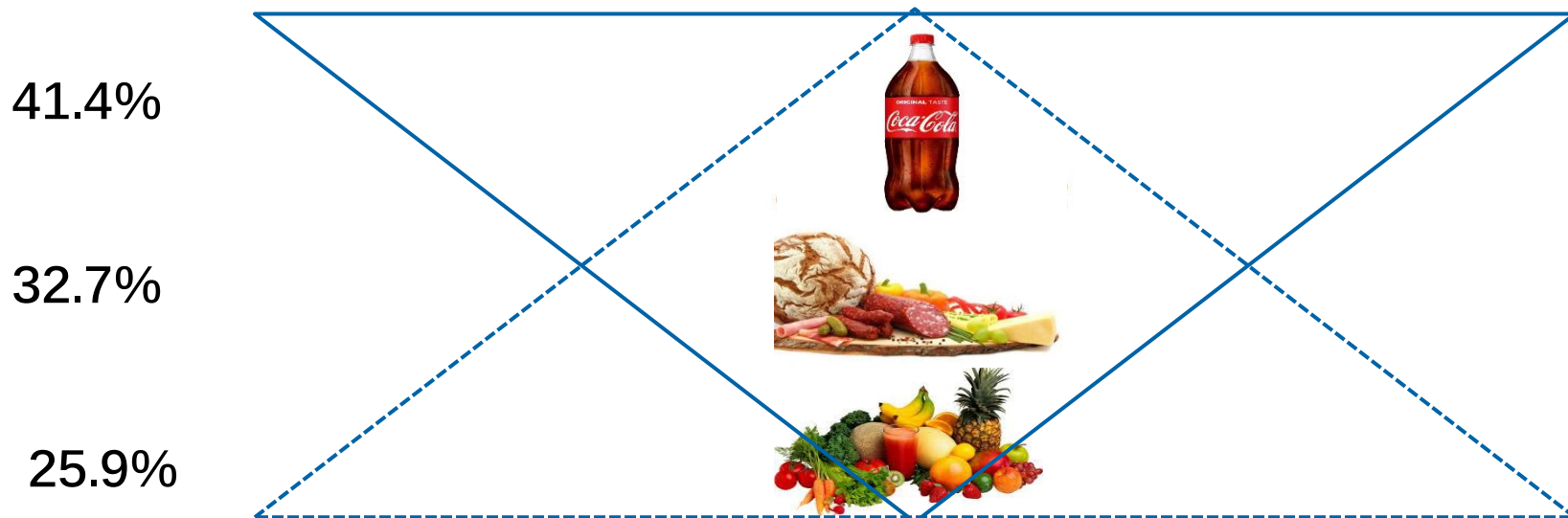
<https://advertisingresearch.univie.ac.at/>

# Obesity and Overweight in Children

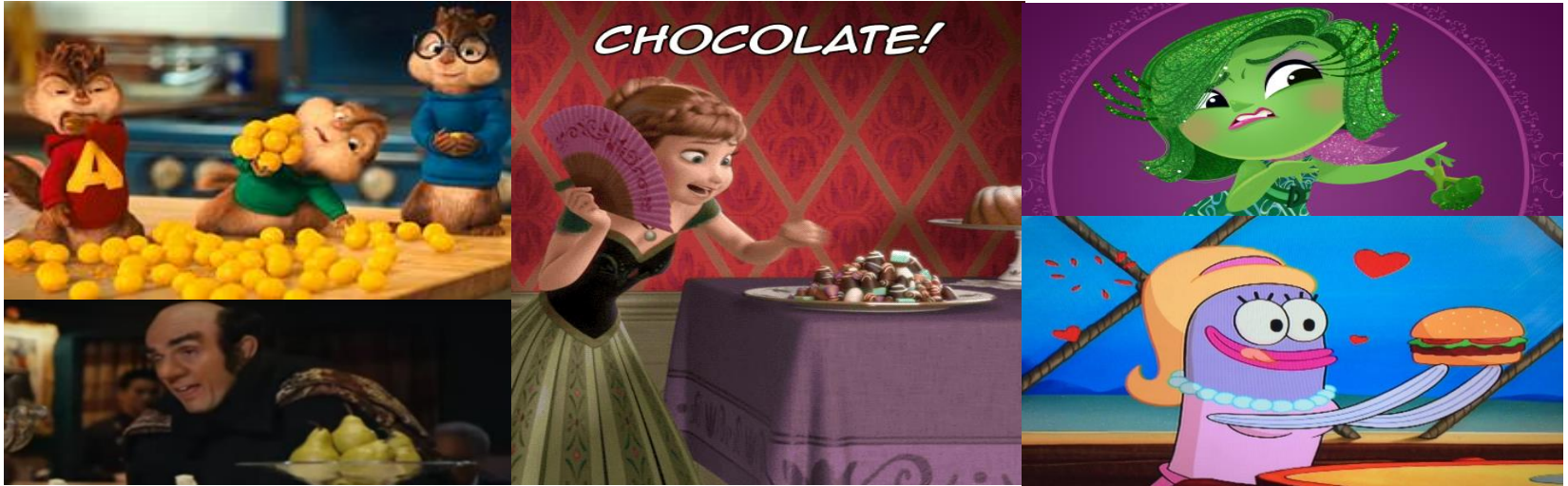


- In 2016, worldwide 41 million children under the age of 5 were overweight or obese
- Children who are overweight before puberty show a higher likelihood of being overweight when they are adults
- Worldwide, more people die in consequence of overweight than underweight (WHO, 2018)

# Distorted Food Pyramid in Commercial and Editorial Content

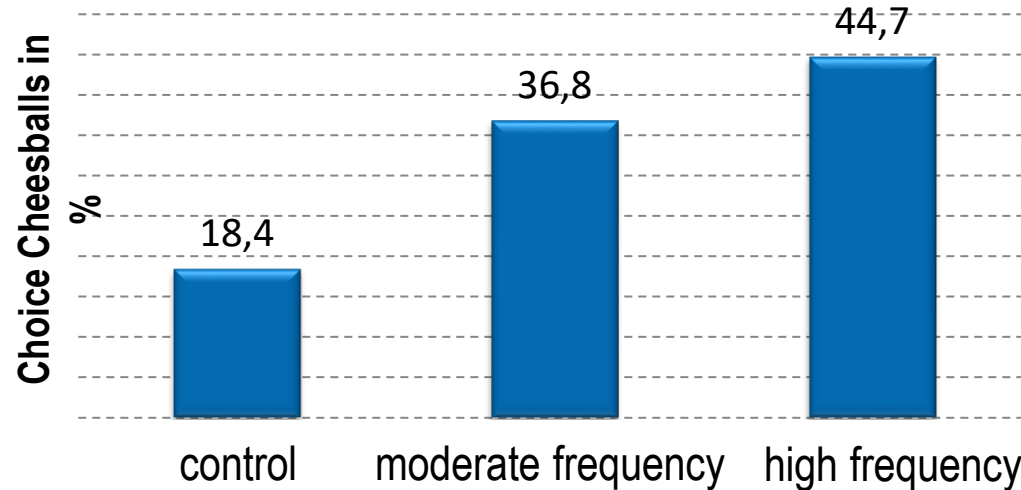


# Food Integration



# Effects of Food Product Placements: Cheeseballs

- 1x3 Design (no PP, moderate PP frequency, high PP frequency),  $N = 131$ ; age ranging from 6 to 14; movie: “Alvin & The Chipmunks”

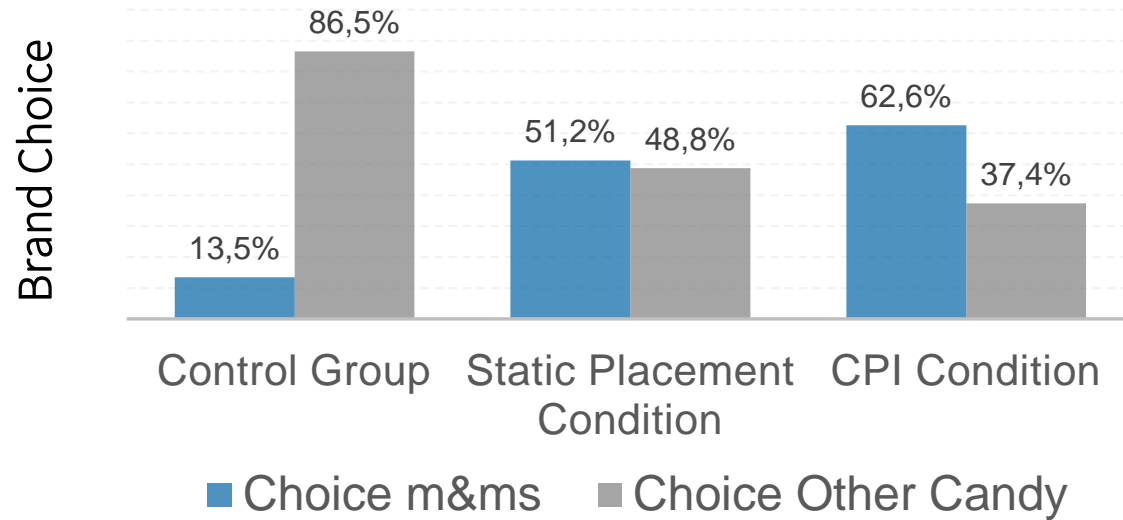


effect of the high frequency exposure dummy on brand choice ( $b = 1.15$ ,  $\text{Exp}(b) = 3.17$ ;  $p < .05$ )



# Effects of Food Product Placements: m&m

- 1x3 Design (no PP, static PP, CPI PP),  $N = 363$ ; age 6-15 years, 47.1% male, movie “The Smurfs”



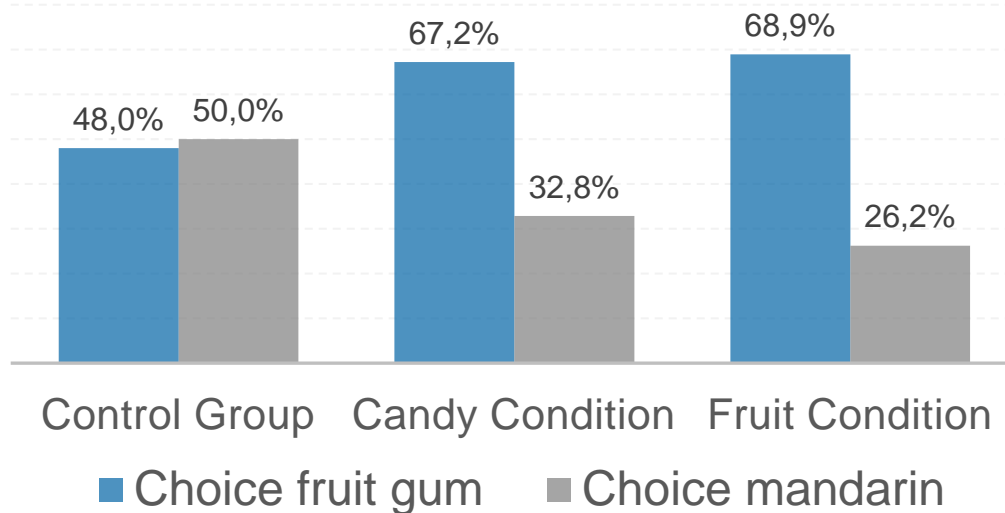
static placement condition compared to control:  $b = 1.84$ ,  $Exp(b) = 6.27$ ;  $p < .001$ ; CPI condition:  $b = 2.35$ ,  $Exp(b) = 10.45$ ;  $p < .001$ .

# Effects of Food Product Placements: fruit gum

- 1x3 Design (no PP, candy PP, fruit PP), N = 175 children, age range: 6-11 years old and their parents; movie: cartoon

Snack choice options:  
Fruit gum and peeled slice of mandarin.

Snack Choice



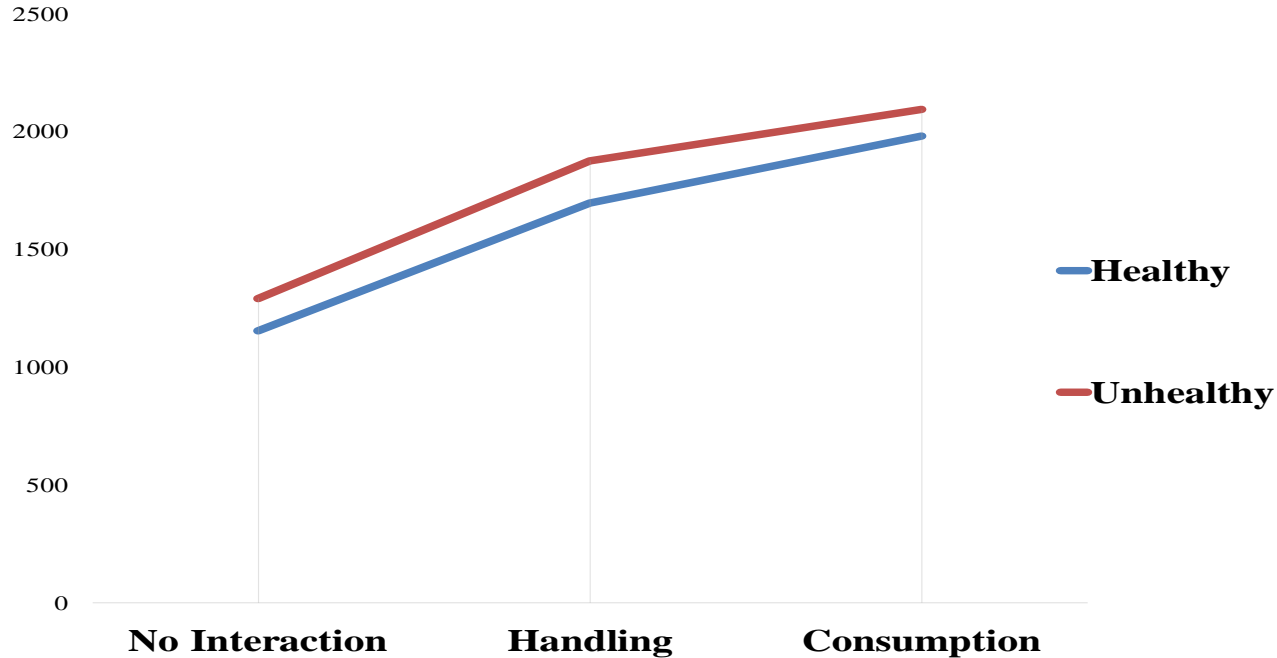
# Effects of Food Product Placements: eye-tracking

- Within-subject eye-tracking design varying food type (healthy vs. unhealthy) and integration levels of food cues with cartoon characters (no interaction vs. handling vs. consumption);  $N = 56$  children, 6-12 years

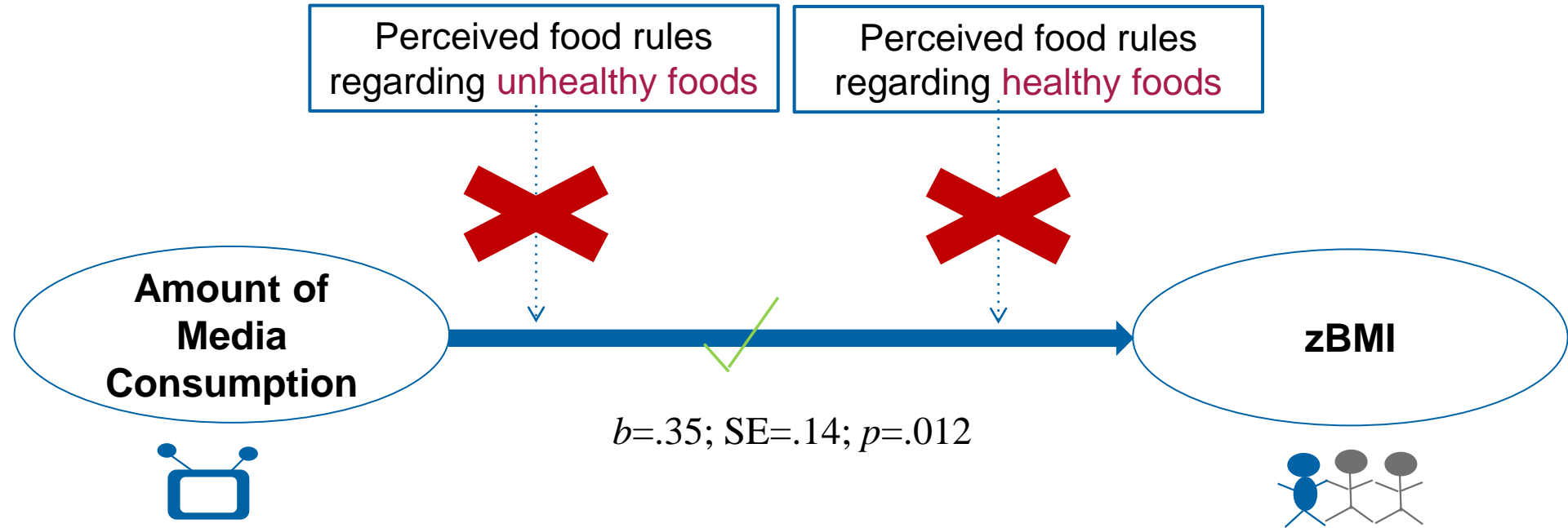




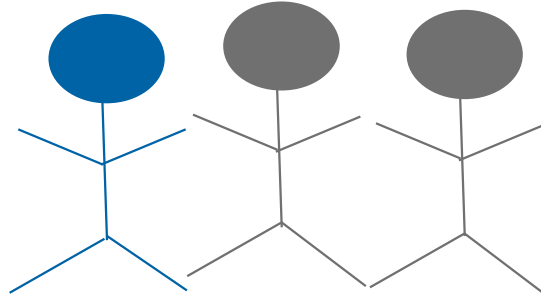
# Effects of Food Product Placements: eye-tracking



# Effects of Food Product Placements: long-term

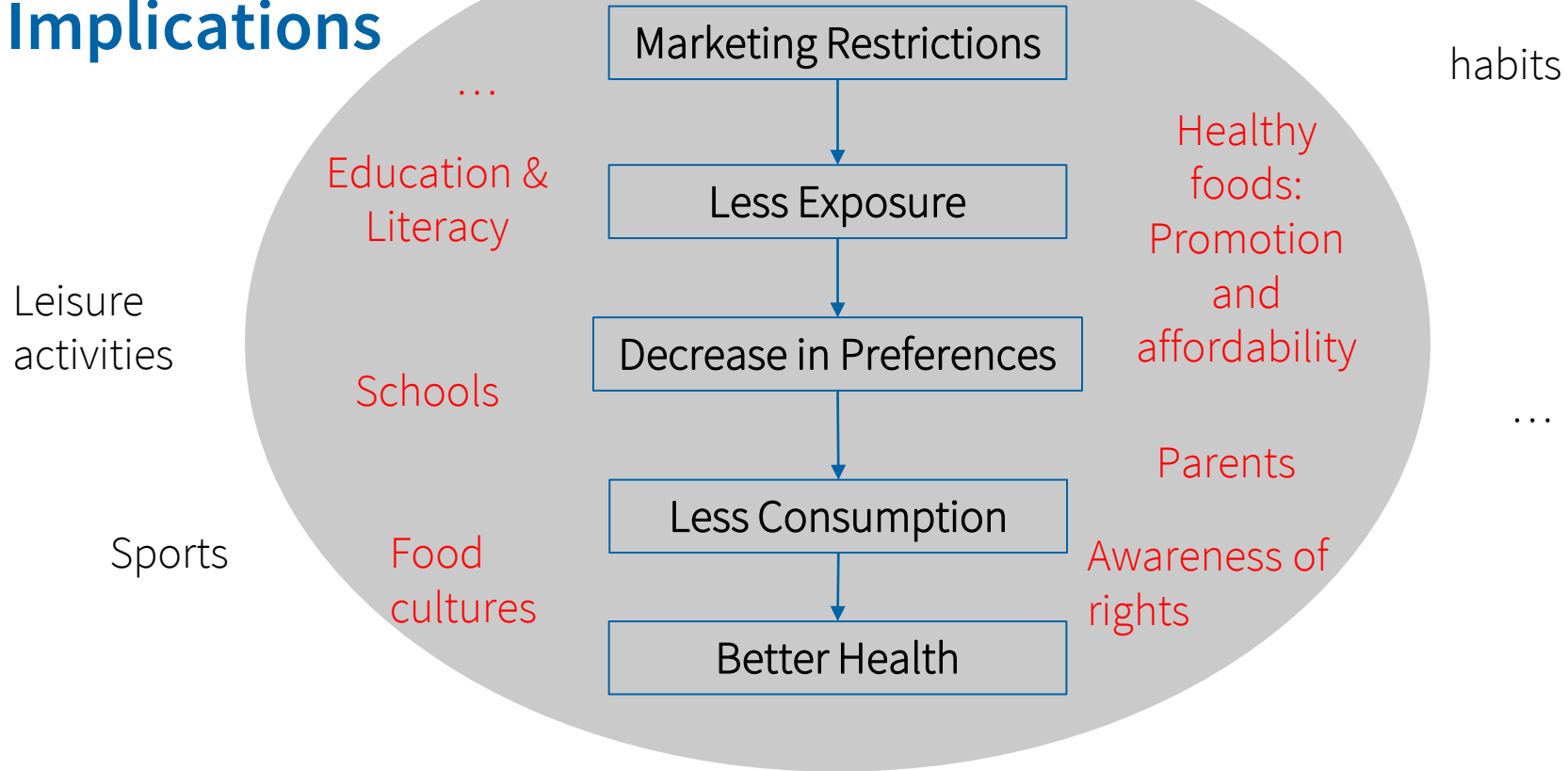


# Implications



- “Advantage” of unhealthy foods regarding perception and effects
- The impact of parents in preventing these effects is limited
- Simply placing more healthy foods in children’s media may not be sufficient

# Implications



# Thank you for your attention!

