



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

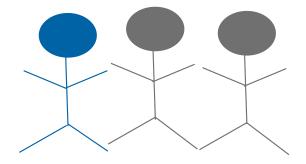


Jörg Matthes

University of Vienna

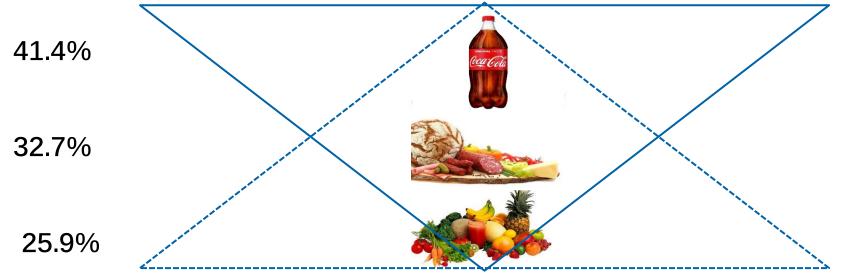
https://advertisingresearch.univie.ac.at/

## **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



16.05.2022 AdME Research Group

Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity, 14*(4).

### **Food Integration**

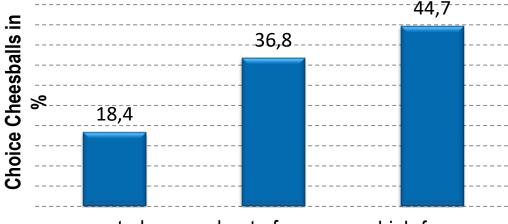


16.05.2022 AdME Research Group

Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: Food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity, 14*(4).

### **Effects of Food Product Placements: Cheeseballs**

 1x3 Design (no PP, moderate PP frequeny, high PP frequeny), N = 131; age ranging from 6 to 14; movie: "Alvin & The Chipmunks"





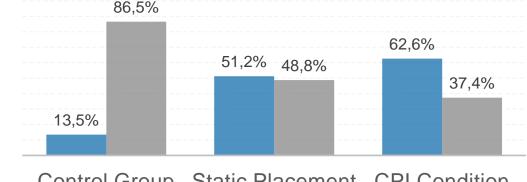
### control moderate frequency high frequency

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

Matthes, J., & Naderer, B. (2015). Children's consumption behavior in response to food product placements in movies. *Journal of Consumer Behaviour, 14(2),* 127-136.

### 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"



Control Group Static Placement CPI Condition Condition

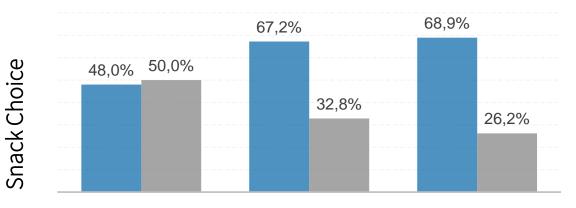
static placement condition compared to control: b = 1.84, Exp(b) = 6.27; p < .001; CPI condition: b = 2.35, Exp(b) = 10.45; p < .001).

■ Choice m&ms ■ Choice Other Candy

Naderer, B., Matthes, J., & Zeller, P. (2018). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. *International Journal of Advertising*, *37*(6), 852-870.

### **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:



#### Control Group Candy Condition Fruit Condition Choice fruit gum Choice mandarin

Fruit gum and pealed slice of mandarin.



Naderer, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018). Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice. Appetite, 120, 644-653.

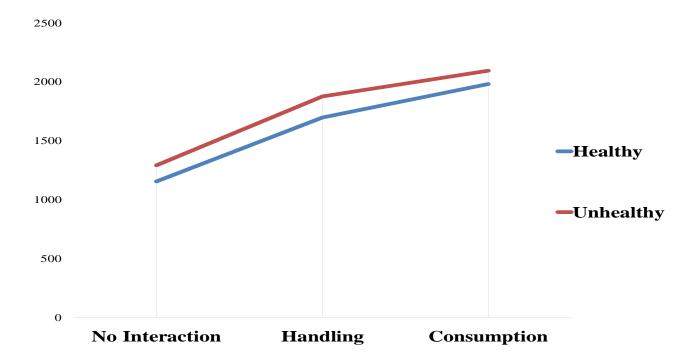
### **Effects of Food Product Placements: eye-tracking**

 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



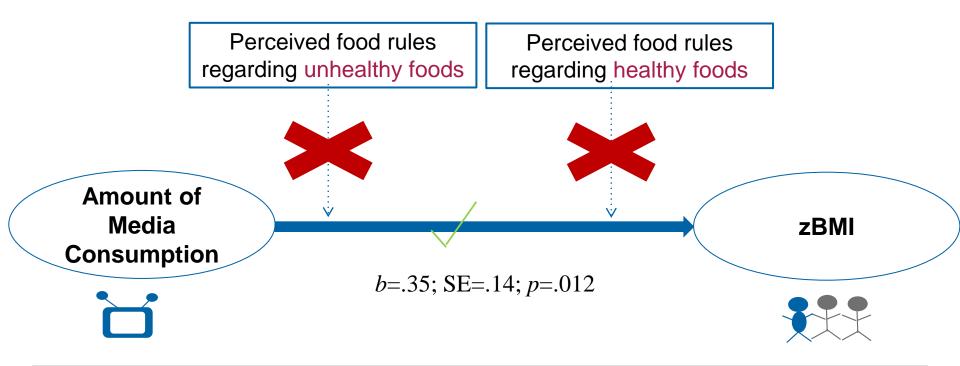
Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018). A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content. *Appetite*, *125*, 63-71.

### **Effects of Food Product Placements: eye-tracking**



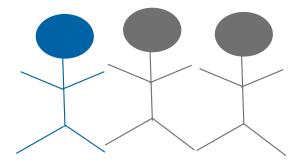
Spielvogel, I., Matthes, J., Naderer, B., & Karsay, K. (2018). A treat for the eyes. An eye-tracking study on children's attention to unhealthy and healthy food cues in media content. *Appetite*, *125*, 63-71.

### **Effects of Food Product Placements: long-term**



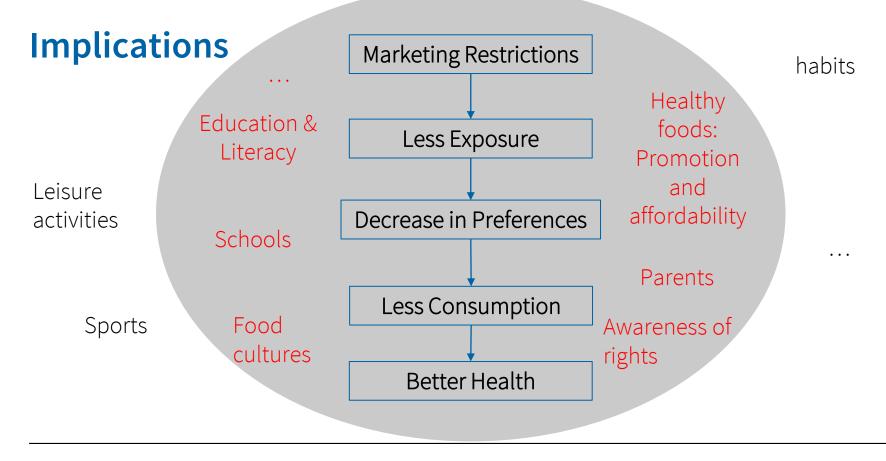
unpublished data

# 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

### Food Environment







# Thank you for your attention!

