



# “JUNK FOOD” RELATED ADS IN RELATIONS TO CHILDRENS’ FOOD PREFERENCES

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## Overview:

The purpose of this literature review is to examine how advertisement of energy-dense foods affects children’s food habits and food preferences.

## Background Info:

The terms diabetes and obesity are often used interchangeably, however, their meanings differ from each other. In general terms, diabetes is a health complication that deals with how the body reacts to glucose entering the bloodstream. Obesity in simple terms, is a complication when a person is significantly overweight and has a BMI (body mass index) of 30 or higher. Obesity is known for being connected to many cardiovascular health complications, which most people don’t want in their life. Yet, the numbers of children being overweight continues to rise. So, the question still remains... Why?



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## Main Concerns:

- 1.) **Brand Recognition**  
-Children are familiar with certain brands of food.
- 2.) **Media Targeting Children**  
-The market can manipulate children with their goods, knowing that children will want them.
- 3.) **Use of Familiar Characters**  
-Characters from Disney and Nickelodeon are being used as mascots to advertise food products so that children are more enticed.



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## Methods:

The materials used in this study were sourced from research articles from reputable databases such as The Journal of the Academy of Nutrition and Dietetics and BioMed Central. The Tennessee Tech Angelo and Janette Volpe Library was also used as a source for gathering other systematically reviewed articles. The age range was 2-12 year-olds.

## Limitations:

Most of the results from the articles used were from controlled environment. There may be some biased answers. Having a small study population with no in-depth search is another limitation.

## Implications:

Considering that technology and media are more available towards the younger population with access to computers and television, emphasizing more classes with nutrition would benefit children in the long run. With this knowledge, there is that possibility that the overall caloric intake of that child could be lower as opposed to the child just consuming energy dense foods that are advertised.

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