

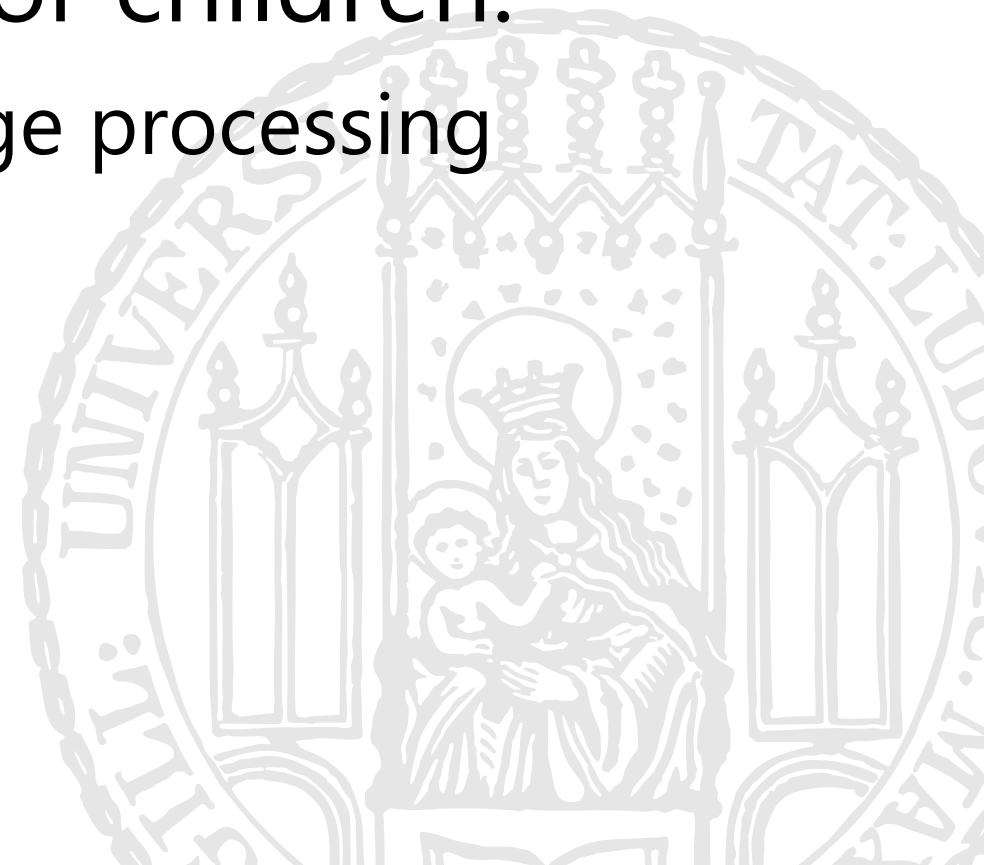
# Making fruit desirable for children: The role of conscious message processing

Brigitte Naderer

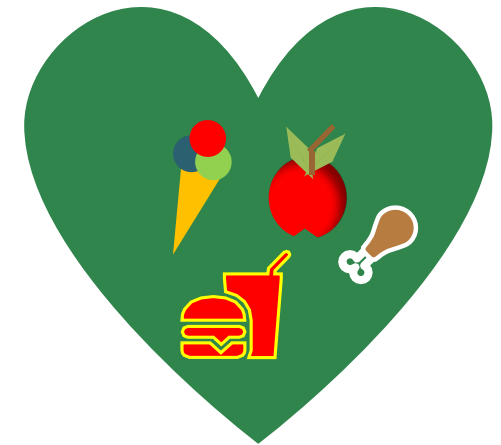
Ludwig-Maximilians-University Munich, Germany

Keynote for the European Childhood Obesity Group

12th of January 2021



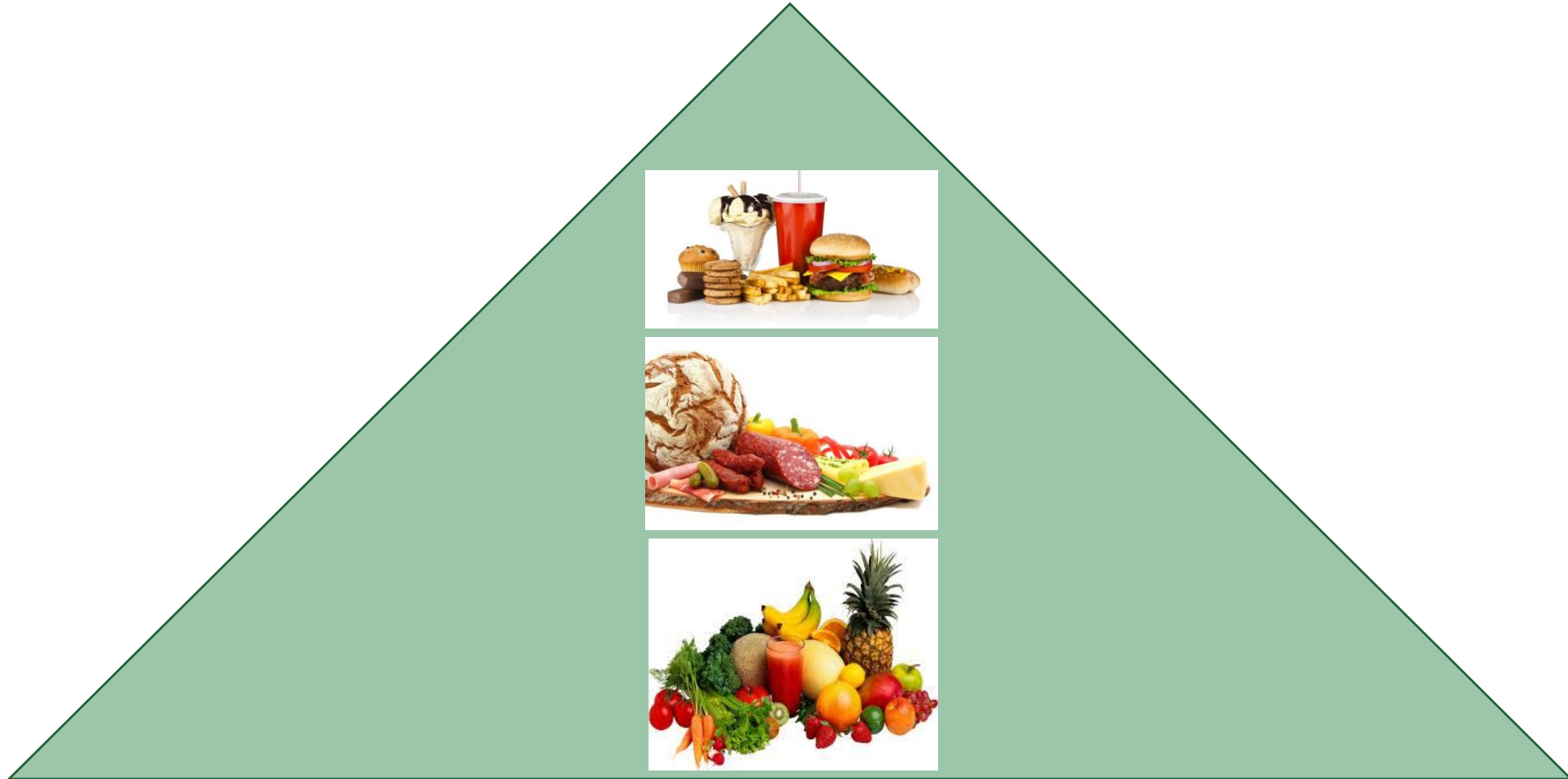
# Media Presentations Affect Children's Food Preferences



Sadeghirad, B., Duhaney, T., Motaghipisheh, S., Campbell, N. R. C., & Johnston, B. C. (2016). Influence of unhealthy food and beverage marketing on children's dietary intake and preference: a systematic review and meta-analysis of randomized trials. *Obesity Reviews*, 17(10), 945-959.

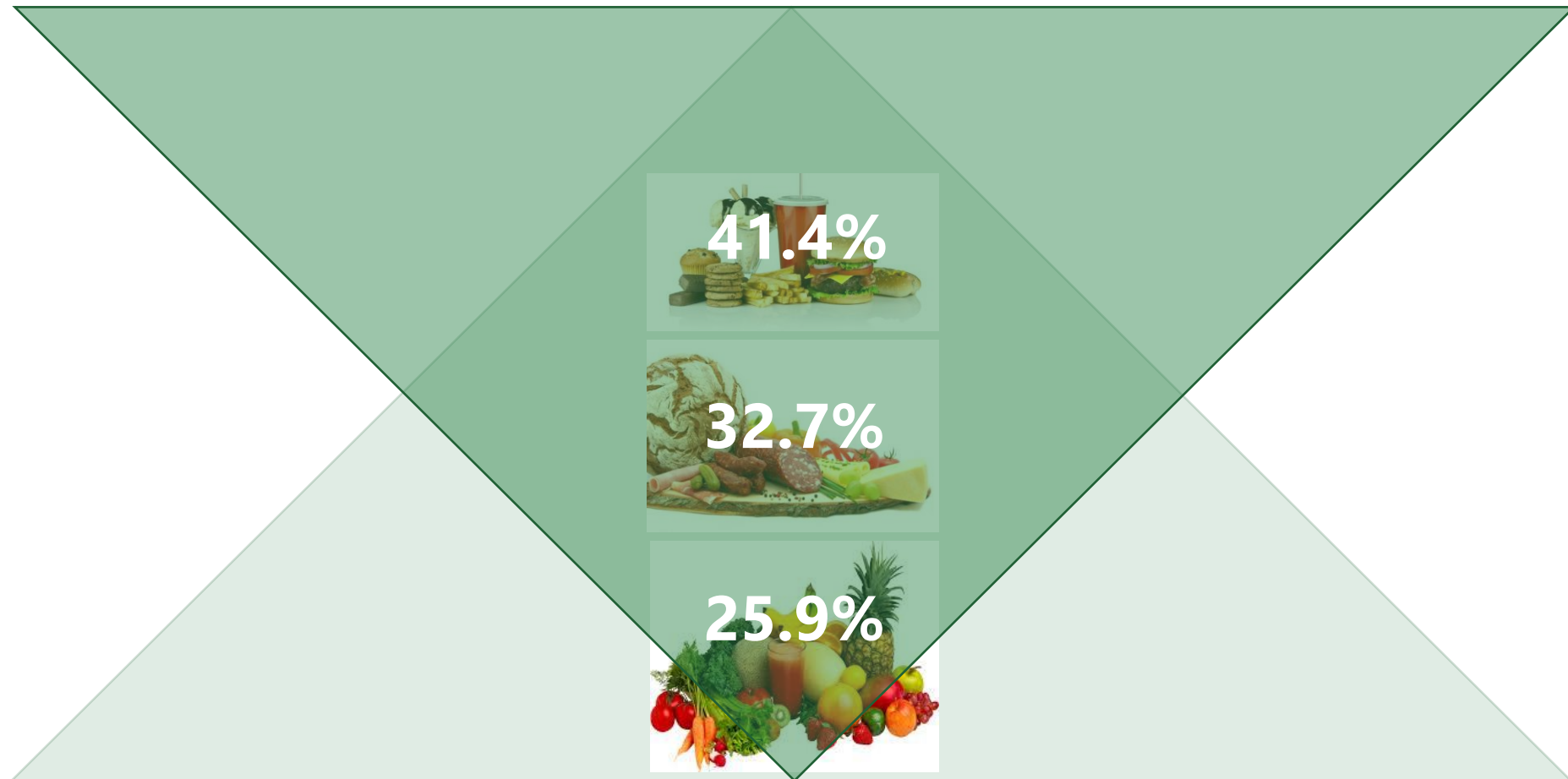
Smith, R., Kelly, B., Yeatman, H., & Boyland, E. (2019). Food marketing influences children's attitudes, preferences and consumption: A systematic critical review. *Nutrients*, 11(4), 875.

# Food Pyramid in Children's Movies



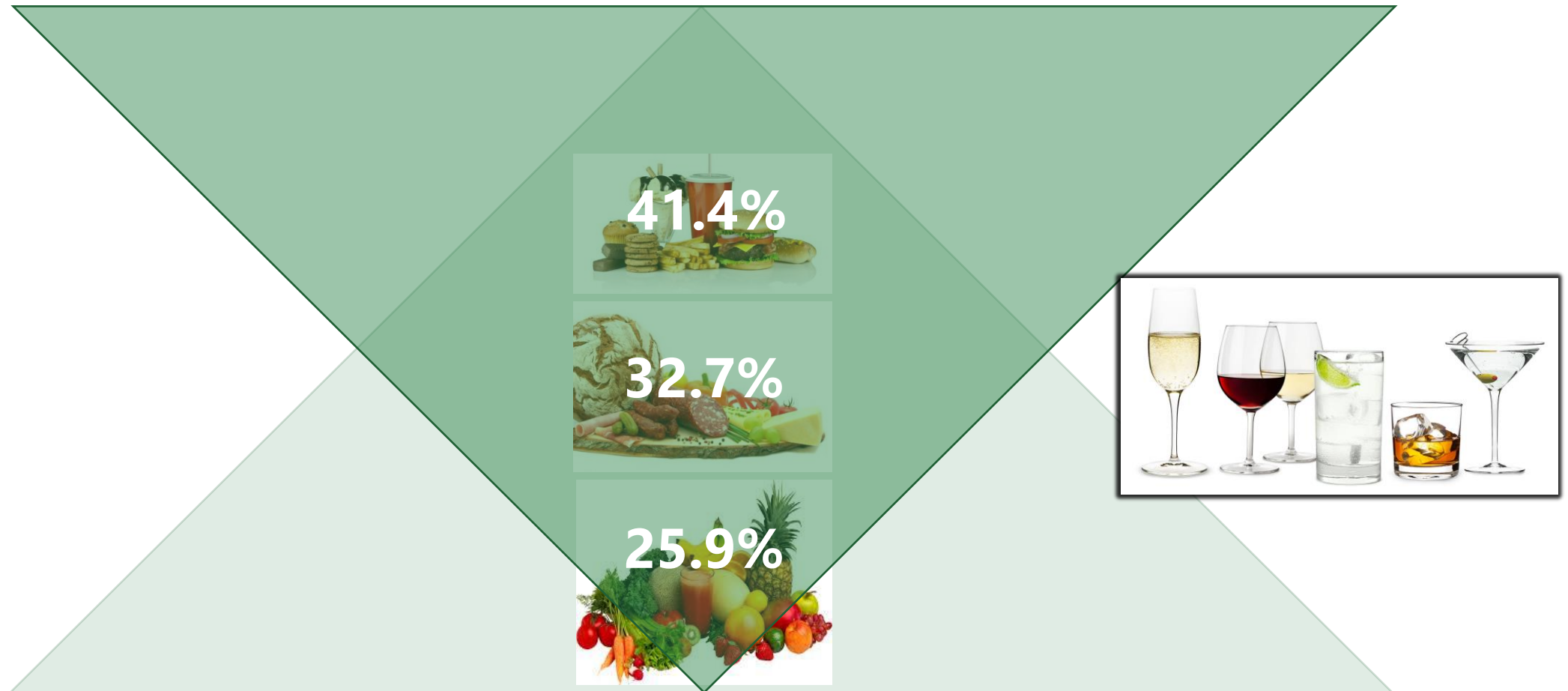
Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*.

# Food Pyramid in Children's Movies



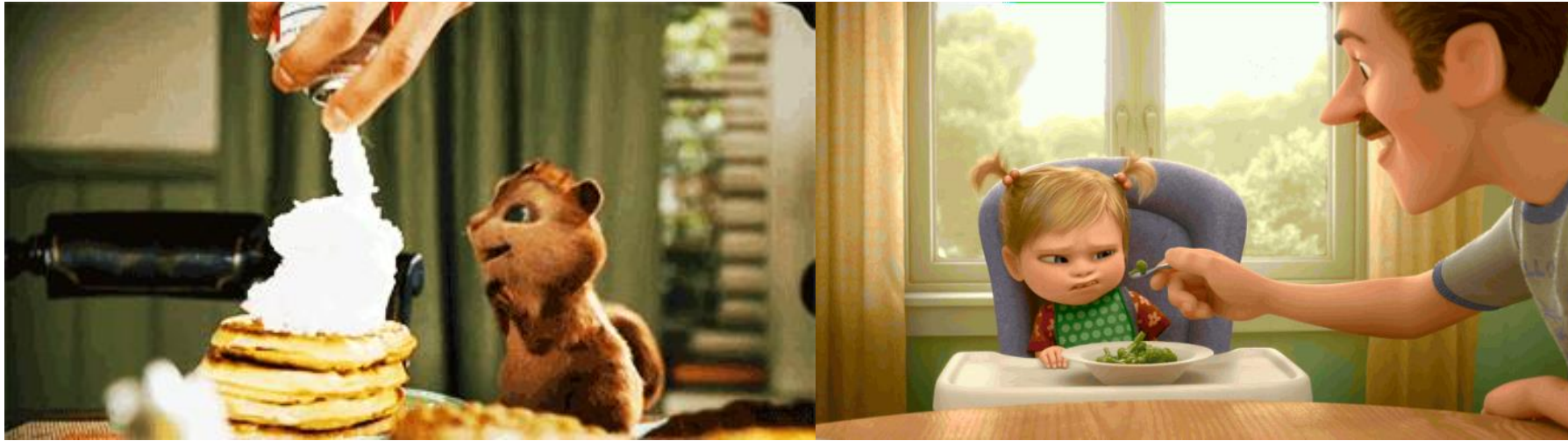
Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*.

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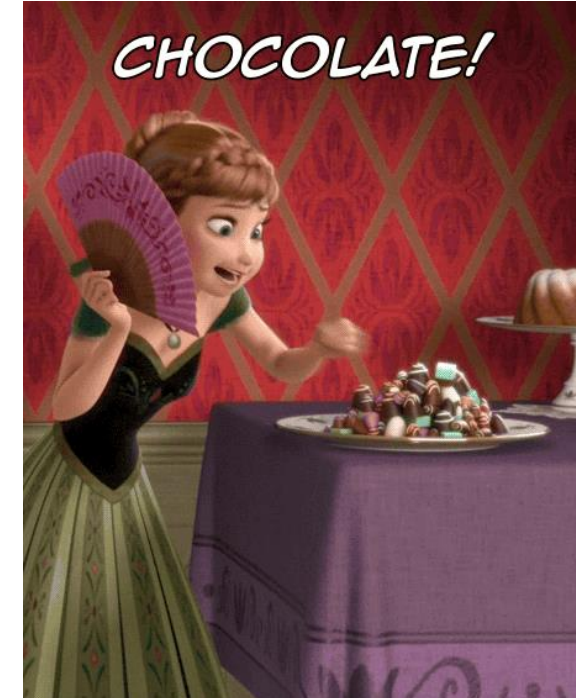
Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*.

# Food Evaluations in Movies



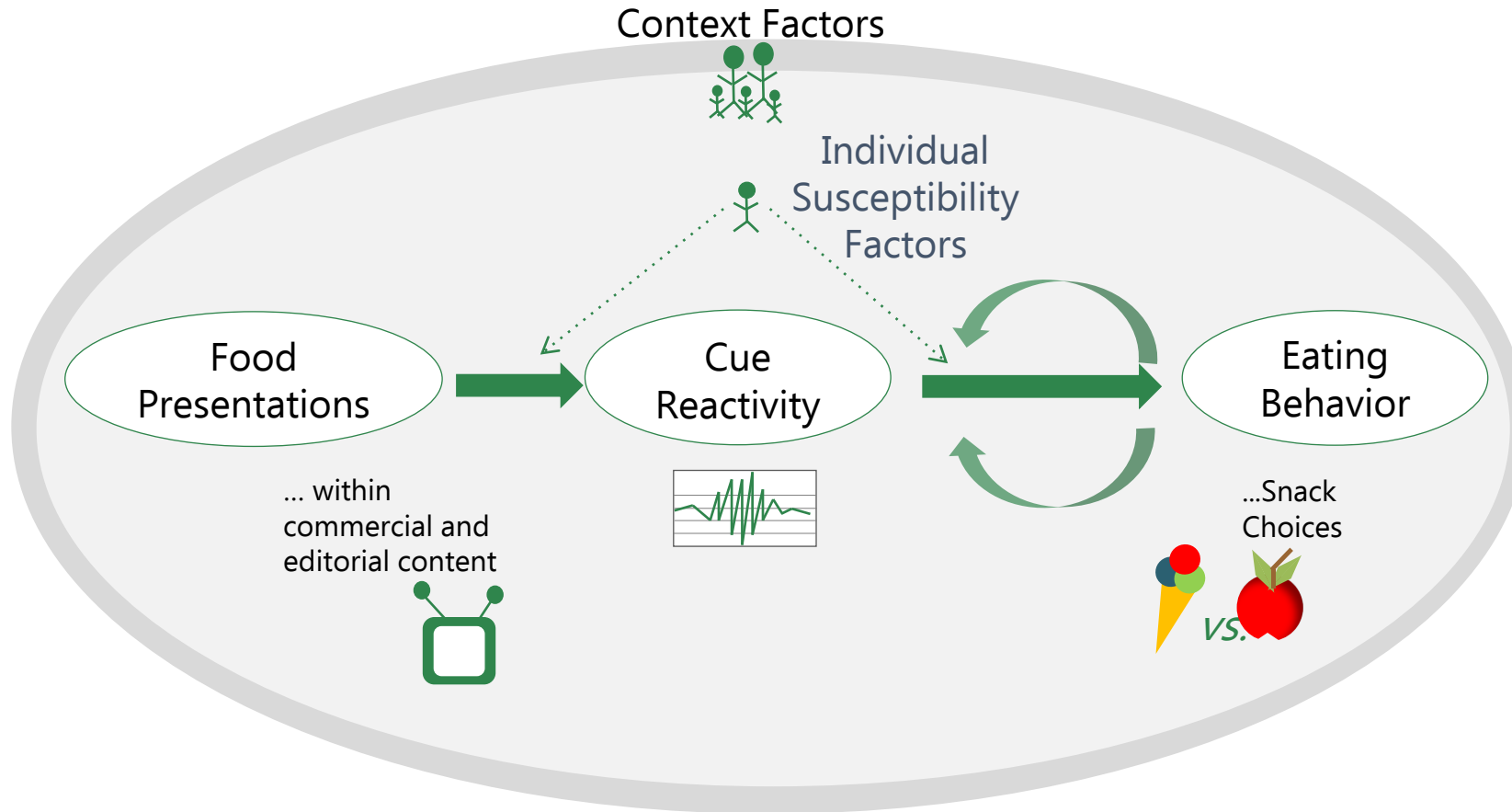
Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*.

# Center Stage or Just a Prop



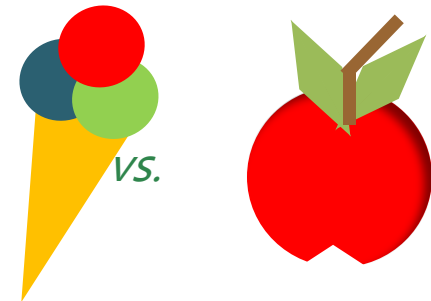
Matthes, J., & Naderer, B. (2019). Sugary, fatty, & prominent: food & beverage appearances in children's movies from 1991 to 2015. *Pediatric Obesity*.

# Processing Food Cues



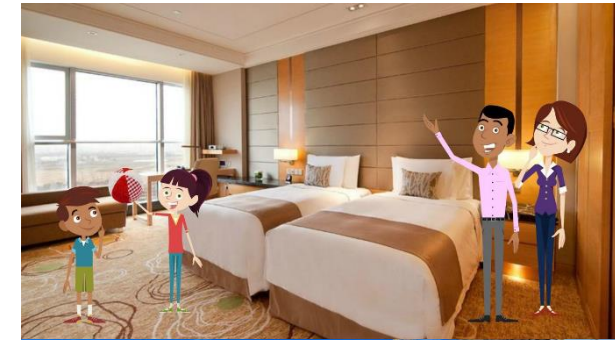
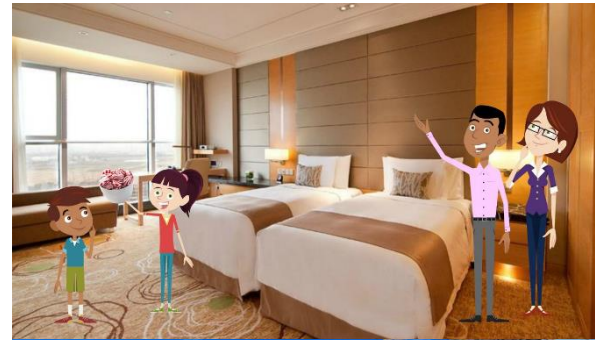
Folkvord, F., Anschütz, D. J., Boyland, E., Kelly, B., & Buijzen, M. (2016). Food advertising and eating behavior in children. *Current Opinion in Behavioral Sciences*, 9, 26-31.

# Awareness for Food Presentations



Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity, online-first*

# Awareness for Food Presentations



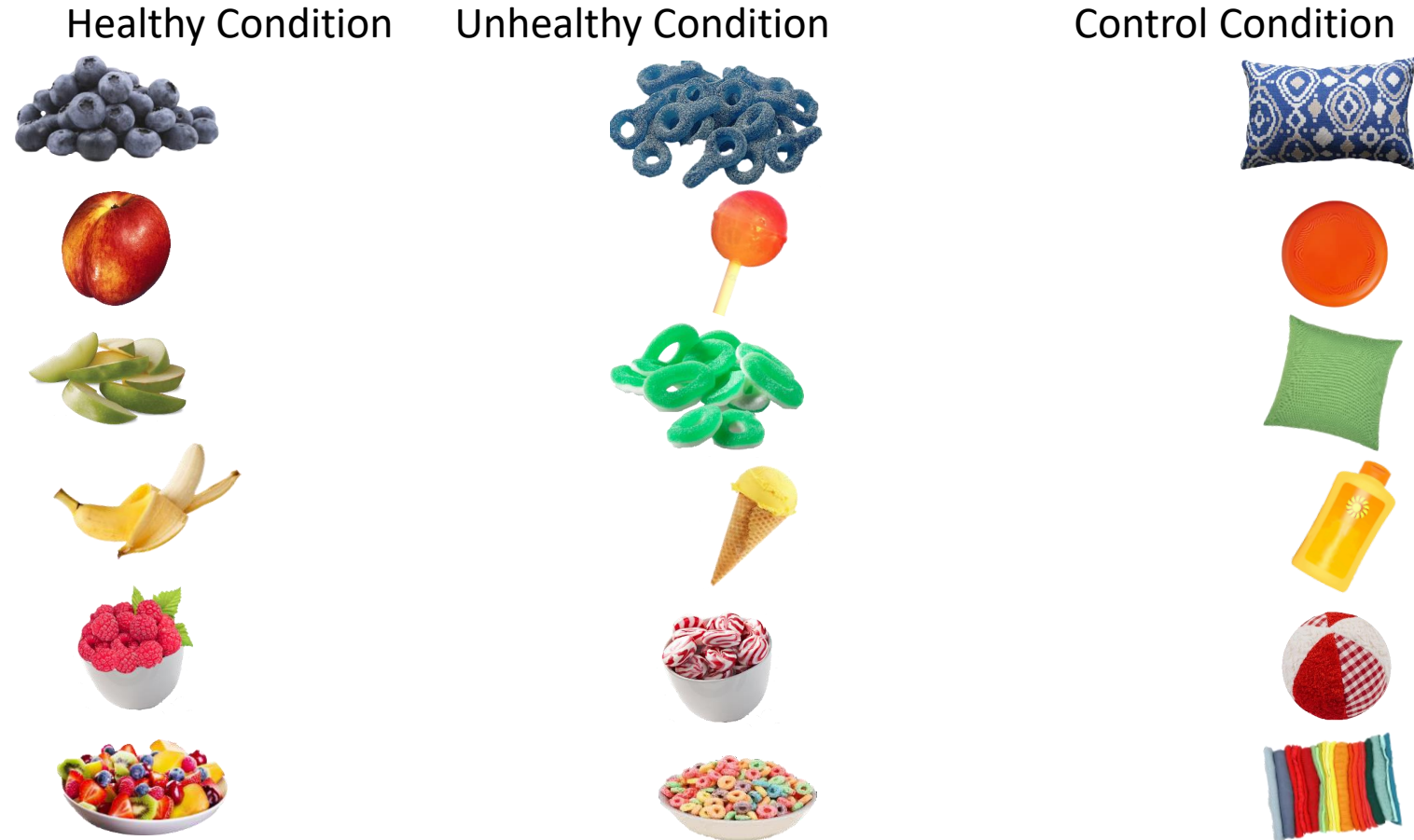
Healthy Condition

Unhealthy Condition

Control Condition

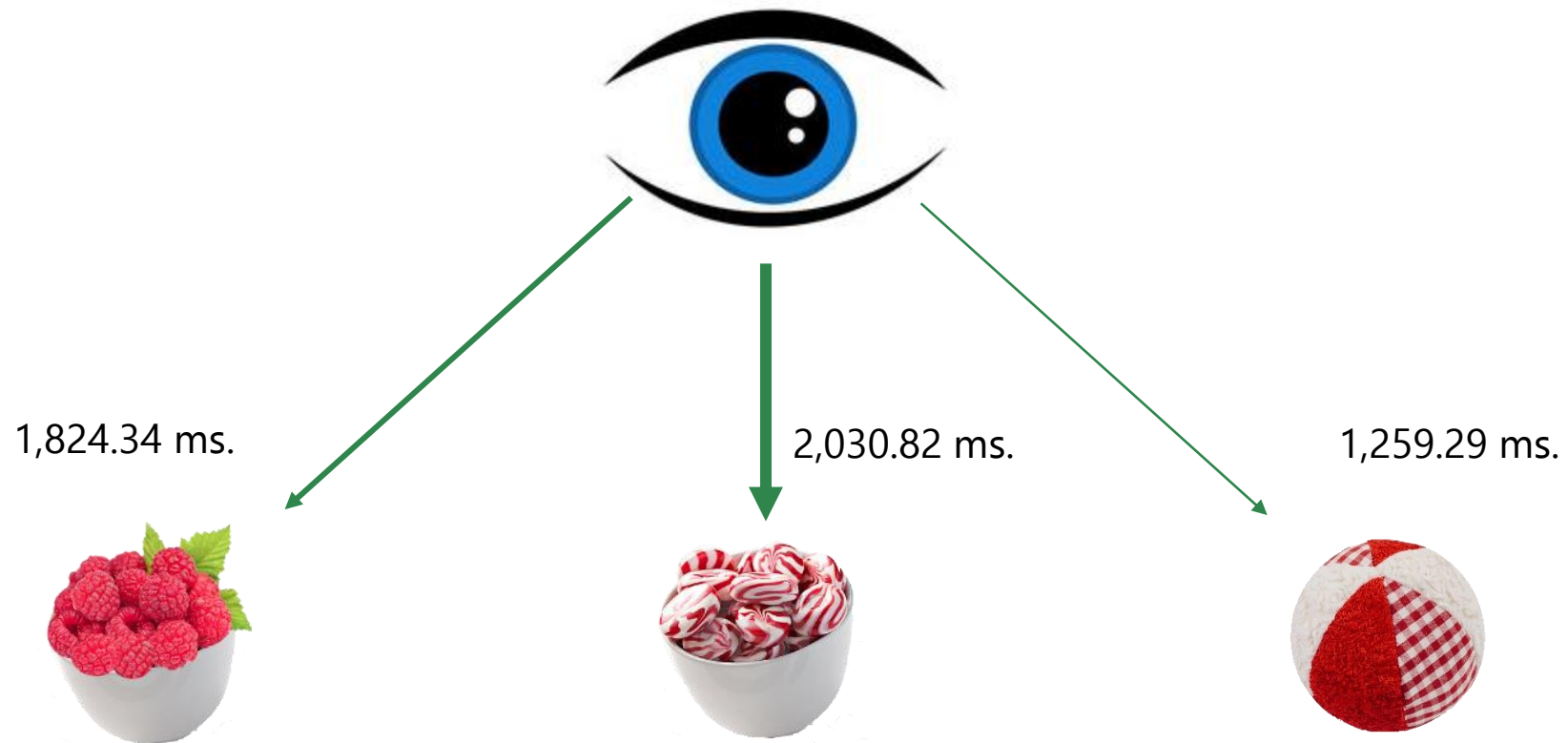
Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity, online-first*

# Awareness for Food Presentations



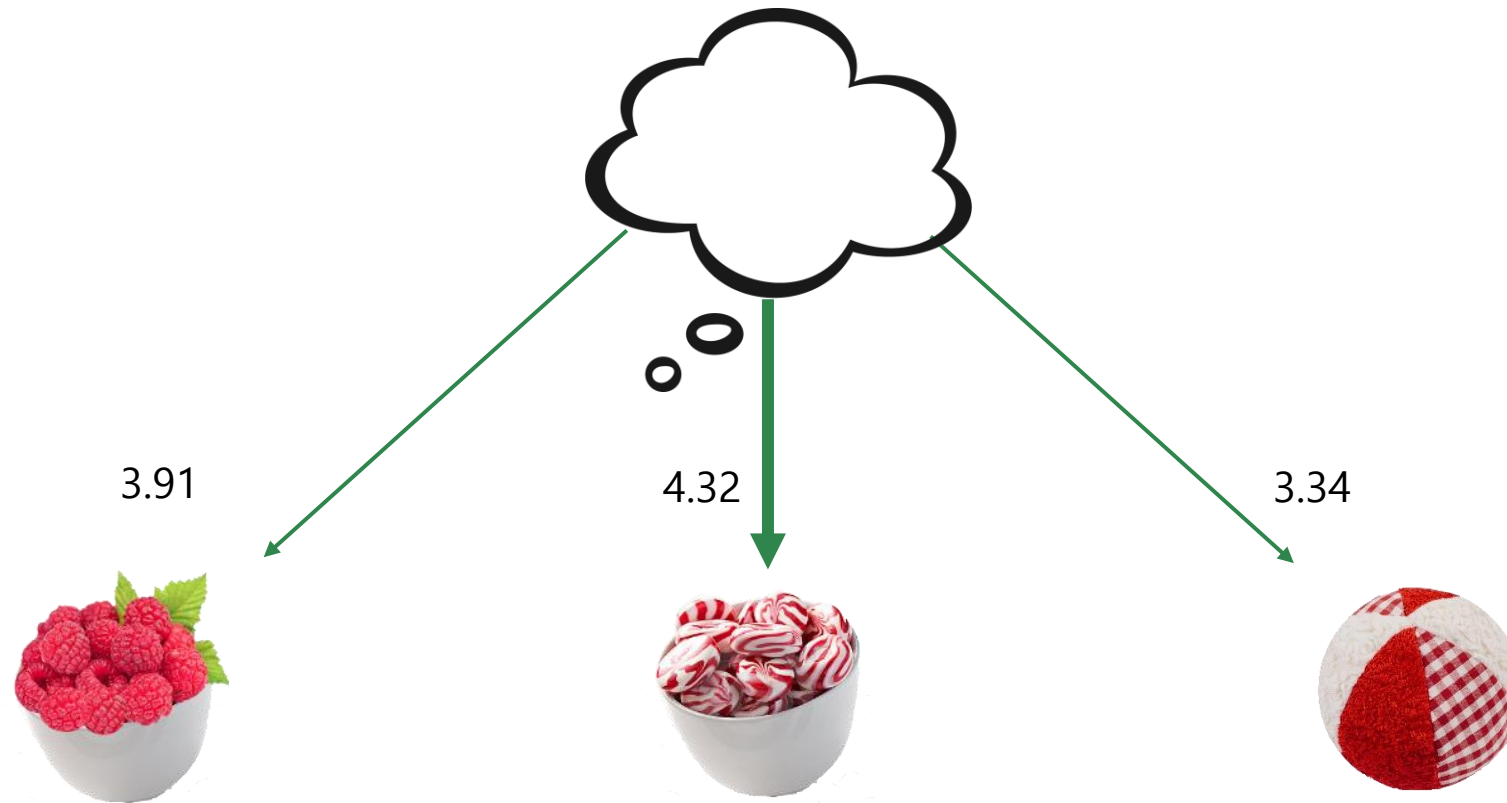
Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity, online-first*

# Results Awareness



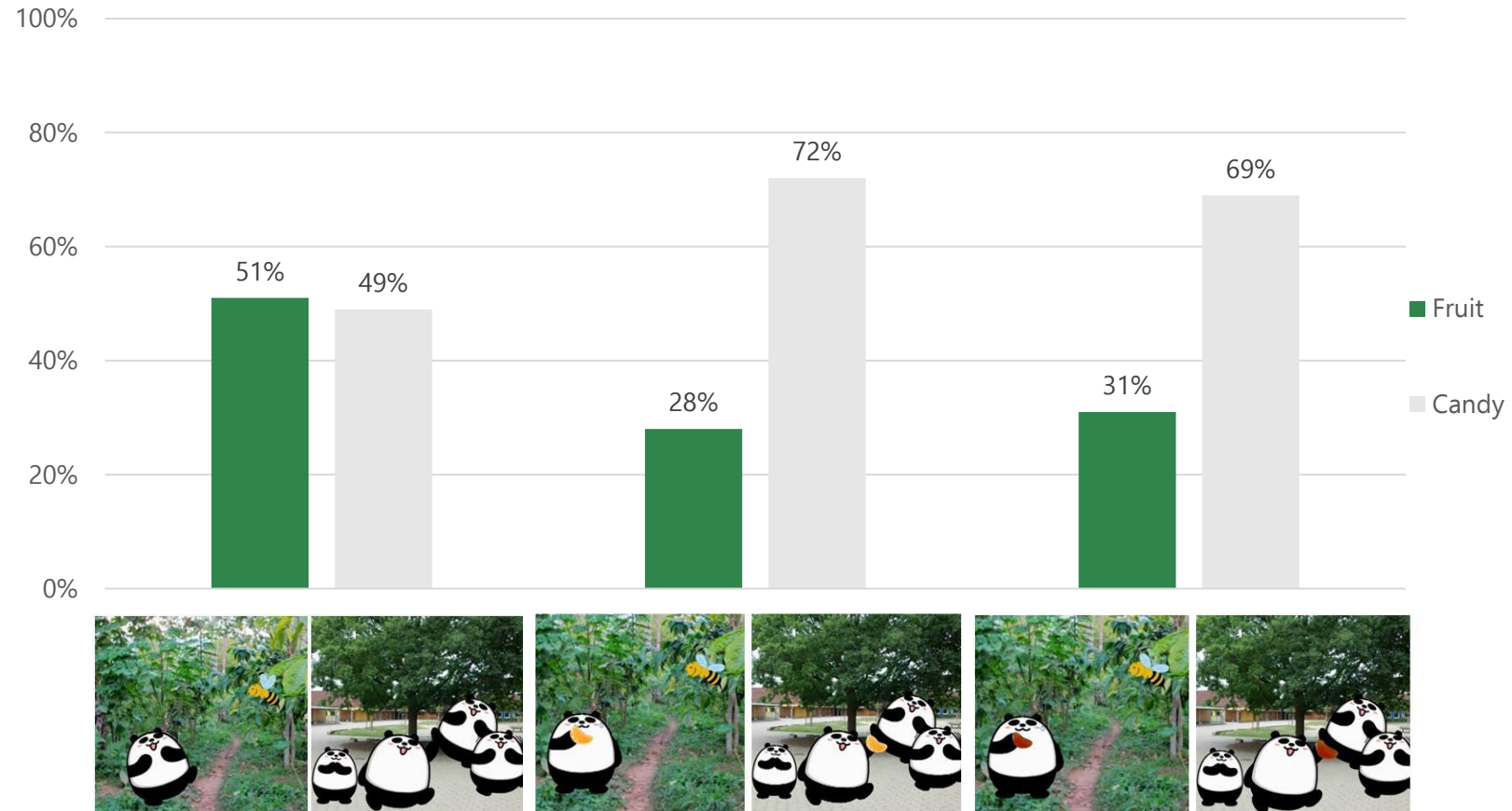
Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity, online-first*

# Results Memory



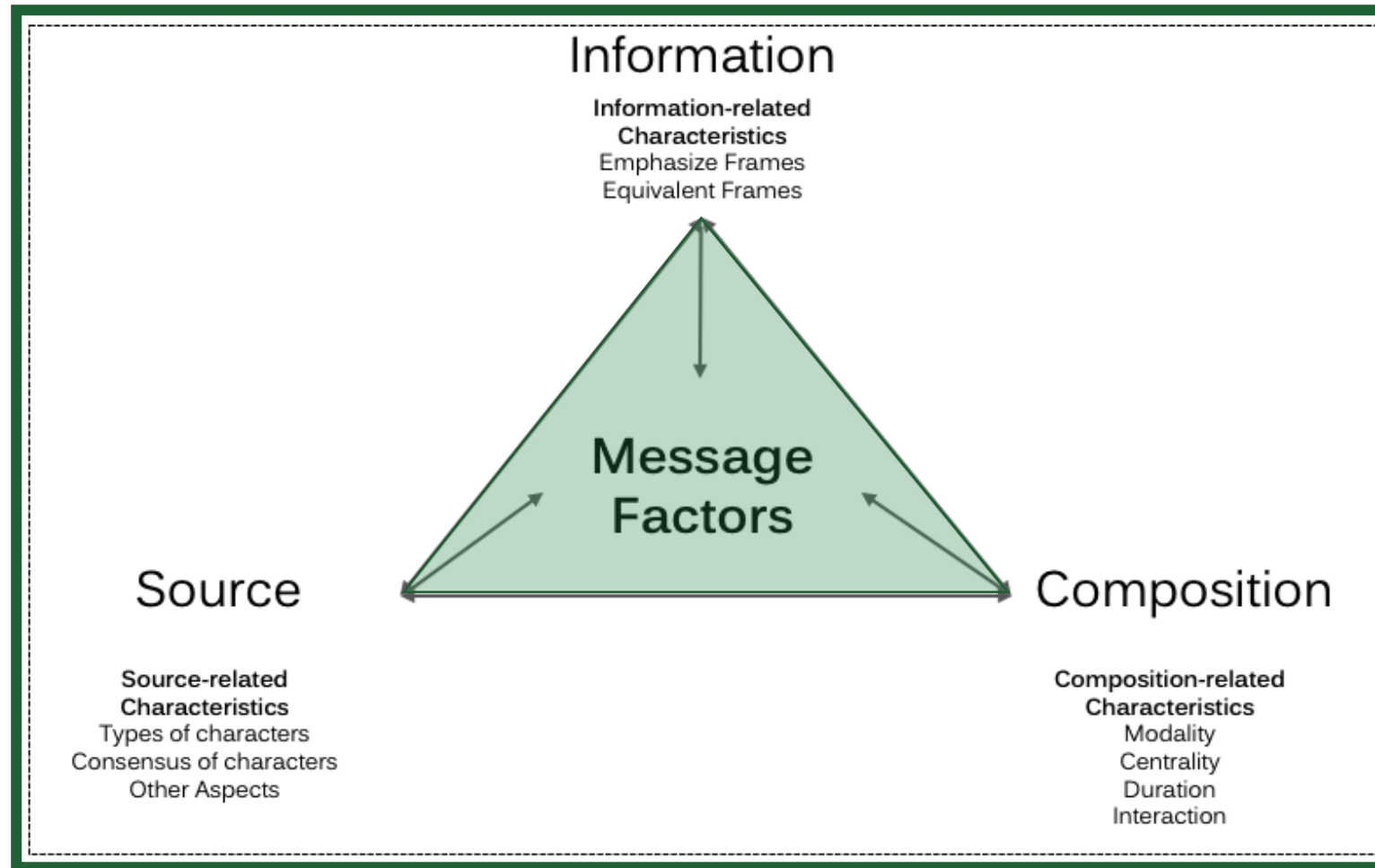
Naderer, B., Binder, A., Matthes, J., Spielvogel, I. & Forrai, M. (2020). Food as an eye-catcher. An eye-tracking study on children's attention to healthy and unhealthy food presentations as well as non-edible objects in audiovisual media. *Pediatric Obesity, online-first*

# Choice Candy vs. Fruit $N = 459$

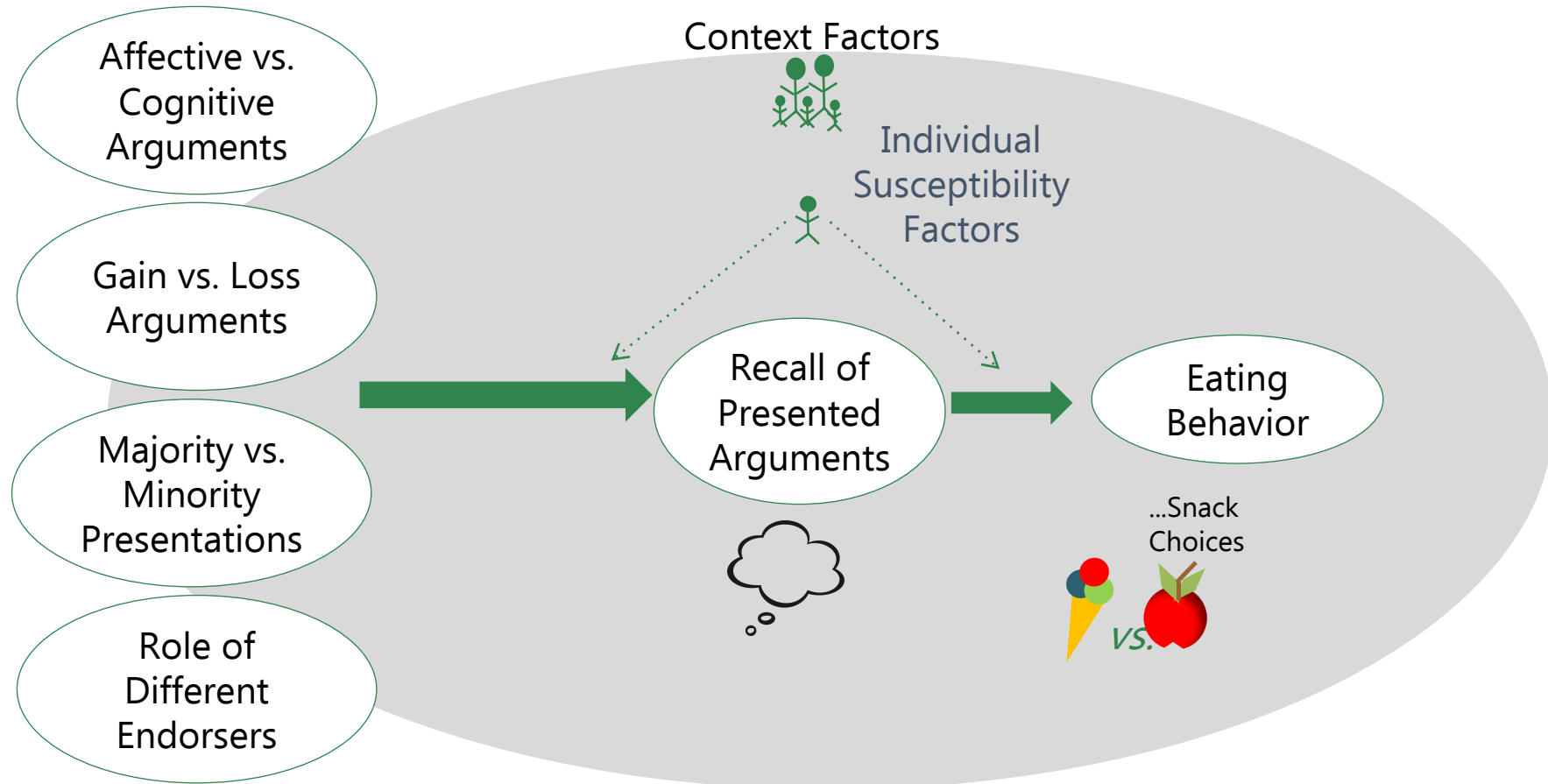


Naderer, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2018). Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food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

# Typology of Persuasive Strategies



# Effects on Healthy vs. Unhealthy Eating Behavior



Binder, A., Naderer, B., & Matthes, J. (2019). Do children's food choices go with the crowd? Effects of majority and minority peer cues shown within an audiovisual cartoon on children's healthy food choice. *Social Science & Medicine*, 225, 42-50

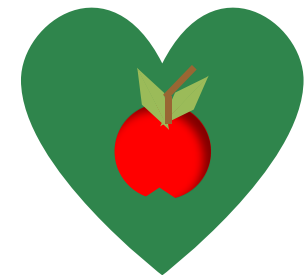
Binder, A., Naderer, B., & Matthes, J. (2020). The effects of gain-and loss-framed nutritional messages on children's healthy eating behavior. *Public Health Nutrition*, 23, 1726-1734

Binder, A., Naderer, B., & Matthes, J. (2020). Experts, peers, or celebrities? The role of different social endorsers for children's fruit choice. *Appetite*, 155, 104821.

Naderer, B., Binder, A., Matthes, J., & Mayrhofer, M. (2020). Healthy, sweet, brightly colored, and full of vitamins: Cognitive and affective persuasive cues of food placements and children's healthy eating behavior. *International Journal of Advertising*, online-first.

# Recommendations

- **Narrative, entertaining media** content is a potentially helpful tool to educate children about healthy food and elicit healthy food choices.
- It matters: **with what arguments, how, and who** delivers the **message**
  1. **Interactive, prominent** food presentations
  2. **Positive, likeable characters** that are perceived as experts
  3. **Gain oriented, affective** arguments



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