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Педагогические науки

Impact of advertisements towards the contribution of diabetes in children

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ABSTRACT

Children's eating habits and their food consumption have direct relations with obesity, diabetes, cancers, hypertension and coronary heart disease. Advertisements directly affect a child's eating habits and their food consumption. This literature review was conducted in order to examine advertisements and children's food consumption while watching online entertainment such as YouTube videos and their desire to purchase foods that they see advertised to them while watching their preferred online entertainment.

Keywords: children, advertisements, diabetes, habits, consumption.

INTRODUCTION

An advertisement is defined as a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. At its essence, an advertisement has nothing wrong with it. It is simply a medium used by companies and businesses to introduce or popularise their product(s) to the general public to garner more sales.

However, the best interest of companies is sadly not the overall health of the public, but undoubtedly how much profit can they make each month. This is where we have seen an increasing trend of diabetes amongst the general population in the 21st Century. The global disease burden of diabetes increased greatly from 1990 to 2020. Globally, the incidence of diabetes increased from 11.3 million in 1990 to 22.9 million in 2020, with a 102.9% increase. [4]

Thus, we will further dive into the effects of advertisements towards diabetes.

METHODOLOGY

The data procured for this research is through the method of content analysis. The materials used were online articles and e-books that were published from the year 2017 to 2020. The overview is based on analysis of the works made by the scientists from the various fields: from medical researchers – such as B. Sadeghirad, T. Duhaney, and X. Lin etc. to public health researchers – F. J. Zimmerman, S. V. Shimoga etc. and sociologists as L. A. Brushkova.

The information that was collected from the articles and were arranged in order to understand the full impact of advertisements on diabetes amongst children.

FREQUENCY OF EXPOSURE OF CHILDREN TO ONLINE ENTERTAINMENT

It was found that the time devoted to children's programs on online entertainment was approximately 121 minutes, and the advertisements during this period were approximately 35 minutes on average. A total of 344 of the 775 advertisements shown were related to food. It was also found that most of the food advertisements were about candy, chocolate, potato chips, and milk products such as cheese, yoghurt, and breakfast cereals. [1]

This means that over a quarter of the time spent by a child watching the recommended maximum time of online entertainment for children is spent on watching advertisements that have been carefully, and specifically curated to capture their attention and liking in hopes that the children would grow a certain fondness of the product in this case, high caloric foods.

ADVERTISEMENTS' EFFECTIVENESS

The results revealed that 40.3% of the children asked their parents to purchase the goods that they saw on the online advertisements, and that 8.9% of them argued with their parents or cried in order for their parents to buy that particular product. It was found that the children tended to request more sweetened products such as candy, ice-cream, biscuit, cake or soft drinks. [9]

The experts say that "the portrayal of healthy lifestyle has been much less frequent in social promotion than in commercial advertising. Thus, only 40% of experts noticed reflection of any healthy lifestyle values in the recent social promotion, while 72% have noticed it in commercial advertising". [3]

Anyone that has a sibling or a mere interaction with a child would know how far of an extent would children persuade their parents to obtain something that

they want, in this case, unhealthy and unwarranted high in sugar foods. As the study shows, some even go to the extent of arguing against their parents for the sugary food that they dream and that a portion of them even cried, showing to their parents the absolute determination that they have to get what they want.

PARENTS' RESPONSIBILITY

Parenting has always been a difficult task and has become even more challenging in the modern days. Adding to this already tough responsibility, our lifestyle changes rapidly from day to day in this technology dominated world, the never-ending demands have produced new requirements in life that has bring in added challenges. 40 years ago, life as we know on planet earth was very different. Fathers were required to work and mothers took care of children and domestic duties, having very clear-cut roles to fill and not many grey areas on what each of them are supposed to do. Families were larger, and a majority of children growing up then had the support of grandparents, aunts and uncles. But, nowadays, it is not uncommon to find both the mother and father going to work to achieve financial stability in the family and nuclear families are the norm. [6] This means that children are now more likely being left in day care centres or own their own at home and parents have limited quality time to spend with their children.

Parents struggle a whole lot more to achieve a balance between work and parenting duties nowadays. They are required to look after many other things other than parenting and their family which in turn puts a lot of stress on the parents when that balance is far from possible to achieve.

As both the parents are required to work, they spend less time with their children and

are too tired to listen to their children after going through a heavy schedule throughout their day. Hence children end up being feelings neglected and not cared for. [5]

Parents feel guilty for not catering to the most important needs of their children which is spending time with them. Hence, they tend to give in to their children. Children too take advantage of their parents' tight schedule and end up demanding a lot from them.

This is the perfect case scenario for the effectiveness of the fast food and sugary foods advertisements to increase. This is because the children, especially the ones that are neglected by their family are being the specific targeted audience for these advertisements to be shown to them. Hence, those children are more likely given the unhealthy foods that cause diabetes due to the parents feeling guilty to make up for the lack of affection and attention given to their children.

IMPACT OF THE ADVERTISEMENTS ON CHILDREN

Results showed advertising spending for the fast-food category involving nine brands was \$3.5 billion. Spending in the separate food, confectionery, and beverages category was an additional \$5.8 billion (including \$785.5 million for the top five soda brands). The magnitude of this advertising onslaught on U.S. adults and children in order to promote consumption of products that could be argued to directly and indirectly promoting diabetes is terrifying. By comparison, the total administrative budgets in 2020 for the Centers for Disease Control and Prevention (CDC) and the Food and Drug Administration (FDA) were \$5.1 billion and \$1.3 billion, respectively. [8]

Advertisements can be a tool for the introduction of various foods and services to

the public. The aim of advertisements can be seen as increasing commercial profits and the demands of the consumers. Especially nowadays, food marketers are interested in children and youth as consumers. With spending power, purchasing influence, and as future adult consumers, they are a valuable target for the food and beverage industries. These advertisements are introducing unhealthy food to children. Therefore, they are directly affecting their food choice, food preference and eating habits.

Clearly, based on the amount of spending on advertisements and the reasons to target children, are concrete evidence on the agenda of fast-food companies to prioritise their advertising efforts onto the younger generation.

IMPLICATIONS FOR PUBLIC HEALTH POLICY

A recent global study spanning 13 countries revealed that children are exposed to an average of five food advertisements per hour with unhealthy 'non-core' foods accounting for greater than 80% of all televised food advertisements in Canada, United States of America and Germany. Collectively, the evidence linking children's exposure to unhealthy food and beverage marketing to poor dietary behaviours and increased risk of overweight and diabetes has sparked global discussion.

Results of a recent modelling study suggested that a ban on television advertising of foods high in fat, sugar and/or salt could reduce diabetes in childhood by 18% and 2.5%, respectively. [7] Given the highly potential impacts on children's health deteriorating, in 2010 the WHO released a set of recommendations highly urging members of states to restrict and regulate the marketing of foods and beverages rich in saturated fats, trans-fats, added sugar and salt to children.

Voluntary self-monitoring by the industry and inadequate nutritional standards for defining unhealthy dietary products and the lack of government monitoring and oversight remain key flaws to recent initiatives and likely account for the lack of reduction in child-targeted advertisements for unhealthy foods and beverages.

CONCLUSION

To conclude this report, we can comfortably say that the children are a big target for the online advertisements. It can be observed that online advertisements give a platform to food advertisements mostly during the morning hours on weekends when children watch online entertainment excessively and the advertised foods are mostly the one's which involve high levels of fat and sugar.

Social advertisements for some reasons is decreasing "in the area of promotion of healthy lifestyle, even though it is their job (and not the commercial advertising) to regulate and popularize the corresponding values and examples of behavior in society." [3]

In addition to this, when the behaviours of children are examined, it can be observed that children would consume foods which are rich in fat and sugar while watching television and have problems with their parents about buying the products they have seen on the advertisements. It was also observed that the foods which are requested by a majority of children during grocery shopping where the foods rich in fat and sugar and which were found mostly in the advertisements.

This shows that children in the younger age groups are affected more from the advertisements broadcast on television and reflect these more in their consuming

behaviours. In short, children's food consuming behaviours are affected from the children's television food advertisements.

Children nowadays especially in the younger age groups are consuming foods that have poor nutrients of vitamins, minerals, and proteins and this could carry important developmental and health risks in this important stage of growth in their life. These foods could be rich in fat and sugar, therefore, increasing the risk of diabetes during childhood. Also, it affects tooth decay in early childhood and increases

the risks of cardiovascular diseases, obesity and chronic diseases in later life.

In conclusion, it can be greatly suggested that in order to decrease these risk factors, parents can try their best to organize the online entertainment watching time of their children in the early years, they can prevent their children from eating and drinking while watching the online entertainment, and as an alternative, advertisements for foods rich in fats and sugars can be prohibited for online entertainment that are made for children.

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О ВЛИЯНИИ РЕКЛАМЫ НА РАЗВИТИЕ ДИАБЕТА СРЕДИ ДЕТЕЙ

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АННОТАЦИЯ

Пищевые привычки детей напрямую связаны с ожирением, диабетом, раком, гипертонией и ишемической болезнью сердца. Реклама напрямую влияет на пищевые привычки ребенка и его потребление пищи. Этот обзор литературы был проведен с целью изучения рекламы и потребления продуктов питания детьми во время просмотра онлайн-развлечений, таких как видео на YouTube, и их желания покупать продукты, которые они видят в рекламе, во время просмотра предпочитаемых онлайн-развлечений.

Ключевые слова: дети, реклама, диабет, привычки, потребление.

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