Cease to be Obese: A Content Analysis of Healthy Living in Two Popular Children's Book Series

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Abstract
Childhood obesity has been a prevalent issue over the decades, that can occur as a result of genetic and non-genetic factors. Because of advancements in technology over the years, many Americans have strayed away from living traditional lifestyles that embed a healthy diet and physical activity into their everyday lives. In the past, a few studies have examined the effect books have on preschool aged children’s behavior toward healthy food because it is at this age children begin to develop attitudes toward food. However, these studies only focused on the frequency of healthy food depictions and messages in books provided by reading lists, libraries, physician’s offices, and best seller list to name a few. This study focuses on healthy food as well as the depictions and messages in preschool children’s books encouraging healthy living. Additionally this study compares two book series tied to popular television shows, one contemporary and one longstanding. The findings revealed that although each series incorporated sub-themes regarding healthy living into the text and illustrations, the frequency of these sub-themes were heavily outweighed by other sub-themes not concerning healthy living. Furthermore, verbal and imagery codes for healthy living sub-themes were not combined as often as anticipated. Additionally, the long-standing series was revealed to be the more health conscious series of the two because of the large amount of background depictions of healthy food. I concluded that the deficit in sub-themes concerning healthy living exists because neither series purpose was to educate children on health education. This conclusion also explains why there were not as many combinations of verbal and imagery codes regarding healthy living as anticipated. From the literature it is apparent any type of media can have an effect on children’s behavior. However, to better understand how books affect children's behavior toward healthy living, more research involving children must be done. The findings of the study also revealed that there is a lot more work to be done by agricultural communicators to decrease and hopefully end childhood obesity.

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The number of children eating unhealthy this kind of food is on the rise, and the number of increasing number of fast food restaurants are responsible for that. These restaurants sell tasty food to attract children but these foods contain unhealthy ingredients, for example, such as fat and salt. Moreover, these obese children seem to be less active and less sociable, as they feel fatigued even they involved in simple activities. Furthermore, it may lessens their self-confidence level. To conclude, over consumption of fatty foods, lack of interest in physical activities and sedentary life style seem to be the major causes of weight gain children, which can result in early onset of life style diseases and decreased self confidence.

Jun 09, 2017. Child obesity by: Anna Eliza. Some children have medical conditions associated with obesity and/or require pharmacologic treatments resulting in significant weight gain. Others (1%–2% of obese children) have underlying genetic conditions such as Down, Prader-Willi, or Bardet-Biedle syndrome, which can be associated with obesity. Rarely, single-gene disorders, including congenital leptin deficiency and defects in the melanocortin 4 receptor, cause morbid childhood obesity. Parents of children in organized sports should be encouraged to stimulate their children to be physically active on days when they are not participating in these sports and not rely solely on the sports to provide all their away-from-school physical activity. This should include participation in physical activities with the entire family. Children become overweight and obese for a variety of reasons. The most common causes are genetic factors, lack of physical activity, unhealthy eating patterns, or a combination of these factors. Only in rare cases is being overweight caused by a medical condition such as a hormonal problem. A physical exam and some blood tests can rule out the possibility of a medical condition as the cause for obesity. Although weight problems run in families, not all children with a family history of obesity will be overweight. If your children see that you are physically active and having fun, they are more likely to be active and stay active for the rest of their lives. Plan family activities that provide everyone with exercise, like walking, biking, or swimming. Be sensitive to your child's needs. (2004) conducted a content analysis examining popular children's movies released between 1938 and 1998 (for a complete list of movies please refer to the Herbozo et al. In addition, OR for thinness tended to be 1.23 times higher in children living in an economically disadvantaged region of Serbia (P = 0.06). Children's media researchers have used content analysis to explore a wide variety of topics including gender and race representation in children's advertisements (Kahlenberg & Hein, 2009; Merskin, 2002), gender and sex-role representation in children's programming (Gerding & Signorielli, 2014; Hentges & Case, 2013; Signorielli, 2001), depictions of social aggression (Martins & Wilson, 2012), beauty norms (Herbozo Childhood obesity is a condition where excess body fat negatively affects a child's health or well-being. As methods to determine body fat directly are difficult, the diagnosis of obesity is often based on BMI. Due to the rising prevalence of obesity in children and its many adverse health effects it is being recognized as a serious public health concern. The term overweight rather than obese is often used when discussing childhood obesity, especially in open discussion, as it is less stigmatizing.