

# **EFFECT OF MEDIA ON FOOD INTAKE AMONG CHILDREN BETWEEN 6 TO 12 YEARS OF AGE.**

Dissertation for the Degree of Master of Science  
Foods and Nutrition

By

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## **Abstract:**

This study examines the influence of media on food intake patterns among children aged 6 to 12 years. A sample of 107 children from different socio-economic backgrounds was recruited for this cross-sectional study. The objective was to assess the impact of various media forms, including television, digital platforms and advertising, on children's dietary preferences and consumption behaviours.

Methods: the data is analyze using Microsoft office excel and jamovi software result: In this study it has been found that children have been seen using mobile, TV, YouTube, Instagarm, Face book and Snap chat media .In this study it is found that 100% of children use media as 57.0% of boys and 43.9% of girls .In this study it was found that 49.5% watch YouTube. 18.1% compared to instagarm. Face book is 42.8% and Snap chat is 2.1%.It is interesting to know in this study that children use more media. He insists on getting a food item by watching videos from his parents. 87.7% of children are visually impaired. This study has found out. It's funny to see kids watching media and watching videos and telling their parents to take the food that comes with it. The above findings lead to the conclusion that media is having a very bad effect on children's diet. And shows the media influence on most children's diet.

The findings revealed a significant relationship between media exposure and food intake in children. Children who reported high screen time, particularly television, mobile viewing and exposure to food advertisements, showed higher consumption of unhealthy foods high in sugar, salt and fat. Additionally, digital media platforms, such as social media and online gaming, were also linked to increased snacking behaviors and preferences for processed and convenience foods.

**Key words:**

Media influence, Food consumption, Eating habits, Media exposure, Nutritional intake, Advertising impact, Screen time, Childhood obesity, Marketing strategie.