

**Institute of Medicine**

Committee on Accelerating Progress  
in Obesity Prevention

Measurement Workshop

March 24, 2011

## Institute of Medicine Workshop, March 2011

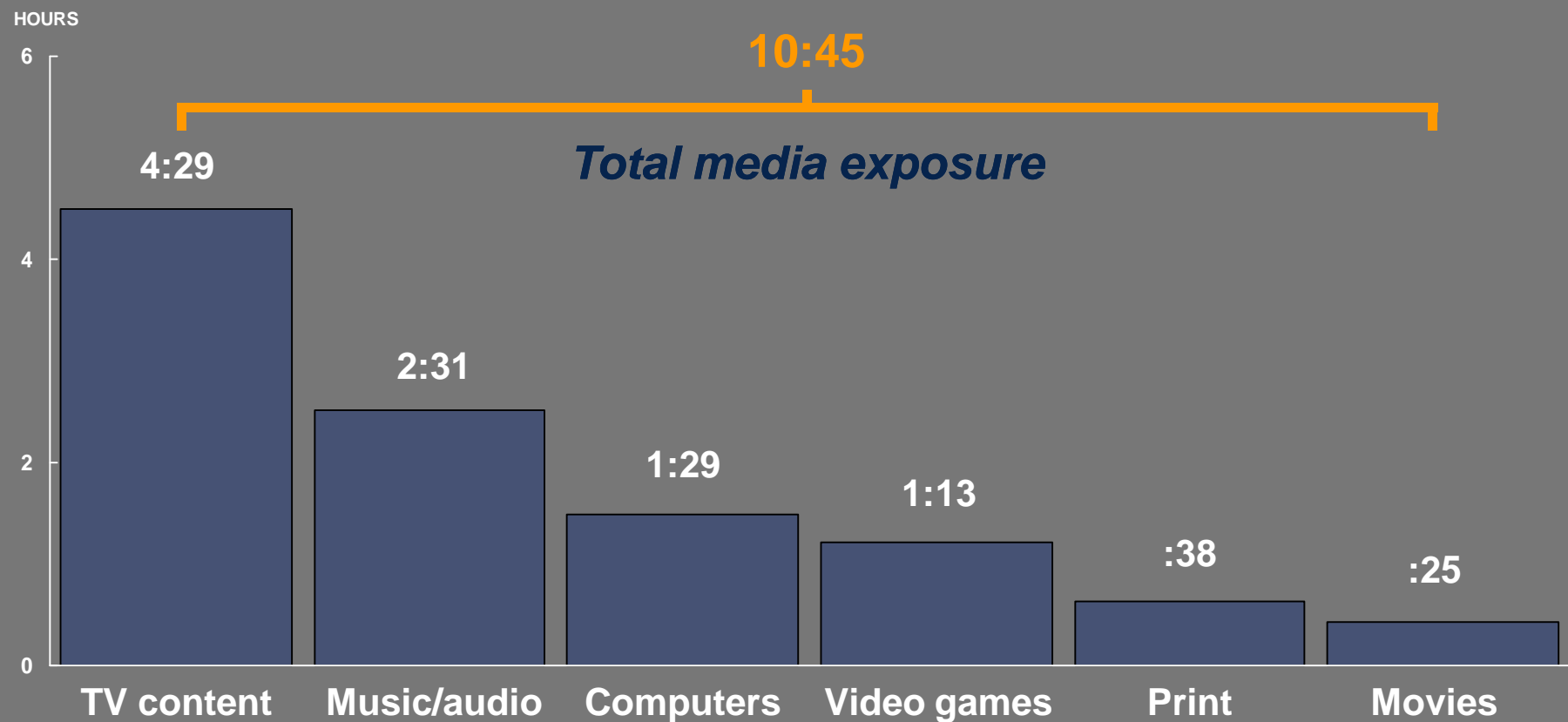
- Data on children, media and advertising, from:
  - Generation M2: Media in the Lives of 8- to 18-Year-Olds, KFF 2010
  - Food for Thought: Television Food Advertising to Children in the United States, KFF 2007

# Institute of Medicine Workshop, January 2011

- Methodology – Media Use:
  - 2,000 written questionnaires
  - Focus on prior day
  - Use visual prompts
  - Break into day-parts
  - 700 week-long media use diaries
    - To quantify media multitasking

# Media Use, By Platform

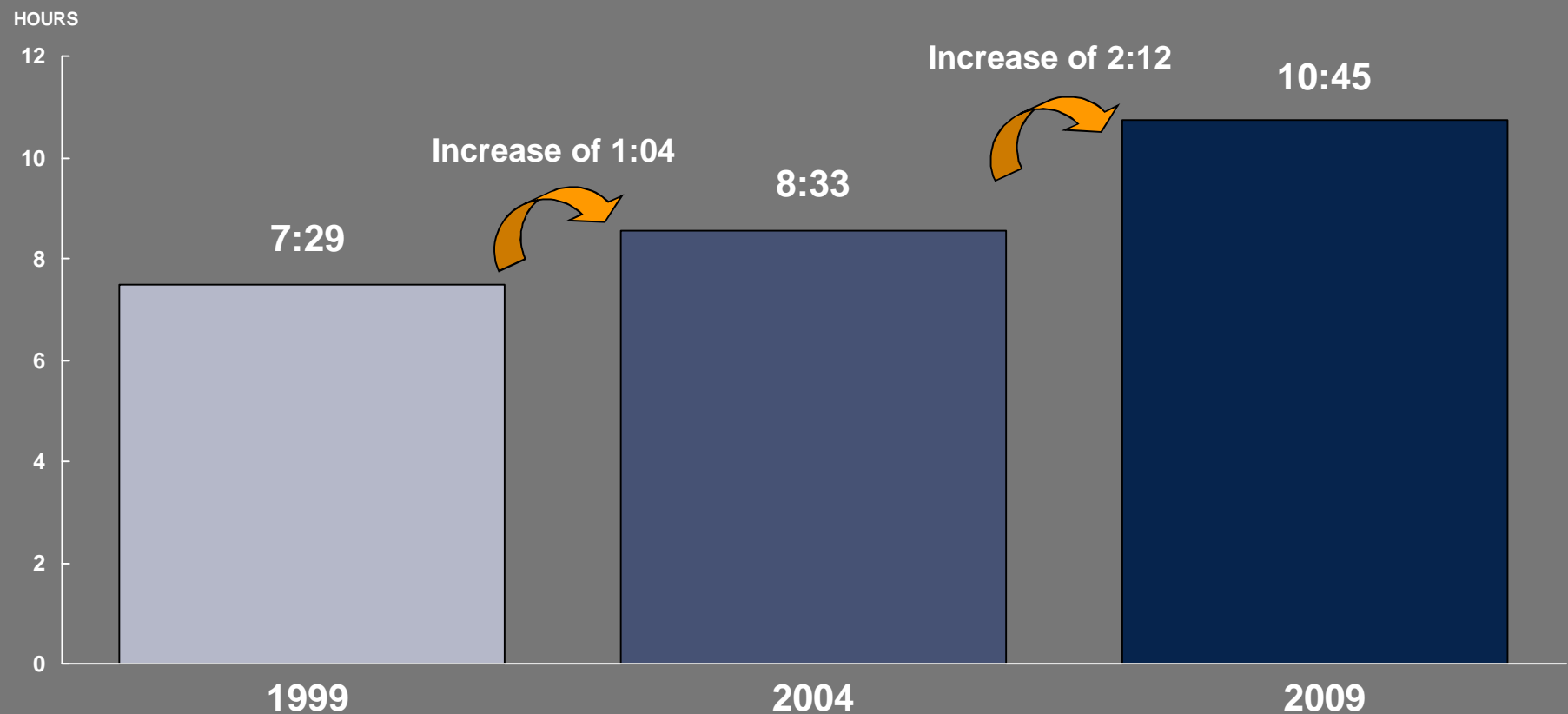
Among all 8- to 18-year-olds, amount of time spent with each medium in a typical day:



Source: Kaiser Family Foundation, *Generation MP: Media in the Lives of 8- to 18-Year-Olds*, 2010.

# Media Exposure, Over Time

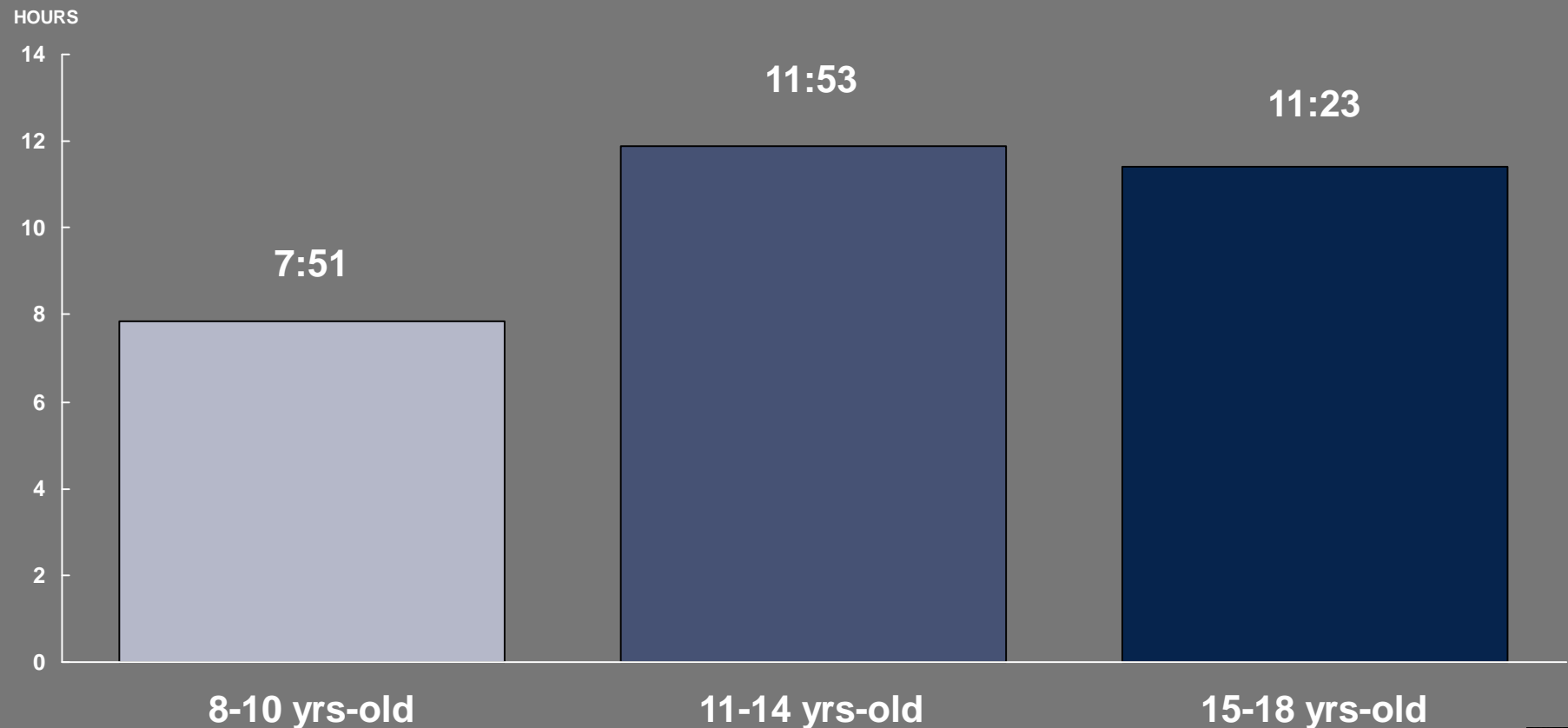
Among all 8- to 18-year-olds, total amount of media exposure in a typical day, over time:



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>: Media in the Lives of 8- to 18-Year-Olds*, 2010.

# Total Media Exposure, By Age

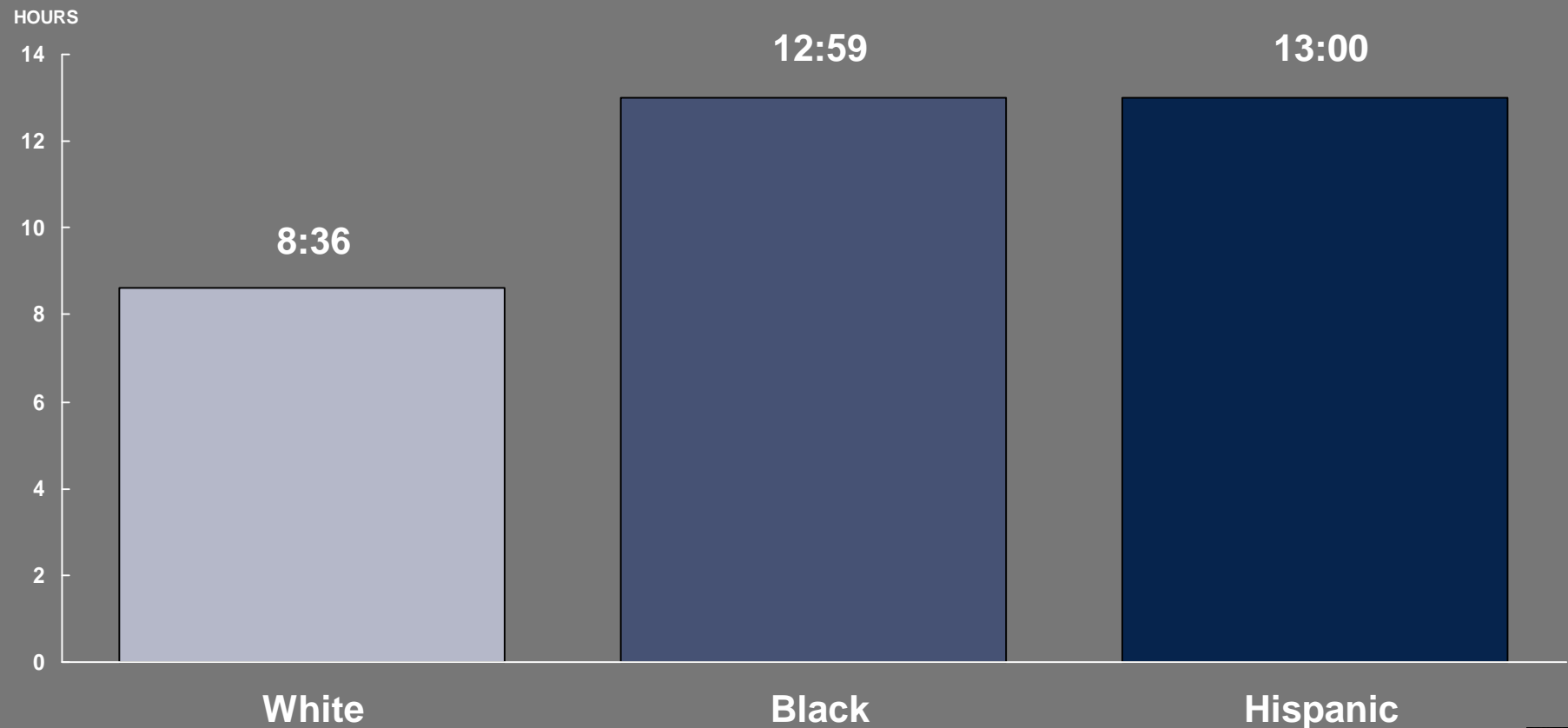
Total amount of media exposure in a typical day, by age:



Source: Kaiser Family Foundation, *Generation MP: Media in the Lives of 8- to 18-Year-Olds*, 2010.

# Total Media Exposure, By Race/Ethnicity

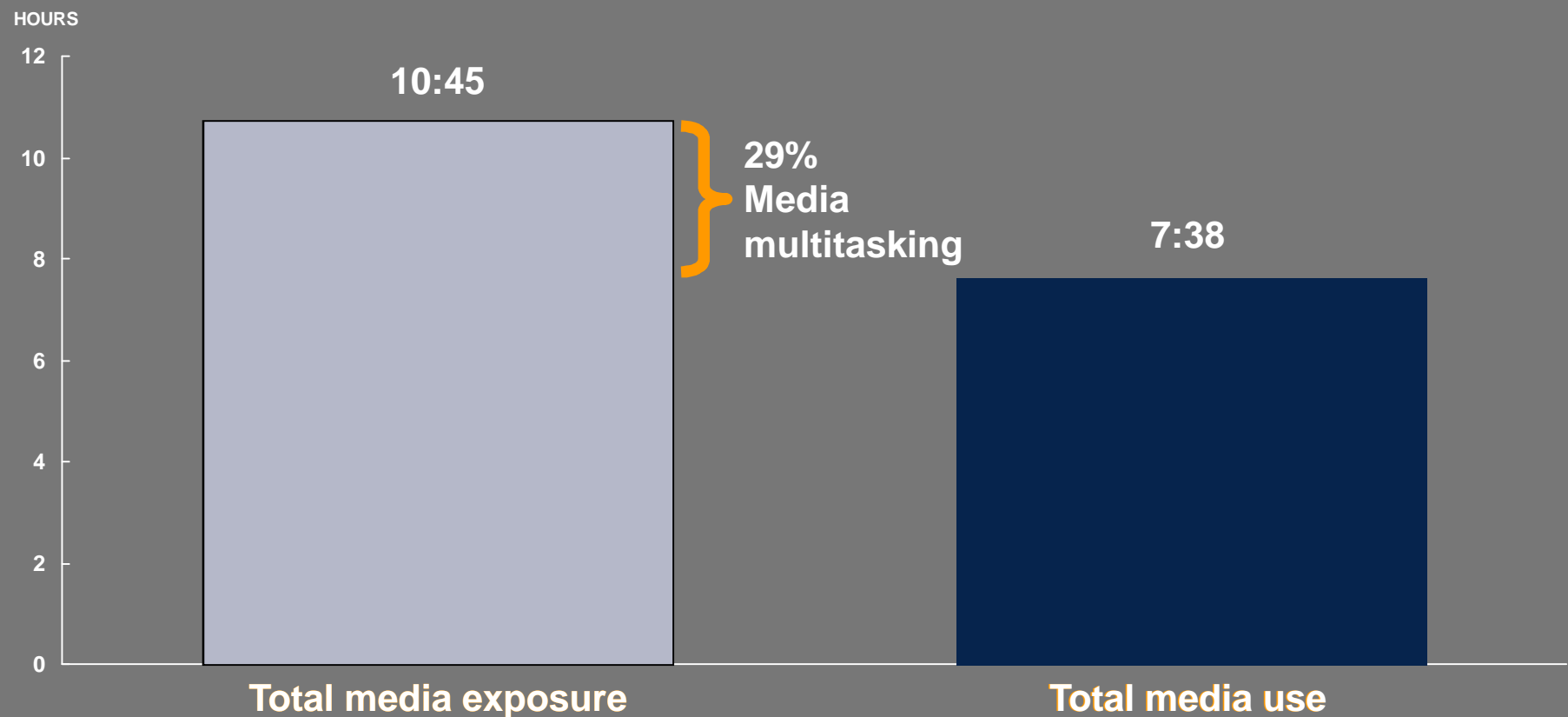
Among all 8- to 18-year-olds, total amount of media exposure in a typical day, by race/ethnicity:



Source: Kaiser Family Foundation, *Generation MP: Media in the Lives of 8- to 18-Year-Olds*, 2010.

# Total Media Exposure and Use

Among all 8- to 18-year-olds, total amount of media exposure, multitasking and media use in a typical day, over time:

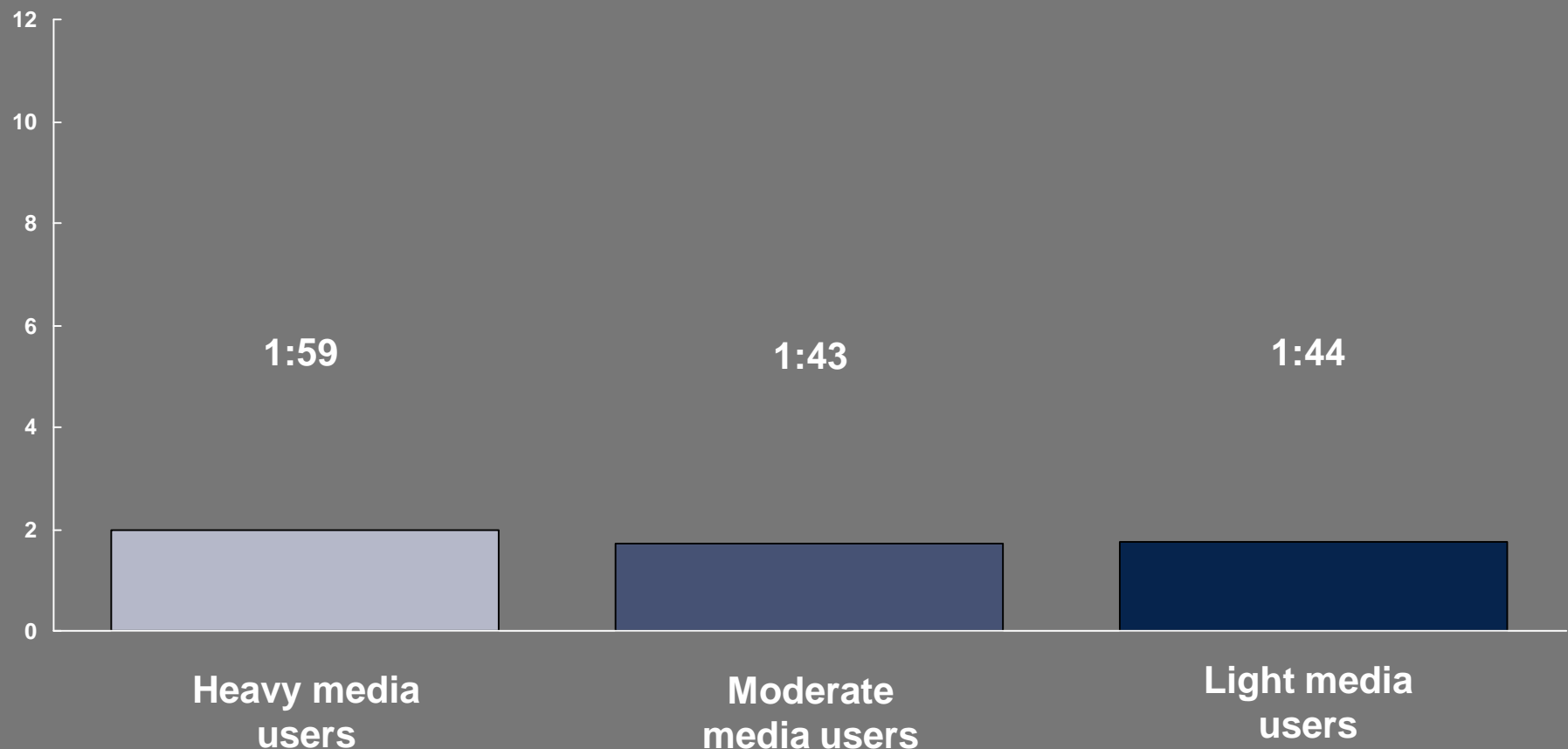


Source: Kaiser Family Foundation, *Generation MP: Media in the Lives of 8- to 18-Year-Olds*, 2010.



# Media Use and Physical Activity

Time spent in physical activity among heavy, moderate, and light media users:



Source: Kaiser Family Foundation, *Generation MP: Media in the Lives of 8- to 18-Year-Olds*, 2010.

# Institute of Medicine Workshop, March 2011

- Data on children and advertising, from:
  - Food for Thought: Television Food Advertising to Children in the United States, KFF 2007

# Institute of Medicine Workshop, January 2011

- Methodology – Food Marketing:
  - Any network in top-10 among 3 youth age groups
  - 13 networks total
  - Composite week sample for each network
  - All programming, not just children's
  - 1,638 hours of content
  - All non-program content coded

# Institute of Medicine Workshop, January 2011

- Methodology – Food Marketing (cont'd):
  - Genre of programming was coded
  - All ads coded by product category
  - All food ads coded by standard subcategories
  - Matched with age-specific viewing data to yield estimate of number and type of ads seen

# Exposure to advertising, PSAs, & promos

	2-7 yr-olds	8-12 yr-olds	13-17 yr-old
TV promos	5,765	8,407	6,977
Food advertising	4,427	7,609	6,098
Media ads	2,280	5,046	4,866
Communications	456	1,462	1,676
Toys	597	620	196
Fitness ads	61	163	174
PSAs on fitness or nutrition	164	158	47