

**Junk Food Advertisements in Cartoon Channel
MBC3 Influence on Children in Jordan**

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ABSTRACT

Childhood obesity has become a serious global issue, and there is a need to check the size and magnitude of the level that it has reached. This study, seeks to explore whether junk food advertisements broadcast on the children's cartoon channel MBC3, have had an attributable influence on increases in child obesity, and to what extent children's behaviour is influencing the consumption of junk food. This study seeks to highlight different reasons that lead to an increase in obesity among Jordanian children.

The study took place in Jordan and employed qualitative methodology. Content analysis is used to collect data from television advertisements. The data gathering was achieved by conducting semi-structured interviews with children; with a further collective focus group interview. Finally, the researcher used her own field notes during the research.

In conclusion, to what extent the influence from junk food advertisements in cartoon channels affects child food eating behavior, matched with and the corresponding relationship in the increases in childhood obesity among Jordanian children. Results indicate the significant influence that is derived from cartoon channel junk food advertisements. The outcomes of the study shed light to the fact that media play a significant role in the increase of childhood obesity.

Keywords: Television advertisements, cartoon channels, childhood-obesity, junk food.

ÖZ

Çocuk obezitesi tüm dünyada önemli bir konu haline gelmiştir ve bunun boyutunu ve ulaştığı seviyeyi kontrol etmeye gereksinim vardır.

Bu çalışma, aburcubur türü gıdaların, çocuk çizgi film kanalı MBC3'deki reklamların, çocuk obezitesine etkisi olup olmadığını ve aburcubur gıda tüketiminde ne ölçüde etkili olduğunu araştırmayı amaçlamaktadır. Bu çalışma Ürdündeki çocuk obezitesinin artmasına yol açan farklı nedenlere ışık tutmayı hedeflemektedir.

Çalışma Ürdün'de yer almıştır ve nitel yöntem kullanılmıştır. Televizyon reklamlarından veri toplamada içerik analizi kullanılmıştır. Veri toplama çocuklarda yapılan yarı-yapılı mülakatlar, ve odak grup mülakatlarıyla yapılmış, son olarak araştırmacı çalışma süresince kendi tuttuğu alan notlarını kullanmıştır.

Sonuç olarak, Ürdünlü çocukların çizgi film kanallarındaki aburcubur gıda reklamlarından ne ölçüde çocukların yeme alışkanlıklarını etkilediği, çocuk obezitesi artışıyla ilişkili bulunmuştur. Sonuçlar çizgi film kanallarındaki aburcubur gıda reklamlarının önemli sonuçları olduğunu göstermektedir. Bu çalışmanın sonuçlarının Ortadoğudaki Arab ülkelerindeki medyanın çocuk obezitesinin artmasında önemli etken olduğu gerçeğini aydınlatmaktadır.

Anahtar sözcükler: Televizyon reklamları, çizgi film kanalları, çocuk obezitesi, aburcubur gıda.

DEDICATION

To My Family and friends who were in support.

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Chapter 1

INTRODUCTION

The relationship between television junk food advertisements, viewing and child obesity, is clearly a concerning issue. Viewing cartoon channels is a popular leisure time activity for children throughout the world. “Our results suggest that increasing fast-food restaurant advertising messages seen by a half hour per week will increase both a boy’s BMI and a girl’s BMI by 0.16 kg/m² (or roughly 1 percent)” (Chou, S. Y., Rashad, I., Grossman, M., 2005, p. 21).

A major part of a child’s day is taken up with television, more so than other types of technology. They become more attuned and familiar with different types of media, at an earlier age than that of their parents would have managed, 20 years ago. For example, an infant begin to watch and listen, long before they start to speak.

Watching television is a convenient form of entertainment that occupies the child while the mother is otherwise engaged; perhaps cooking and cleaning. Sadly, both parents do not realise the influence that this type of pastime has on their child and sometimes, at such an early age. Parents should be aware that a child has the ability to take in lots of information and also store it. With TV stations broadcasting programs dedicated to children containing numerous targetted commercials and adverts, the parents may be experiencing problems with their child without seriously knowing the reason why.

In the case where both parents are working away from home, the child returns from school, to await the return of the parents, he/she is mostly to be occupied by commercially indoctrinating programmes. Likewise, other children may complete their lunch and devote their time to watching television until bedtime. Mothers are responsible and care for their offspring but were blindly allow exposure to television programme's messages.

Unfortunately, most parents do not notice the subtle changes in behaviour which could be identified as emanating from the influence of junk food adverts; broadcast on favourite cartoon channels, with constant regularity. The cleverly disguised advert have succeeded in reaching out to the child. The next step is to attract the child and parent to the shop shelf to buy the product.

These channels are full of the characteristics that were catch a child's attention, like movements and colours and catchy lyrics, particularly leaning toward the advert. Understandably, most mothers are not aware of the longer-term danger developing in the child's early exposure to media adverts, and the associated change in behaviour and opinions.

Children cannot differentiate between a cartoon program and an advertisement; clearly, the tactic is to create a storyline that requires the attractive and repetitious introduction of a character or food item. A real case in point, in the present study is the SUNTOP juice product that is shown on the MBC3 cartoon channel. The storyline plot is very attractive to the child and it focuses on all aspects of the cartoon (SUNTOP juice advertisement as an example explained in detail in this study in chapter 3 in focus group interview part).

This study, undertaken in Jordan, to research the recent increase in child obesity, using children who consume junk food products (for the sake of this study, items such as processed products containing high levels of salt, sugar, coloured food additives, and other similar types of manufactured food that is geared for the junior and infant child).

The main aim of this study is to explore children attitudes and opinions to discover whether there are any links to support the view that adverts aired on cartoon program channels, such as MBC3, influence the eating habits of the junior population of viewers. A positive response would therefore indicate a co-relationship between the increase in the consumption of junk foods, the underlying influence of advertising within cartoon programs, and the increasing levels of child obesity in the country of Jordan.

Indeed, Malkawi, in 2014 was quoted as saying: “Jordan ranked among the worst countries of the world in terms of obesity, with 33 percent of its population being obese, according to a report issued recently. Oxfam’s World Food Index 2013 showed that the worst on the index in terms of obesity alone is Kuwait, with 42 per cent of the population being obese. Saudi Arabia came in the second place with the United States and Egypt, where one in every three of their population is obese. The study ranked Saudi Arabia as the worst in the unhealthy eating index, while other countries in the bottom of the index also include Jordan” (Malkawi, 2014).

Obesity in at childhood stage is best explained as: “The problem of energy imbalance is not purely due to genetics, since our genes have not changed substantially during the past two decades. Researchers have tended to focus on environmental factors

such as the availability of highly palatable and calorie dense fast food to promote high energy intake as well as the appeal of television, video games, and computers to discourage energy expenditure” (Chou, S. Y., Rashad, I., Grossman, M., 2005).

The intention was (and still is) to induce children into accepting the idea of being a regular customer for the manufacturing industry that produces products that are invariably full of sugary and fatty content. The industry’s satisfaction is obvious, with a regular audience viewing their advertisements on television on cartoon channels.

Concerning television junk food advert, there is no doubt that children are an advert-prominent category. “It is noticeable that the prevalence of overweight among Jordanian children (18.8% for boys and 19.9% for girls) was higher than that among Saudi Arabian children, and much higher than that among Emirates children” (Al-Haddad, F., Al-Nuaimi, Y., Little, B. B., Thabit, M., 2000).

There is a marked increases in overweight problems and childhood obesity that has recently become apparent in the Middle East; a crisis that is in urgent need of attention to reduce the danger of this serious epidemic. “Although the development of preventative measures has been well researched and documented in Western societies, little research has been undertaken in the Middle Eastern Countries with adults, with even fewer studies investigating obesity in children, especially in the UAE. Although more research has focused on school-aged children, obesity prevention programs dealing with healthy eating and physical activity for young children is still lacking” (Stott, K., Marks, R., Allegrante, P. J., 2013).

Children are playing out their role as a future consumer, which has already been set out for them by the merchant and advertiser. They were used their own money, if need be, to purchase and consume junk food, products they have seen and have been attracted to on a television advertisements. “Prior to these children, regard advertisements as simply announcements designed to help, entertain, or inform the viewers.

In making the decision not to allow advertising aimed at children, the Swedish government relied on evidence from sociologist Erling Bjurstrom that it is not until 12 years of age that all children can distinguish advertisements and understand the selling motives of the advertiser. Being able to recognize those that advertisements differ from programs that appears to emerge early on in development, whereas the kind of healthy skepticism needed to resist commercial pressure requires far more sophisticated levels of understanding” (Pine, J. K., Nash, A., 2002).

Child curiosity to discover the environment in which they live is a natural endeavor. This inquisitiveness drives them to experience attractive things that face them on a regular daily basis without considering the outcome, whether it be a danger or not.

It is enough for them to feed on this curiosity inside them. In a subconscious interest to fuel this intrigue most children watch television on a daily basis as a formed part of their normal daily routine, they watch children’s programs, which is about imaginary stories that feed the child mentality with unreal ideas. Children mimic these ideas and fuse them with reality; lacking the ability to differentiate.

As part of this study, and from the researcher's point of view, there is an additional question to develop. 'Does this small television screen have that much influence on children? To adjust children eating habits and become less healthy, rather than eating healthy food while they are growing up, and is this because of watching cartoon channels with all the attendant influences of Junk Food adverts? If the answer is yes, then to what extent does this influence have reached and what are the methods that the merchant uses to motivate children to be their regular customers.

This study is focused in depth and concentrate on children, the viewing of cartoon channels and the linking of junk food adverts; since the majority of children in Jordan have been watching these channels since their infancy. "In addition, food advertising may lead to greater adiposity among children and youth. These studies do not, however, definitively prove direct causal effects of food advertising on unhealthy food preferences and overall unhealthy diet.

Accordingly, food industry proponents argue that the relationship between television viewing and unhealthy eating behaviors could be due to other factors, for example, parents' knowledge or concern about the importance of a healthy lifestyle" (Harris, L. J., Bargh, A. J., 2010).

Since there has also been a lack of studies in Jordan, the research there would be of real interest and importance, to show the percentages of increase in childhood obesity and the connection role of media impact in children.

1.1 Background of Advertisements that Target Children

Advertising nowadays is used as a highly profitable tool and very effective in steering children's opinions and attitudes. Prevalence of advertisements everywhere gives advertising a significant role in people's tendency and choices in their lives.

The eventual control of people's desires were plotted by advertising agencies and planned by advertisers long before advertising commences. "Advertising is everywhere. As it becomes ubiquitous, we tend to ignore it. However, as we tend to ignore it, advertisers find new ways to make it ubiquitous. As a result, and as with television, no one is Undecided about advertising. We love it or we hate it. Many of us do both" (Baran, 2014, p. 287).

To understand the reasons why most families, throughout the world, rely on the media so much, we need to flash back through history to find the story of how media advertising started, and in particular targeting children. Early 20th-century trade expanded, widening and increasing the number of products, parallel to this advance, media started to spread to accommodate the spread of information and advertising; the public discovering that media services could be obtained much easier.

Media was initially dependent on printed material, and the demand for marketing started to appear especially for children's products. In the USA, in early 20th-century, there were two popular magazines that catered for most of the middle-class structure. Middle-class women's magazines like the *Ladies Home Journal* and general family magazines, like the *Saturday Evening Post* were the two of the main magazines published to communicate with the catchment audience; through this medium, adverts were published to offer and injecting thoughts of new lifestyles.

Media became the main source for significant changes in family lifestyles for the middle-class structure. Media also played a role largely in educating or indoctrinating people as how to bring up their children and persuade them to follow this trend of raising children by following the adverts; this, at the time when magazines and newspapers were the dominant vehicles for advertising.

Moving on, when the radio came on the scene in 1906, it played the same role, incorporated in much the same way as when television appeared in the 1925s, and becoming popular in 1942. The combination of visual and audio simultaneously was a dream come true for the media, so the messages that the audience received from television was more effective than other types of medium.

Moreover, the invention of television made the work of gatekeepers easier to send their messages through television, as people interacted and responded more effectively with television than other types of the medium until the present day. Most of the junk food adverts are geared to reach children through cartoon channels, child programs and cartoon serials, and as the main viewing audiences on these specific channels are children, the adverts are target them. The adverts are deliberately colorful and includes a hero that wins the day and consumes a specific drink or food; facilitating his heroism. Naturally, children employ their curiosity and support the hero; therein are easily persuaded to buy the 'hero' junk food.

Children tend to believe in everything as fact, and could not differentiate between reality and imaginary at their early age. However, watching television influence the lifestyle of the child through changing aspects, changing their manners and habits in different ways, obviously, depending on what they follow on television.

In this study, it is suspected that a child's eating habit, as an example, can be affected by television cartoon programs and junk food adverts simultaneously, the increasing influence is dependent on how many hours the child is watching television and the frequency and regularity of the introduced junk food advert they are becoming exposed to daily.

1.1.1 Role of Television

Television takes consumes a considerable part of children's daily life, occurring all over the world. It is a sought after commodities particularly now that after it spread everywhere and most people in the world globe have the ability to buy one. "In the UK, children spend an average of 2½ hours each day watching TV. And 63% have their own TV set" (Pine, J. K., Nash, A., 2002).

Television has played a significant role to educate teachers how to teach, , governments how to govern, leaders a way to lead and parents, how to raise their young. Finally, even how to live our own lives and furnish our homes. Television invades every detail of our lives, it specify our ideology, identity, affecting our thoughts and opinions. Television, as a medium, has been the most influential of all the media vehicles. Television continues to play the same role in influencing people, affecting what they get from what they watch, and share with other people.

The reliability and performance that television has is also transferred to children, who are less experienced than their adult viewers are in being unable to recognise the aim of the messages they receive from a television programs. "Children learn much about their social world vicariously, through observation of the media (Bandura, 2002). When watching television, children learn that calorie-dense food that are high in fat and sugar taste great and are extremely rewarding to consume. Food products

comprise the most highly advertised category on television networks that children watch most; and 98% of advertised food is of low nutritional value.

On average, children in the U.S. view 15-television food advertisements every day, or nearly 5,500 messages per year, that promotes unhealthy food products. The most common themes in food advertising targeting children are great taste, fun, happiness and being "cool". Unhealthy food references also appear extensively during television programming” (Harris, J. L., Bargh, J. A., 2009).

In conclusion, television, since its invention, has succeeded to gain and retain many viewers, managing to retain interest in adults for shorter viewing periods, and longer periods for viewing children. This small screen is affecting children’s behaviour and preferences throughout their daily life. Television is the main medium for children to learn from and a vicarious liability to steer them through the social world around. Television profits from having and demonstrating an audio and a visual message that is so easy to carry children away through misleading messages.

1.1.2 MBC3 Cartoon Channel History

MBC3 as a company has been considered one of the most popular in the Middle East and offers different types of channels, communicating to a varied of ages. MBC3 cartoon channel for children, broadcasting in the Arabic language is one of the most widespread of channels in the Middle East, and very popular with Jordanian children.

MBC3 has a variety of children programs that are aired in Jordan, which aims to reach children through a spread of child age groups. Since the establishment of MBC3, it has played a leading and successful role in attracting a child audience as its regular followers.

“Under the slogan "the sweetest people", MBC3 was launched in 2004 to join the rest of the MBC family. The objective of the MBC3 TV Channel was to provide a balanced mix between entertainment and educational programs, targeting a wide range of child segments from 3 to 13-year olds. The channel reasoning is to help enrich the minds and imagination of children by re-enforcing creativity and communication skills through online content and services.

Moreover, MBC3.NET’s online experience offers numerous features; and the most popular of them is the diverse variety of games that range from action games to kitchen games, among many others. The channel aspires to communicate with younger people through its programs and motivate them to participate and express themselves, contributing to the upbringing of a whole generation at par with the pace of its times” (MBC Group, 2016). Variety within the rhythms and pace of the programs on this channel encourages children to track the channel programs regularly for a long term.

1.1.3 History of Television in Jordan

Jordan is a small country in the Middle East, and has limited resources; accordingly, the development and the establishment of television was lower than that in other countries. For cartoon channels, specifically, development spread noticeably during the last ten years.

Nevertheless, it could not compete with a big channel like MBC3, supported by the MBC group, which has a huge reputation. Based on this, MBC3 cartoon channel is considered to be one of the most popular for children in Jordan as opposed to other Jordanian cartoon channels still becoming established.

The initial foundation of television in Jordan was in April 1968, having one small studio in the capital city, Amman. Broadcasting was very short, and initially for three hours daily; on one channel, in black and white only. It was the main and only channel at that time. Then in 1972, the second channel was established. This channel entitled typically, Channel 2, specializing in the English language, and including different types of programs and news bulletins translated into English.

It was the first station in the Middle Eastern region that operated the second channel at that time. Later, in 1974, Jordan television converted to the PAL-B system, which means also using full colours. Then in 1975, this transmission covered the whole of Jordan. Furthermore, in 1978, Channel 2 started to broadcast news and programs in French. Later, Channel 3 came on line, which specialised in bulletins of local sports and international events. Parliamentary sessions were also aired.

Television in Jordan was linked to different satellites. The first link was in 1988. "Today JTV transmission covers to a large geographical area that includes the following countries: The Palestinian National Authority areas, Syria, Northern Saudi Arabia, Israel, South Lebanon and Cyprus.

Jordan TV now has four channels: Channel One (The Main Channel) Channel Two (The Sport Channel) Channel Three (Jordan Movie Channel) Jordan Satellite Channel, Ro'ya TVs ATV, was first independent television private channel that established and started airing in September, 2007, its full name is Jordanian United TV Broadcasting Company PLC and broadcasting via Nilesat 102.

Other private channels in Jordan, introduced in the last ten years are (Al Hakeka TV, AldiyarSat, ATV (Al Ghad Television), DJ Music TV, Mersal TV, Moon Sat TV, Smarts Way Channel, JNC, Seven Stars TV, Josat, Zweina Baladna TV, Ro'ya TV, Aghanina TV, Nourmina TV, A1TV)” (Sinawi, 2006).

Although there were a variety of television cartoon channels in Jordan that had been established in the last 15 years, they are still unable to compete with MBC3, which is the most popular among Jordanian children.

1.2 Problem of the Study

Recently, a visible increase in childhood obesity among children under age 15 has become a global concern. This assumes perhaps that children who watch television extensively are more influenced by fast food adverts, which may lead to a greater likelihood of childhood obesity, than those who watch it with reservation.

There are no known studies in Jordan, nor in the Middle East, in general, that reveals the percentage increase in childhood obesity and the relationship to junk food adverts broadcast on children’s cartoon channels.

On the other hand, children who are rarely exposed to junk food advertisements tend to demand less junk food. This is based on the results that were revealed during the current study, children who watch cartoon channel MBC3 for approximately two hours or more daily were exposed to at least 14 adverts for junk food, and ten of those are for popular junk food products among children. The other four product adverts are aired less.

However, with having the ability to memorise adverts, children can describe them in detail, especially if the theme is as a cartoon story tale. Drawn into the story line, children continue to watch an advert until the story line reaches the desired effect of memorising that product uppermost in the child's mind; their product is sold!

This study highlights the role of junk food adverts included in cartoon channels to influence the child viewer. Thereafter it is expected that the child lean towards eating unhealthy food. What is avoided by the advertiser and merchant is that the unhealthy food advertised is the sequential stage to negative effects on the child's health. Longer term it is one of the most significant causes of childhood obesity.

1.3 Aims and Objectives of the Study

Reiterating the point, the researcher intends to shed light in this study, on a serious issue that has recently become a worldwide issue. Surprisingly, there are not many studies focusing on the comparison of childhood obesity and the influence of media marketing on children, especially in Jordan. The main and specific aim of this study is to investigate the influence of junk food adverts aired on MBC3 on children aged five to ten for both genders.

Furthermore, it seeks to explore the plethora of adverts, and to what extent does it influence children's eating habits, and whether these adverts play a major role in increasing childhood obesity among Jordanian children. The present study is also focusing on the following issues:

- The volume of food that children eat and what they eat.
- what lead to an increase in their weight.

- what is the impact of the the local environment that lead to an increase in their weights, if any.
- what periods of time, each day, do the children spend watching television.
- whether they eat during viewing.
- is there an overall link at all to the increase in children's weights.

“The average child in the U.S. spends 20 hours per week watching television. Up to 20 percent of this time is accounted by meals eaten while watching TV. Specifically, watching TV while eating is associated with both increased weight and poorer food choices – especially lower intakes of fruits and vegetables. Eating meals, at home is also associated with lower weights” (Jacques, 2006, p. 11).

Influences on children who are exposed to multiple advertisements daily, for fatty and otherwise unhealthy food, are obviously more liable to be overweight, in comparison to the other group of children who, by virtue of watching less television are exposed to less unhealthy food adverts.

From this, it suggests that, it is not how many hours children watch television that influences them, but it is the advert message viewed by the children influencing their food preferences, which leads eventually to an increase in weight.

One of the aims of this research is to investigate whether watching these adverts involves a desire in children to buy the product and whether an inability to buy, due to economic or other reasons lead to frustration in young children. Also, whether free gifts contained within junk food packaging gives a higher motivation for children to buy the product and in so doing, consume more.

It is necessary to look at whether repetition of the adverts increases the desire in children to buy and consume. Some adverts create a virtual world in which to market their products as an added attraction to children and to increase the motivation for them to buy the product.

In summary, the present study seeks to explore the extent to which children who watch MBC3 extensively, are influenced by the junk food adverts contained in the program, and whether buying these advertised foods leads to obesity. Alternatively, does failing to buy lead to frustration.

Thus, the present study seeks to explore:

- Whether, there is junk food adverts broadcast on this channel;
- How frequently junk food advertisements are repeated;
- Features in junk food adverts that attract children;
- To what extent do children consume junk food products following the airing of the advert on the cartoon channel;
- The type of conflict between parents and their children created by watching television's junk food adverts;

Children who are exposed to junk food adverts are obviously influenced more than children who are less exposed, and the types of food choices preferable for each group be equally defined.

Adverts targeting children contribute to an ever-demanding industry, permanently seeking to improve psychological and subversive techniques to sustain an advertising advantage. It is too much to expect parents to understand commercial messages and

to be smarter than the experts and researchers in the marketing and branding field. Should parents be knowledgeable regarding nutrition, sufficient to counteract deceitful marketing messages directed at their children?

Transferring children's preferences from junk food to healthy food is not that easy, whereas children are swamped with commercial messages relating to unhealthy processed food, there is roughly no alternative promotion for natural, healthy food.

1.4 Significance of the Study

How children in different ages are persuaded by adverts and how they respond is questionable. It is fair to say that the message content of these adverts are encroaching on the innocent side of children and persuades them accordingly.

Adverts are linked and parcelled up with pleasant commodities that are designed to capture the child's look of glee and expression of wonder, but the longer-term goal is also to confirm the child's commitment being a loyal consumer.

Cross draws our attention note to the fact that; "Advertisers drew upon sentiments rooted in the romanticism of the 18th and early 19th centuries, but, by 1900, these ideas that associated children with a positive view of nature and timeless wonder were adapted to commercialization. While these ideas contrasted sharply with the rational/develop mentalist ideas of early 20th-century child-rearing manuals, experts gradually adapted a permissive approach that largely coincided with the messages of advertising" (Cross, 2004, p. 183).

However, a child's response to buying junk food increases when the advert offers a free gift. Particularly, if this item is a toy or an item that can be used in their daily

lives; like a plate or cup. Normally these items are painted and coloured with junk food's product that allies the child to that particular advertiser's product. The plot is being to attract the child and motivate them to buy and consume more.

This response varies from child to child depending on age and how much the awareness of the media message content has been instilled into the child's mind. These features play a great role in increasing the consumer behaviour of the child to buy junk food products.

Furthermore, the message content in each junk food advert motivates the child to buy it. The technique of persuasion is key to convince the child to continue watching the adverts regularly and to be a loyal customer.

As children memorise what they watch, more so than adults, they maintain the pressure of the parent to buy their favourite product. In their young minds, it is their perspective that matters most with an enduring loyalty for that favourite product.

Children at a young age do not have the ability to realise the advert messages are targeting them. They receive, in good faith, that which the advertisers broadcasts, overlooking or ignoring any indication of negative information relating to the product. Naturally, the channel wishes to impact their products, and in so doing, manipulates the viewer, in this case, the child, to eventually make a purchase. Parents have the first line of responsibility to literate their children in respect of the hidden messages in each advert and explain that the main target of those commercials is to sell their products.

Children do not realize the significance of the content of these adverts and what hidden messages they may include. Specific junk food adverts encourage children to be more demanding for the food products that they watch. The commodities in question are sugary, fatty, and salty, which lead to health risks for children in the long term. Short term however, is the immediate risk of childhood obesity.

The case in Jordan is best explained as: “In conclusion, prevalence of overweight in Jordanian schoolchildren was high compared to that of neighboring countries. Parental body mass index, TV watching time, and daily pocket money showed a strong correlation with the body mass index of children” (Khader, Y., Irshaidat, O., Khasawneh, M., Amarin, Z., Alomari, M., Batieha, A., 2009).

1.5 Limitations of the Study

This study took place in April 2016, at a school named Universal Civilizations Academy in Amman city, the capital of Jordan, with interview ages of children five to ten including both genders.

The main obstacle faced by the researcher was the absence of any previously recorded or referenced data relating to child obesity and television bias relationship. Therefore, this study was conducted not only to highlight the main issue of obesity but also to establish an initial reference of data from the resultant research.

A further limitation to this study was that the sample group was, out of availability, selected from the same school, within Amman City. This would have to be the case study of one school in Amman city and would not be a generalised reflection of all schools in other cities in Jordan, and would not therefore reflect the economic and geographical differences of lifestyle in the rest of the country.

1.6 Definition of Terms

For the purpose of this study, the following word is taken as key term in this present study:

Junk food: This key term ‘Junk Food’ is used to describe types of unhealthy or processed food with low nutritional value and much higher amounts of calories, sugar and fat contents that would generally be available to the general public.

An exact definition of junk food has not been an easy task, due to the number of food items that are known to be alarmingly high, also because the food landscape is continually changing, with new types of improved or reformulated products being introduced. “It is deceptively inexpensive to buy and unhealthy to eat. These items are processed, manufactured, have added chemicals, sugars and other unhealthy ingredients that can immediately, and long term, adversely affect health.

Unhealthy versions of healthy food, include, canned fruit in sugar-syrup, processed vegetables (canned, frozen or from fast food outlets), with sugar, flour or chemicals, baked beans in a sugar and flour sauce, powdered and processed eggs with trans fats, processed cheese and cheese spreads, cold cuts (bologna, salami, chicken and turkey loaf, fish sticks), peanut butter (typically containing sugar and trans fat), and roasted nuts (often with ingredients you can’t even pronounce).

Of course, genetically altered items, which are not allowed in certified organic foods or in many countries of the world, would also be considered junk food” (Maffetone, 2015).

Chapter 2

LITERATURE REVIEW

Numerous studies have shown that television commercials have an impact on children, more specifically, those of a junk food variety. A doubt also exists that parents are not clear on the influence television commercials have on their children in the longer term.

This influence obviously appears in children's behavior. "Children ask their parents to buy the goods they see on television advertisements both while watching television and while shopping. Television advertisements especially affect young children's unhealthy food consumption" (Arnas, 2006)

Based on this, the current chapter describes the literature review conducted for this study. It has the following parts:

- Research on television's influence on children.
- Cartoon channels in Jordan.
- The influence of advertisements that target children.
- Research on the relationship between television advertisements and childhood- obesity.
- Cultivation Theory.
- Uses and Gratification Theory.

2.1 Research on Television's Influence on Children

What role does television play in children being influenced by junk food products, may have a negative effect on their health. How children are persuaded by cartoon channel advertisements, and are they subsequently motivated to eat, or even increase their consumption of junk food.

What is the message content that steers children to become fascinated by the advertisements broadcast on a children's cartoon channel? Further, to what extent does this fascinating influence have on their behaviour and does this attitude reflect in their consumer style in daily life activities?

Building on these sentiments, is there a need to clarify the relationship between media, consumer attitudes and the perceived increase in obesity in children? A thorough research is seen to be required into child influence and attraction, and the strategies employed by television media.

Recent research has observed that children start to watch television at pre-school age. Since television became widely accepted (worldwide) it has been noted more recently that infants have joined the ranks of viewing children, especially the cartoon channels. "In 1970 the average age which children began to watch television regularly was four years, and today based on our research that we have done it is four months. It is not how early they watch, but how much they watch typical child before the age of five watching about four and half hours of a television day that represents as much as forty percent of their waking hours" (Dimitri, 2012).

1840 saw a population, in Europe and the USA, which was composed mainly of young adults and children; due to bad living conditions and health problems that kept lives short. Since the industrial revolution began the world started to change, introducing factory workers whereas previously life was farm centric. The whole life of the normal person changed entirely; it was the transference era to new industrialisation processes evolving in the intervening years from around 1760 to the mid 1820s and 1840s.

Children from poor backgrounds were used as laborers, from ages younger than 15, toiling for long hours for a very small wage. Childhood was virtually non-existent and there was no time to play due to their heavy employment schedule. Children from more affluent families fared little better. Although not so extensively 'worked' they were confined to playrooms and presented to parents at certain pre-arranged times of the daily routine. This was the procedure adhered to by the parents in accordance with strict Victorian guidelines and respectability.

Innocence of both rich and poor was not a right, and from whatever background they came, they were contained within the rules of their Victorian birth. By the end of 19th and beginning of the 20th century the type of values of Victorian children were changing and they started to realize their right to live a normal childhood. Winston Churchill, who grew up in an affluent Victorian environment once said that he could;

“Count the times he had been hugged by his mother as a child~” (Barrow, 2012).

Children's parents were responsible for these rules, and a certain way of rearing their children, as this style of raising children was derived from the influence of the

Victorian Era, dominant at that time, this children-rearing style was distinguished to care of semblances more than valued prominence. “Life for Victorian Children in Victorian times (1830 to 1900) was nothing like childhood in today’s world” (Barrow, 2012).

Adults, at the beginning of 20th century were still affected by the Victorian era; the identity of their innocent childhood was lost while they were to be ‘grown-up’ as a child in that period. Media acted as the ‘wise’ who guided parents in the way to raise their children through the messages sent to them in adverts, or family programs or child programs.

In addition, Media also played the counselling role to persuade people that they could give help and advice regarding the raising of their child in a perfect way, providing their child with all their needs through certain products or programs that were broadcast to the children on television.

Television has had a significant influence on people since the beginning of 20th century, clearly in the relationship that builds between a parent and child. Television is playing a greater role to raise children, through successive generations. “In most research, children’s attention to television is inferred from overt looking at the screen. Anderson. (1986) have found that attention to television at home increases with age, peaks at about 12 years of age, and thereafter slightly declines among adults” (Anderson, D. R., Pempek, T. A., 2005).

Television can also affect negatively on children, as it can interfere and divert their attention from toy playing and other physical activities, or even simply interacting

with their family members. “Toy play is typically considered, by most theories of child development to be a necessary and valuable activity for young children, as are social interactions with parents” (Anderson, D. R., Pempek, T. A., 2005).

In the USA 1980, during the period of the Reagan administration, there was huge upheaval surrounding deregulation of advertising laws. Among a raft of other law changes, Government policy removed the limiting constraint on the targeting of non-adults in media advertising. This, in turn, opened the floodgates for the development of cartoon and child programs with a hidden agenda. That is of a gentle coercion and suggestive encouragement into obtaining a food item or toy, by displaying the item within the programs and by the hero of the moment.

A similar ploy for adults may well be a leading chef using a certain frying pan. Immediately following the airing of the program, supermarkets would have sold out of that specific frying pan. Parents, wherever the program is broadcast, could not deny that their daughter wanted ‘My Little Pony’, or their son ‘Superman’, along with all the expensive attachments. “The first big marketing plan that linked products and programs was Masters of the Universe, and it was a huge hit for boys. Moreover, following that, we saw many shows like My Little Pony, which were really about getting kids to feel connected to characters who would then sell them stuff” (Kilbourne, 2016).

This multi-billion-dollar industry is poisoning our next generation by exploiting not necessarily good and healthy food. No one is telling the child to force the parent into buying unhealthy, fatty foods; so what is the problem. Legally there is no need to hide the product behind a wall, as everything is out there in the marketplace.

Equally, it is up to the intelligent parent to avoid the purchase whatever the child wants. The marketers had a golden opportunity to increase their profits by using the innocence of children, following the deregulation of advertising for children. What followed was the introduction of marketing strategies for adults and children alike. The child was easily motivated to purchase the product; that they had watched during a television advert.

Significant sums of money are now spent on developing further marketing strategies. Due to the loss of power following deregulation, there have been very few observations by The Federal Commission relating to child television programs. Advances in graphics design have now produced cartoon characters that are speaking to the child viewer, to prompt them straight from the television screen.

The success of the advert is when The influence from the advert succeeded when the child would go shopping with parents; they then relate to a toy or food product and remember the prompt of a similar or same junk food item that they had watched on television. They then seek the parent's approval to buy the product, even more so, they would press and insist if parents were to refuse; the child feels it important enough to acquire as they had related to the characters and the artificial relationship was built in their minds.

It is quite evident that these typical adverts that invade children's television channels are being exploited to the full by the marketers. The use of cartoon characters on television as a tool to advertise their products to children and induce them to acquire the product as a loyal customer.

Thus, children's sense of relationship was well used by the marketers, developing cartoon characters in the guise of salesmen, and building a relationship with these cartoon character 'artificial salesmen', as they followed their programmes regularly.

This meant that marketers could legitimately exploit this emotional relationship with the child, much as an adult would be a sales target for their product. Children who interact with the environment surrounding them tend to be more intelligent, more effective and self-independent.

2.1.1 Cartoon Channels in Jordan

Discussing children's television programs and cartoons as an integral part of modern childhood problems, ranging from literature to the end of their reality at all levels.

In 2001, the corporations sustained a main restructuring. Channels 1 and 2, combined into one major channel. Channel 2 in particular focused on sports programs, however, Channel 3 was conjoined in collaboration with the private sector.

Channel 3 had, at that time, two transmission times; a morning period for cartoon programs and an afternoon slot for Jordan movies. "Today JTV transmits to a large geographical area that includes the following countries: The Palestinian National Authority areas, Syria, Northern Saudi Arabia, Israel, South Lebanon and Cyprus" (Qallab, 2016).

The recent popular cartoon channels in Jordan were related to the private sector, starting less than 10 years ago. (Karamesh Plus, 2009), (Toyor Al Janah, 2008), (Toyor babys, 2016).

2.2 The Influence of Advertisements that Target Children

Thousands of children in Jordan are following cartoon channels for fun and for enjoyment. Millions of children in the Middle East are much the same, as channels like MBC3 are very popular amongst children. Therefore, children are easily exposed to the adverts displayed by these channels and mostly for food items.

Children tend to save these adverts in their mind; this retention becomes an artificial reality, and as it is regularly repeated, their subconscious thought process motivates and persuades them to want it, later they were insisted their parents buy it for them. In general, the influence on children, in the Middle East may vary but may well be similar to that described for children in Jordan. The result is the persuasion to consume junk foods.

Many areas of research have indicated that a feeling that everything is for sale and what you buy defines your identity. The research also showed that depression and anxiety was created in a child's character. As a result, a harmful consequence was happening to children, as they became disappointed with their thoughts, believing they can cover their needs in life by buying the advertised products, but latterly it did not become apparent to them, as they had previously thought. "So, kids can end up feeling jaded and even cynical not just about the advertising but about life in general, and that's a real tragedy" (Kilbourne, 2016).

Big junk food companies like McDonald's and others normally stipulate that they do not advertise to children aged 14 and below. However they create a brand consciousness by supporting kids sports, for example, Little Athletics, basketball,

swimming, to mention a few. Other junk food companies did much the same like KFC, Pepsi, COCA COLA, etc.

Junk food corporations are sponsoring and fostering sports, undermining the alternative nutritional and healthy eating food messages, which parents and governments are attempting to promote.

It follows that there is a need to increase the promoting of nutritional foods instead of applauding junk food while supporting sports; this help to reinforce and normalise healthy eating habits in children. “Television advertising influences the food preference of children under age 12 years, and is associated with the increased rate of obesity among children and youth. We know the connection between TVs and obesity is that there is a strong association.

So, we know that there is a connection between how much TV a child watches and whether or not that child is overweight, most of an advertiser’s budget probably still goes to TV, being the dominant form of advertising targeting children, and children do tend to spend most of their media time with television” (Chernin, 2009). Plenty of studies have proved that children who watch television for long-hours in early age tend to be overweight later when they grow up.

Therefore, these studies as a searchlight that gave us a measurement and concluded it as, using television long time first and then it looks at weights later, it seems to be that the only cause for overweight is television only. “Pomeranz (2010) pointed out that Food and beverage-marketing practices are misleading and deceptive when directed at young children.

Children do not have the ability to differentiate between puffery and fact and cannot understand that what they are receiving is commercial speech intended to persuade them. Such, communications are a misleading way to purpose a commercial transaction to children and undermine a cleanly functioning free market economy” (Singh, R., Soni, P., 2014).

Another research indicated, “A recent study found that young Americans between the ages of 8 and 18 spend ten hours and 45 minutes a day in front of a screen. A TV screen, a video screen, a smartphone, but in front of a screen.

Therefore, our children are spending all this time in front of a screen, and often they are being sold stuff. You know all kinds of stuff. In addition to being sold individual products, they are being sold a very consumerist materialistic point of view towards the world” (Kilbourne, 2016).

A new method of raising children started to appear at the beginning of 19th century visibly was Wondrous Innocence; (basically romantic), it started to appear in advertisements in the first 30 years of the 20th century in the USA. This type of child rearing was considered a third new type. However, it was ignored by most historians. “Meaning of childhood and practices of child rearing have long been contested terrain.

We are accustomed to identifying two broadly contrasting models: (At that time before the changing in the middle-class structure at USA and after the changing): conservatives: those inspired by traditional religious beliefs, continually embraced original sin and insisted that children’s ‘will’ be ‘broken.

The second is modernist: (sheltered innocence) environmental threats and that the child must be both sheltered from the harmful external world and systematically nurtured in an orderly developmental process to rationally meet that world” (Cross, 2004).

Wondrous Innocence basically, “grounded childhood not in its potential, but in its immanence, expressed as a natural and positive wonderment that age destroyed and adults found rejuvenating. Instead of, stressing the modern developmentalist’s formula of protection and preparation, this third approach exposed the child to ‘delight’ and delayed maturation” (Cross, 2004).

Then romanticism art trend in different forms started to appear in the middle of 19th century as a response to the new type of greedy lifestyle following the industrial revolution, especially in poems and art. This trend was the key that gatekeeper’s used to communicate with people to smooth the flow of their messages through the media.

First via the advertisements that appeared in magazines and newspapers, later television after it spread everywhere with ease of access, then through cartoon programs as it was the main entertainment for children at home at these times. “Middle-class women’s magazines like the *Ladies Home Journal* and general family magazines like the *Saturday Evening Post* not only reached millions of readers, but also embraced the view that the child was the focal point of home life.

Thus, children and their relationships to adults were central to ad messages, both reflecting and reinforcing contemporary adult attitudes. This was a dramatic change

from the advertising of the generation before 1900 when children were rarely shown and their wonder even less” (Cross, 2004).

These advertisements were hardly sufficient proof of parental behaviour, any more than rearing their children from booklet instructions. It was being inverted to competing for ideology opponent to the booklets of child rearing instructions.

Advertisements since have designed and tapped consumer’s passions and desires, arguably, it represents the minimum of the hidden values that are likely to be more sincere than prescriptive literature of the booklets of child rearing instructions.

The beginning of 1900^s witnessed children’s status changing and appearing under the spotlight, as children were inducing parents to work and feed. Merchant started to focus on the family relationship to sell their products through children and by using their innocence in the advertisements.

It was a call to free children by offering many options from manufacturing products for them and, after which the parent was expected to follow. This was the new accepted way of rearing children, from the point of view to merchant, who communicated their messages through the media to parents and children.

Specifically, when television spread throughout the globe, after the middle of the 20th century, it gave to these advertisements more legitimatimacy between people. Parents were seemingly satisfied when their children took pleasure from the products. The 20th century was witness to many wars and people suffered as a result. The idea of caring for your children meant spending more money on them, also to

offer the products that made them feel that real childhood has started to spread over the same period.

Parents compensated for their child's missing innocence during that difficult period with war conflicts that affected most of the human beings on the globe. "Advertising was well positioned to put products and people together, not only because agencies had expanded during the war but also because of television. Television soon became the primary national advertising medium. Advertisers bought \$12 million on television time in 1949; two years later they spent \$128 million" (Baran, 2014, p. 296).

Since the beginning of the 20th-century, children gave their parents a feeling of delight by their sacrifice and giving. This was a specific form of indirect consumer tactics to show adults entertaining and purchasing through their children.

Moreover, it was for parents surely an ethical approbation of materialistic behavior, because it was not looking like self-indulgence, but more an expression of caring and love for their child through giving. "Anthropologists have long recognized how free gifts have been used to reinforce social relationships, and modern shopping certainly fulfilled this purpose. Yet, adult spending on children, as in other forms of giving, required a quid pro quo" (Cross, 2004).

In this case, contrast sensor is sufficient; it is that distinctive gaze that a child gives when the parent expected a longing and anxious expression from their child. Adverts suggested that newborn babies were in vogue and displayed their natural expression of wonder when encountering pretty things.

Advertisement messages were deceptively simple; that children had become the natural matter of granting. “I designed a study that looked at if children who sort of understood the purpose of advertising, we are actually, in fact, less persuaded by too commercial they saw. I did find that children who are exposed to my advertising video were less likely to think that the product less healthy, but at the same time they still wanted it more, whether they understood the persuasive purposive advertising really made no difference” (Chernin, 2009).

In the field of junk food advertising, plenty of researches that have demonstrated the anticipations about food commercial influences, from actual taste experiments, for instance, eating COCOPOPS Cereals from a plate with a Cereal logo was increased the ability rates of eating, compared to plates that do not have the Cereal logo.

This could measure other types of junk food like Coca-Cola, McDonald’s, KFC, etc... “In an examination of the effects of food advertising on brand evaluations, children who saw an enjoyable food advertisement and then tried the food for the first time rated the brand more favorably than those who tried the new food before viewing the advertisement” (Harris, L. J., Bargh, A. J., 2010).

Watching pleasant television commercials for junk food from audiences, particularly children were acceptable as long as it does not lead to inducing positive taste experiences from junk food. This could easily be turning to negative effects in long-term on their health and actual diets.

Early childhood phase is the most necessary and critically important in child development. With this in mind, a child needs to do physical activities. A balance

between long hours viewing television and undertaking some exercise is vitally important to cultivate a healthy mind and body especially for young children; it is a serious issue not to change the habit, of only following television for long-hours.

As a result, if the beginning of the story changes then the whole story and the eventuality of it surely could change. “One potential mechanism through which food advertising may affect unhealthy eating habits could be through its effect on taste evaluations of advertised products.

Although this hypothesis has not been tested directly, research in the fields of psychology and consumer behavior would predict this effect. Expectancy theory in social psychology posits that the quality of a person's experience with a stimulus is affected by expectations, beliefs and desires about that stimulus, in addition to qualities of the stimulus itself” (Harris, L. J., Bargh, A. J., 2010).

2.3 Research on Relationship between Television Advertisements and Childhood Obesity

By reading articles and tracking news reports regarding obesity the Researcher first recognized Jordan and two other countries Saudi Arabia and Kuwait in the Middle East as having the highest percentages in childhood-obesity. Following in-depth searching, the researcher failed to find any clear studies that related to the influence of advertisements for junk food, targeting children in cartoon channels.

Daily routines and eating habits have changed during the last two decades, and lifestyles in general. It is partly due to these changes that people have turned their attention to junk food. This seems to be a case in point in Jordan, where cases of

obesity have increased. “Around 40 per cent of Jordanian adults are obese, while child obesity in the Jordan stands at more than 50 per cent, due to genetics, environmental factors and lifestyle changes, said endocrinologist Abdelkarim Khawaldeh” (Goussous, 2016).

In Jordan, there was a study done by researchers to investigate the reasons for the increase of childhood obesity among Jordanian children, “Khawaldeh, said the most common cause of weight gain is eating a lot of junk food and sugar-rich sweets, in addition to not getting enough hours of sleep. As for children, pediatrician Fawzi Hammouri said, obesity is an epidemic among them that needs to be deal with, with lifestyle changes and bad eating habits responsible for around 95 per cent of obesity cases” (Goussous, 2016).

The rate of childhood obesity is recently increasing globally; children nowadays should do activities that are more physical and good for their health. However, children have substituted physical activities out doors for example, to indoor activities like video games or watching television.

Children, these days, prefer to eat food that includes high calories, sugar and salt, so they gain weight and with less physical activities, there is every chance to store these calories in their body as a fat. “Children’s environments are also saturated by the presence of media. Children spend 44.5 hours a week in front of electronic screens. Screen time amounts to nine hours a day for children of ethnic minorities, more than the six hours a day watched by white children.

Not only are children moving less when they watch television, but they are also more exposed to the media's messages. Low-income youth are exposed to disproportionately more marketing and advertising for obesity-promoting products that encourage the consumption of unhealthful food (e.g., fast food, sugary beverages) and discourage physical activity (television shows, video games) according to a report issued by the Institute of Medicine (2013). 0% of the ads broadcast on children's networks are for fruit or vegetables, while 34% of the ads are for candy and snacks. Such advertising has a particularly strong influence on the preferences, diets, and purchases of children, who are the targets of these marketing efforts" (Jordan, 2014).

Children aged below eight, do not have the ability to understand the intent behind the advertisements at all, advertisements are seen everywhere and children aged below six could not distinguish between advertisements and programming. Simply watching a commercial once could create a preference for a child, influencing what the child demands from a parent to purchase.

The prevalence of child obesity and the danger of overweight is now an issue that is reported in many transitional societies. It constitutes a global epidemic. In a recent report on the Middle East, it recorded a significant prevalent increase in the child obesity percentage , for instance, "Half of the adults in the United Arab Emirates—one of the wealthiest advanced economies in the world—are overweight or obese and school-age children have experienced a marked increase in BMI.

Recently, high prevalence rates of childhood overweight have been reported in many transitional societies including many prosperous Arabic countries in the Middle East

because of their unique prevailing cultural and social factors. For instance, adult overweight and obesity rates in many countries of the Eastern Mediterranean now exceed 65%” (Stott, K., Marks, R., Allegrante, P. J., 2013).

Spending on processed food and unhealthy food advertising campaigns in the USA, were significantly increased since the draw down in constraints on the limitations of child direct advertising. “There is no shortage of critics of advertising to children, especially advertising that promotes unhealthy diets. In 1983, companies spent \$100 million on child-focused advertising; today they annually spend \$17 billion, and the bulk of that money is for fast food, cereal, and snacks.

Opponents of advertising to kids point to social science evidence demonstrating a strong correlation between exposure to advertising and childhood obesity. One in six children and teens are obese, up threefold from a generation ago, leading the Federal Trade Commission to call childhood obesity the “most serious health crisis facing today’s youth.” The 65,000-member American Academy of Pediatrics has called for, a ban on fast food commercials on kids’ television shows (which the Disney Company agreed in 2012 to do)” (Baran, 2014, p. 299).

In USA, “Children view more than 40,000 advertisements on television each year, and exposure continues to grow as the internet and cell phones open up more opportunities for junk food companies to sell their products. A team of researchers from McMaster University in Canada decided to study how children are affected by these omnipresent ads. Their findings, published in the journal *Obesity Reviews*, found 80 percent of the ads promote high-sugar and salty food and drinks that teach children to make unhealthy dietary decisions.

With twice as many children who are obese today, than there were 30 years ago, researchers are calling for new regulations to prevent ads from teaching children to make unhealthy choices. And hopefully stem the growing obesity epidemic” (Sadeghirad, B., Johnston, B. , 2016).

Arguably, there is not enough protection offered to targeted children, where there is a lack of ability in children to define good from bad messages. Teaching children how to interpret the commercial message becomes one of today’s necessities that responsible people should care about.

2.3 Cultivation Theory

There are two theories that are utilized in this study;

- First the Cultivation Theory, from the perspective of the influence it leaves on the child audience after long hours of watching television.
- Second is the Uses and Gratification theory, which suggests that the audience who watches television for long hours, convince themselves to accept what they watch as a reality from their perception.

Intrinsically, television aims to show strong commonalities between us, so the groups of people who watch television regularly tend to see the world from the perspective that television portrays. This theory appeared during the period that television became widespread throughout the world to study the effect of the media long term on audiences.

Cultivation in media means how an audience connects what they watch in media to real life and reflect it in their daily life as real in an indirect way. It can be described as the process of planting a type of accidental and artificial learning that results from

the cumulative exposure to the media, in this case television. Visual content and audio images provide the influence on the audience, which generally has an extremely larger exposure than other types of media. "Television is a centralized system of story-telling. Its drama, commercials, news, and other programs bring a relatively coherent system of images and messages into every home. That system cultivates from infancy the predispositions and preferences that used to be acquired from other "primary" sources and that are so important in research on other media" (Gerbner, 1998)

According to this theory, audiences are cultivated to view the reality as similar as they watch it on television. It is naturally easier for people to access television programs now as opposed to more than before 50 years ago, for example, as television programs are mainstream entertainment and easy to understand and fill the time for the audience and motivate them to follow it.

The process of planting is not a singular flow of a wave of television affecting audiences, but is part of an ongoing and dynamic process of interacting messages and contexts. Regarding the age range, for the younger ages of less than ten years old, the expectation of influence is higher than that of the eldest, as they cannot understand what is behind the advertisement message.

Cultivation is a cultural process that leads to the creation of general concepts uniting to respond to certain questions and attitudes, not connected with the facts and beliefs isolated. The present concepts of the total exposure to television programs and not through some selected programs. "What is most likely to cultivate stable and common conceptions of reality is, therefore, the overall pattern of programming to

which total communities are regularly exposed over long periods of time. That is the pattern of settings, casting, social typing, actions, and related outcomes that cuts across program types and viewing modes and defines the world of television. And that is also the pattern observed, coded, and recorded in the Cultural Indicators project” (Gerbner, 1998, p. 179)

Cultivation Theory is one of the theories that appears in the fourth stage of the evolution of media theory, which passed by focusing on the power of influence of the media in the first phase, and offset in the second and third phase, and then return to the strong long-term impact in the fourth stage.

This theory has focused on cultural and social impacts by means of communication, as an extension of the role of the media in the socialisation process, which aims to give individual behaviours and specific directions.

Due to Melvin de Flair beginning of Cultivation Theory and rooted in the concept of Walter Lippman the mental image, which is made up in the minds of the masses through various media, whether for themselves or for others. In some cases, mental images far from reality, because of the lack of control over the material presented in the media, leading the ambiguity in the facts and distortion of information and misunderstanding of reality.

Based on this concept, De Flair mechanist try to develop of the theory of cultural rack Cultural Norms and that is very much like the theory of Cultivation. On the other hand, the "Cultivation Theory" assets after that, due to the American scientist

George Jarbenr Gerbner, where this theory clearly emerged in the United States of America in the seventies.

According to George Gerbner founder of Cultivation Theory he said, that by maintaining exposure to the television and for long periods and regular foster makes the viewer believe that the world in which they see on television is only the image of the real world we live in. George Gerbner, the author of this theory mentioned, that people in Western societies were made prisoners, and they are acting and living, in reality, is true with all the intricacies of broadcast such a disparity.

Garbenr conducted in 1968 a survey process to prove his theory. He divided television viewers in three categories, viewers as a simple average of less than an hour a day. Viewers averaged 2-4 hours a day, and viewer's prolific rate of more than 4 hours per day. "We have used the concept of "cultivation", to describe the independent contributions television viewing makes to viewer conceptions of social reality. The "cultivation differential" is the margin of difference in conceptions of reality between light and heavy viewers in the same demographic subgroups" (Gerbner, 1998, p. 180)

The results were the viewers at a rate of prolific are beliefs similar opinions to those portrayed on TV rather than the real world, which indicates the presence of the effect of a compound to the media. It also emphasises that television makes the audience on special long-term reality different from the true reality and that viewers by their contact with its programs, endorse this fact and deal with it as a fact.

2.3.1 Light Viewer

Not everybody necessarily is cultivated by watching television. Groups of people who spend a little time watching television are not influenced by the affects. Furthermore, people who discuss what they watch, in particular teenagers with their parents, are less likely to change their opinion of reality to agree to what they watch on television.

2.3.2 Heavy Viewer

Those who watch television for long hours and assimilate that much information from it, tend to believe that the world around them is not a safe place and cannot be trusted. Moreover, heavy viewers from childhood who are exposed to television programs make a difference in the nature of their understanding of the reality in which they live; it also affects the value system they have cumulatively built, instilling new values and beliefs.

Children, who are exposed daily to a high density viewing of television programs and adverts, are more likely to adopt beliefs regarding social reality to match their mental images, forms and perceptions provided by television.

In fact, children heavily exposed to television advertisements make a difference to their nature and perception of reality.

2.4 Related Studies Childhood Obesity and Cultivation Theory

This study follows television commercialization to identify the influence on children that are a target of junk food advertisements in cartoon channel MBC3. Concerning the Cultivation Theory, heavy television viewers with long-term exposure can cultivate their conception and perception of the world around them.

Based on that, if children, parents and teachers keep exposing themselves to junk food advertisements on television channels, it could change their conceptions of what is good food for them and what normal diet is better for them.

The connection between junk food advertisements and children's behavior change and the connection of Cultivation Theory; results that came out from this study are a cause for concern. As each child who watches 1-hour daily the intended cartoon channel for this study was exposed to a minimum four advertisements from different types of junk food products.

Some related studies were done before in different places in the world other than Jordan; these studies discuss the same issues and connections between Cultivation Theory with viewers of television junk food advertisements and high probability to cause them obesity because of later consumption in unhealthy food. "In the light of cultivation theory and considering the evidence of successful food advertising targeting children, the results put the spotlight on legal restrictions for food advertisements during kids' programs.

Such restrictions could concern the amount of advertisement, the products shown or the marketing strategies used in advertisements targeting kids. Some food industry advertisers and opponents of restrictions on food advertisements argue that there is no causal link between advertising and obesity because of advertising, in the long term, has no persuasive effect.

However, as Ehrenberg stresses out in his 'weak' theory of advertising, advertising does not work only through persuasion. Its main role is to reinforce and maintain

existing behavior patterns. Hence, supporting the continuation of unhealthy behavior patterns, advertising reduces the likelihood that individuals will recognize the behaviors as unhealthy or seek to change these” (Dixona, G. H., Scullya, L. M., Wakefielda, A. M., Whitea, M. V., Crawford, A. D., 2007).

The same study clarifies the relationship between causes of obesity and junk food television advertisements into the followers of television that were cultivated through these adverts. “TV food advertising is one factor in our current “obesogenic” environment warranting public health intervention. Changing the food-advertising environment on children's TV, to one where nutritious foods are effectively promoted.

And junk foods are relatively unrepresented would help to normalize and reinforce healthy eating and could empower those with poor diets to recognize their eating behavior as unhealthy and seek to change it” (Dixona, G. H., Scullya, L. M., Wakefielda, A. M., Whitea, M. V., Crawford, A. D., 2007).

2.5 Uses and Gratification Theory

This theory particularly focuses on what people do with media, according to Katz, “The "uses" approach-as I shall call it-begins with the assumption that the message of even the most potent of the media cannot ordinarily influence an individual who has no "use" for it in the social and psychological context in which he lives.

The "uses" approach assumes that people's values, their interests, their associations, their social roles, are pre-potent and that people selectively "fashion" what they see and hear to these interests” (Katz, 1959). According to the uses and gratification

theory, child audiences are not passive users; their selections of programs are those that make them satisfied.

An audience refers to various types of media in which they are interested, or they have used in a discussion, as a method of gaining the knowledge that would meet their needs. These needs that people look for from media are varied, for example, effective and cognitive needs, uppermost in a child's requirements. Current research seeks to explore the influence on children who follow television cartoon channels, for their personal desire and interest.

Equally, for those who are exposed to high levels of junk food advertisements while watching these channels, whether they have been affected negatively or not. Therefore, as a section of the mass media sector, advertising may offer its audience various uses and gratifications. Some of these (Knowledge, information, entertainment, and reassurance) may be related directly to marketing objectives of the merchants.

As stated by the uses and gratifications theory, the mass media was shaped a platform on which audiences may satisfy their various needs. In its visualisation of an active goal, directed at children, it is proportionate with emerging views of the market consumer. However, there has been little implementation of this approach to the study of marketing, either in theoretical or empirical terms.

Current research indicates that the uses and gratification theory explains child consumption behavior toward junk food adverts on cartoon channels. Children who

perceive cartoon channel as entertainment in general, would like the channel and display a positive attitude toward to that channel.

Drawing from the uses and gratifications theory, the influences of junk food advertisements on children, increases their consumption behaviour. Children who are less inclined to follow cartoon channels and prefer physical activity are more likely to report less influence to junk food adverts and display an attitude of less consumption behaviour. Also, this research found that loyal child audience followers of cartoon channels have a positive attitude toward the junk food products and are more likely to watch the advert and feel more satisfied.

Chapter 3

METHODOLOGY

Information in this chapter is related to research methodology. To facilitate this, the present chapter includes:

- Research Methodology.
- Research Design.
- Data Collection Instruments.
- Research Procedures.
- Population and Sample.
- Triangulation.

3.1 Research Methodology

This study is conducted in line with qualitative methodology. “Qualitative research tends to assume that each researcher brings a unique perspective to the study” (William, 2006)

This present research is based on qualitative methodology, and data collection to provide a rich description of the situation. The focus is on childhood obesity, which has increased recently among children in Jordan and seeks to explore whether media has a role that influences this increase.

3.2 Research Design

The present study is conducted as a case study, at a school in Amman, Jordan, to examine the relationship between media influence on children and increasing

childhood obesity, and mainly documentary evidence and different groupings of interviews.

The case study is considered, as study of a phenomenon in its existing condition context or particular individual. Usually the case study research depends on documentary materials and different types of interviews. “Case study as a research strategy often emerges as an obvious option for students and other new researchers who are seeking to undertake a modest scale research project based on their workplace or the comparison of a limited number of organizations.

The most challenging aspect of the application of case study research in this context is to lift the investigation from a descriptive account of ‘what happens’ to a piece of research that can lay claim to being a worthwhile, if modest addition to knowledge” (Rowley, 2002).

3.3 Data Collection Instruments

For data collection, four instruments were used:

- A content analysis.
- Semi-structured interviews with children.
- A focus group interview with children aged 10.
- Researcher’s filed notes.

In this present case study, the researcher used different types of tools to collect data, expanded below:

3.3.1 Content Analysis

Was used to analyze data recorded from television advertisements. This method of analysis looked at the frequencies of the phenomena in the target case study research area, and the data collected through recording junk food advertisements in the cartoon channel MBC3 for children for the period of one month during prime-time hours.

The data capture took place between 11th March 2016 to 11th April 2016, recording for three hours daily, at the prime-time during weekdays from 16:00pm to 19:00pm, and between 11:00am to 19:00pm at weekends.

3.3.2 Semi-Structured Interviews with children

Individual interviews were conducted one-on-one with children checking their opinions about television advertisement's content and the messages they contained. It examined also those children's memories regarding their parent's advice on eating and eating behavior before and after viewing television. This questioning drew on a variety of criteria including food taste, recommendation as-good-for-you and pleasure measurement. Listing also to their present consumption of varieties sorts of junk food.

Semi-structured interviews were preferred, where a set of written questions were issued prior to the interview and asked of the interviewees during the formal interview. Where an interesting point arose, it was further elaborated.

3.3.3 Focus group interview with children aged 10

The interview was conducted while showing the group a television advert for SUNTOP juice product. This product's advertisement was considered a classic example to discuss its 'aired' content, as its features differed from that of the other

adverts to be targeted. The lengthy nature of the advert made it a classic type of advert to compare against shorter period adverts. Such as long period duration broadcasting on television when compared to other junk food advertisements that were aired in children's cartoon channels.

The researcher aimed to check to what extent children could differentiate between cartoon programs and advertisements, and the influence the children had after watching this particular advert. Further interest in SUNTOP advertisement was that the content comprised a story tale with many episodes; content is broadcasted as tale story for children. The main character of this advertisement is being SUNTOP juice itself.

Included in a thread of one of the episodes, the cartoon character managed to survive a flood coming in from the sea following a big storm, survived from the flood that comes from the sea after a big storm that destroyed a part of the country. In the course of events and episodes, the juice character counsels a boy and a girl as how to survive the country's flood.

3.3.4 The Researcher's Field Notes

Last but not the least, the researcher used field notes for data collection while conducting the study, the researcher recorded her observations, whilst conducting the interviews.

The interviews and other methods of collecting data were conducted in April 2016 during Spring semester. Data collection for the interviews were done by using audio-recording and researcher's field notes.

To enhance the validity and reliability of the study, triangulation was used to ensure methodological triangulation through data collection, through content analysis, semi-structured interviews, focus group interviews and researcher's field notes.

3.4 Research Procedures

The research took place in one phase in April 2016. Four methods were used to collect data; a content analysis, semi-structured interviews, focus group interview and researcher field notes.

For the study, the researcher travelled to Jordan on 14 April 2016 to conduct the research in the period between 17. April. 2016 to 28. April. 2016, is being the period of spring semester of the Academic Year (2015-2016) for schoolchildren. Before travelling to Jordan, a letter of consent was sent to the school by email, asking that permission be given to allow the researcher to conduct the study in the school, to stay in school from morning until afternoon until the time students finished their classes.

The researcher also received the permission from the parents, to conduct the interviews with their children and she ensured the literacy to the ages 7 to 10. Researcher were travelled to Jordan from the Turkish Republic of North Cyprus where she is currently studying to achieve her master's degree in the Faculty of Communication and Media Studies. The aim of the visit is being to conduct research at a school in the city, Amman. This school is considered a fair representative sample of the children in Jordan for this case study.

Data was collected through the semi-structured interviews conducted with children. The aim of using this type of interview is that its analysis is easier. "The semi-

structured interview guide provides a clear set of instructions for interviewers and can provide reliable, comparable qualitative data” (Cohen, 2006).

Interviews were conducted individually with different age groups of children to capture the experience and the knowledge of each participant personally. Otherwise, Exceptionally, Students aged 5 and 6 were made an exception to providing written questions.

Due to their age and limited ability to read, the researcher read the questions to them. In each interview, the researcher started by greeting the attendee, then moved to the interview questioning as a normal chat that included the research questions and discussed it with the participant.

Questions, were previously pre-ordered and were planned, it connected and related to each other; this helped the researcher to go deep into the topic to gain more understanding of the case study.

Moreover, the children who joined the interview had a chance to express their opinions about the subject. “Semi-structured interviewing, according to Bernard (1988), is best used when you won't get more than one chance to interview someone and when you will be sending several interviewers out into the field to collect data” (Cohen, 2006).

A voice recording was used during the interviews, and in the discussion of the topic. It was recorded by the use of sound recorder on Mobile. Additionally, the researcher used researcher field notes during the interviews. Each interview lasted

approximately 5 to 30 minutes, maximum. Finally, after collecting the data from the interviews, the researcher analyzed the data by comparing each age interests to draw a conclusion in answer to the study questions.

The focus group interview as another type of interviews was used in this study; it required the children to watch a short video document about a popular junk food product in MBC3 cartoon channel, which is (SUNTOP juice). This product advertisement is designed to air a series of sequential episodes over a period of days. The serial depicts a hero that survives an adventure bolstered by the availability of SUNTOP juice. The researcher chose this advertisement within the focus group interviews that occurred with 15 children.

Following the screening of the video, the researcher asked direct questions to the group; whether they could recognize this as an advertisement or episode. The children's answers were recorded as audio notes.

The researcher's field notes were parallel with all methods while collecting data and the researcher tended to note in a handbook what she observed while conducting the research. The final stage in the research procedures after collecting data from different methods is to analyses it in order to draw the conclusion.

3.5 Population and Sample of the Study

Data collection was achieved in three steps; first, a content analysis sample was selected; consisting of junk food advertisements in the cartoon channel MBC3. Secondly, semi-structured interviews with children and focus group interviews with children. Gender perspective excluded from this research.

3.5.1 Sampling for Content Analysis

Data collection was achieved in three steps; first, a content analysis sample was selected; consisting of junk food advertisements in the cartoon channel MBC3. Secondly, semi-structured interviews with children and focus group interviews with children. Gender perspective excluded from this research.

3.5.1 Sampling for Content Analysis

The success of using Content Analysis as one of the methods in scientific research, related to the accuracy of the selection categories of this study. The main analysis and sub contained the substance analysis because of good preparation, and accurate identification of the categories of analysis is the road leading to practical results and fruitful research. Intended group labels set by the researcher prepared previously by the quality of content.

Content and objectives of the analysis process used to describe the content, and it ranked the highest possible, because of proportion of objectivity and comprehensiveness, allowing the possibility of analysis and extraction results to be in a facilitator manner. “It was first used as a method for analyzing hymns, newspaper and magazine articles, advertisements and political speeches in the 19th century. Today, content analysis has a long history of use in communication, journalism, sociology, psychology and business, and during the last few decades, its use has shown steady growth” (Elo, S., Kyngas, H., 2007).

Content analysis as a research process aims to provide the knowledge to understand the phenomenon under study. This approach based on a detailed and accurate description of the phenomenon or a specific topic on the image quality or digital quantity. This approach has been limited to the status quo in a specific time or

development included over several periods. Either the aim of this approach is to monitor the phenomenon or a specific topic to understand the content, or may be the primary objective of evaluating specific mode for practical purposes. The descriptive approach is not only data information collection, collation and presentation but also includes a thorough knowledge analysis of this data and information and a deep interpretation of the process, to derive new facts and generalizations that contribute to the accumulation of human knowledge and progress.

Content analysis is conducted using ten junk food advertisements that were repeated quite regularly on a daily basis in the target cartoon channel MBC3. One of the main characteristics of the study population that channel MBC3 open unencrypted, everyone can watch it at any time, and the channel language is Arabic; this channel MBC3 have directed to the Arabic children not only in Jordan also to the Middle-East.

The sample population for this method was using non-random hours; three hours daily during weekdays and seven hours per a day over the weekend. The researcher took into consideration a prime time for when children gathered to watch their television programs in cartoon channel MBC3. This sample included 116 hours recorded for 1-month and 10 advertisements for different types of junk food products.

The channel, types of junk food and recorded time were chosen based on three criteria: the majority of children in Jordan were followers of intended channel and consumption of the chosen junk food products. The last being the time criteria based on the cartoon screening times.

The researcher decided to record junk food advertisements that were displaying in the MBC3 cartoon channel for the children. For the period 1-month between 11. March.2016 to 11. April.2016, in weekdays 3-hours recorded advertisements presented on MBC3 between children cartoon programs at a prime time from (16:00 pm to 19:00 pm in).

In weekend days, around eight hours were recorded from (11:00 am TO 19:00 pm) for the same channel during the cartoon programs cycle in the prime time, while most of the children gathered to watch cartoon programs in cartoon channels after school and in their rest time.

On the other hand, this method allowed giving all the advertisements aired in MBC3, equal opportunities to be subject to analysis and thus avoided choosing statement without the other side conscious of objectivity, accuracy, and safety achieved in the analysis, as much as possible.

The researcher chose ten identified top products from junk food that were frequently repeated in the target cartoon channel for this study MBC3. Table.1 in chapter 4 in (4.1 Content Analysis), shows all the chosen junk food products.

The choice of the ten junk food products that has been watched by the researcher, with significant elements that were preferable to eat and chosen most by children.

3.5.2 Sampling for Semi-Structured Interview

This sampling of population is purposive and non-random, consisting of children in a theme of one-on-one interview. The semi-structured interviews were conducted with 40 children ages between 5 to 10; it checked deep questions about their ideas and

opinions of television advertisements. The selection of participants achieved through a non-random technique; each participant to the interview from the population had the opportunity to be selected for an interview. The researcher reasoned that by using the non-random technique from population sample to fathom the depth of the research topic to get results that are more accurate for the research aim.

3.5.3 Sampling for Focus Group Interview

Another purposive sample strategy as well for an interview was the focus group interviews conducted with 15 children that were drawn from a children group age 10, to check if they have the ability to differentiate between the advertisement and the cartoon program that was broadcast on the MBC3 cartoon channel. The intended advertisement for this method is SUNTOP juice, figure.1.



Figure.1. SUNTOP Juice product cartoon character

In this method for collecting data, the purposive sample was non-random and chosen by the researcher, as children in age ten were more aware about what they followed on the television, especially when they may watch junk food adverts. Therefore, the researcher, by exposing them to the recorded advertisements material, could discern any difference in their opinion and later discuss it with them for the research aim.

Gender was not taken into consideration, as this would not affect results of the case study because children who attended the focus group interview were the followers of the intended cartoon channel MBC3. All participants from the children were from the same society, culture, and school.

3.6 Triangulation

As it has been mentioned earlier, four methods have been used for triangulation they were, content analysis, semi-structured interviews, focus group interview and the researcher's filed notes.

Triangulation intended to test the sincerity of the collection of information, and the ability to determine what the study seeks to measure, also to match the information that is collected through which the objective facts, to reflect the real and actual meaning of the concepts that this study contained.

This methodological data triangulation was used to enhance the reliability of the study. For the validity of the study, the interviews were prepared and examined using 55 students in the intended school to have the ability to comprehend the questions. Before embarking on this research and ensure the virtual honesty, and after designing the content analysis form.

The researcher called on a number of specialist arbitrators in the media and educational sector to prove the quality of the research methods to be used to qualify the accuracy of the questions. Notes and opinions of the arbitrators have been taken into account and placed into the final form.

Final method in this research is the researcher's field notes; this method was in parallel with other methods to achieve the aim of the study. The researcher has used this method to note any different phenomenon or answers to the research questions or prove the aims while conducting other research methods.

In conclusion, the four methods that were used to collect data for this case study were in parallel together and worked to reach the aims and objectives of this study. Even if it gave the data collected for the research the necessary high validity and credibility.

Chapter 4

ANALYSIS AND FINDINGS

This chapter seeks to present the analysis of previous data collected for this study and findings drawn from them. As it has been mentioned earlier in Methodology (Chapter 3), in the present study qualitative methodology is used for the research purpose.

Data was collected for the present study by using four methods, content analysis for collecting junk food advertisements from the MBC3 cartoon channel, semi-structured interviews with 40 children; a focus group interview undertaken with 15 children. The fourth method is the researcher's field notes, which were in parallel with other methods for the credibility of the research.

The first part of this chapter provides analysis of the data collected through content analysis, semi-structured interviews, focus group interviews and researcher's field notes, followed by triangulation. The final part comprises the findings from the research.

4.1 Content Analysis

In conducting the content analysis, a checklist was developed based on research objectives. The researcher identified ten adverts for popular junk food products that were broadcast on television regularly in cartoon channel MBC3 targeting children. The period was from 11, March 2016 – 11, April 2016.

Time of videotaping was daily in the afternoon on school days between 16:00 to 19:00 as this was considered to be the prime time for child viewing. The second recording of adverts was between 12:00 to 19:00 on weekends when children do not attend school.

The main objective was to videotape these adverts for final analyses. Table.1 below displays in detail the daily and weekly repetition of junk food adverts and for different types of junk food like juice, snacks, salty and sugary processed products.

Table 1. List of junk food advertisements repetition in MBC3 cartoon channel, during children's programs period in prime-time.

No	Product type	Daily repetition:	
		- Weekday hours between (16:00-19:00)	- Weekend hours between (12:00 to 19:00)
			Weekly repetition
1.	Sun Top(Juice)	2 to 8 times	26 times
2.	COCOPOPS Kellogg's (Cereals)	2 to 6 times	22 times
3.	OZMO chocolate	2 to 3 times	12 times
4.	DeemaH(Different products) + Salted Peanuts(DeemaH)	1 to 3 times	16 times
5.	Nesquik (Cereal)	1 to 2 times	6 times
6.	McDonald's (Junk food)	2 to 8 times	29 times
7.	Saudi Milk (for children)	1 to 2 times	4 times
8.	President chees (fatty)	1 time	1 time
9.	Big baby bob (Candied)	1 time	1 time
10.	Sevendays (Chocolate)	1 to 2 times	3 times
		Total: 14 to 36 times daily repetition of junk food advertisements to which children are exposed.	Total is : 120 times weekly children exposure to advertisements

The content analysis in this research was based on recording the repetition of each of the junk food adverts daily, and weekly. Content analysis has ordinarily been appointed to evaluate the potential influence of junk food advertisements on children. The findings presented in Table.1, have found several significant points while collecting data.

The following part boundary is preceding collected data and analysis and is followed by a description of the data that is used in the current case study. Through one month of following the cartoon channel MBC3, there were ten major junk food adverts.

These were overwhelming in their repetition during different daily times from morning until evening; frequently repeating the same message. It was very noticeably that these adverts were screen during the prime time of child viewing. The existing content analysis provides the types of junk food that was advertised in the cartoon channel MBC3. In addition, it provides objective interpretation to the nature of junk food advert messages, for children who were exposed when viewing the adverts.

Food commercials dominate TV advertising during children's programs. After the recurrence of the different types of junk food adverts had been tabulated, the whole data was summarized and analyzed to check the frequencies of junk food advertisements.

From table.1 above, it was noticed that junk food advert's daily repetitions were between 14 to 36 times during the period of three to seven hours daily; and 120 repetitions over the course of one week during the accumulated viewing of 29 hours.

Over the course of a month there were 480 repetitious screenings within 116 viewing hours.

According to table 1, McDonald's (fast food) was the most repeated product weekly compared to other junk food products with 29 repeats, SUNTOP juice product followed up with 26 repetitions weekly rate. The least repetitious products are President Chees (fatty) and Big Baby Bob (Candied) with a single 1 repetition daily and weekly rate.

Results were calculated for the average recorded hours of television junk food advertisements. It accumulated as 116 hours during 1-month with a repetition of junk food at 480 times during the complete recording period, while the daily repetitions of advertisements were 14 to 36 times for the total watching television hours between 3 to 7 hours.

Children were exposed to no less than four different junk food adverts on average, every hour in their prime time. If we measure it to one month with the total 116 hours, the result came out that each child who follows MBC3 channel was exposed to four different junk food adverts per hour, this number increases or decreases depending on the watched television hours and also depending on the channel program schedules.

The 1-month recording period of junk food advertisements allowed the researcher opportunity to ascertain that the features of these advertisements during children prime time, were not just a phenomenon occurring arbitrarily in that month. Indeed,

ratio and composition of junk food adverts during child prime time in cartoon channel remained unvaried during the 1- month period.

4.2 Analysis of Semi-Structured Interviews

Most of the child interviewees were the followers of the cartoon channel MBC3, as this channel was considered one of the favored channels for all children who attended this research. Furthermore, children can access this channel on television easily. The ages of the samples were (5 to 10), and each age group was analyzed separately. Most of the children were exposed to junk food adverts, and have different opinions about it. This section also includes information about; gender and age.

The analysis of semi-structured interviews applied to the open-ended semi-structured questions. The interview questions aimed to find answers, how the adverts broadcast in cartoon channel MBC3 plays a role in increasing the child habit of eating junk food, which would support the idea that an increase in consuming junk food could have a high probability to increase the percentage of the childhood obesity in Jordan.

4.2.1 Analysis of Demographic Information

Table. 2 below shows the gender percentages for the participants. It is noted that were more males than females, 60% of the total participants were male, while female attendance was 40%.

Table 2. Gender tabulation for all participants in semi-structured Interviews.

	Frequency	Female	Male	Total Percent
School children participated in interviews	40	16	24	% 100
		40%	60%	

Table.3 below shows each age group gender in detail. The age 10 and 7 of the children participated in interviews; the total percentage were 40%, each age of them were 20%. On the other hand, age 6 and 5 participant's percentages for each was 12.5%. While age 8 participant's percentage was 25%.

This table shows that the percentage of male more than female; this gender disparity was not due to selection but because boys are more fearless to attend an interview for research with strange people. While conducting research in school, the researcher noticed that boys are more willing to join interviews and explain their opinion about case study topic.

Moreover, girls were more reticent, this could also be due to the structure of Arab culture, where girls are always surrounded with people with whom they can trust, normally her family and relatives. However, talking to a stranger is not common practice for them.

Table 3. Gender tabulation for each age group in semi-structured Interviews.

Age	Female	Male	Total	Percent
5	3	2	5	12.5%
6	4	1	5	12.5%
7	1	7	8	20%
8	3	7	10	25%
9	2	2	4	10%
10	3	5	8	20%
Total	16	24	40	100%

4.2.2 Thematic Analysis of Semi-Structured Interview Questions

The interviews have been arranged according to the age of the interviewees:

Theme.1. What is your name? How old are you?

Since the research conducted in school, the age of participant from the children was defined before conducting the interviews, which is 5 to 10.

Theme.2. Do you have a digital and watch a children channel MBC3?

Participants who attended the interviews were from the group of the regular followers of the television cartoon channel MBC3.

Theme.3. Do you watch T.V usually?

Around 39 out of 40 of the children were watching television daily.

Theme.4. How many hours do you watch television weekdays after school and weekend?

We can notice from the table that elder age 10,9,8, are watching television doubled hours more than children age 7,6,5.

Theme.5. Which hours do you watch T.V during the week after school and at the weekend?

All children from different ages shared prime-time hours of watching television cartoon channels, in weekdays they watch television after getting back from school even while the lunchtime occurred they keep watching. In weekends, they start to watch television since they wake up.

Theme.6. Where do you usual see the advertisements of junk food in T.V?

MBC3 cartoon channel is the main channel that target group of children in this study follows.

Theme.7. What attracts you to the advertisements, music, colors, characters etc.?

All the participants from different ages agreed that they like the features like music, colours, adventures, funny advertisements and cartoon characters, which they watch it on television advertisements, but there are differences of preferences between ages. Elder ages 10, 9, 8 and 7 can describe clearly what they like in the advertisements in details more than young ages 6 and 5. Age 6, 9 and 10 agreed that the shape of junk food product on television advertisements is so important for them to decide to buy it or not. If it is attractive when appearing in an advertisement, this was induced them to buy junk food and increase the percentage of the ability to consume. Age 5 they like storytelling in the advertisements, while age 6 and 7 also like, but most they could not differentiate between advertisement and episode, for example,

SUNTOP juice advertisement, it is storytelling with long duration period the main character is the product itself. Most of the children age 8 and below could not clearly recognise that it is an advertisement, but age 10 more aware of it. Children below 9 following this type of advertisements as it looks like cartoon programs, while age 9 and above more aware about this, but still the confusion about the difference between advertisement and episode are still with some children at age 10, and this will explain more in Chapter.4.(4.3 Analysis of Focus Group Interviews).

Theme.8. Do you usually repeat advertisements you watch?

From, table.4. Appendix B, we can notice that age 9 and below most of the children repeat the advertisements, while age 10 not, but most of them they can memorise it. Age 5 and 6 they repeat advertisements they like when they watch. Otherwise, age 7, 8, 9 repeat the advertisements that belong to the product they like. Age, 10 repeating advertisements are not that much interest to them.

Theme.9. Do you believe every claim made in junk food products advertisements?

It is clear in the table 5. Appendix B, which most of the children age 9 and below believe strongly in the claims in junk food advertisements. However, children who do not believe in advertisements claims were spoken by their parents or relatives about the advertisement's claims and behind that, or they had previous experience with the product, and they got negative results after buying it, so this draws a negative image about advertisements claims. Age 10, more aware of this issue, but they prefer to consume junk food as they like the taste, even if they aware about junk food negativity effect in their health, as soon as they watch creative and motivate advertisements on television they induce to buy it. Some children from different age groups are connected to the images of orange that appears in orange juice flavour and believe that it is natural and healthy for them.

Theme.10. What types of things do you like to eat daily?

Thirty-nine out of forty children from different age groups consumed most of the different types of junk food daily. Whereas, one child age 7, following a healthy eating style.

Theme.11. Which one of these junk food products you usually see as an advertisement? Do you have the ability to describe it?

Most of the interviews participants admitted that they watch the advertisements of junk food that mentioned previously in table.1.Chapter.4(Content Analysis), in the content analysis section. The majority of the children have the ability to describe the content of the advertisement generally in details. It is clear that SUNTOP juice advertisement is memorised by most of the children, as it is different from other advertisements in airing duration on television and storytelling content, which is confused children if it is, cartoon program or normal advertisement;

on the other hand, this motivates them to follow it until it finish. A quarter of the total children who attended the interviews from different age groups had different interests and political perspective opinion about McDonald's junk food. They mentioned the reason that they do not prefer to buy it as its profits go to support Israeli against territory occupied Palestine and this concept came out also from their parents or relatives.

Theme.12. Do you like the T.V junk food products advertisements to sell it to you by adding gift in it as free?

It is clear from the children answers that the majority of them prefer to buy junk food with a gift all age groups are following it from television advertisements. Age 5, 6, 7 were motivated to buy junk food with a gift whatever it is, while age 8 and 9 more clear in their choice of the gift that comes with junk food. Age 10 is aware of the quality and value of the gift with junk food.

Theme.13. Would your parents allow you to buy this product more often?

It is clear and agreed to all children that parents do not allow them to consume junk food all the time.

Theme.14. Do you think that junk food will affect your health?

Four participants out of forty do not have enough knowledge about the negative effect causes in their health by consuming junk food. On the other hand, the majority of children know that junk food causes a negative effect on their health, but without knowing the reasons or any detail about the disease. Whereas, children who know some details about the negative effect of junk food on health, they could not have the ability to explain it clearly as their knowledge is weak.

Theme.15. From where you got the idea about junk food products results in negative affect your health?

Parents then relatives and teachers are the main resource of the knowledge that children gain, this based on the answers came out from children.

Theme.16. Do you understand that junk food products advertisements only intend to sell their products and they do not care about your health?

Only five children out of forty have the knowledge about the advertisements intonation, which is only selling their products to the customers as much as they can.

Theme.17. Gender:

It mentioned and clarified previously in table 2. Chapter.4, (Analysis of demographic).

4.2.3 Discussion

Results from the semi-structured interviewing of the children proved that exposure to junk food adverts increases junk food intake in children. This is which is highly probable and supports the idea takes into consideration the causes of obesity and overweight in children.

Plethora of features has been drawn on by the media in its endeavor to influence and instill the advertisement message. These comprise the use of children, cartoon figures of famous characters depicting champions, fast movement, lots of color, simple language, and more to cause the advert to be very appealing. All these features played together to produce the required influence for the child's opinion to opt to consume junk food. Interviews with children also tested their memories and knowledge about what they watched on television from junk food advertisements, their ability to describe and discuss what they watched, and express an opinion.

The majority of the children have the ability to describe most of the advertisements in detail even to imitate and repeat what the adverts were advertising, with accuracy. What the researcher noticed was that most of the children have the ability to memorise junk food adverts that took their attention away from the features it contained. Most of this group of children bought the product and remained as a loyal customer, as they became linked to the product, due to the attraction of its features.

The majority of the children continued to follow the product advert for a new version of the product or any gift included as a promotion comes with it. A gift that comes with junk food products has a significant impact on children consumption behavior. For instance, some products like COCO POPS Cereal has a great

reputation with children as a desired product to the majority of them, it is offered in the shops, in a family sized pack, so that each family could buy 1-packet every time.

This type of junk food product created a conflict between children within the same family, as the product pack offered only one gift, denying other children of the same family the possibility of ownership. This leads to disharmony in the family and stress to the parents.

Some children reached a higher level of customer loyalty by purchasing more packs of a product in excess of what was necessarily needed. It follows that where there is a new brand or refreshed advert appearing on the cartoon channel, the likelihood would be that the child was demanded that product to secure the gift. This, then, fulfills their subconscious desire for the gift and the product.

Most of the children accepted the idea that explaining and negotiating to their parents, persuading them with logical reasons for and against having the gift, was invariably leads to the parents accepting; thus avoiding further nagging. Children clarified that if their parents explained and counselled, they would welcome and adopt any ideas that were forthcoming.

The 10-junk food covered in the section content analysis contained different famous names of these products. The researcher noticed that children who follow these advertisements could memorise them very well and could apply the results of similar products and buy. As if for example, Candied the famous one for children is OZMO Candied, if the children were to view a product that was in similar wrapping, color or had closely associated features with the main product; they would buy it.

Children, who were considered as heavy viewers to cartoon channels, were subject to equally higher levels of influence from junk food adverts they watched, transferring this influence to their partners from children in school and their society. Those heavy viewers admitted their high ability to consume most of the types of junk food, comparing to other children who were considered as light viewers to television.

On the other hand, the group of heavy television viewing of children, found them talking about relating the advertising that attracted them to friends as an interesting topic, as they considered the buying junk food products together is more pleasurable to them. This applied to all children from different ages.

The researcher found that elder age-10 who attended the interviews had a higher ability to be aware and could differentiate between reality and unreality in junk food advertisements, while age-9 is less aware than age-10.

Moreover, ages 8 and 7 were in a confused stage to understand the reality of what it meant for them from their imagination, for example, one of the children age-8 connected the cartoon character that appeared in junk food advertisement to one of her future career dreams.

Finally, age 5 and 6 were confused about reality and unreality; they tended more to accept what they watched from junk food advertisement as truth.

The junk food product is deliberately placed to hook the unsuspecting child with the delicious image, the fascinating attraction and inducing them to experience the taste. This is the deviousness and guile of the media advertiser, and they don't stop there.

The product is cunningly woven into the narrative, the funny event, the adventurous experience and the suspicious addictive episode draws the child into the web of their loyalty and attention.

This plays a great role to convince children about the fact that eating junk food is good for them, even make them happy and give them high energy for example Cereals and Juice.

The researcher concluded from children talking in interview that junk food for them is very convenient as they can eat at any time, unlike other types of food, that needs to be prepared, eaten as a family group and is natural and not manufactured products that are full of taste enhancing supplements. The children mentioned that their parents gave them junk food while they were playing with other children, it given to them as a supplement food to provide them with energy, one of the popular products that regularly given to children was SUNTOP juice.

Children could not understand the meaning of adverts or the aim of them; the majority followed the messages in junk food adverts on television as a matter of course for them. Ages 5, 6 and 7 could not recognize clearly the main target of the advertisements; they believed what they watched, they accepted it as a truth, even in most of them it cultivated in their mind.

Otherwise, ages 8 and 9 their ability to understand and recognize the differences between the imagination that they watched it in adverts to the reality in real life were obviously witnessed. Lastly, age 10 their ability of awareness was visibly evident to the researcher from their response and answers to the questions.

The idea with parents as children explained it, is that this juice with orange flavor for example is good for their health as it contained vitamin C. Also it is welcomed by children to drink as they had recognized from television and their friends. This does not apply exclusively to parents as it also applies to relatives; some children mentioned that they could not refuse junk food offered by their relatives, as it would show a lack of respect towards the adult.

The majority of the children do not have any knowledge about childhood obesity and the causes to their health, less than five children out of forty knew about these effects.

However, even this minority group of children accepted that their knowledge was limited regarding the issues of childhood obesity and how it affects their lives. This is did not cause them to reduce the amount of junk food that they consume.

There was an interesting matter, which caught the researcher's attention strongly while discussing with children junk food product; McDonald's. Nearly a third of children who attended the interviews from different age groups from 5 to 10, admitted that they do not consume McDonald's food as the company sends the profits of selling their products to support Israeli occupation in Palestine. This high percentage of children who were aware of this concerning issue got the information from their parents or relatives or society surrounding them. It signals how children empathise and connect to events occurring around about them.

Also, it affected their choices in having to avoid consuming McDonald's (junk food) that does have a high demand by children especially as their advertisements had the greatest appearances in television based on results of content analysis in this study.

This interesting and curious matter, lead the researcher to focus on it in the future to understand the impact that is derived from political issues in children's daily life. The Middle East, especially Jordan, is in the middle of war zone. In the last 15 years, numbers of refugees moving into Jordan increased significantly, because of war, civilians were escaping to a more secure place, and the nearest and the one with greatest options for them is Jordan.

These events affected children in Jordan and made them become more aware of unstable events around them, and they connected it to their daily life and added to their ideology.

4.3 Analysis of Focus Group Interviews

As it has been mentioned earlier in Chapter 3 METHODOLOGY, this research study comprises two types of interviews, semi-structured interviews and focus group interview conducted for this research.

In this part, focus group interview was analyzed by posing one question to the interviewees; this question is open-ended that attempted to discover if the children could differentiate between advertisements and cartoon programs.

After watching, the video material children were asked about the content: do you think this is a cartoon program, or an advertisement, a short movie, or something else; can you give the reason for your answer?

To answer this question, children should watch a video material that was prepared before discussion together at the same time with the research question was prepared before the interview, the group of children where 15 participants, their age is 10, the interviews were audio recorded.



Figure. 2 . Celebrating SUNTOP Juice.

Six participants out of 15 saw this advertisement before on television cartoon channel the rest they did not see it, or they could not memorise it. 12 children out of 15 had the ability to understand that this is an advertisement; their argument is because at the end of the advertisement it mentioned that there is a new flavor juice that will come to the shops soon.

Three participants answered that it is a cartoon program, from their perspective the broadcasting length is long-standing, around three minutes and a half, and it is

written that this is the first episode at the beginning, and the end of the advertisement ‘to be followed’.



Figure 3. SUNTOP advertisement scenes.

Children tend to follow the sequences of the story tale, and when the characters were interesting to them along with other features in the advertisement like colors, music, sequences of events etc., this increased the percentage to catch the children’s attention and to follow the advertisement. Otherwise, adventures and other suspicious actions induced children to follow the advert story until the end. Further,

in the advertisement like SUNTOP juice theme, the influence that it leaves on the children is that they tend to try the product and to imitate it, as the product in this advert appeared as heroic and strong, and will aid and help others survive.

This analysis applied to both genders. Figure 3 and 4 it shows some scenes that explain more about the intended advertisement SUNTOP juice.



Figure 4. SUNTOP advertisement scenes 2.

4.4 Researcher's Field Notes

The researcher started to write field notes first when she read about increases in childhood obesity in Jordan and comparing Jordanian and other Arabic children in the Middle East. Kuwait and Saudi Arabia the countries were faced increases in the childhood obesity in the last decade.

In Jordan, it is clear from recent researches that the percentage of childhood obesity has increased dramatically in the last ten years. "Field research notes that attempt to include all details and specifics of what the researcher heard or saw in a field site and that are written to permit multiple interpretations later" (Neuman, 2014).

The second step of researcher field notes was when the researcher prepared materials to present about the adverts targeting children in different aspects. The researcher followed the history of the advertisements that targeted children and when it first started, which is the period of the beginning of the 19th century after the industrial revolution.

She found that people who work in this sector of creating the advertisements and campaigns tended to appeal to children and parents through these advertisements and influence them, even to gain their trust for what they advertise. For years later until now, it found that, all generations in the last 100 years were influenced by the advertisements especially junk food advertisements that change the idea about the types of food, as compared to the type of food 100 years before.

Most of our food these days is processed food and not always fresh. People's idea nowadays is that life is fast moving and food should be easy to serve with no enough time to prepare reasonable dishes as in the past.

What came into the researcher's mind was to do further investigate about the influence that comes from junk food advert, which probably contributes, to the increase of several types of epidemics amongst people because of the increase in consuming junk food.

The main issue to check is whether this junk food we consume affects children's health or not, and from where the influence of consuming junk food between children is increasing; does junk food adverts that air in cartoon channels play this role or not. The last question that came to the researcher's mind is - is there a connection between childhood obesity and junk food advertisements in cartoon channels?

The last step of the field notes was while conducting the interviews with children in the school in Jordan, in semi-structured interviews and focus group interview. Most of the children age seven and below could not differentiate between cartoon program and advertisements with a long duration that comes as a story tale, and usually, the main character in these advertisements is the product.

As a result, when this child, who interacts with advertisements on this theme, visits the market and discovers the product on the market shelf, and he\she insists on buying it, was the influence premeditated?

There are two main notes the researcher recorded while conducting the research, first, about children and the second, about parents. Firstly, the researcher noticed that children ages 5, 6 and 7, applied what they watched on television as a reality and introduced this to their real daily life. On the contrary, children ages 8, 9 and 10 were more aware and could differentiate between reality and unreality; this was obviously clear and noticed in the children age 10.

Second, based on the children's answers and opinions on semi-structured interviews, parents were not aware of their children's needs or how they interpreted, applied, and then reflected what they watch on television from junk food advertisements.

Parents have the idea that they control their children's intake of junk food, but the idea is that they do not know to what extent the influence that comes from watching these advertisements does to the children long-term. Children have a high ability to memorise what attracts them from junk food adverts. They also have enough intelligence to find a way to obtain it.

In this case, advice to parents should be to become more open and friendly with their children to understand their desire and realize their need for the consumption of junk food. Further, to explain the negativity of consuming high amounts of junk food, and to clarify the main purpose of the adverts that are targeting children.

4.5 Triangulation

This part displays the triangulation of data collected for the case study through content analysis, semi-structured interviews, focus group interview and researcher's field notes.

Content analysis results were identical with children's answers in semi-structured interviews; it proved that the increase in repetition of television adverts directly related to the increase in the consumption of the products. Children who regularly receive exposure to these adverts keep asking their parents to purchase the product while watching it on television and then while shopping. Despite the parent's attempts to persuade children not to buy junk food, most of the children ignore and refuse advice from parents about the negative effect of eating junk food. The influence of adverts in child behavior was high when it connects to things they love, for example, a toy that is offered with a junk meal or cereals or any other types of junk food to encourage children to buy it.

According to semi-structured interviews and focus group interviews with children, analyzing data shows that children are influenced by the content of junk food adverts in different aspects.

For instance, the main character may attract them or other features included in the adverts, like colors, music, or other objects that may influence children in different aspects if the advertisement character or the content displaying their dreams in the present or future.

These features included in junk food adverts motivate children to increase the consumption of products even if they do not like the taste of the product, but they are attracted by the commercials. Some children connect the success in the story tale in the advertisement like (SUNTOP juice) to themselves when the main character succeeds, which when applied to the product it means they too can succeed by buying this product and copy the character.

Furthermore, telling a story about a successful character with lots of adventures, induce the curiosity more with the child to imitate the cartoon character. One of the children mentioned this and connected it to her own dream.

Researcher field notes is another method that the researcher used while conducting the research, it proved that the influence that came from the television adverts in cartoon channel MBC3 were great and enough to induce children to consume junk food, even to become a loyal and regular customer. This is clear from the results that came out after analyzing the data collected from semi-structured interviews and from the notes that researcher noted while conducting all methods.

In conclusion, according to the four methods that were used in this research, children who watch cartoon channel MBC3 on television daily for one hour are exposed to no less than four different types of junk food advertisements.

The number of different types of junk food that the child is exposed to rises if the watching hours increase, while this exposure decreases if the child reduces the watching television hours, so the influence that came out from junk food adverts decrease by the same token.

4.6 Findings

Findings of this study revealed the necessity to find a method of an intervention to bring to the attention of children, parents, and of society in Jordan, about the influential danger that comes from commercials broadcasting in cartoon channels on television to the children.

These types of programs are intentionally designed to guide and to control the influence that comes from exposure to television, so this will help monitor somehow the increase of the percentage in childhood obesity among Jordanian children, by reducing consumptions of junk food products by children.

Content analysis results display that the messages of the adverts of junk food screened out to children is to induce them to consume more; this is according to the repeating regularity of the adverts during the prime time of children's programs.

Furthermore, results came out from children semi-structured interviews that parents do not literate enough their children to the negativity of consuming junk food; only a small group of parents explained to their children that the main purpose of advertising and marketing is to sell the products, and merchants do not care about children's health.

Content analysis for data collected from television advertisements in cartoon channel MBC3, was obviously proved the connection between children's responses to the semi-structured interviews. The increase of repetition rate of junk food adverts on the cartoon channel showed that children could memorise adverts better than a less repeated advert.

It is clear that children preferred McDonald's, SUNTOP juice, COCOPOPS cereal advertisements and memorised them very well, because the repetition rates for it was higher than other products. On the contrary, children could not memorise junk food products with a less repetition rate like President Chees (fatty) and Big Baby Bob (Candied).

On the other hand, according to children answers in semi-structured interviews, the increase in the repetition of junk food advertisement, affected children's shopping preferences from junk food products, which mean what they regularly see from junk food advertisements on television determines even the options they consume.

Regarding the frequency of commercials occurrence, in the present case study according to content analysis data, McDonald's (fast food) were the highest commercial repeats in television, followed by SUNTOP juice with no big difference between both products in repetition rate.

The influence was great between children who were sitting long hours in front of the television watching cartoon programs, especially during the prime time, due to their demands, insisting parents buy junk food. Furthermore, if junk food offers gifts with the product, it motivates children to keep insisting on buying junk food more than if junk food were not offering a gift.

Children, who are watching television less and doing less sedentary physical activities are demanding fewer junk food products unless they have heard about them from friends in school who are more exposed to television junk food commercials.

Still, there is a fact about children who entered this study, all ages have the ability to respond to the free gifts that are offered with a junk food product and motivate them to buy it, but this varies from child to child, and is dependent on the awareness of the child. Most of all ages of children do not know the main aim of junk food adverts targeting them until an adult explains the idea to them. This is clear more between

the ages (5, 6, 7). This idea was proved by analyzing the data found by using the method of collecting data, semi-structured interviews with children.

For instance, one of the children was talking about his experience with the cereal product Coco pops; he found that his young brother bought a plate that belongs to the cereal, and the main character of this cereal drawn in the face of the plate.

Therefore, he decided to buy it also, but the problem (he said) was that, “we have cereal at home and it is not finished yet, and the plate comes with the cereal when we buy a new one.” What he did later was waiting for his father to go to the market, and he went with him, as soon as they entered the shop he ran to check if there were still plates with the products, then he asked his father to buy it for him like his brother too.

His father hesitated in buying the cereal, which they already had at home, but after the boy insisted and made his father stressed, the cereal was purchased. He bought the product even after the father tried to persuade his son that they already had cereal at home and he can share his brother’s plate, but the son refused to share and refused the whole idea.

Advertisements are full of adventures, fast actions fun, and laughter, catching the attention of boys more than girls. Girls are more interested in advertisements with nice lyrics, full of colors, even dancing, as one of the children aged 10 mentioned that the advertisement of cheese that shows a dancer, had interpreted her dream to be a dancer.

In addition, as much junk food product's delicious images appear in the advertisements. This increases the desire for the child to buy the product and try it, and if he or she likes the junk food product, they become a loyal customer for this product, even they continue following it for any new themes published in the future.

Otherwise, advertisements created as a story tale has a high percentage of the child's attention, as it is narrating a story with a sequence of events that let the child follow it. This is an easy way to build a relationship between junk food product and a child's imagination about the main character in the advert, which is always a hero and in our example, in this case study was SUNTOP juice.

Most of the children admitted that this type of advert motivated them to buy a junk food product. "Furthermore, obesity occurs among televised characters far less frequently than in the general population. Because of, the characters on television eat or talk about food so frequently, the implicit message may be that it is possible to eat frequently and remain thin" (Hammond, K. M., Wyllie, A., Casswell, S., 1999).

An important issue the researcher found while interviewing children, which is related to one of the popular junk food products (McDonald's). Almost a quarter of the children from different ages who attended the research admits that they do not buy McDonald's burger products because it has a relationship with the sponsor that supports the Israeli army who occupied Palestine.

Even children see the advertisements that related to the McDonald's, and they can all memorise it and they know it offers a gift as a toy for different ages of children, but they insist that they will not buy it.

Children ages (5, 6 ,7) do not have that much ability to differentiate between reality and imagination in adverts. Most of what they watch in the adverts thinks it is true, especially when they tell in the adverts that junk food products make you a hero and very strong, special and unique, etc. Words like these cultivate in their mind and motivate them to imitate it.

On the other hand, children ages (8, 9, 10) have the ability to realize and recognize the differentiation between imagination and reality in most of the things around them especially the adverts. But, still they are influenced by the ideas in the adverts that touch their dreams and feelings and any interesting issue that relates to their age.

Focus group interview showed that it is easy to persuade children about the product that can be their hero and to reach this level of honor, you should imitate and intimate with the product. As a result, children buy the product and try to reach that level to be as one with the product and to satisfy their curiosity to try what is new for them.

The researcher's field notes helped the researcher to record notes while observing the participants of the study, this recording gathered and supported other data collected methods to reach a level that increases the quality of this research. The researcher noticed that there is a gap between children's perception of their life and an adult's logic, while children are drowning in their imagination, and dreams, adults are drowned in logic and reality.

This gap between both generations created two different worlds one far removed from the other, parent's thoughts of preventing children from buying junk food could

protect them, while children are thinking how best to feed their desire for eating junk food, they have also tried hidden ways far removed from their parent's observation. Parents would not know these attempts as they were busy in their daily life routine, and their children keep watching junk food television adverts and cultivating from this content.

One of the children mentioned that he liked very much the COCO POPS Cereal advert as it is an adventure story, he mentioned that he feels strong every time he eats from this product. Adults may well be following wrong behavior with their children as some of them allow their children to watch television without keeping their eyes in the channels, this lets the children to be exposed to the advert with no limit.

Chapter 5

CONCLUSION

Chapter 5 includes three sections, a thorough summary of the study, and research questions revisited and a conclusion drawn from the study, final section is suggestions for further research.

5.1 Summary of the Study

This present study is a case study undertaken for the first time in Jordan to study the influence that occurs from junk food adverts broadcast on MBC3 cartoon channel to children ages (5 to 10). The influence from adverts leads to an increase in the consumption of junk food products, after watching commercials on television taken into consideration and a focus within in this study.

This increase of prevalence rate of childhood obesity in Jordan recently motivated the researcher to fathom and track the problem of child obesity from a perspective of media specialists, as it has a high probability role in increasing the percentage of this epidemic in Jordan.

Since the present case study intended to examine the influence that happened from watching junk food adverts in cartoon channel MBC3 in children, whether or not children increased the consuming of junk food after watching these adverts. “Some factors that may be associated with the rising prevalence of obesity among children and adolescents in Jordan have been investigated. Khader, found that watching

television for more than two hours a day and a family history of obesity were significantly associated with increased risk of obesity among 6–12-year-old Jordanian children” (Musaiger, A. O., Al-Mannai, M., Tayyem, R., 2013).

This research aimed to check if there were junk food adverts broadcast in MBC3 cartoon channel and the repetition of the same in prime time. MBC3 cartoon channel on television directly related to children, the majority of whom followed it.

Further, this research checked which type of junk food children watched on the target channel. Also recorded were the features that attracted children within junk food advertisements and motivated them to imitate and consume the product.

Moreover, this case study sought the elements that influence and motivate children to increase their consuming of junk food when they watch the advertisements on television and what if any was the extent of this influence after watching.

The final aim is to highlight on the conflict that occurs between children and parents relating to the consuming of junk food if the child kept demanding and nagging when they watched the adverts on television.

The significance of this study is to help to spread awareness about the issue that recently has global prevalence in Jordan. Recent childhood obesity increased significantly in children aged 12 and below, and Jordan was considered prime for this study with a high percentage of childhood obesity compared to other Arabic countries in the Middle East.

The medical sector in Jordan conducted researches about this issue to study the reasons for this recent increase in childhood obesity, but other sectors like media did not focus on this problem deeply.

From this point of view, the researcher decided to check the influence of junk food advertisements that target children in MBC3 cartoon channel and the role it plays, as the majority of children were following these channels in Jordan.

Qualitative research methodology was used for conducting the present research. Four methods were used for collecting data, content analysis is used for recording 10-junk food advertisements, and data were collected from television cartoon channel MBC3. Semi-structured interviews were held with 40 children age 5 to 10. Focus group interviews interviewed 15 children age 10 and finally, researcher's field notes were in parallel with other methods; researcher used this method to record a new and different phenomenon she observed during and before conducting the research.

The number of male children who attended the interviews were noticeably more than female, this is due to the structure of society in Jordan, while males are distinguished as bold; females, are characterized by shyness and having less bravado to speak in an interview, to clarify their ideas with a stranger. The researcher preferred using the method of purposive and non-random sampling from children.

Findings from this study proved that adverts could easily influence children to buy junk food products and to remain a loyal customer. The influence happened from advertisements where it had a great impact on children's behavior. Advertisers continue brainwashing children daily to consume their products.

Furthermore, adverts are still causing children to consume more junk food, and to excess. Few parents communicated with their children to explain the negative impact of eating high amounts of junk food had on their health. Very few explained about causes of childhood obesity and the connections of eating increasing amounts of sugary, fatty, salty food, also very few parents clarified to their children the hidden aims of advertising junk food.

5.2 Conclusions Drawn from the Study

This research built into two main aims questions. The first question is how the advertisements that are broadcasted in cartoon channels on MBC3 play a role into increasing the child habit of eating junk food, contributing to an increase in the percentage in childhood obesity in Jordan.

On the surface, and prior to the study, it seemed that there was not that much influence on children emanating from television junk food adverts. But, the results from this study proved quite the opposite, where there is a group of children who are not seriously following the cartoon channels, and prefer physical activities, in contrast, there is another group spending long hours in front of a small screen watching the cartoon channel.

When these two groups meet, the influence from television advertisements was transferred to the first group who are less followers of cartoon channels. This is because children imitate other children and the use of their curiosity into their personality to experience new things. In addition, creative executions of adverts catch the attention of children widely and have larger dramatic effects in those children.

This is besides the language that communicates with children and can persuade them to consume junk food products. Additionally, how the advertisers create the desires and push children with no limitation to consume their product. Junk food advertisements on television created feelings inside the children to be unsatisfied about what they own, and make them feel greedy about what other children possess, also drive them on to consume more.

The second question is, does this small screen have that much influence over children into changing their eating habits from healthy to unhealthy food whilst growing up? Is this all because of, watching cartoon channels that are full of junk food adverts? What is the extent of this influence and what are the methods that the merchant uses to motivate children to be their regular loyal customers?

Adverts are in front of us everywhere and are designed to have an effect on us especially while enjoying and laughing at the media, but we do not recognize the extent of the effect on the children; we belittled this, even ignoring it until we notice their demands for junk food increasing.

Junk food adverts encourage the misguided belief that the majority of children eat junk food, and it focuses on fun and family and sends appealing signals to consume junk food. There is indeed no connection between the way of life represented in adverts and the product sold.

This is often a contradictory issue. Cereals, snacks, and processed food, in general, are not only about selling, but they draw to the children a vision, a way of their life. Adverts make false promises of good and enjoyable times, healthy and carefree

lifestyle. The advertisers know that rationality is not significant, but the emotional influence on their audience is.

SUNTOP juice industry was adapted, preserve, and remain a vivid testament to the power of advertising. It established buying habits that would carry on and into adulthood, reaching for children in later ages. Some adults still buy the same product they preferred as teenagers.

Adverts have created a society where children were embraced to become a regular customer at a younger age. Although not directly intended for children, they are affected nonetheless. It distorts the perception of reality in a child's mentality by featuring unrealistically perfect and strong children in the advertisements.

The visual stimuli from watching stuff on television trigger the brain of children to eat more snacking, as these snacks for the children is a fun and exciting alternate source of happiness, which is far from reality. On the other hand, children are still consuming and eating junk food.

In some cases, over eating, and they still see lots of advertising for these unhealthy food daily, children might even be getting more of an impression that processed, unhealthy food is not bad for their health, which can also cause them to consume more and often. "It is interesting to note that whilst students expressed an understanding that obesity is a problem in their community and school they did not believe obesity was an issue in their family. Parents influence in regards to diet and exercise patterns have enormous impacts on their children.

It has been well documented by many researchers Hesketh. (2005), and Borra. (2003), that children's understanding and attitude about obesity is influenced by their parents' knowledge of the issue. In order for children to become effective thinkers and knowledgeable they need to have the social interaction with people who have acquired great knowledge than themselves" (Stott, K., Marks, R., Allegrante, P. J., 2013).

Finally, this childhood obesity epidemic is one of the vast issues of today that has an effect on children's health, it is preparing our children to be at risk for many life-threatening conditions and diseases in later life, and the big factor that is leading children to obesity is junk food advertisements.

Findings of this present study supports the Cultivation Theory that junk food advertising on cartoon channels are targeting children, were making children in today's society want to overwhelmingly, to eat unhealthy food.

These junk food adverts that target children in today's society are playing a big part in contributing to increased childhood obesity, as it gives them high motivation to increase consuming from processed food that has less benefit to children's health, but it is full of coloring and manufactured unhealthy food.

Otherwise, children who criticize this unhealthy junk food they watch on television adverts, as a reward it makes them want these products even more, so they are still eating more processed food and less healthy nutritious food. This is happening because of less awareness about how to interpret the messages that they receive from media and how to control their desire.

Last but not least, children who were impacted by the political views of their parents about Palestine occupation by Israel, shows obvious sympathy with this issue and is interpreted in their reaction to refuse to consume junk food from corporations supporting, and fertilizing and sponsoring this occupation. This resultant evidence clearly shows the apparent child awareness about political events in their society.

5.3 Suggestions for Further Research

Junk food products that are broadcast in popular cartoon channels like MBC3 are available in most Arabic countries in the Middle East. According to this study, it can be extended in different Arabic countries to measure the increases in the percentages of childhood obesity between children, and the connection with which the influence happened from junk food advertisements on television in cartoon channels.

Also, to study the extent and role that these advertisements play to motivate children to be involved as a regular loyal consumer to unhealthy food, in rewards to these junk food advertisements that causes children's health negatively.

Furthermore, the researcher noticed that children, who were influenced by their parent's, relatives and environment and political issues, affected their desires to consume junk food; it controlled their demand from the product and prevented them from buying it, this monitoring happened by itself. For example, McDonald's as a very big company worldwide to sell a fast food product, their profits from selling their meals goes to support Israeli occupation in Palestine, the research suggests in this area is that to check to what extent could political issues affect children's preferences to consume junk food products.

Another suggestion, for a research study, is to check changing junk food advertisements on television cartoon channels to nutritious could help to reduce the children amount of eating and consuming junk food.

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APPENDICES

Appendix A: Semi-Structured Interviews Questions for children

1- What is your name? How old are you?

..... ما إسمك؟ كم عمرك؟

2- Do you have a digital and watch a children channel MBC3?

هل لديكم لاقط استلايت في المنزل و تشاهد من خلاله محطة الأطفال MBC3؟

3- Do you watch T.V usually?

..... هل تشاهد التلفاز عادة؟

4- How many hours you watch T.V weekdays after school and week end?

..... كم ساعة تشاهد التلفاز خلال أيام الأسبوع بعد المدرسة و في أيام العطلة؟

5- Which hours you watch T.V during the week after school and at the week end?

..... ما هي الساعات التي تشاهد فيها التلفاز يومياً بعد المدرسة, و أيضاً خلال أيام العطلة؟

6- Where do you usual see the advertisements of junk food in T.V?

..... عادة أين تشاهد دعايات (المنتجات الغذائية الجاهزة الخاصة بالأطفال)؟

7- What attracts you in the advertisements, music, colors, characters etc.?

..... ماذا يجذبك في الإعلانات التجارية, الموسيقى, الألوان, الشخصيات الموجودة فيه ... غير ذلك؟

8- Do you usually repeat advertisements you watch?

..... عادة هل تكرر الإعلانات؟

9- Do you believe every claim made in junk food products advertisements?

..... هل تؤمن بالإدعاءات في محتوى إعلانات (المنتجات الغذائية الجاهزة الخاصة بالأطفال)؟

10- What types of things do you like to eat daily?

..... ما أنواع الأكل التي تفضل أكلها يومياً من (المنتجات الغذائية الجاهزة الخاصة بالأطفال)؟

11- Which one of these junk food products you usually see the advertisements belong to it? Do you have the ability to describe it?

(1) Sun Top(Juice)	(2) COCO POPS- Kellogg's(Cereals)	(3) OZMO (Chocolate)
(4) DeemaH (Salted Peanuts + Biscuits)	(5) Nesquik (cereals)	(6) McDonald's
(7) Saudi Milk(Milk for children)	(8) Seven days(Chocolate)	(9) Danette(pudding)
(10) Big baby bob(Sweet)		

12- Do you like the T.V junk food products advertisements to sell it to you by adding gift in it as free?

هل تفضل شراء (المنتجات الغذائية الجاهزة الخاصة بالأطفال) التي تحتوي على هدايا مجانية بداخلها كنوع من التشجيع لك؟

13- Would your parent's allow you to buy this product more often?

هل يسمح لك والديك بشراء (المنتجات الغذائية الجاهزة الخاصة بالأطفال)؟

14. Do you think that junk food will affect your health?

هل تعتقد أن تناول (المنتجات الغذائية الجاهزة الخاصة بالأطفال) يضر بصحتك؟

15. From where you got the idea about junk food products result negative affect your health?

من أين عرفت بأن (المنتجات الغذائية الجاهزة الخاصة بالأطفال) لها أثر سلبي على الصحة؟

16. Do you understand that junk food products advertisements only intend to sell their products and they do not care about your health?

هل تدرك بأن إعلانات (المنتجات الغذائية الجاهزة الخاصة بالأطفال) هدفها هو بيع منتجاتها و لا تهتم بصحتك؟

17. Gender: a. Female b. Male

Appendix B: Thematic of Semi-Structured Interviews Children

Answers Comparisons

Table 4. Theme 1: What is your name? How old are you?

Age	Thematic
5	For this question researcher divided the students depend on their ages. His or her names were hidden and each participant coded a letter as a nickname.
6	
7	
8	
9	
10	

Table 5. Theme 2: Do you have a digital and watch a children channel MBC3?

Age	Thematic
5	All participants watch MBC3.
6	
7	
8	
9	
10	All participants watch MBC3, except participant "A" he said, "Yes, but mum do not allow us to watch it regularly, as it include unacceptable images and ideas not fit to our culture."

Table 6. Theme 3. Do you watch T.V usually?

Age	Thematic
5	All participants answered that they are watching television.
6	All participants answered that they are watching television, except "R" he said, "Yes, but not too much."
7	All participants answered that they are watching television.
8	
9	
10	

Table 7. Theme 4. How many hours you watch television weekdays after school and week end?

Age	Thematic
5	The total hours daily of watching television for the participants were minimum two hours and others that they said that they are watching television long hours.

6	The total daily hours of watching television for the participants were minimum half hour and others that they do not calculate the watching hours of television during weekdays and weekends. Participant “S2” said, “No specific hours” and “R2” said, “Long hours.”
7	The total hours daily of watching television for the participants were minimum 1 hour and others that they do not calculate the watching hours of television during weekdays and weekends. Participant “M3” said, “There is no specific hours, it depend on my free time, but usually long hours.” “W” said, “Too much I am watching television.”
8	The total hours daily of watching television for the participants were around 1 to 4 hours during weekdays and weekends.
9	The total daily hours of watching television for the participants were around 1 to 4 hours during weekdays and weekends.
10	The total hours daily of watching television for the participants were around 1 to 5 hours during weekdays and weekends.

Table 8. Theme 5. Which hours you watch T.V during the week after school and at the week end?

Age	Thematic
5	Different time’s participants watch television, but they share in common some prime time hours.
6	
7	
8	Different time’s participants watch television, but they share in common some prime time hours. For example, “A2” answered, “Afternoon (15:00 to 16:00)”, and “O” said, “Afternoon in school days and morning in weekends.” “M3” said, “School days from (16, 30 to 19, 30), and weekend from (15, 30 to 17:00).” In addition, “A3” said, “In weekend morning from (9:00 to 12:00), in school days afternoon from”, some they answered that they do not have specific hours.
9	Different time’s participants watch television, but they share in common some prime time hours. For example participant “I” watch television in weekdays (14:30 To 15:00) and (18:00 To 21:30), in weekend from (12:00 To 14:00). Other participants share in common some prime time hours, but the interesting case participant where T he is watching television daily very long hours, weekdays and weekend from (17:00 To 21:00).
10	Different time’s participants watch television, but they share in common some prime time hours. Most of participants watch television afternoon, and participant “M” he is watching television also in morning time between 9:00am to 13:30pm.

Table 9. Theme 6. Where do you usual see the advertisements of junk food in T.V?

Age	Thematic
5	
6	

7	Answers vary but most of them are watching MBC3, beside other cartoon channels like CN (cartoon network).
8	
9	
10	

Table 10. Theme 7. What attracts you in the advertisements, music, colors, characters etc.?

Age	Thematic
5	Most of the answers were that the most features that attract them are music, colors, adventures, funny advertisements and cartoon characters. "L" said, "Music and shape of products if it is delicious" and "M" she mentioned, "I like the surprises in it, also storytelling, characters, funny scenes, adventures", "R" said, "I like the surprises in it, also storytelling, characters, funny scenes, adventures." While, "T" said, "I do not know."
6	Most of the answers were that the most features that attract them are music, colors, adventures, funny advertisements and cartoon characters. "S" said, "Yes, some are funny like Coco pops main character, and adventure and joy in Ozmo chocolate advertisement" and "R" said, "Yes, I like songs, and characters in SunTop juice advertisement" as well "L" said, "Yes, delicious shape of the product." While "S2" said, "Yes, I do like it especially SUNTOP juice advertisement, but I think it is series not episodes." Finally, "R2" said, "Yes, I like the main character in SUNTOP juice advertisement and the adventure in it, also I enjoyed it very much and I am waiting the next episode."
7	Most of the answers were that the most features that attract them are music, colors, adventures, funny advertisements and cartoon characters. Nevertheless, there are different opinions about this, for instance participant "Z" mentioned, "Clothes of characters, hair colors, and rainbow colors, one of the characters in advertisement have a same color of my mother." Participant "M3" said, "Yes, especially SUNTOP juice, I like it very much and I am waiting the next episode of it, I would like to be like the character of SUNTOP juice." In contrast, participant "A" said, "No I do not like it at all."
8	Most of the answers were that the most features that attract them are music, colors, adventures, funny advertisements and cartoon characters. Participant "M" said, "I like it very much, I like music characters, colors, adventure most of the content of advertisements." Except participant "T" she mentioned, "I do not like advertisements too much, and I do not like to watch it usually."
9	Most of the answers were that the most features that attract them are music, colors, adventures, funny advertisements and cartoon characters. Participant "I" mentioned that she like the music, singing lyrics, and some cartoon characters attracts her, also colors, fun. Participant "L" said, "Yes, I like the appearance of junk food on the advertisements and this is what motivates me to buy, as much as it appears in delicious shape I buy." Participant has another opinion he said, "I like to watch advertisements, particularly the advertisements that shows the products in delicious image."

10	Most of the answers were that the most features that attract them is music, colors, adventures, funny advertisements and cartoon characters, the shape of the product appear in the advertisements. Participant A2 mentioned, “I like the shape of junk food in advertisements it is delicious, and colors inspiring me, also adventures, fun and action in advertisements.” Participant Z said,” “I like the music in SUNTOP juice advertisement, but I did not like the characters as it is from imagination.”
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Table 11. Theme 8. Do you usually repeat advertisements you watch?

Age	Thematic
5	All participants said that they repeat the lyrics of junk food advertisements they watch in television, participant “L” said, “Yes, often.”, also “M” said, “Yes, I do always, like SUNTOP Juice, Coco pops cereal, Ozmo chocolate, Nesquik, MCDONALD’S junk food”, while “T” said, “Not too much.”
6	Four out of five participants repeat junk food advertisements lyrics they watch in television, participant “S” said, “Yes, most of the times”, whereas, “S2” said, “No.”
7	One out of five participants repeat junk food advertisements lyrics they watch in television, participant “M3” said, “Yes, too much, mostly is SUNTOP juice” and “M4” said, “Yes, especially SUNTOP juice.” The other four participants do not repeat as “M” said, “I memorize some, but do not repeat it.”
8	Most of the participants repeat junk food advertisements they watch, except participant “T” she mentioned, “No, not repeat, but I can memorize most of it.” While participant, “A” said, “Yes, too much like for example SUNTOP juice advertisement.”
9	Most of the participants repeat junk food advertisements they watch, except participant “T” not too much repeat. Participant “L” she said, “Yes, most of the time.”
10	Not all participants repeat junk food advertisements they watch, but participant “A2” she do sometimes like to repeat the advertisements.

Table 12. Theme 9. Do you believe every claim made in junk food products advertisements?

Age	Thematic
5	All participants believe in advertisements claim, participant “R” said, “Yes, I believe it, when I see junk food advertisements it motivate me to buy.”
6	Three out of five participants believe in advertisements claim, one participant her answer where different, “R” said, “Not always.” Whereas, “S2” said, “Yes, I do. SUNTOP juice saved the city, and I want to be same to him, and that is why I like to buy the juice, and I like to follow this series”, and “R2” said, “Yes I do too much, as much I like the advertisement as much I buy the product.” Only one participant her answer were negative she said “S”: “No I do not mum told me this.”

7	Six out of eight participant believe in advertisements claim, for example “W” said, “Yes, too much and I buy the product if I like the advertisement”, “M3” said, “Definitely, and I would like to buy the new products from it if I like the SUNTOP juice.” “M4” also believe in advertisements claim he said, “Yes, I believe and I consume too much from SUNTOP juice.” In contrary, two out of eight participants not believed in advertisements claim, “Z” said, “No, because the imaginations in advertisements are sometimes is far from reality.”
8	Five out of ten participants believe in advertisements claim, for example, participant “O” said, “For sure yes, I like also to imitate the main character in SUNTOP juice advertisement and when I saw it on television I feel that I need to buy from the juice immediately.” In addition, participant “A2” mentioned, “Generally yes and I like to buy the product if I like the advertisement.” On the other hand, four out of ten were do not believe in advertisements claim, “T” said, “Generally no I do not believe, I saw SUNTOP juice advertisement and I thought it is a series at the beginning, because it is period of show is long. Then I bought the juice, but I did not like it, and I never try it again their advertisement do not show the truth.”
9	All participants believe except participant “I” has another opinion, “No, I do not believe every claim, as I had bad previous experience with one of the products was not as I saw in the advertisement on television like Saudi Milk.”
10	Here in this question there is variety in answers depend on each children background. For instance, participant “M” and “T” sometimes they believe the claims in the advertisements, while participant “A” he do not believe because he watch a video about how to create an advertisements and how manipulate people. Participant “S” mentioned “most of the times I believe it and I would like to try the new product for me”. Participant “S2” said that, “Not always, but I like junk food too much, and ready to try new flavors from any junk food that I like and I see it advertisements on television like for example SUNTOP juice, I think juice healthy at all .”

Table 13. Theme 10. What types of things do you like to eat daily?

Age	Thematic
5	Different answers came out from children, but most of them are eating usually the most types of junk food, like for example, Chips, Chocolate, Juice, Cereals, Pepsi, Pudding, MCDONALD’S. Which are most were mentioned in the table 1 for the content analysis.
6	
7	Different answers came out from children, but most of them are eating usually the most types of junk food, like for example, Chips, Chocolate, Juice, Cereals, Pepsi, Pudding, MCDONALD’S. Which are most were mentioned in the table 1 for the content analysis, participant “Z” confirmed, “My grandfather has a market and always taking from it junk food.” Only one participant out of eight has different attitude by following healthy style in eating, “A” said, “Nothing, I am trying to follow a diet these days to care about my health.”

8	Different answers came out from children, but most of them are eating usually the most types of junk food, like for example, Chips, Chocolate, Juice, Cereals, Pepsi, Pudding, MCDONALD'S. Which are most were mentioned in the table 1 for the content analysis.
9	
10	

Table 14. Theme 11. Which one of these junk food products you usually see it advertisement? Do you have the ability to describe it?

Age	Thematic
5	Junk food that suggested to the children were received variety of answers from them, but all participants admitted that they saw most of these advertisements. "T" said, "I see these advertisements during cartoon programs, if I like the product shape I will buy it" and "L" said, "All I saw and I have the ability very well to describe it." In addition, "M" said, "I see all these products and I like to watch it, especially SUNTOP juice, I think it is a nice series that is why I followed it. I can describe most of it in details." Finally, "R" said, "I saw some products, but I can memorize SUNTOP juice advertisement and I have the ability to tell it."
6	Junk food that suggested to the children were received variety of answers from them, but all participants admitted that they saw most of these advertisements. Participant "R" mentioned, "I know most of it, and can memorize some of it. I like SUNTOP juice advertisement and asked my father to buy it, but he refused because it causes decay teeth." Likewise, "S2" said, "I see most of it, especially SUNTOP juice I can describe it very well" and "R2" said, "I see SUNTOP juice most of the time and I like to tell it to others and I can describe it in details. Other products advertisement I can memorize some but not very well." Finally, participant "S" has different opinion she said, "I see most of it and I can describe it in details, except MCDONALD'S I do not buy it as it supports the Israeli occupation in Palestine by sending the profits to them, so my father told we do not buy it anymore, but I can memorize their advertisement very well."
7	Junk food that suggested to the children were received variety of answers from them, but all participants admitted that they saw most of these advertisements, except participant "A" he do not see or follow junk food advertisements, he said, "I do not see it." Other participant has different opinions that "A", for example "M" said, "I Know SunTop, Nesquik, MCDONALD'S advertisements, and memorize it very well" and "Z" said, "I know some and I can describe it, except MCDONALD'S product I do not buy it as it is taking money to occupy Palestine." "W" said, "I know most of these products, especially SUNTOP juice, and I memorize it very well", also "M3" "All, but mostly is SUNTOP juice, I can describe it in details." He has same idea with "M4" which he said, "Most, yes I see but often SUNTOP juice and I can imitate the main character."
	Junk food that suggested to the children were received variety of answers from them, but all participants admitted that they saw most of these advertisements. Participant "A" said, "I know most of it, I memorize it very well and I like it, even I can imitate most of the characters." In addition,

8	<p>“A2” said, “I saw it all, especially SUNTOP juice advertisement.” “M3” said, “I saw all and I can describe most of it like SUNTOP juice, Ozmo chocolate, Deemah biscuit, Nesquik cereal, McDonald’s.”</p> <p>On the other side, Participant “G” has different opinion about MCDONALD’S junk food and a reason for not buy it, he said, “Yes, I know most except McDonald’s I do not buy because of Israel occupation to Palestine and as I know, the main company sending the profits to Israel.”</p>
9	<p>Junk food that suggested to the children were received variety answers from them. Participant “I” opinion as this, “I see most of junk food products ads, and I have the ability to describe it in details. (For MCDONALD’S product, I do not buy it, as this company support Israel occupation against Palestine).” Participant “L” said, “Most I see it on television mostly is SUNTOP juice and Coco pops cereal, also Nesquik, I can describe Coco pops advertisement very well, as I like the product too much.”</p> <p>Participant “T” following most of junk food advertisements on television he said, “Roughly I see it all, and I can describe some like SUNTOP juice, Ozmo, Nesquik, Coco pops, Danette.”</p>
10	<p>Junk food that suggested to the children was received variety of answers from them. “M” his answer were “Yes, I saw all except Danette pudding & Saudi Milk, generally, I can describe it all and I love Nesquik advertisement, because it is full of adventure. The advertisement motivates me, as I like to try new things.” Participant “O” mentioned “I can describe some, and I like very much to try any new product that attracts me, especially the one that shows the image on television how it delicious.” For the participant T said, “I saw some, and I can describe it, if they show a product in delicious way, I am ready to buy it.”</p> <p>” A2 “I saw most of it on television and it inspires me too much to buy the junk food, for example chees La va character representing my dream to be a dancer that is why I like it.” Finally participant S2 mentioned, “Yes, I saw advertisement for most of these junk food products, I like SUNTOP juice advertisement, and at the beginning I thought it is a series.”</p>

Table 15. Theme 12. Do you like the T.V junk food products advertisements to sell it to you by adding gift in it as free?

Age	Thematic
5	All participants were agreed the idea about offering a gift with junk food product and they prefer it to be with junk food products, “M” said, “Definitely yes, like McDonald’s junk food I like their gifts.”
6	All participants were agreed the idea about offering a gift with junk food product and they prefer it to be with junk food products, except participant “S” she has different opinion, she said, “I do not care about it.” Whilst the other participants their answers came out as, “R”: “Yes, too much, every time I see I want to buy it” and “S2”: “Yes, I prefer.”
	All participants were agreed the idea about offering a gift with junk food product and they prefer it to be with junk food products, except participant

7	<p>“A” he mentioned, “No.”</p> <p>Other participants were motivate about free gifts and they mentioned different thoughts about, for instance “M” said, “Yes, I like very much, I buy more than one peace because of the gift and to eat more from junk food” and “Z” said, “Yes, too much, like a biscuit that includes small toys, this encourages me to buy it.” While “M5” said, “Definitely I like, in SUNTOP juice they offered a gift I was looking for it long time, but I could not find it in shops.”</p>
8	<p>All participants were agreed the idea about offering a free gifts with junk food product and they prefer it to be with the product, except participant “T” he mentioned his answer, “No, I do not like, because before they deceived me the game was not work probably like Coco Pops.”</p> <p>Other participants were welcome about the idea of offering free gifts to them together with junk food. Participant “M” said, “I prefer to buy junk food with a toy, as it motivates me too much, and I like gifts.” Participant “A” mentioned that, “Of course, yes too much I like, for example McDonald’s I like it very much and I buy it because of the gifts, but if there is no gift I eat it also.” Moreover “G” said, “Yes to the extend limit, even if we have the product in our home I insist to buy it when I see the advertisement about new toy with my favorite junk food.” Finally, “A3” said, “Yes, I like free gifts very much and it motivate to buy the product.”</p>
9	<p>All participants were agreed the idea about offering a gift with junk food product and they prefer it to be with the product. Participant “I” said, “Yes, too much, this motivates me to consume more, after watching the advertisements in television.”</p> <p>Other participant “Z” he said, “Yes I like, for example Nesquik they offer lots of gifts, every time I see the ads for it offering new gift I go to buy it, there is a competition between me and my brother in buying these gifts.” Participant “L” said, “Yes, I do if they offer my favorite toys.” her answer were with hesitation.</p>
10	<p>All participants were agreed the idea about offering a gift with junk food product and they prefer it to be with the product, except “M” he has different idea “Yes, but it is not that much important to me, I am searching for a good taste of junk food product.” Others their answers were A: “the gift with junk food that has high value I buy the product for it, even if I do not like junk food I buy for the gift free.” Participant “T” his opinion is, “I insist to buy with gift like Nesquik, cereal, nearly most include free gifts I bought.” A2:” Of course I am a person who likes to buy and try.”</p>

Table 16. Theme 13. Would your parent’s allow you to buy this product more often?

Age	Thematic
5	All participants agreed that their parents not accept them to buy junk food all the time and any time, “L” mentioned, “No, not always.”
6	All participants agreed that their parents not accept them to buy junk food all the time and any time, “S” mentioned, “Not at all, because mum feed us healthy food always, and I like it, but my grandfather always bring junk food to me and I usually refuse politely to eat.” In addition, “R” said, “No,

	not always, because my mum gives me every day to school some junk food” and “L” she said, “No, not always, but I become upset when refuse to allow me to buy.”
7	All participants agreed that their parents not accept them to buy junk food all the time and any time, “M” said, “No they do not allow usually, without any explanations why I cannot buy it.”
8	All participants agreed that their parents not accept them to buy junk food all the time and any time, except participant “M3” said, “Most of the time yes I buy it junk food products.”
9	All participants agreed that their parents not accept them to buy junk food
10	all the time and any time.

Table 17. Theme 14. Do you think that junk food will affect your health?

Age	Thematic
5	All participants know that junk food affect their health badly, “M” said, “Yes, it hurt my teeth.”
6	Three out of five participants know that junk food affect their health badly, “S” said, “Yes, I know it causes diabetes as it includes too much amount of sugar” and “L” she said, “Yes, I know but I like to buy and cannot stop.” On the other hand, children who do not have idea about the side effects of junk food answered, “S2” said, “No, I do not know that.”
7	All participants know that junk food affect their health badly, except “W” his answer was, “No, I do not know.” While “M3” answer, “Yes, I do it causes diabetes” and “A” answer, “Of course yes, I designed a diet to reduce eating junk food, but I could not follow this more than three days, as children around me eating all the time and offer it to me so I could not prevent myself to not eat”
8	All participants know that junk food affect their health badly, except “A” his answer was, “No, I do not.” Others there answer as it turned out, “M” “Yes, it cause tooth decay to me”, also “T” agreed with “M” and said, “Yes, I know this it cause bad health.” Other participants mentioned, “G” “Yes, it causes diabetes as mum told me, but I do not know what diabetes.” “M2” “Yes, definitely, but some like a chips which is made from corn oil or vegetable oil are not bad for health. Always I am reading the ingredient of the product before but it to check if it include any unhealthy content or not.” “A3” said, “Yes, it causes our health badly.”
9	All participants know that junk food affect their health badly. “Z” said, “Yes, my parents told me if I eat too much I will gain weight and I will be slow and not smart.” On the other hand, Participants “L” and “T” educate more about this issue. Participant “L” said, “Yes, I do know that it will affect my health badly, and it will cause me diabetes, but I do not know what it means” and participant “T” said, “Definitely I do, for example SUN TOP juice content is too much sugar, which is not good for health.”
	All participants know that junk food affect their health badly. “M” have the knowledge about that junk food affect their health negatively. “M” mentioned” Yes, I know the dentist advised me to not eat too much, as

10	it will cause me tooth decay. However, not all junk food not good, for example Biscuit include dates is good for health and useful, sometimes I am thinking before buy junk food like this.” “A2” said, “I know, but I cannot stop buying junk food, because when I see the advertisement about it I have to buy to try.” “S2” mentioned, “Yes, I know, recently I put schedule to myself to reduce consuming junk food, but I could not follow it long time, as most of the people around me consuming too much junk food. Every time I buy junk food without informing my family I feel guilty, but I like these products.”
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Table 18. Theme 15. From where you got the idea about junk food products result negative affect your health?

Age	Thematic
5	All participants advised from different people around them and related to them. They admitted that parents, teachers, and some relatives sometimes are the main recourses for the information about negative results of junk food. Example of their answers was, “L” said, “My mum, told me that of junk food were include an ingredient not good inside” and “M” said, “My mum told me.”
6	All participants advised from different people around them and related to them. They admitted that parents, teachers, and some relatives sometimes are the main recourses for the information about negative results of junk food. Example of t their answers were, “L” said, “My mum, my aunt, my uncle.”
7	All participants advised from different people around them and related to them. They admitted that parents, teachers, and some relatives sometimes are the main recourses for the information about negative results of junk food. Only participant “W” has different answer, “Nobody explain anything to me, just my parents stop me to buy from time to time.” Nevertheless, others explained about their experiences, like as “Z” said, “Mum advised me to not buy Junk food and she showed me a video about side effects of Chips, but Biscuit from mum perspective is good and I should clean my teeth after eating.” Whilst, “M3” said, “From my grandfather, but I like to eat biscuits and chocolates as it does not have much sugar” and “A” mentioned, “My eldest sister advised me about junk food cause bad effects into my health.”
8	All participants advised from different people around them and related to them. They admitted that parents and teachers are the main recourse for the information about negative results of junk food, except “A” he said, “I do not have any idea.”
9	All participants advised from different people around them and related to them. Participant “T” said, “From my mum she told me McDonald’s content is not good for health, and my grandfather educated me that junk food causes childhood-obesity which is affect my body in a negative way.”
10	All participants advised from different people around them and related to them. “M” said, “From dentist, parents, owner of the market near my home.”

	“S2” said also, ““From my family, my uncle, father, eldest brothers and sisters.” Others they mentioned that they learnt about this from teachers and parents.
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Table 19. Theme 16. Do you understand that junk food products advertisements only intend to sell their products and they do not care about your health?

Age	Thematic
5	No one of the children who joined this study have knowledge about the main target of the advertisements, participant “M” said, “I never knew before.”
6	One out of five children who joined this study admitted that she know about the main target of the advertisements, “S” she said, “Yes, I know very well.” The others they answered that they did not know before.
7	All the children who joined this study admitted that they do not know about the main target of the advertisements, “M3” said, “No, I do not know that before, I was thinking that they want us to be happy as children through these advertisements. My mum told me that SUNTOP juice is an advertisement and not a series, because I did not know that.”
8	Four out of ten children they know about the main target of the advertisements, the other six participants they do not have any idea.
9	All children answers were that they do not have any idea before about aims of the advertisements, except participant “T”, he said, “I know, my mum explains but the aim not very clear to me.”
10	All children answers were that they do not have any idea before about the aims of the advertisements.

Table 20. Theme 17. Gender

Age	Thematic
5	Five participants attended the interviews three female and two male.
6	Five participants attended the interviews four female and one male.
7	Eight participants attended the interviews one female and seven males.
8	Ten participants attended the interviews three females and seven males.
9	Four participants attended the interviews two females and two males.
10	Eight participants attended the interviews; they were three females and five males.

Appendix C: Semi-Structured Interviews Children Answers

Table 21. A. Interviews Answers for Children 10-year-old

Transcription	Thematic Analysis				
	M	A	T	A2	S
Q1	About their age				
Q2	Yes	“Yes, but mum do not allow us to watch it regularly, as it include unacceptable images and ideas not fit to our culture.”	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes	Yes
Q4	1 to 5 hours daily	1 to 2 hours daily	1 to 3 hours daily	1 to 2 hours daily	Half hour daily
Q5	Weekdays at 16:00, in weekend (9:00 to 13:30)	Afternoon	Afternoon	Afternoon Between (15:00 to 19:00)	Afternoon between (16:00 to 16:0)
Q6	MBC3 + CN	Spacetoon + CN	MBC3	MBC3	MBC3
Q7	“I like music, funny, colors, sound, adventure.”	“Somehow, characters in Nesquik, music, adventure in Ozmo chocolate.”	“It is funny I like SunTop juice my father bring too much from it, also colors in Ozmo chocolate.”	“I do not like advertisements that much.”	Colors, Characters, Action
Q8	“No”	“No”	“I do not repeat.”	“Yes, but not too much”	“Yes, always”
Q9	Sometimes	“No, I do not believe.”	Sometimes	Yes	“Yes, I believe it”
Q10	Chocolate	“Chips, I like to eat different types of junk food daily.”	Chip, Chocolate, Juice, Cereals, Pepsi	Cereals, Chocolate, Pudding, Juice	Juice, Chocolate, Cereals, McDonald’s
Q11	“Yes, I saw	“Most of it I	“Some of it	Yes.	“Most of

	most.”	see on television.”	I see.”		it I watch in television ”
Q12	“Yes.”	“Yes.”	“Yes.”	“Definitely ”	“Of course yes.”
Q13	“Yes, but not always, they say it is not good for your health.”	“No, not all the time I can buy.”	“No not always, they put strict rules, not everything we buy.”	“No, they do not.”	No
Q14	“Yes.”	“Yes, I know very well, it causes diabetes.”	“Yes, it affects me badly.”	“Yes, I know.”	“Yes.”
Q15	“From dentist, parents, owner of the market near my home.”	“From my parents.”	“My parents told me.”	“My parents.”	“From my parents.”
Q16	“No, I never knew about the target of advertisements.”	“No, I do not know before.”	“No, I did not know this.”	“Yes, I know.”	“Yes.”
Q17	Male	Male	Male	Female	Female

Table 22. B. Interviews Answers for Children 10-year-old

Transcription	Thematic Analysis		
	Z	S2	O
Q1	About their age		
Q2	Yes	Yes	Yes
Q3	Yes	Yes	Yes
Q4	“No specific hours.”	“Two hours daily.”	“Two hours daily.”
Q5	Afternoon	Afternoon	Afternoon
Q6	MBC3	MBC3	MBC3, CN
Q7	“I like the music SUNTOP juice advertisement, but I did not like the characters as it is from imagination.”	Music	“I like the music and characters in different type of advertisements.”

Q8	“No”	“Sometimes.”	“No, not at all.”
Q9	“Sometimes, yes if I like the taste of the product, for example I do not buy SUNTOP juice because it is orange and I do not like orange juice at all.”	“Not always, but I like junk food too much, and ready to try new flavors from any junk food I like and I see on television advertisements like for example SUNTOP juice, and I think this juice not healthy at all .”	“No, not that much.”
Q10	Chocolate	“I like most types of junk food, as chocolate, biscuit, juice, chips, candied... etc.”	Biscuit, Nesquik milk, Chocolate, Pudding
Q11	“Yes, I saw most of it and I can describe some.”	“Yes, I saw advertisement for most of these junk food products, I like SUNTOP juice advertisement, and at the beginning I thought it is a series.”	“I can describe some, like Daneet pudding I can describe it very well,
Q12	“Yes.”	“Yes, I do very much.”	“Yes, I prefer to buy junk food with a gift.”
Q13	“No, not always.”	“No, not that much.”	“No, not anytime they allow me to buy it.”
Q14	“Yes, I do.”	“Yes, I know, recently I put schedule to myself to reduce consuming junk food, but I could not follow it long time, as most of the people around me consuming too much junk food. Every time I buy junk food without informing my family I feel guilty, but I like these products.”	“Yes, I do know that.”
Q15	“From teachers.”	“From my family, my uncle, father,	“My mum and teachers.”

		eldest brothers and sisters.”	
Q16	“No, never.”	“No, I never knew before.”	“No, I never knew this before.”
Q17	Male	Female	Male

Table 23. Interviews Answers for Children 9-year-old

Transcription	Thematic Analysis			
	I	Z	L	T
Q1	About their age			
Q2	Yes	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes
Q4	“1 to 3 hours daily.”	“1 to 1, 30 hours daily.”	“2 to 4 hours daily.”	“Half hour to 1 hour daily.”
Q5	-Weekdays: (14:30 To 15:00) (18:00 To 21:30) -Weekend: (12:00 To 14:00)	-Weekdays: (16:00 To 16:30) -Weekend: (15:00 To 16:00)	-Weekdays: (17:00 To 19:00) -Weekend: (17:00 To 21:00)	-Weekdays and weekend: (17:00 To 21:00)
Q6	MBC3	MBC3	MBC3	MBC3, CN
Q7	“Yes too much. Music, singing lyrics, some characters attract her, colors, fun, and enjoyment.”	“Yes, I like the ads, and I like to watch it, it is funny, some characters I like.”	“Yes, I like the appearance of junk food on the advertisements and this is what motivates me to buy, as much as it appears in delicious shape I buy.”	“Yes, I like to watch, particularly the advertisements that shows the products in delicious image.”
Q8	“Yes.”	“Yes, often.”	“Yes, most of the time.”	“No, not too much.”
Q9	“No, I do not believe every claim, as I had bad previous experience with one of the products was	“Yes, generally I believe it.”	“Yes, I do.”	“Yes, I do believe advertisements for junk food and I buy the product immediately if I like it from television.”

	not as I saw in the advertisement on television like Saudi Milk.”			
Q10	“Chocolate, Sweets, Candied.”	“Cereals, Chocolate, McDonald’s.”	“Chocolate, Cereals, Sweets, MC, Candied, Pudding.”	“Juice, Chocolate, Sweets, Pudding.”
Q11	“I see most of junk food products ads, and I have the ability to describe it in details. (For McDonald’s product, I do not buy it, as this company support Israel occupation against Palestine).”	“Yes, I see most of it, especially Nesquik and McDonald’s, I memorize it all.”	“Most I see it on television mostly is SUNTOP juice and Coco pops cereal, also Nesquik, I can describe Coco pops advertisement very well, as I like the product too much.”	“Roughly I see it all, and I can describe some like SUNTOP juice, Ozmo, Nesquik, Coco pops, Daneet.”
Q12	“Yes, too much, this motivates me to consume more, after watching the advertisements in television.”	“Yes I like, for example Nesquik they offer lots of gifts, every time I see the ads for it offering new gift I go to buy it, there is a competition between me and my brother in buying these gifts.”	“Yes, I do if they offer my favorite toys.” ((She answered with hesitation))	“Yes.”
Q13	“Yes, but not always, they have rules to buy and limited amount. It affects my	“No, they do not allow me, but if I play out with friends, I can buy after play.”	“No”	“No, not often.”

	teeth badly from my parents view.”			
Q14	“Yes, I know from my parents it is just affect my teeth just.”	“Yes, my parents told me if I eat too much I will gain weight and I will be slow and not smart.”	“Yes, I do know that it will affect my health badly, and it will cause me diabetes, but I do not know what it means.”	“Definitely I do, for example SUN TOP juice content is too much sugar, which is not good for health.”
Q15	“From my parents.”	“From parents.”	“I learnt this from my parents.”	“From my mum she told me McDonald’s content is not good for health, and my grandfather educated me that junk food causes childhood-obesity which is affect my body in a negative way.”
Q16	“Yes, I knew my mum told me this.”	“No, I do not know their target.”	“No, never knew before.”	“I know, my mum explains but the aim not very clear to me.”
Q17	Female	Male	Female	Male

Table 24. A. Interviews Answers for Children 8-year-old

Transcription	Thematic Analysis				
	T	M	A	G	M2
Q1	About their age				
Q2	Yes	Yes	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes	Yes
Q4	“2 to 3 hours daily.”	“1 to 1, 30 hours daily.”	“No less than one hour.”	“Around two hours daily.”	“Two hours daily.”
Q5	Afternoon usually.	Afternoon	Afternoon	Different times	No exact time.
Q6	MBC2 + MBC action	MBC3 too much	MBC3+ CN	MBC3	MBC3
Q7	“I do not like advertisement	“I like it very much, I like	“Yes, cartoon	“Adventure type, the	“Generally , yes I like

	s too much, and do not like to watch it usually.”	music characters, colors, adventure most of the content of ads.”	characters, dialog, music, songs.”	way in which they offer the product in delicious image.”	it, for example SunTop juice advertisement the end of the story amazed me as it is talking about success character, also in Coco Pops advertisement I like adventure theme.”
Q8	“No, not repeat, but I can memorize most of it.”	“Yes, I memorize it and like to repeat.”	“Yes, too much like for example SunTop juice advertisement.”	“Yes, always I repeat it and I like watch it.”	“No, not usually I do this.”
Q9	“No, I do not believe as my mum & dad told me this is fake ads.”	“Yes, I know the ads fake, but I like how it created (the ads).”	“Yes, most of it I believe.”	“No I do not believe it always, like Nesquik product in reality not like in the advertisement.”	“No, I do not believe their message to us.”
Q10	Chocolate.	Chips, Chocolate, Pudding.	“Most are junk food.”	Cereals, Chocolate, Pudding,	Pudding, Cereals.
Q11	“Yes, I see most of these ads, and I can describe it generally.”	“Yes, all I see except Deemah, Biscuit, I can describe it.”	“I know most of it, I memorize it very well and I like it, even I can imitate most of the characters.”	“Yes, I know most except McDonald’s I do not buy because of Israel occupation to Palestine and as I know, the main company sending the profits to	“Yes, I memorize most of it, and if the product attract me I ask mum to buy it to me.”

				Israel.”	
Q12	“No, I do not like, because before they deceived me the game was not work probably like Coco Pops.”	“I prefer to buy junk food with a toy, as it motivates me too much, and I like gifts.”	“Of course, yes too much I like, for example McDonald’s I like it very much and I buy it because of the gifts, but if there is no gift I eat it also.”	“Yes to the extend limit, even if we have the product in our home I insist to buy it when I see the advertisement about new toy with my favorite junk food.”	“Yes, too much, but I had bad experience before with McDonald’s.”
Q13	“No, they do not allow me to buy it; they prefer me to eat healthy food. Every two weeks I buy.”	“Not too much, and I do not feel sad if my parents do not allow me to buy it, also they allow me to eat junk food after main meal.”	“No, they do not allow me to buy it all the time and I become upset too much.”	“No, not every day but often when we go to the markets.”	“Gifts that come with children meals, the toy was not with meal or the toy was not as I saw in television.”
Q14	“Yes, I know this it cause bad health.”	“Yes, it cause tooth decay to me.”	“No, I do not.”	“Yes, it causes diabetes as mum told me, but I do not know what diabetes.”	“Yes, definitely, but some like a chips which is made from corn oil or vegetable oil are not bad for health. Always I am reading the ingredient of the product before but it to check if it include any unhealthy content or not.”
Q15	“My parents.”	“My teacher	“I do not	“My mum.”	“My

		said to me.”	have any idea.”		mum.”
Q16	“Yes, I know from my dad.”	“Yes, from my dad.”	“No, I do not know.”	“No, I do not know.”	“Yes, I know it very well.”
Q17	Female	Male	Male	Male	Female

Table 25. B. Interviews Answers for Children 8-year-old

Transcription	Thematic Analysis				
	A2	T	O	M3	A3
Q1	About their age				
Q2	Yes	Yes	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes	Yes
Q4	“One hour daily.”	“Depend on my free time.”	“No less than three hours daily.”	“I watch television daily one hour to four hours.”	“Daily two to four hours.”
Q5	Afternoon (15:00 to 16:00)	“Afternoon.”	“Afternoon in school days and morning in weekends.”	“School days from (16, 30 to 19, 30), and weekend from (15, 30 to 17:00).	“In weekend morning from (9:00 to 12:00), in school days afternoon from (4:00 to 6:00).
Q6	MBC3	MBC3	MBC3	MBC3	MBC3
Q7	Action, Characters.	Music	“Colors, Main character in SUNTOP juice.”	“Music, colors, cartoon characters, lyric in Nesquik advertisement.”	“Music, cartoon characters, adventures.”
Q8	“Yes, I do sometimes.”	“No.”	“Yes, too much I do.”	“Yes, I do like Ozmo chocolate, SUNTOP juice and Deemah Biscuit.”	“No.”
Q9	“Not, always, if I like the advertisement.”	“Generally no I do not believe, I saw SUNTOP juice advertisement.”	“For sure yes, I like also to imitate the main character in	“Of course yes I do believe always in the content of the advertisement.”	“Generally yes and I like to buy the product if I like the advertisement.”

		t and I thought it is a series at the beginning, because it is period of show is long. Then I tried the juice, but I did not like it, and I never try it again their advertisement do not show the truth.”	SUNTOP juice advertisement and when I saw it on television I feel that I need to buy from the juice immediately.”	ts.”	nt.”
Q10	“Chocolate, juice.”	“Chocolate.”	“Juice, Chocolate.”	“Juice, Cereals, Biscuits, McDonald’s, Candied Chocolate.”	“Juice, Cereals, Chocolate, Biscuits, McDonald’s, Candied.”
Q11	“I saw it all, especially SUNTOP juice advertisement”	“Most of it I saw, I do not remember to tell it.”	“I saw it before all, but the popular one for me is SUNTOP juice advertisement I can tell it.”	“I saw all and I can describe most of it like SUNTOP juice, Ozmo chocolate, Deemah biscuit, Nesquik cereal, McDonald’.	“I saw it all and I can memorize most of it.”
Q12	“Definitely I like.”	“Yes, I do.”	“Yes, for sure I like.”	“Yes of course, like McDonald’s junk food.”	“Yes, I like free gifts very much and it motivate to buy the product.”
Q13	“Not every time my father accepts to buy it to me.”	“No.”	“No.”	“Most of the time yes I buy it junk food products.”	“No, not always.”
Q14	“Yes, I know.”	“Yes, I have no idea.”	“Yes, it is, but no idea how.”	“Yes, I do know this, but no information about how.”	“Yes, it causes our health badly.”

Q15	His father taught him.	“From teachers.”	“From teachers.”	“From my family.”	“I knew that from my aunt, mum and my teacher also.”
Q16	“No I do not know.”	“No I do not know.”	“No.”	“No.”	“Yes, I knew that.”
Q17	Male	Female	Male	Male	Male

Table 26. A. Interviews Answers for Children 7-year-old

Transcription	Thematic Analysis			
	M	Z	M2	W
Q1	About their age			
Q2	Yes	Yes	Yes	Yes
Q3	Yes, but not too much	Yes	Yes	Yes
Q4	1 to 2 hours daily	30 min to 2 hours	3 hours daily	“Too much I watch television.”
Q5	Afternoon	Afternoon	Afternoon	“Morning in Holiday, and afternoon in school days.”
Q6	MBC3	MBC3	MBC3	MBC3
Q7	Characters, music	“Clothes of characters, hair colors, and rainbow colors, one of the characters in advertisement have a same color of my mum.”	Music	Characters, Music, Storytelling in Advertisements, Colors, Action
Q8	“I memorize some, but do not repeat it.”	“Yes, too much.”	“Yes, sometimes.”	“No.”
Q9	Yes	“No, because the imaginations in advertisements are sometimes is far from reality.”	“Often yes.”	“Yes, too much and I buy the product if I like the advertisement.”
Q10	Chocolate, Ice cream, candied.	“My grandfather has a market and always taking from it junk food.”	Juice, Chocolate.	Juice, Chocolate, McDonald’s, Cereals, Candied.
	“I Know SunTop,	“I know some and I can	“Most, in details.”	“I know most of these products,

Q11	Nesquik, McDonald's advertisements, and memorize it very well."	describe it, except McDonald's product I do not buy it as it is taking money to occupy Palestine."		especially SUNTOP juice, and I memorize it very well."
Q12	"Yes, I like very much, I buy more than one piece because of the gift and to eat more from junk food."	"Yes, too much, like a biscuit that includes small toys, this encourages me to buy it."	"Yes, I like."	"Yes, too much."
Q13	"No they do not allow usually, without any explanations why I cannot buy it."	"No, not all the time."	"Not always."	"No they do not."
Q14	"Yes, I do not know how."	Yes.	"Yes, but not all."	"No, I do not know."
Q15	"Teachers and parents told me do not eat too much."	"Mum advised me to not buy Junk food and she showed me a video about side effects of Chips, but Biscuit from mum perspective is good and I should clean my teeth after eating."	"My mum."	"Nobody explain anything to me, just my parents stop me to buy from time to time."
Q16	"No, I do not know how."	"No, I do not have idea before."	"No."	"No, no idea about this."
Q17	Male	Female	Male	Male

Table 27. B. Interviews Answers for Children 7-year-old

Transcription	Thematic Analysis			
	M3	M4	A	M5
Q1	About their age			
Q2	Yes	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes
Q4	"There is no specific hours, it depend on my free time, but	"Long hours."	"Different times."	"One hour daily."

	usually long hours.”			
Q5	“No exact time, sometimes morning other time afternoon.”	“All the times.”	“No specific time.”	“Afternoon.”
Q6	MBC3, CN	MBC3	MBC2	MBC3
Q7	“Yes, especially SUNTOP juice, I like it very much and I am waiting the next episode of it, I would like to be like the character of SUNTOP juice.”	“Yes, I do like it.”	“No I do not like it at all.”	“Cartoon characters.”
Q8	“Yes, too much, mostly is SUNTOP juice.”	“Yes, especially SUNTOP juice.”	“No.”	“No, I do not.”
Q9	“Definitely, and I would like to buy the new products from it if I like the SUNTOP juice.”	“Yes, I believe and I consume too much from SUNTOP juice.”	“No.”	“Yes, too much.”
Q10	Juice, Chocolate, Biscuits	Juice, Chocolate, Cereals	“Nothing, I am trying to follow a diet these days to care about my health.”	“Juice, chocolate.”
Q11	“All, but mostly is SUNTOP juice, I can describe it in details.”	“Most, yes I see but often SUNTOP juice and I can imitate the main character.”	“I do not see it.”	“Yes, most of it I saw especially SUNTOP juice I like it and I can describe it.”
Q12	“Yes”	“Yes”	“No.”	“Definitely I like, in SUNTOP juice they offered a gift I was looking for it long time, but I could not find it in shops.”
Q13	“No”	“Sometimes.”	“No they do not.”	“No.”
Q14	“Yes, I do it causes diabetes.”	Yes	“Of course yes, I designed a diet to reduce eating junk food, but I could not follow this	“Yes, I do not know how.”

			more than three days, as children around me eating all the time and offer it to me so I could not prevent myself to not eat.”	
Q15	“From my grandfather, but I like to eat biscuits and chocolates as it does not have much sugar.”	“My parents.”	“My eldest sister advised me about junk food cause bad effects into my health.”	“My teachers.”
Q16	“No, I do not know that before, I was thinking that they want us to be happy as children through these advertisements. My mum told me that SUNTOP juice is an advertisement and not a series, because I did not know that.”	“No, I do not know.”	“No I did not know about this before.”	“No, I do not.”
Q17	Male	Male	Male	Male

Table 28. A. Interviews Answers for Children 6-year-old

Transcription	Thematic Analysis			
	S	R	L	S2
Q1	About their age			
Q2	Yes	Yes	Yes	Yes
Q3	Yes	Yes, but not too much	Yes	Yes
Q4	1 to half hour daily	Half hour daily	1 to 2 hours	“No specific hours.”
Q5	After 17:30	Afternoon	Morning from 9:00 to 13:00, afternoon 15:00 to 19:00	“No specific time.”

Q6	CN+ MBC3	MBC3	MBC3	MBC3
Q7	“Yes, some are funny like Coco pops main character, and adventure and joy in Ozmo chocolate ad.”	“Yes, I like songs, and characters in SunTop juice advertisement.”	“Yes, delicious shape of the product.”	“Yes, I do like it especially SUNTOP juice advertisement, but I think it is series not episodes.”
Q8	“Yes, most of the times.”	“Yes, sometimes.”	“Sometimes.”	No
Q9	“No I do not mum told me this.”	“Not always.”	“Sometimes.”	“Yes, I do. SUNTOP juice saved the city, and I want to be same to him, and that is why I like to buy the juice, and I like to follow this series.”
Q10	Cereals	Juice, Chocolate, Peanuts	Chocolate, Juice, Candied, Chips	Juice, Chocolate, Candied
Q11	“I see most of it and I can describe it in details, except McDonald’s I do not buy it as it supports the Israeli occupation in Palestine by sending the profits to them, so my father told we do not buy it anymore, but I can memorize their advertisement very well.”	“I know most of it, and can memorize some of it. I like SUNTOP juice advertisement and asked my father to buy it, but he refused because it causes decay teeth.”	“I know most and I saw it in television. Yes most of it I can describe.”	“I see most of it, especially SUNTOP juice I can describe it very well.”
Q12	“I do not care about it.”	“Yes, too much, every time I see I want to buy it.”	“Yes, too much I like.”	“Yes, I prefer.”
Q13	“Not at all, because mum feed us healthy food always, and I like it, but my grandfather always bring junk food to	“No, not always, because my mum gives me every day to school some junk food.”	“No, not always, but I become upset when refuse to allow me to buy.”	“No, my mum does not allow me.”

	me and I usually refuse politely to eat.”			
Q14	“Yes, I know it causes diabetes as it includes too much amount of sugar.”	Yes	“Yes, I know but I like to buy and cannot stop.”	“No, I do not know that.”
Q15	“My parents told me.”	“My mum.”	“My mum, my aunt, my uncle.”	“No body.”
Q16	“Yes, I know very well.”	“No, I did not know.”	“No, I did not know before.”	“No I did not know that.”
Q17	Female	Male	Female	Female

Table 29. B. Interviews Answers for Children 6-year-old

Transcription	Thematic Analysis
	R
Q1	About their age
Q2	Yes
Q3	Yes
Q4	Long hours
Q5	“Afternoon usually.”
Q6	MBC3
Q7	“Yes, I like the main character in SUNTOP juice advertisement and the adventure in it, also I enjoyed it very much and I am waiting the next episode.”
Q8	“Yes, sometimes.”
Q9	“Yes I do too much, as much I like the advertisement as much I buy the product.”
Q10	Juice, Cereals, Chocolate
Q11	“I see SUNTOP juice most of the time and I like to tell it to others and I can describe it in details. Other products advertisement I can memorize some but not very well.”
Q12	“Yes, I do like.”
Q13	No
Q14	“I do not know.”
Q15	“Nobody.”
Q16	No
Q17	Female

Table 30. Interviews Answers for Children 5-year-old

Transcription	Thematic Analysis				
	T	L	M	R	L2
Q1	About their age				
Q2	Yes	Yes	Yes	Yes	Yes
Q3	Yes	Yes	Yes	Yes	Yes
Q4	2 hours daily	Too much	Too much	Long hours	Most of the time
Q5	Afternoon	Morning and afternoon	“No specific time.”	“Different times in the day.”	Afternoon
Q6	MBC3	MBC3	MBC3	MBC3	MBC3+CN
Q7	“I do not know.”	“Yes, music and shape of products if it is delicious.”	“Yes, I like the surprises in it, also storytelling, characters, funny scenes, adventures.”	“Yes, I do like it very much especially SUNTOP juice advertisement, I like music and characters in it.”	“Yes I like.”
Q8	“Not too much”	“Yes, often.”	“Yes, I do always, like SUNTOP Juice, Coco pops cereal, Ozmo chocolate, Nesquik, McDonald’s junk food.”	“Yes, I do sometimes.”	“Yes, sometimes.”
Q9	“Yes.”	“Yes.”	“Yes, I do.”	“Yes, I believe it, when I see junk food advertisements it motivate me to buy.”	“Yes.”
Q10	“Chocolate.”	“Chocolate, Cereals, Chips.”	“Juice, Chocolate, Cereals, candied Chips.”	“Juice, Chocolate, Cereals, Chips.”	“Juice, Chocolate, Cereals, candied Chips,”

					Biscuits. ”
Q11	“I see these advertisements during cartoon programs, if I like the product shape I will buy it.”	“All I saw and I have the ability very well to describe it.”	“I see all these products and I like to watch it, especially SUNTOP juice, I think it is a nice series that is why I followed it. I can describe most of it in details.”	“I saw some products, but I can memorize SUNTOP juice advertisement and I have the ability to tell it.”	“All I saw and I have the ability to tell it.”
Q12	“Yes, I prefer.”	“Yes, too much.”	“Definitely yes, like McDonald’s junk food I like their gifts.”	“Yes.”	“Yes, too much.”
Q13	“No, sometimes.”	“No, not always.”	“No.”	“No, not always.”	“No.”
Q14	“Yes.”	“Yes.”	“Yes, it hurt my teeth.”	“Yes, it is.”	“Yes.”
Q15	“My teacher.”	“My mum, told me that of junk food were include an ingredient not good inside.”	“My mum told me.”	“My mum.”	“My mum and my aunt.”
Q16	No.	“No, never.”	“I never knew before.”	“I do not know.”	“No, never.”
Q17	Female	Female	Male	Male	Female

Letter of Consent



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İletişim Fakültesi / Faculty of Communication and Media Studies

29.03.2016

To Whom It May Concern,

I am writing to inform you about Ms. Kholod Alhunciti's thesis topic and ask for your consent for her to conduct her research with your staff, students and their parents. Ms. Kholod is studying at the Faculty of Communication and Media Studies in Eastern Mediterranean University, North Cyprus. For her MA degree she needs to conduct a research. She thrives over watching TV leads obesity in young children. She has been following the food advertisement in children's channels. She would like to interview your staff, students and their parents in order to find out whether they are influenced by these advertisements. This study will not only raise your staff and students awareness to these issues but your school's name will be in the thesis and then the school will be promoted.

I hope this application will find your favourable consideration.



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