

Thesis Title        Effects of An Adult Criticism of Goods Advertised  
                      On Television Upon Children's Choice of Food  
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#### ABSTRACT

The purpose of this experimental research was to study the effects of an adult criticism of goods advertised on television upon children's choice of food. Subjects were 37 pupils in Prathomsuksa one, Minburi School. They were 22 boys and 15 girls with average age of 7.77 years in academic year 1985. The apparatus consisted of a color television monitor, video cassette player, a video cassette in which series of cartoon movie and two shots of sweets product advertisement were recorded, and a number of sweets and fruits. There were two experimental rooms, a television watching room and a food product choosing room. In order to control conditions and variables, subjects were randomly selected and divided into 3 groups, i.e., control group, experimental group I, and experimental group II. Subjects in the control group and experimental group I were children who did not choose the sweets advertised on television in the experiment and subjects in experimental group II were children who had chosen the sweets advertised on television in the experiment before viewing the advertisement. The experiment was performed in two parts. In part one, subjects in all groups viewed cartoon movie

and sweets product advertisement every day for a period of one week.

On the last day of the week data were collected by observing children's choice of food products. In part two, the adult's criticism of sweets advertised on television was treated in experimental group I and II everytime right after they viewed cartoon movie and sweets product advertisement for a period of one week. On the last day of the week data were collected by observing children's choice of food products. A week later, the follow up data were collected again. The data were analysed and tested by using Binomial Test, Arcsine Transformation and Marascuilo & McSweeney test for significant differences between each pair of ratios.

Results indicate that, on choosing the sweets advertised on television in the experiment, there is significant difference ( $P < .05$ ) between the choice before and after viewing cartoon movie and sweets product advertisement within the control group and within experimental group I. After viewing cartoon movie and sweets product advertisement there is no significant in choosing the sweets advertised on television in the experiment between control group and experimental group I, and more children in experimental group II choose significantly the sweets advertised on television in the experiment than those in the control group and experimental group I ( $P < .01$ ). These results apparently indicate that the advertisement does have an effect on motivating children's choice of food products but it does not completely and simultaneously determine their choice. In part two, adult's criticism upon food product advertised on television was treated in experimental group I and II. The result shows that more children in the control group choose significantly the sweets than experimental

group I and II ( $P < .001$ ), and there is no significant difference between experimental group I and II. It can be concluded that the adult's criticism of food product advertised on television has an effect upon children's choice in the way that they avoid choosing sweets. Focusing on the sweets advertised on television in the experiment, the result shows that more children in the control group choose significantly the sweets advertised on television in the experiment than experimental group I ( $P < .05$ ), but there is no significant difference between control group and experimental group II. These results indicate that adult's criticism can decrease the effects of television advertisement but can not eliminate the effect of internal motivation. The results in the follow up study a week later repeat the results shown during experimental period. These results indicate that the effects of the treated variables still exist for a period of time.

The finding in this research apparently indicate that food product advertisement on television has some motivating effect on children's choice of food products and adult's criticism can be used to decrease such motivating effect.