

## RS: Visual Thinking and Composition

### The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children.

Barbara Streppel

Original paper: The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. - Folkvord, F., Anschütz, D. J., Buijzen, M., & Valkenburg, P. M. (2012)

Reference for the original paper: Folkvord, F., Anschütz, D. J., Buijzen, M., & Valkenburg, P. M. (2012). The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. *The American Journal of Clinical Nutrition*, 97(2), 239–245.  
<https://doi.org/10.3945/ajcn.112.047126>

Link to the original paper online:

[https://watermark.silverchair.com/239.pdf?token=AQECAHi208BE49Ooan9kKhW\\_Ercy7Dm3ZL\\_9Cf3qfKAc485ysgAAAslwggK-BgkqhkiG9w0BBwagggKvMIICqwlBADCCAqQGCSqGSIb3DQEHATAeBgqhkgBZQMEAS4wEQQM6H5NmlJnwii-CQwlAqEQgllCdb8-F3qzY0t-ENAgYOEwbDrKO\\_jBht8TaNK1CUAhBMUI5-0wwh-roeLYknh2v7Kf9\\_qp4oltkftKzNX-jkcewY5XAH\\_OQfcGYJs\\_oUGKE9fGsNfh3PS3Fp3j6TyM6lJt882jMRtcDedk8EnE-dqSqWo9ISqI86mdvq0BH20vzFkRhCbEbORmZU3CHexTqFlvrl4mJhAyBaMpnB\\_laREiaRDmbTs0ZzAn\\_uKWqRRkKuaTstaqAwL0\\_9jOJnAUIk9EMINuvCTWQ07BD7sZf-zSNZOjWvTqgAsXREQQxPG-dMhM\\_31rVkdM0odRucp96ybX591FnjApcm0AU5odWOuzauYr00RnFJ-GYFIZShVtGI6y8QjJM6WUmXpuanDQcNkmljk2psbb6ntqkZt1d0L0pa0S3FjTruRUwrJykYZS4rTWBVP03y2MoTNobl5cHok9yP-WXuLy3XAz5gmiJF9Aeh4y\\_NH1eIP6YIpwOXe0T1Q12LCEB2PMjEwvsY-jq1oPYB8n\\_0LeF4Aft0VTRxbikAr8yEDXUjDpPpBp2Hd6tdxbQPFzI1NryhvBKNvISNOSwvFR330qCRWu1FTksgM7xFwq5Jq9cPwTtNwAMFuA4yk8jYTCRn5rrSijIQMfl2OQIK3ybfWRZ5BaNw9XfJMcbTH8wm6FhTUwbxWldw0McaLI0o\\_wt0v-CvmhQ9NwPbdxhp0yDjLP79mjbbz8kTIP66tUNVmwO6AATtPZTND9nOQN0M-xOy4XhRwfdPu6FB0oWjZaL\\_0\\_UVE0SVGGRqPSI-ZbXLgoyy3IZ4Uf1kBDuxO0cN7eViKmp3zDPL6gZgl\\_sEwvcZCC5Vn](https://watermark.silverchair.com/239.pdf?token=AQECAHi208BE49Ooan9kKhW_Ercy7Dm3ZL_9Cf3qfKAc485ysgAAAslwggK-BgkqhkiG9w0BBwagggKvMIICqwlBADCCAqQGCSqGSIb3DQEHATAeBgqhkgBZQMEAS4wEQQM6H5NmlJnwii-CQwlAqEQgllCdb8-F3qzY0t-ENAgYOEwbDrKO_jBht8TaNK1CUAhBMUI5-0wwh-roeLYknh2v7Kf9_qp4oltkftKzNX-jkcewY5XAH_OQfcGYJs_oUGKE9fGsNfh3PS3Fp3j6TyM6lJt882jMRtcDedk8EnE-dqSqWo9ISqI86mdvq0BH20vzFkRhCbEbORmZU3CHexTqFlvrl4mJhAyBaMpnB_laREiaRDmbTs0ZzAn_uKWqRRkKuaTstaqAwL0_9jOJnAUIk9EMINuvCTWQ07BD7sZf-zSNZOjWvTqgAsXREQQxPG-dMhM_31rVkdM0odRucp96ybX591FnjApcm0AU5odWOuzauYr00RnFJ-GYFIZShVtGI6y8QjJM6WUmXpuanDQcNkmljk2psbb6ntqkZt1d0L0pa0S3FjTruRUwrJykYZS4rTWBVP03y2MoTNobl5cHok9yP-WXuLy3XAz5gmiJF9Aeh4y_NH1eIP6YIpwOXe0T1Q12LCEB2PMjEwvsY-jq1oPYB8n_0LeF4Aft0VTRxbikAr8yEDXUjDpPpBp2Hd6tdxbQPFzI1NryhvBKNvISNOSwvFR330qCRWu1FTksgM7xFwq5Jq9cPwTtNwAMFuA4yk8jYTCRn5rrSijIQMfl2OQIK3ybfWRZ5BaNw9XfJMcbTH8wm6FhTUwbxWldw0McaLI0o_wt0v-CvmhQ9NwPbdxhp0yDjLP79mjbbz8kTIP66tUNVmwO6AATtPZTND9nOQN0M-xOy4XhRwfdPu6FB0oWjZaL_0_UVE0SVGGRqPSI-ZbXLgoyy3IZ4Uf1kBDuxO0cN7eViKmp3zDPL6gZgl_sEwvcZCC5Vn)

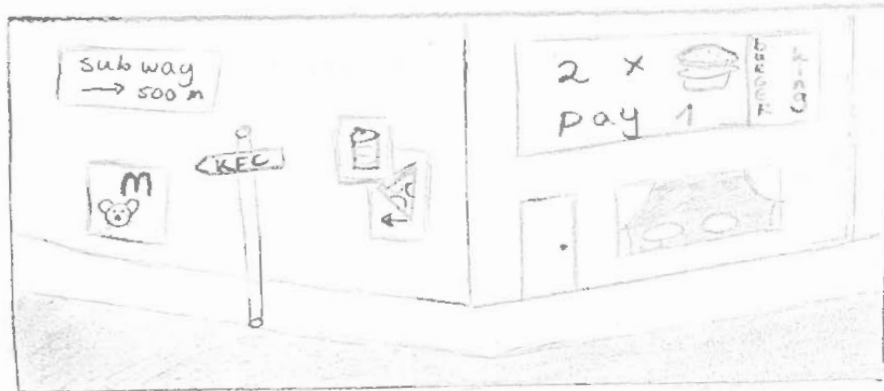
Project created for the class:

Visual Thinking and Composition, Winter 2020

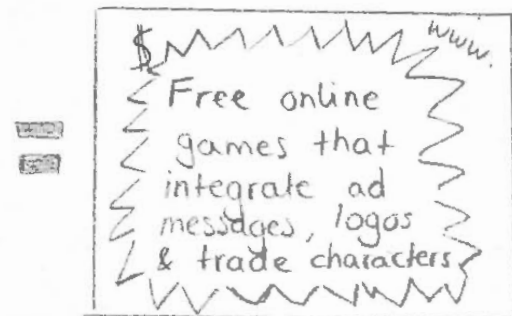
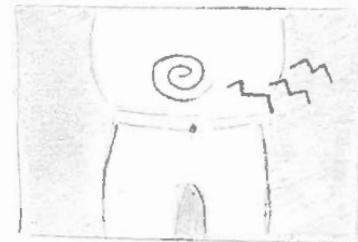
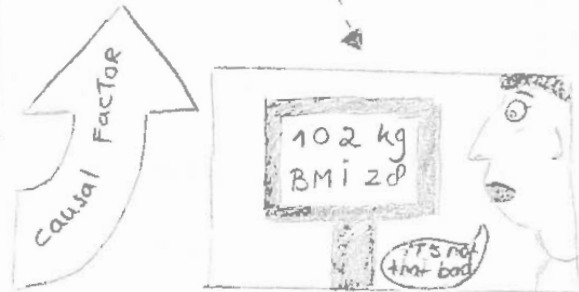
Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com), [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

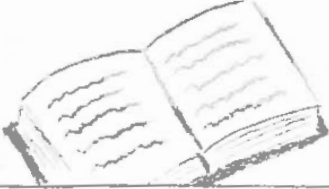




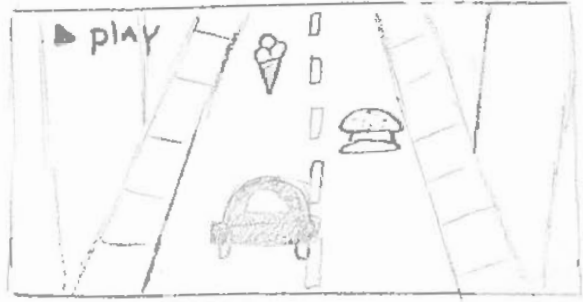
The World Health organization concluded that the intense advertising of energy-dense, micronutrient-poor food and beverages is a \*



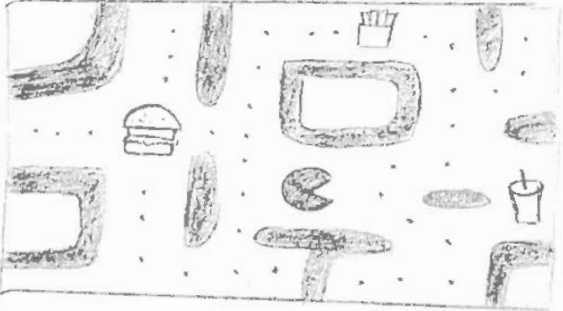
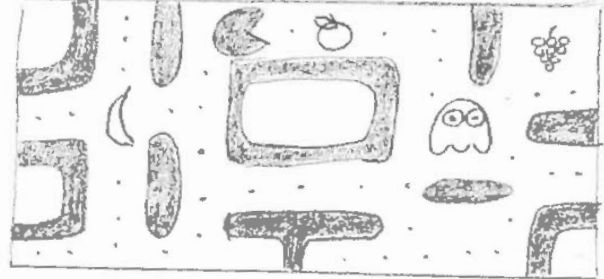
Previous Research



Harrit et al. (2012):  
"Children who played an adverggame with energy-dense food ate more energy-dense snacks and fewer fruit and vegetables." \*



Pempek and Calvert (2009):  
"children who played a version of Pac-Man with fruit ate significantly more fruit than did those who played a version of Pac-Man with energy-dense food." \*



"The Main Objective of this study was to examine the effect of adverggames that promote energy-dense snacks or fruit on children's ad libitum snack and fruit consumption and to examine whether this consumption differs according to brand and product"

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H1:



H2:

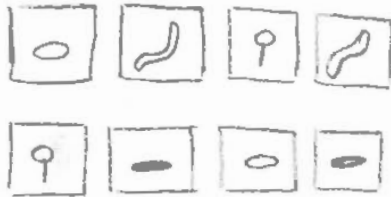


H3:

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Condition 1: gummy

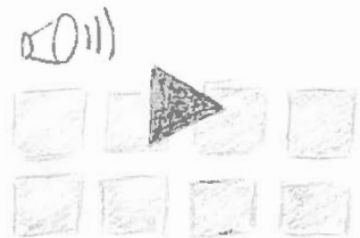


Condition 2: fruit

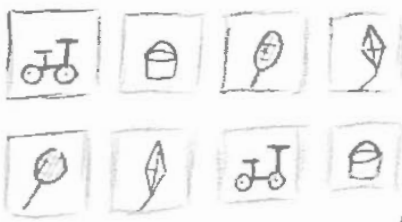


"All games were identical except for the advertised brands and products."

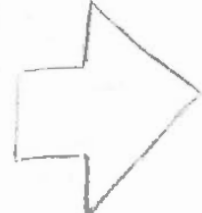
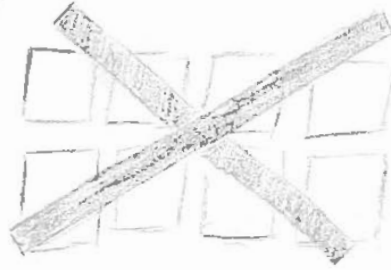
1:08



Condition 3: Toys

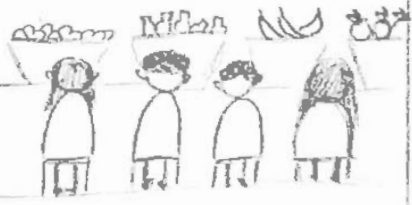


Condition 4: no Game



"All children were seated at a different table and were presented 4 bowls" \*

Jelly cola bananas apple  
bottles



BMI

weight (kg)

height (m)



X



Caloric Intake



5 min



weighted snack bowls



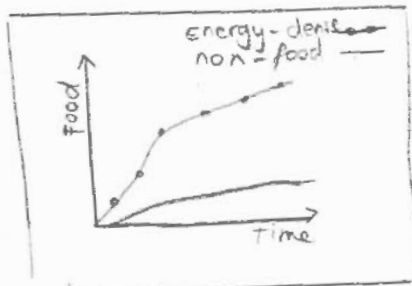
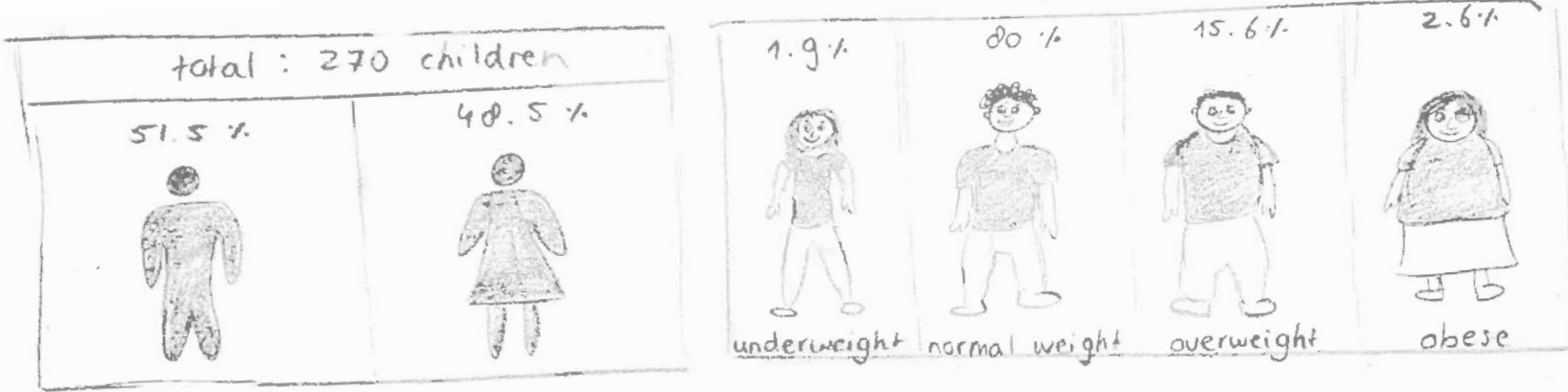
Hunger

"how hungry are you?"



Just give me food!





"The results show that children who played the advergaming with energy-dense food ate significantly more energy-dense food after the game than did the children in the control condition or those who played the advergaming with non-food items; however, the children playing the game with energy-dense snacks did not consume more than the children who played the advergaming promoting fruit." \*

