

Media Food Marketing and Nutrition Outcomes among Adolescents

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Abstract

Extensive media food marketing has contributed to worldwide spread of obesogenic environments and unhealthy nutrition habits. The effect of media marketing on child and adult nutrition has been extensively researched, yet, little is known about the effect of food marketing on adolescent nutrition specifically. The aim of this systematic review and meta-analysis is to synthesize available research on the relation between media food marketing and food related cognitions, attitudes and behaviors among adolescents. Findings of the quantitative synthesis indicated a small standard effect size by media food marketing in relation to general nutrition outcomes, and a sub-group analysis revealed a small effect size on unhealthy food related behaviors (such as purchase and consumption).

Keywords: *food marketing; media ; nutrition*

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