

Schools, TV and Children's Implicit and Explicit Attitudes to Food

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Acknowledgements:

This paper is based on research undertaken in the frame of the Horizon 2020 Project Strength2Food (No.678024)

Cite as:

Brecic Ruzica, Cvenček Dario, Gorton Matthew, Piri Rajh Sunčana, Mandić Miroslav, Pandža Bajš Irena, Komarac Tanja (2020), Schools, TV and Children's Implicit and Explicit Attitudes to Food. *Proceedings of the European Marketing Academy*, 11th, (83696)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



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Abstract

This paper considers the nature and interrelationships between primary school children's implicit and explicit attitudes to food. Data were collected in 15 Croatian schools (n=1356 children; ages 5-10). Measurement of implicit attitudes occurred using a child-friendly adaptation of the Implicit Association Test (Ch-IAT). The analysis identifies the determinants of these attitudes, considering the impact of television viewing and school gardens. Children self-report they like unhealthy foods more than healthy foods (explicit attitude), but implicitly children overall associate healthy food with being tasty, an association which was stronger with older children. Regarding determinants, we find that television viewing increases the appeal