The role of attention to food cues to explain the effects of food advertisements on food intake.

No registrations found.

Ethical review	Positive opinion
Status	Pending
Health condition type	-
Study type	Interventional

Summary

ID

NL-OMON24447

Source
Nationaal Trial Register

Health condition

Overweight, Obesity, Food intake, Children, Attention, food Advertisements

Sponsors and support

Primary sponsor: Radboud University Nijmegen
Source(s) of monetary or material Support: Radboud University Nijmegen Medical Centre

Intervention

Outcome measures

Primary outcome

1. Calorie intake;

2. BMI;

3. Attentional bias.

Secondary outcome

1. Brand recognition;

2. Brand preferences;

3. Brand attitude.

Study description

Background summary

Food advertisements have a positive effect on food intake among children. After seeing a food commercials children eat more, especially energy-dense snacks. That there is an effect of food commercials on food intake has been found very often, but the individual susceptibility to food advertisement is still an underexplored area. The main research question in this study is to what extent children are influenced by these food commercials and which psychological mechanisms can explain the differences between children. In this study we want focus on whether attentional bias is related to the individual susceptibility to food advertisement among children. Nowadays, food products are marketed more often on the internet. One form of this new marketing are advergames, which are online games with branded content. The effect of these advergames have been found in earlier studies. We want to examine whether attentional bias can function as a moderator for this effect.

Study objective

We expect that attentional bias is moderator of the effects of food advertisement on food intake among children. Furthermore, we expect that overweight children have an attentional bias for food cues.

Study design

Directly after the food commercial we will measure calorie intake.

Intervention

The children will play an advergame (promoting nonfood or food) and afterwards they can snack from different bowls containing food items. Via an eye-tracker eye movements are measured to indicate attentional bias to food cues.

Contacts

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Eligibility criteria

Inclusion criteria

Children between 6-11 year old.

Exclusion criteria

Children that are allergic to the test food.

Study design

Design

Study type:	Interventional
Intervention model:	Parallel

Allocation:	Randomized controlled trial
Masking:	Double blinded (masking used)
Control:	Active

Recruitment

NL

Recruitment status:	Pending
Start date (anticipated):	04-11-2013
Enrollment:	180
Type:	Anticipated

Ethics review

Positive opinion

Date:	14-10-2013
Application type:	First submission

Study registrations

Followed up by the following (possibly more current) registration

No registrations found.

Other (possibly less up-to-date) registrations in this register

No registrations found.

In other registers

Register	ID
NTR-new	NL4042
NTR-old	NTR4207
Other	: ASCoR-u-2011-103
ISRCTN	ISRCTN wordt niet meer aangevraagd.

Study results

Summary results
N/A