

Breakfast Cereals and Children's Health

Part I: Your instructor will show you a series of commercials for breakfast cereals. After viewing and discussing these commercials as a class, discuss the following four questions in your group. Make notes of key points raised in your group to prepare for the class discussion.

- 1) Should we be concerned about advertisers targeting children in breakfast cereal advertisements? Why or why not?

- 2) What impact, if any, do you think this advertising has on children's health? Be specific.

- 3) How do you define "unhealthy" cereals?

- 4) Do you think this is a world health issue or one confined to the United States? Explain.

Part II: For this activity your group will be working with a data set containing information about 24 breakfast cereals.

Question to be investigated:

Are cereals marketed to children less healthy than cereals marketed to adults?

Instructions: Answer this question and back up your answer with observations from the data.

Think It Through:

- As a group, decide which parts of the data set you plan to use. You do not need to explore all of the variables; choose one or a few.
- Explore the data by making graphs, diagrams, tables, and doing calculations that make sense to you. Make sure you are comparing cereals targeted at adults to those targeted at children. Try as many different ideas as you can think of. Different approaches will probably highlight different features in the data. Since this is just a preliminary investigation of this data, and you may not have time to do a thorough analysis, note ideas that surfaced in the group that could be important for future investigations.

Make a poster to summarize the group's initial findings:

- Write the initial conclusions. Make sure your group answers the question.
- The poster should illustrate or explain how your analysis of the data supports your answers and conclusions.