Television food advertising to children in Malta

# Details

## Year

2014

## Scope

National

## Countries

Malta

## Type

Empirical research – Quantitative

## Methodologies

Textual / documentary / content analysis

## Researched Groups

Children

## Children Ages

All (0-18 years old)

## Funder

Malta Government Scholarship Scheme

## Funder Types

National Government / Ministry

## Informed Consent

No consent needed

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Not mentioned

# Goals

This research aimed to record advertisements on seven national free-to-air channels, which were then coded according to predefined categories, with a focus on core, non-core and miscellaneous food advertisements aired during 'peak' children's viewing times. The time at which these adverts were aired, between which shows they were aired, the types of food being advertised and the appeal of the advert to children and adolescents were taken into account.