

Breakfast Cereal Marketing to Children

Intro

In your group, discuss the following questions. Make notes of key points raised in your group's 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.

Breakfast Cereal Data Analysis Activity

For this initial activity your group will be working on a data set containing information about 24 breakfast cereals.

Questions to be investigated:

1. Are the cereals marketed to children less healthy than the cereals marketed to adults?
2. Do cereals marketed to children appear to be deliberately located on grocery store shelves to attract children's attention?

Explore the Data:

Explore the data by making graphs and doing calculations that make sense to you. Try as many different ideas as you can think of. Different approaches will probably highlight different features in the data.

Record the parts of your exploration that provided the most useful analysis of the data.

Summarize and draw a conclusion:

Write your conclusions. Make sure you answer the questions. Your poster should illustrate how your analysis of the data supports your answers and conclusions.