APPENDIX II

CODEBOOK
TELEVISION FOOD ADVERTISEMENTS

Procedure: Advertisements are recorded with the help of TV tuner device from television to Laptop directly. A spreadsheet is prepared in Microsoft Excel 2007 and thereafter, whole data is exported to SPSS 19 for further analysis. This spreadsheet contains the following columns:

1. **Channel name**: This column specifies the name of children’s television network whose program content and advertisements are recorded.

2. **Date**: It shows date of recording program content and advertisements of a particular children’s television network.

3. **Day**: Program content and advertisements are recorded during weekdays and weekends. Thus, this column contains day of recording program content and advertisements broadcast on children’s television network.

4. **Total time of recording in a day**: It depicts total time of recording in a day.

5. **Name of recorded video file**: It shows name of the video file in which data is recorded.

6. **Time duration of program**: Time duration of program content is recorded in Min: Sec format.

7. **Time duration of advertisements**: Time duration of all advertisements broadcast after each specific program content is recorded in Min: Sec format.

8. **Name of product advertised**: Write in exact name of product or company advertised or messages of forthcoming programs/events displayed on children’s television networks.

9. **Types of advertisements**: Advertisements are categorized as:
   a) Food/beverage advertisement.
   b) Advertisement for non-food product/service.
   c) Advertisement for “co-sponsored by” a particular company/product.
   d) Advertisement for “brought to you by” a particular company/product.
Appendices

e) Advertisement for “associated with” a particular company/product.
f) Public service announcement for “forthcoming national/international event (e.g. DLF IPL Cricket Match)”.
g) Public service announcement for “installation of set-top box digital connection”.
h) Public service announcement regarding “washing hands and fruits, while eating” by Met life Foundation company.
i) Public service announcement for “necessary diet for children”.
j) Public service announcement for “importance of mother’s feed for a newborn baby”.
k) Advertisement for “sponsored by” a particular company/product.
l) Advertisement for “presented by” a particular company/product.
m) Advertisement for “Corporate social responsibility” by a particular company/product.
n) Advertisement for a “location” (i.e. Wonder la-The Amusement Park, Bangalore, India).

Only food/beverage advertisements are taken for further analysis.

10. **Name of food marketing companies that advertised foods:** Write the name of the company.

11. **Time duration of each food advertisement:** This column is used to record the time duration of each food advertisement broadcast on children’s television network.

12. **Types of foods advertised:** All food advertisements are segmented into 11 food categories on the basis of similar nature of foods advertised. These food categories are:

   a. Beverages and fruit juices
   b. Sugared and salty snacks
   c. Confectionery
   d. Ice-creams and dairy products
   e. Baked products
f. Health drinks and supplements

h. Juice concentrates

i. Fast foods

j. Cooking ingredients

k. Ready-to-cook foods


- **Healthy**: If advertised foods fell into the two bottom categories of the pyramid—‘eat adequately’ and ‘eat liberally’, they were classified as ‘healthy’.

- **Unhealthy**: If advertised foods fell into top two categories of the pyramid—‘eat sparingly’ and ‘eat moderately’, they were classified as ‘unhealthy’.

**Figure 1: Food Pyramid**

(Reproduced with permission from National Institute of Nutrition (ICMR), Hyderabad, India (2010))
OPERATIONAL DEFINITIONS OF THEMES/APPEALS USED IN FOOD ADVERTISEMENTS

Themes used in food advertisements

Health related messages: Textual or visual representation of the advertised food as “healthy” or claim by food marketers that the advertised food contains essential nutrients, vitamins, minerals, real/natural ingredients, low calories, low cholesterol, low fat and other health claims. Following codes are given to each product on the basis of above health-claims made by marketers:

1. **None:** Code “None”, if the advertised food does not show any health-related message.
2. **Low fat:** Code “Low fat”, if the advertised food represents through words or pictorial representation that it contains low fat.
3. **Vitamins/Minerals:** Code “Vitamins/Minerals”, if the advertised food represents through words or visual representation that it contains Vitamins/Minerals or its substitutes.
4. **Real/Natural ingredients:** Code “Real/Natural Ingredients”, if the advertised food represents through words or pictorial representation that it contains Real/Natural Ingredients (fresh fruits, vegetables, honey, grains etc.).
5. **Low calories:** Code “Low Calories”, if there is textual/visual representation that the advertised food contains low calories.
6. **Other:** Code “other”, if any health claim is made which does not fall into any of the above categories of health claims.

Eating occasion: Eating occasion depicts the time of consuming advertised foods. Foods can be coded as breakfast, lunch, dinner and snack on this basis.

1. **Breakfast:** Code “Breakfast”, if the advertised food is consumed by the shown character (in the advertisement) in the morning (e.g. at the time of going to school or office).
2. **Lunch:** Code “Lunch”, if the advertised food is consumed in the afternoon.
3. **Dinner:** Code “Dinner”, if the advertised food is consumed at night.

4. **Snack:** Code “Snack”, if the advertised food is consumed in between two meals (e.g. evening time).

5. **Non discernible:** If it is not possible to find the exact time of consuming the advertised food, then it is coded as “non-discernible”.

**Eating location:**

1. **Home:** Code “Home”, if the advertised food is consumed within boundaries of home.

2. **Outside home:** Code “Outside Home”, if the advertised food is consumed outside home.

3. **Both:** Code “Both”, if the advertised product is consumed both inside and outside home.

**Eating alone or with others:**

1. **Alone:** Code “Alone”, if an individual character is shown (in the advertisement) eating the advertised food.

2. **With family:** Code “With family”, if the whole family is shown consuming the advertised food together.

3. **With peers/friends:** Code “With peers/friends”, if the advertised food is consumed in the company of peers/friends.

4. **With siblings:** Code “With siblings”, if two or more than two siblings are shown consuming the advertised food together.

5. **Family, peers and friends:** If more than two persons of different age-groups are shown consuming the advertised food at same time, then it will be coded as “Family, peers and friends”.

6. **Display only:** If only the advertised food is shown and its features are highlighted in the advertisement with the help of a character (human being/cartoon character/animated character) or no character is shown except the advertised product then it is coded as “Display only”.

XIV
Appendices

Appeals used in food advertisements

1. Grazing\(^b\): Depiction of human or another character eating the advertised food.
2. Popularity\(^h\,d\): Focus on the universal recognition and acceptance of a certain product by consumers; or depiction of a celebrity/celebrities eating the advertised food or/and talking about features/benefits of the advertised food to other people.
3. Performance/Speed/Strength\(^c\): Product consumption will enhance physical performance or energy (e.g. sports performance, stamina).
4. Mood alterations\(^c\): Suggests that product will either create/enhance positive feelings (e.g. happiness, relief) or remove negative feelings (e.g. anxiety, anger over not having product). This does not refer to the viewer’s general enjoyment of the advertisement.
5. Promotional characters\(^b\): Promotion of the advertised food by a celebrity/ies or sports person/s or cartoon character/s or spokes character/s or brand character/s in the advertisement.
6. Fun/Happiness\(^c\): Textual/visual representation of enjoyment, laughing, celebrations, parties, enjoying games, festivities, feasts in the advertisement.
7. Taste/Flavour/Smell/Texture\(^c\): Description of product’s sensory characteristics.
8. Variety/Choice\(^b\): If the advertised food is shown in different flavours or tastes or shapes or colours then, it is coded as “variety/choice”.
9. Quantity/Size/Amount\(^c\): Claims about the size or amount of the product (e.g. comes in the gallon-size container; 20% bigger, etc.).
10. Price\(^b\): Visual or textual representation of market price of food in the advertisement.
11. Premium offers\(^c\): Product has associated free gifts or material benefits.
12. Humour\(^b\): Visual or textual representation of the quality of being amusing or comic that makes audience laugh.
13. Fantasy/Magic\(^c\): Product is associated with producing effects by charms, spells, rituals, slight of hand, or concealed apparatus.
14. Being ‘cool’ (groovy, hip)\(^f\): Characters appearing in the advertisement seems to be trendy, fabulous, attractive, fashionable, model and exciting.
15. **Appearance of the product**: Improved appearance as the main reason for having the product.

16. **Action/Adventure/Courage**: The advertised product is associated with engaging in daring activities, thrill-seeking.

17. **Newness**: Introduction of a new product/flavour.

18. **Play**: Depiction of human or other characters playing/enjoying a game or a match.

19. **Having the best**: Visual or textual claim in the advertisement that the advertised product is best.

20. **Economy**: A product emphasizing saving money.

21. **Convenience**: A product is suggested to be handy, time-saving, easy to use, prepare and/or consume (e.g. ready-to-eat, ready-to-cook or heat and eat).

22. **Nurturing**: Visual representation of giving gifts, especially sympathy, help, love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc.

23. **Family ties**: Visual representation of nurturance within the family, having a home, being at home, family privacy, companionship of sibling, kinship and getting married.

24. **Fear**: Depiction of fright, horror, distress, panic, scare, worry and uneasiness feelings in the advertisement.

25. **Seizing Opportunity/Competition**: Textual or visual representation of battle, contest, athletic event, championship, counteraction, fight, game, puzzle, quiz, race, rivalry, sport, tug-of war and trial.

26. **Capability/Achievement/Enablement**: Product consumption is linked with being able to obtain a desired goal or achieving control over undesirable aspects of self or the environment.

27. **Education**: A product is claimed to make a child smarter and obtain higher academic achievement.

28. **Peer acceptance**: Product consumption is associated with peer acceptance or being better than one’s peers.
29. **Adult Approval/Disapproval**: Product consumption is linked to either adult’s (or other authority figure’s) approval of child, or getting away with something despite disapproval.

30. **Trickery/Deceit**: Denying, tricking, or deceiving others out of the product.

31. **Desirability**: Textual or visual representation of attraction towards the advertised food by the character shown in advertisement.

32. **Denigration of core foods**: Textual or visual representation of children disliking for core/unprocessed foods and wishing to eat the advertised foods.

---

*a* adapted from Pollay (1983)  
*b* adapted from Roberts and Pettigrew (2007)  
*c* adapted from Warren et al. (2008)  
*d* adapted from Ji and McNeal (2001)  
*e* adapted from Buijzen and Valkenburg (2002)  
*f* adapted from other sources (e.g. Internet)