

# FCS 380 Handouts Part C

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Print all pages and bring to class every day

## Conclusions

This study of whether model parents are raising healthy children was conducted at Flynn Elementary School. While the majority of the respondents in my survey did turn out to be *model parents*, an unfortunate amount were not aware of the fact that their children were at risk for serious weight-related health concerns in the future. Due to the results of this study, I feel that parental involvement and awareness of childhood obesity needs to be greatly increased. Both sexes of parents, irrespective of education, appear to be unaware of the probable danger their child(ren) face(s) of becoming overweight or obese. This is contrary to what Hooyman (2003) found. The parents in his study were acutely aware of the dangers of childhood obesity, however his participants were all in food-related careers.

Children of parents from all educational levels are at risk for childhood obesity. Many people believe that individuals with less education and a lower socioeconomic status raise children who are more prone to being at risk. While I can not support that theory conclusively with my data, I can state that if it is indeed true, a parent's *higher* socioeconomic status has no bearing on whether the child is at risk, as many of the respondent's who were university graduates had children who were at risk. In further studies, I will consider having income level as a demographic variable to help ascertain conclusively whether or not socioeconomic status has any relevance. Grasman and Balton (1999) used income level as a predictor of childhood obesity and found it to be significant. Those children of lower income families had higher levels of obesity.

There was no difference when comparing male parents' with female parents' opinions on whether or not a child has dinner watching the television or with the television on as revealed by

the t-test. In the past, it has been the mother's domain to take care of food choices and feeding of the children. However, I think that a flaw is that I neglected to have as a demographic variable asking whether the parent was divorced, separated, or married, as well as their number of hours worked outside the home. In the future, I will include this since it is possible that dinner table supervision and the allowance of the television to be on during dinner might be affected by whether parents are present at the meal and how busy their day is.

While a large percentage of parents cited fast food as a culprit for the increased rate of childhood obesity, no one offered how it was managing to hold such power. This begs the question: "Don't parents think they can better regulate or control their children's choices?" Can't parents just say "No" to McDonald's? Or is it that children are eating fast food when they're not with their parents?

It appears, based on my research, that childhood obesity is non-discriminatory. It prefers no color, socioeconomic status, educational level, or sex. It may or may not care whether parents are setting good examples. Every child appears to be potentially at risk and every parent needs to understand and *believe* his or her child could be at risk. This implications for a society with high levels of childhood obesity re that we may have the first generation to die at earlier ages than their parents.

Notice that this is not just a summary, but he makes some assumptions based on his findings. You can also tie your research back into the review of literature.

Themes

1 \_\_\_\_\_ 3 \_\_\_\_\_ 5 \_\_\_\_\_

2 \_\_\_\_\_ 4 \_\_\_\_\_ 6 \_\_\_\_\_

“What do you find to be the best part of being in college?”

1. \_\_\_\_ I like the freedom I have from my parents
2. \_\_\_\_ The chance to take classes that I am interested in
3. \_\_\_\_ I enjoy the flexibility of planning my own schedule
4. \_\_\_\_ I'm happy to be away from my brothers who were always getting involved in my personal life
5. \_\_\_\_ This is the first time I have been able to date without my family putting in their two cents worth
6. \_\_\_\_ It's great to be away from my overprotective parents
7. \_\_\_\_ There are so many more classes to take here that interest me, not like in high school
8. \_\_\_\_ The books on paleontology in the library, my high school library had only two books on paleontology and this library has a huge section
9. \_\_\_\_ I hated high school because it was so restrictive, in college I feel a sense of freedom
10. \_\_\_\_ I like working in my department's office because I have gotten to know the professors better
11. \_\_\_\_ I have made so many friends who are so different from me, I like the diversity of the people here
12. \_\_\_\_ The sociology classes are the best, I never had sociology in high school
13. \_\_\_\_ I like being far away from my family
14. \_\_\_\_ The best part is being able to reinvent myself, no one here knows my past and I can be the person I really want to be
15. \_\_\_\_ The people are so friendly
16. \_\_\_\_ The professors are very caring here, in high school I got the feeling that they were just there for their pay check
17. \_\_\_\_ I like the chance to do some research on a topic of my interest
18. \_\_\_\_ The variety of classes to fulfill each requirement is the best thing
19. \_\_\_\_ Being away from my parents
20. \_\_\_\_ I like being able to take classes when I want to, I'm not a morning person and so I only take afternoon and evening classes
21. \_\_\_\_ I am very happy about the resources for students here
22. \_\_\_\_ The lunchtime activities are my favorite thing
23. \_\_\_\_ The thing I enjoy the most is the library, it is so big and has so much information, I'm just sad that I will never be able to read all of the books they have

## Random Numbers

This is a separate file on the website

## Sampling

The dots on the dice represent agreement to a statement: 1= strongly disagree, 2=moderately disagree, 3=slightly disagree, 4=slightly agree, 5=moderately agree, 6=strongly agree.

Find a partner and roll the die 100 times and record each roll on this worksheet.

1		26		51		76	
2		27		52		77	
3		28		53		78	
4		29		54		79	
5		30		55		80	
6		31		56		81	
7		32		57		82	
8		33		58		83	
9		34		59		84	
10		35		60		85	
11		36		61		86	
12		37		62		87	
13		38		63		88	
14		39		64		89	
15		40		65		90	
16		41		66		91	
17		42		67		92	
18		43		68		93	
19		44		69		94	
20		45		70		95	
21		46		71		96	
22		47		72		97	
23		48		73		98	
24		49		74		99	
25		50		75		100	

Calculate the mean for the 100 people in your population. Use the table of random numbers to select a sample of 30 and then calculate the mean for the sample.

Manifest and Latent Messages of Print Ads

	manifest message	latent message		manifest message	latent message
1			30		
2			31		
3			32		
4			33		
5			34		
6			35		
7			36		
8			37		
9			38		
10			39		
11			40		
12			41		
13			42		
14			43		
15			44		
16			45		
17			46		
18			47		
19			48		
20			49		
21			50		
22			51		
23			52		
24			53		
25			54		
26			55		
27			56		
28			57		
29			58		

### Coding of TV Commercials

Product	Spokesperson (famous or not)	Is the ad affective or cognitive? (Does it appeal to emotions or thinking processes?)	Is there a latent (underlying) message? If so, what is it?
Schaefer Beer			
Zerex Antifreeze			
Eastern Airlines			
Ultrabrite Toothpaste			
The Wall Street Journal			
Bell Long Distance			



**one-shot experiment**

	Time 1	Time 2
experimental group	stimulus - film	posttest - survey about drinking and driving

**one-group pre and posttest experiment**

	Time 1	Time 2	Time 3
experimental group	pretest - survey about drinking and driving	stimulus - film	posttest - survey about drinking and driving

**classic experiment**

	Time 1	Time 2	Time 3
experimental group	pretest - survey about drinking and driving	stimulus - film	posttest - survey about drinking and driving
control group	pretest		posttest

**the Solomon 4-group experiment**

	Time 1	Time 2	Time 3
experimental group 1	pretest - survey about drinking and driving	stimulus - film	posttest - survey about drinking and driving
control group 1	pretest		posttest
experimental group 2		stimulus - film	posttest
control group 2			posttest

## Randomization

This is a separate file on the website

Bjs, Ralphs, and Red Robin Surveys

This is a separate file on the website