

Anthropologist Survey Method 3: *Assess Television Commercials*

If you watch TV, you probably see a lot of commercials, many of which are about food. Use this checklist to evaluate the messages about food and activity.

Choose two days during one of the following time periods to monitor the commercials you see in a one-hour time period. List the food or behavior messages that you see during the time period and check whether or not you think these messages are healthy, unhealthy or if you aren't sure of the health value. Include other things you notice about the messages, for example, if you see the message being repeated during the one-hour time period.

Saturday Morning				
FOOD OR BEHAVIOR MESSAGE	HEALTHY	UNHEALTHY	NOT SURE	THINGS I NOTICED
Total Saturday Morning				

One School Day, 3-6 pm				
FOOD OR BEHAVIOR MESSAGE	HEALTHY	UNHEALTHY	NOT SURE	THINGS I NOTICED
Total school day 3-6 pm				

One day: Prime Time, 6-9 pm				
FOOD OR BEHAVIOR MESSAGE	HEALTHY	UNHEALTHY	NOT SURE	THINGS I NOTICED
Total Prime Time, 6-9 pm				

1. In reviewing your data, do you see any patterns in messages?
2. Between the two time periods that you reviewed, do you see a pattern in the messages that are delivered to kids?
3. In what time period did you see healthier messages?
4. How do these messages affect your food choices?


Group Work: Analyze your Results

1. Create a graph:

Once everyone in the class completes the surveys, return them to the Anthropologists' group.

Anthropologists, put your data into a graph to help you decide how the messages on television measure up.

First, total the results of all the surveys using the table below and a calculator. Write the numbers from the gray boxes of each survey in the correct column.

	Saturday Morning Total Responses			After School Total Responses			Prime Time Total Responses		
	Healthy	Not healthy	Not sure	Healthy	Not healthy	Not sure	Healthy	Not healthy	Not sure
Student 1									
Student 2									
Student 3									
Student 4									
Student 5									
Student 6									
Student 7									
Student 8									
Student 9									
Student 10									
Subtotal									
 Subtotal									
Total "healthy" messages									
Total "unhealthy messages"									
Total "not sure" messages									

Total the "healthy" messages columns, the "unhealthy" messages columns, and the "not sure" messages columns. Using the graph for "Survey 3 – Media Environment" in the *Anthropologists Presentation Template*, replace the "total" data with the numbers from the last three lines above.

2. Note special comments

Using a highlighter marker, mark comments classmates made that you feel are especially important. As a group, decide on 3-5 comments to share with the class in your presentation.

3. Discuss what you've learned

As a group, decide the most important things you've learned about the communities of your classmates. As researchers, what areas do you feel should be addressed if you are to change the behavior of your classmates? Answer the question, "if we were to change our communities for the better, we think it is most important to..."