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Death by the pounds: The effects of television on the obesity of African- American children and adolescents

Jonathan Lowe and Cynthia Frisby

This study examined the direct effects that television programming has on the obesity of African-American children and adolescents based upon the top three stations viewed by African-American children and adolescents during prime time viewing hours. A self-concept theory was implemented to determine whether or not the content of television programs helped develop a child or teenagers concept of obesity. While it has not been possible to provide definite answers to our research questions, we project that the results will be that majority of children and adolescents who view a significantly amount of television a day will indeed have a distorted view of the realities of obesity and its causes. Future studies will explore the same self-concept theory of the African-American children and teenagers on obesity using advertisements as the medium. Also I will explore the usage and depiction of African-American endorsers in health food ads in popular African-American periodicals.