Plan Overview

A Data Management Plan created using DMPonline

Title: Television food advertising to children in Argentina: a quantitative and qualitative analysis

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Template: IDRC - Open Research Data Initiative

Project abstract:

We will publish data about food advertising content in Argentinian television. The database includes data from the three most popular cable networks, according to local ratings, and five free-to-air TV networks. The database includes the following dimensions and variables: time, tv show where the advertisement appeared, channel, type of product, food category, advertising techniques used to advertise such product. Restricting children's exposure to marketing of unhealthy foods and beverages is a global obesity prevention priority. Monitoring marketing exposures supports informed policymaking. This project will allow different countries in the world not only to access to the information gathered by FIC Argentina but also to develop their own monitoring instruments. The data could be reused and replicated by other countries that are interested in developing local data about the exposure of children to TV food ads in order to promote an effective regulation or countries that might monitor an existing regulation.Argentinean data could also be used for other researchers in the country who want to use the generated data as a baseline for future projects. Also, Also, the database could be useful for policy makers who want to conduct specific analysis in order to set specific regulations.

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Television food advertising to children in Argentina: a quantitative and qualitative analysis

Project and author details

Please enter your project title.

Television food advertising to children in Argentina: a quantitative and qualitative analysis

Project description.

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Data description

Describe the datasets you will submit.

Description	Format and justification	Volume
Dataset	The dataset will be recorded in .csv file. This format is recommended by the UK Data Service for data sharing. The database includes the following dimensions and variables: time, TV show where the advertisement appeared, channel, type of product, food category, advertising techniques used to advertise such product. All food and beverage ads were further evaluated for the use of persuasive techniques, including: (i) appealing to flavour/aroma/texture; (ii) appearance of male children/ adolescents; (iii) appearance of female children/adolescents; (iv) appearance of cartoon characters;(v) celebrity endorsements; (vi) special promotions and giveaways; (vii) featuring company or product websites; (viii) health/wellness references; and (ix) action/energy references. The database also includes the nutritional analysis of the foods advertised. This information will be used to classify them in healthy and unhealthy products, using different nutrient profile models, which were designed for the purpose of restricting the marketing of foods and beverages to children. This data could be used by other researchers as a baseline for other measures.	The scale of the data does not pose challenges when sharing
Video Dataset	The videos will be recorded in .mp4. This format is recommended by the UK Data Service for data sharing. The videos contain 132.5 h of advertising. This database could be reused in different forms. It is possible to assess different aspects of food ads (gender, marketing techniques, message, target audience, differences between morning/afternoon ads), analyse advertised foods with different nutrient profile models (nutriscore, Chilean nutrient profile, etc), evaluate the message of food ads to compare the strategies used by the same companies in different countries, to develop monitoring tools, among others. Database could be re-used without any restrictions for any academic purpose.	25 Gb The scale of the data does not pose challenges when sharing

Describe how the data was collected.

Programmes on each selected channel were recorded by a media auditing service from 07.00 to 22.00 hours during two rotating

weekdays and the weekend, for a total of 6 weeks. Data collection was conducted between November and December 2013 and January 2014.
A total of 1440 h of TV, including 132.5 h of advertising, were recorded and analysed by two coders following a standardized codebook. Each ad was coded for time and date of airing, name of the programme, type of programme (children's v. general audience), company, brand, ad title and duration, and type of product. Programmes categorized as targeting children included all programmes broadcasted on children's cable channels, as well as cartoons, series and game shows for children on free-to-air networks. Other shows aired on broadcast networks (series and films, documentaries, interviews, educational shows, sports, news programmes, etc.) were categorized as programmes targeting a general audience.
When the product consisted of a food product (including beverages), coders also categorized it within a food category and the advertising techniques used to advertise such product. All food and beverage ads were further evaluated for the use of persuasive techniques, including: (i) appealing to flavour/aroma/texture; (ii) appearance of male children/adolescents; (iii) appearance of female children/adolescents; (iv) appearance of cartoon characters; (v) celebrity endorsements; (vi) special promotions and giveaways; (vii) featuring company or product websites; (viii) health/wellness references; and (ix) action/energy references. Coders were asked to record the primary appeal used in each commercial, with the understanding that a single ad could use several appeals simultaneously; a maximum of three primary appeal types could be assigned to any single ad. Past research was used as the basis for the development of categories used to describe and analyse the ads. These categories were piloted and refined prior to the study proper. The definition of variables may be consulted in our coders' handbook.
To ensure consistency in data coding, an inter-rater reliability test was carried out. Inter-rater reliability was determined through four successive pilot tests including sixty ads each. The pilot tests included five reliability coefficients: Cohen's kappa, Scott's pi, Krippendorff's alpha, Gwet's AC1 and Brenann–Prediger statistics. Variables with low inter-rater reliability values (<0·3) were either redesigned or eliminated from the data collection instrument and coders were retrained to ensure high inter-rater reliability scores (>0·8).
The coding process was conducted over a period of 5 months; the resulting database was consolidated and checked for inconsistencies before data analysis. Coders analysed data independently. Final inter-rater reliability scores ranged from 0·8 to 1·0.
Nutritional information on the advertised foods were extracted from a food composition database developed by Fundación InterAmericana del Corazón Argentina (FIC-Argentina) as part of other research studies, which includes nutritional information for over 4000 food products available on the Argentinean market. For products advertised on TV that were not recorded in this database, nutritional information was obtained from the food labels of the products and/or from company websites. For products available in different presentations/flavours, nutritional information was analysed for all the product presentations depicted in the ad. In the case that the ad did not specify food items, all presentations were analysed to obtain an average nutritional content for that product, as has been conducted in prior studies. In the case of ads for fast-food restaurants, the most popular product (i.e. highest percentage of annual sales) was coded into the nutritional content database. The information was obtained directly from the company's website. Foods to be prepared at home (e.g. jelly powder, instant fruit drinks, soup powder) were coded considering 100 g or 100 ml of the product ready for consumption.

What is the value of your data to the research community?

This project will allow different countries in the world not only to access to the information gathered by FIC Argentina but also to develop their own monitoring instruments. The data can be reused and replicated by other countries that are interested in developing local data about the exposure of children to TV food ads in order to promote an effective regulation or for countries that might monitor an existing regulation. Argentinean data could also be used for other researchers in the country who want to use the generated data as a baseline for future projects. Also, the database can be useful for policy makers who want to conduct specific analyses in order to set specific regulations.
The specific instruments and inputs that can be reused are: 1) research protocol: data collection procedures and techniques, requirements for pilot testing and supervision (inter-rater reliability analysis) useful for data entry, and protocol for analysis of nutritional quality (nutrient profiles used); 2) a standardized codebook with variable definitions and categorizations. Past research was used as the basis for the development of categories used to describe and analyse the ads. All the definition of variables are included in coders' handbook. Algorithms for nutrient profile analysis will also be open.
FIC Argentina developed its own protocol which is comparable with INFORMAS standardized protocol used by several countries (including Australia, Canada, Chile, Costa Rica, Guatemala, Malta, Mexico, New Zealand, and Slovenia) to enable data comparison on nature and exposure of television food advertising.

What documentation and metadata will accompany the data? Please consider the use of metadata standards when explaining your data.

The following metadata will accompany the data:

a. Research protocol: This document will contain information on study design, sampling methodology, fieldwork, reliability measures used and all information necessary for a secondary analyst to understand the study design and reproduce the study. This research protocol will be recorded in a readme.text file.

b. Standardized codebook: Definition of variables. This codebook will specify the procedures used to codify the advertisements. This codebook will be recorded in a readme.text file.

c. Syntax: This document will describe the algorithms used to analyse the data. This file will be recorded in a readme.text file.

Ethical and Legal issues

Are there any ethical issues that will complicate the publication of the data? If so, what provisions have been made regarding the sharing of research results?

We do not identify ethical issues that may affect the publication of the data as the databases do not contain human subjects or sensitive data.

Is there an obligation to re-submit your project to an ethical review to assess whether the data from the project can be shared?

We understand that there is no obligation to re-submit this project to an ethical review board as it does not contain data from human subjects.

Are there any issues regarding Intellectual Property Rights (e.g., copyright, database rights etc.) associated with your data? How will the data be licenced?

In the event that someone would like to reproduce any advertising, if the reproduction is for research purposes or for the public good, in general, it is possible to do so without permission. As long as the publication does not have commercial purposes, the intellectual and industrial property rights would not be affected. However, if the reproduction had negative concepts of a brand or could be understood as defamatory, nothing prevents companies from claiming. In any case, jurisprudence has generally ruled in favor of public good campaigns and against companies.

Data sharing/openness

How will you provide access to the data? We strongly recommend depositing it in a public repository. If this is your plan, plese name the intented repository. Please suggest several repositories you feel are relevant, and explain your logic behind the choice.

The data will be available in a public repository. According to an exhaustive analysis we have developed among the existing database, we identify the two most relevant:

a. FIGSHARE: A repository where users can make all of their research outputs available in a citable, shareable and discoverable manner. According to the FAIR principles, this general and public repository allows the user to publish up to 100 GB of data for free. Given that our dataset does not exceed 100 GB, we consider this as a valid repository. In addition, it is integrated with the Scientific Data manuscript submission system.

b. Open Science Framework: The OSF supports the entire research lifecycle: planning, execution, reporting, archiving, and discovery. Features include: automated versioning, logging of all actions, collaboration support, free and unlimited file storage, registrations, and connections to other tools/services (ie. Dropbox, figshare, Amazon S3, Dataverse, GitHub). It is 100% free, open source, and intended for use in all domain areas. However, it is not integrated with the Scientific Data manuscript submission system.

Although we include these two options, we consider that the first one is the most appropriate choice of repository for this purpose.