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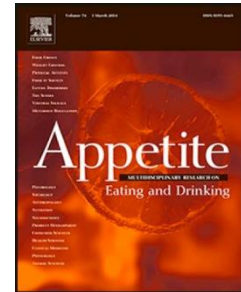
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The role of television viewing and direct experience in predicting adolescents' beliefs about the health risks of fast-food consumption

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Highlights

- We surveyed American teenagers about their TV viewing and beliefs about fast food.
- Heavy TV viewing is related to less negative perceptions of the health consequences of fast-food.
- The relationship is strongest among those with limited fast-food experience.

Abstract

Background: Fast-food advertising abounds on television (TV), and programs targeting youth often display fast-food consumption but rarely with any negative consequences. Cultivation research maintains that cumulative exposure to TV influences audiences' views of and beliefs about the real world. Thus, the amount of TV adolescents watch is likely to bias their views of the consequences of eating fast food. This research posits that this relationship varies as a function of adolescents' actual experience with fast food. *Method:* Two cross-

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