Community Problem Report

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**Overview of the topic**: The topic for this research is whether or not fast food companies should be allowed to market their products to children. It is imperative to understand that the rising cases of obesity among minors in the United States have been increasing over the years. As the weight of American children increases, their physical, mental, and emotional well-being is compromised. One of the reasons why many children are becoming obese is the consumption of unhealthy meals, particularly fast foods. They are driven to consume these foods because of the commercials they see on their televisions and on the internet. Thus, this project seeks to find the relationship between advertizing fast foods to children and the obesity rate among them. The findings will determine fast food companies should be allowed to market their commodities to children or not.

**Question 1: What is the impact of fast food commercials on children’s health?**

The reason for asking this question is to find out whether the advertisements on fast foods have contributed to the rising obesity rate in children. By asking this question, the study seeks to find whether or not obesity among minors is being contributed by the consumption of fast foods. Thus, this question is useful in the study as it will guide the research in determining the exact role that fast food commercials play in the health of American children. To get the right findings, we must ask ourselves the following questions:

1. Do children develop an urge to consume fast foods after watching their commercials?
2. Would children’s health improve if they do not watch advertisements on fast foods?
3. What is the role of parents in children’s consumption of fast foods?

**Question 2: Is the rising obesity rate among children the U.S. facilitated by the consumption of fast foods?**

This question seeks to answer a fundamental question on the major reasons why American children are becoming overweight. Through this question, the study hopes to find out whether there are other factors, which are contributing to the rising obesity rates among children besides their meals. Therefore, this question will be useful in the entire research as it will make researchers to look at the other issues that might be responsible for the obesity issue in the society. Some of the questions likely to arise from this area include:

1. What is the role of poor parenting in the obesity rate witnessed in children?
2. Do poor lifestyles, such as lack of exercising regularly contribute to obesity in minors?

**Question 3: Would the findings of my study have the intended effect on the American society?**

This is a crucial question in research as it motivates researchers to come up with credible and valid findings. For this reason, I hope to employ the appropriate research elements and procedures to make discoveries, which would assist policymakers to make important decisions. This question is useful to the entire research as it would enable me to collect enough data and use the right data analysis techniques to make important conclusions. This question leads to several questions which include;

1. What is the right methodology to use in the study?
2. How can I avoid making biased conclusions?
3. Which methods of data analysis should I use for the study?

**Question 4: Would banning fast food advertisements to children lower the obesity rates?**

This question seeks to know whether people are using fast food commercials as a scapegoat for the rising cases of obesity among children. Through this question, I intend to find out whether other methods can be used to enhance the health of American children besides focusing on the meals they consume. It is imperative to understand that regulating the commercials of fast food companies is likely to compromise their operations significantly. For this reason, this section seeks to inform the policymakers to be careful while taking decisions, which seek to solve the obesity problem in the U.S. The questions likely to come up in this section include:

1. How ill fast food companies be affected by government regulations?
2. Should fast foods take the entire responsibility of the rising obesity rates among children?
3. Are there are other approaches that can be taken to solve the obesity challenge?

References

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