

**Kristiana Longfield**  
Junior Division Behavioral & Social Sciences  
*The Effects of Television on Children's Choices*

The purpose of this project is to ascertain the effect television has on children's choices. A study conducted at the University of Michigan shows that the average child watches four hours of television a day. What effect does this have on a child's choices? A two-part experimentation was conducted to examine this effect. The first portion consisted of the child selecting which food they would like to eat of the foods before them. These foods were a bowl of nachos, a corn dog, a sealed bag of chips, and a plate of potato wedges. The second section of the experiment, carried out four days later, involved showing the students the first five minutes of "I Can't Make You Love Hannah If You Don't", and episode of the television show, "Hannah Montana", Season One. In this episode, the main character eats nachos. The students were asked once more which food they would prefer of the identical foods listed before. Analysis of the data shows that 55% of participants changed their preference. Of those who changed their preference, 23% changed to nachos. Out of all students, thirteen percent changed to nachos. Television has visible influence on the choices children make. What if, instead of eating nachos, Hannah Montana made lifestyle choices on screen? Parents need to monitor what their children are watching, as it is shown television does have an effect on children's choices.