



Examining the representation of childhood obesity in Malaysian newspapers

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ABSTRACT

The global focus on the COVID-19 pandemic in the last few years has seen the rapid growth of non-communicable diseases (NCD) and its risk factors in Malaysia which have inadvertently impacted young children with obesity. Campaigns on healthy eating and exercising initiated through the 10th and 11th Malaysian Plans on conventional and new media have met with some success but have only targeted adult audiences, particularly through MyHealth Portal developed by the Ministry of Health. Moreover, awareness regarding childhood obesity is still considerably low as the numbers of obese children continue to rise. The overarching objective of this study is to examine the reports on childhood obesity intervention in mainstream media, specifically online newspapers. In doing so, the study will analyse the importance of Malaysian media in creating awareness on childhood obesity among parents. Parents exercise considerable influence on their children's eating patterns and hence are the central audience demographic in this study. The study deployed a descriptive analysis of six Malaysian dailies as well as MyHealth Portal and found that English dailies are more prevalent in the communication of childhood obesity intervention, whilst Malay dailies and MyHealth Portal still need further enhancement to gain traction from the target audiences. However, the emphasis on childhood obesity intervention has become a significant feature on these mainstream media and provides opportunities for policymakers to develop guidelines to tackle this public health issue in the future.

Keywords: ***Childhood obesity, positive deviance, health communication, health literacy, non-communicable diseases***

RESEARCH BACKGROUND

The Malaysian Ministry of Health actively conducts annual health campaigns through the mainstream media on health and well-being; albeit targeting mostly adult audiences (Ministry of Health Malaysia, 2010). Health education materials and interventions are also disseminated through social media and MyHealth Portal to enhance individual and community empowerment (Ministry of Health Malaysia, 2016). However, Malaysian parents and children have been observed to demonstrate a limited understanding of childhood obesity, henceforth harbouring misconceptions of ideal weight and nutrition despite having access to multiple mobile media platforms (Hamzah et al., 2015). In the last few years, as a result of the pandemic, this disconnect to information, lack of social protection as well as low financial literacy have somewhat further exacerbated the well-being of Malaysian households (Economic Planning Unit, 2021). Subsequently, the increase in prices of basic necessities such as food and beverages as well as housing and transportation has resulted in fewer resources for other needs, particularly education and healthcare for the B40 community (Economic Planning Unit, 2021). Decision-makers such as parents and caretakers are compelled to lower their budget for calorie-dense food as socioeconomic inequalities continue to remain a challenge. Further to this, the World Health Organization (2020) reported that Malaysian children aged 5–18 years old comprise one of the highest numbers of childhood obesity in Southeast Asia.

At present, information-seeking on matters related to “Covibesity” or childhood obesity during the pandemic is still considerably low despite the use of smartphones reaching 88.3%. Parents and children are selective with the content they seek as findings from the Malaysian Communications and Multimedia Commission (2021) show that YouTube is the most favoured for entertainment (77.6%). With that being said, according to the recent 12th Malaysia Plan (2021–2025), healthcare service delivery is expected to focus on enhancing the preparedness of the “*rakyat*” in the battle against various diseases through the expansion of healthcare coverage which includes the promotion of active lifestyles and also addressing the disparities of lower income groups (Economic Planning Unit, 2021). A. Rahim et al. (2019) argued that there is a strong relationship between health education posts and health risk communication in visuals posted on new media. The study found that health agencies specifically fail to gain traction among audiences as these digital messages appear to be centred on the thrust of their organisation, rather than serving the needs of the public interest.

In the 21st century, the ability to process and manage health information through media literacy is required as a social determinant of health. Levin-Zamir & Bertschi (2018) posited the concept of “media health literacy” that builds on the synthesis of media literacy and health literacy where its uniqueness takes into consideration information communicated in the media for guidance as well as the implicit and explicit media content by commercial entities that could be health-promoting or health-compromising. In short, the continuum of media health literacy is the ability to identify health-related content and recognise its influence on health behaviours whilst being able to critically analyse the content and respond through action from advocacy to personal changes in health behaviour (Levin-Zamir & Bertschi, 2018).

The gap between media use and evaluation of health information relating to the alarming rate of childhood obesity must be revisited to ascertain that no one is left behind in the uncertain future post pandemic. Therefore, the study intends to examine the current representation of childhood obesity in mainstream media, namely news articles in Malaysian dailies that address the rising numbers of childhood obesity. In doing so, this study seeks to determine whether the portrayals of childhood obesity have been given

adequate emphasis in the last few years to glean insights into the expectations of childhood obesity prevention in the broader Malaysian context. Subsequently, the study will try to answer the following research questions.

- 1) What are the themes present in Malaysian news articles in discussing childhood obesity?
- 2) How is the representation of childhood obesity significant in motivating parents and caretakers to participate in its intervention?

LITERATURE REVIEW

Mass media presentation of childhood obesity issues

Various past studies adopted a framing analysis approach to discuss the presentation of the childhood obesity issue in the mass media. In their analysis of United Kingdom's local newspapers, Nimegeer et al. (2019) found that the articles were more focused on the individual, especially on topics like nutrition and innovative ways of food preparation for young children. On the other hand, in Sweden, van Hooft et al. (2018) highlighted that coverage related to childhood obesity is not front-page material. However, in the United States, newspapers portray parents as the culprits of childhood obesity, especially mothers, who are considered responsible due to their high involvement in their children's upbringing (Hawkins & Linvill, 2010). The tactic of oversharing information about childhood obesity in this country attempts to shed light into the intervention of the issue.

While childhood obesity intervention requires greater parental involvement, the messages conveyed by public health institutions through the mass media in the hopes of reaching a broad audience, have instead become a hindrance. This is because over the years, there is a distinct absence of voices on childhood obesity from various Malaysian health campaigns promoting healthy lifestyles and primarily targeting adult health issues only (Rosli, 2017). In doing so, the importance of childhood obesity intervention has been greatly underestimated. Childhood obesity intervention programmes implemented in Malaysia in the past have been dominated by school-based diet promotion and physical activity enhancement because the general assumption is that they would spend most of their time in school (Ghazi et al., 2017). Children's perceptions of diet and physical activity/movement, which are difficult to mould, are often shaped by their parents but are constantly overlooked. New media, which currently enjoys a high usage among young parents, can be utilised to its advantage in the field of health communication and subsequently, childhood obesity intervention in Malaysia (Andrews et al., 2010; Bassett-Gunter et al., 2017; Mehdizadeh et al., 2020). In the 21st century, the ability to process and manage health information through media literacy is a required social determinant. Whilst health literacy is described as the ability to obtain, read, understand, and use healthcare information to make appropriate health decisions and follow instructions for treatment, the mean score of health literacy in Malaysia, Taiwan, Vietnam, Indonesia, Kazakhstan, and Myanmar is 31.83 (ranging from 29.6 to 34.4), which is considered relatively low (Levin-Zamir & Bertschi, 2018). In the Malaysian context, studies on childhood obesity intervention from the perspective of health literacy of parents and their integration of knowledge into health communication strategies on media platforms is fairly limited (Abdullah et al., 2020).

At the same time, media literacy is argued to be an important influence on health literacy and subsequently, can be an effective strategy towards increasing health awareness within the community. Media literacy skills such as analysing, evaluating, grouping, inducing, composing as well as summarising health information through the use of various media platforms are essential as new communication tools, particularly in the new media continue to emerge (Parandeh Afshar et al., 2020). Previous studies also show that the Digital Native

generations (e.g., Gen Y, Gen Z) are fluent with digital technologies (Hassim et. al, 2020; Prensky, 2012) but an economic gap is contributing to a seemingly digital divide which concerns the capabilities and knowledge to effectively use technology tools and information. However, the vulnerability of the COVID-19 pandemic has contributed to a heterogeneous society in terms of technology adoption, especially for Web 3.0 (Sigala, 2020).

Parental involvement and positive deviance

On a global scale, parental involvement has been considered an important part in preventing childhood overweight and establishing a sustainable healthy lifestyle for children, through an obesity health communication strategy, regardless of the setting (Andrews et al., 2010; Bassett-Gunter et al., 2017; Mehdizadeh et al., 2020). It is essential for parents to gain knowledge on evidence-based information and variation of health issues concerning childhood obesity (Singhal & Svenkerud, 2018). The positive deviance (PD) approach identifies successful practices in establishing healthy lifestyles which involves the participation of parents that are proactive towards their children's health and well-being (Singhal, 2014). Scholars have argued that this information-seeking practice would significantly improve one's childhood in the short term and long run (Cristina-Lindsay et al., 2017). Parents greatly impact their children's nutrition through their involvement as well as support and subsequently, decrease the likelihood of childhood obesity (Hong et al., 2019).

Despite substantial efforts by the Ministry of Health in disseminating information on childhood obesity via multiple platforms as well as traditional and social media, consumption of unhealthy foods continues to rise, partly attributed to lower household income or lower parental awareness (Noor Shafina et al., 2020; Manyanga et al., 2017). Thus, dietary recommendations need to be advocated through both traditional and social media. According to the study, the priority of urban households are three meals per day, regardless of its nutrients, to satiate the hunger of their children. This underpins the dire need to articulate information on healthy eating and nutrition in the mainstream media.

The media can play a tremendous role not only as a channel of information for the public. The conspicuous presence of food products in the media is very closely linked to children's food consumption, and frequent viewing of snack products may stimulate children's willingness to purchase these food products, especially when their peers share these kind of food experiences on social media (Ragelienė & Grønhøj, 2021). With the unprecedented growth of modern technology and widespread use of social media, the way people communicate and share health information among themselves has been revolutionised. Even conventional media such as newspapers have also transitioned online. Thus, communication practitioners urgently need to identify more effective ways to articulate information on childhood obesity intervention in the long term from the parents' perspective. According to Hassim et al. (2021), motivation and parental control play an integral part in the emotional and physical development of young children, given access to the right media platforms.

METHODOLOGY

The role of media is imperative in creating a positive mindset towards curbing obesity among young children and future generations and this includes highlighting preventive methods such as healthy eating and the importance of physical activities (NCD Risk Factor Collaboration [NCD-RisC], 2017). To achieve the research objective of understanding how information on childhood obesity is represented, this preliminary study explored the mainstream online newspapers. According to Nain (2017), online news portals have been a popular choice

for various audience groups, which saw the rise of “ ‘free’ and ‘independent’ digital media environment, and the easier and more immediate access to these news sources”.

MyHealth Portal is included as a source of data as outlined in the 11th Malaysia Plan (2016-2020). To strengthen ICT readiness and integration through eHealth, the Ministry of Health implemented an initiative to develop health education materials and interventions through social media (Ministry of Health Malaysia, 2016). Thus, it is imperative to include the news articles from this data source to assess the effectiveness of the publicly available content, namely for parents, as a change agency in addressing childhood obesity.

A snowball sampling of 127 news articles from local online newspapers and MyHealth Portal was generated and selected within the timeframe of January 2016 – February 2022, whereby during this period, the concern for non-communicable diseases, particularly obesity, had slowly risen. The news articles selected were the top and most read articles based the keyword search of “childhood obesity”, “obesity”, “*obesiti kanak-kanak*” and “*obesiti*” on Google. The news articles were retrieved from the English dailies, namely 1) *The Star Online*, 2) *Malay Mail* and 3) *News Straits Times* whilst the Malay-language dailies included in the sampling were: 1) *Berita Harian*, 2) *Utusan Malaysia*, and 3) MyHealth Portal. The articles were later accessed through newspaper archives and filtered based on the relevance of the subject matter, giving particular attention to insights on obesity as a valuable source of information and expectations of audiences within the society. From these, 67 articles that met the criteria of the study were set aside. The Malay-language news articles were transcribed and translated to English for ease of coding and analysis using the Atlas.ti9 software. Subsequently, the themes were categorised based on emergent themes as derived from the literature.

FINDINGS AND ANALYSIS

Based on the themes identified from the literature and research questions, 291 unique excerpts were coded in relation to childhood obesity. The following main themes were derived based on the characteristics and nature of information displayed.

Table 1. Recurring themes

Themes	Frequency (%)
Agency	34.4
Environmental Factors	21.9
Knowledge Dissemination	20.9
Parental Intervention	22.6

The coding process revealed interconnections between the themes generated, mostly depicting not only the media as an agency in relaying the importance of childhood obesity intervention in Malaysia, but also how parental intervention would be instrumental in changing the current environment of how health is valued among families through knowledge dissemination on mainstream media platforms.

Some of the most common themes found in the online newspaper articles included the inability to understand symptoms and determine risk factors among parents. This proves to be detrimental to children who do not get guidance on good eating habits and suitable physical activities, due to the conditioning of Malaysian environments that are particularly food-centric in fast-paced urban communities. With greater awareness and knowledge

dissemination on these matters, these alarming contributing factors can be controlled, provided that the content is accessible to the right target audiences. The persistent focus on the rising numbers of childhood obesity through the mainstream media and statistics monitoring can create opportunities for policymakers to also participate in the fight against obesity. This could become the starting point in developing guidelines that outline possible intervention measures which can be adopted by those affected in the society.

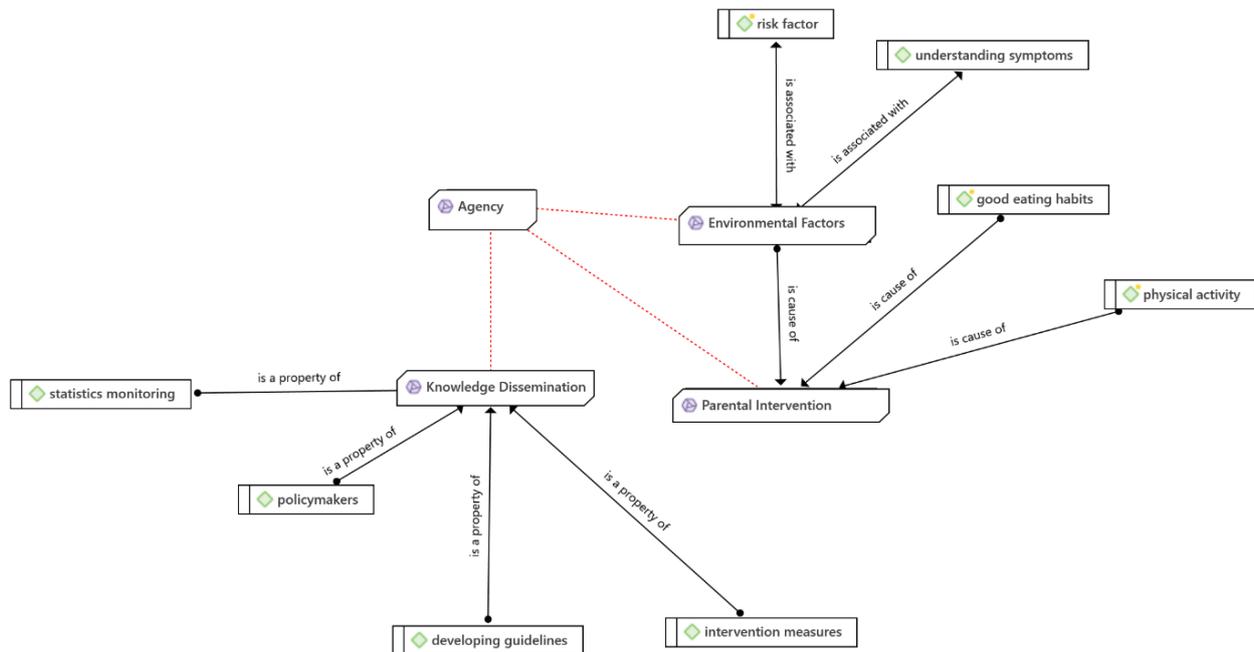


Figure 1. Recurring themes from the analysis of local news articles

Agency

Herington and van de Fliert (2018) posited that mass audiences often dismiss health communication because the frequent use of positive deviance through the appointment of individuals or groups would unconventionally persist in finding solutions for health issues, known as community “champions”. Positive deviance acts as a tool to include greater community empowerment by inculcating a sense of accountability through problem solving (Singhal, 2010). It can be said that from the excerpts examined, “agency” or changemakers were most frequently highlighted as most of the reports centred on the rise of childhood obesity numbers and the related health authorities. The news articles also focused on solutions that can be formulated for this global phenomenon and communicated them to the public for remedial action.

Table 1. Breakdown of excerpts on agency by Malaysian dailies

Malaysian daily	Frequency (%)
<i>Berita Harian</i>	11
<i>Utusan Malaysia</i>	2
<i>MyHealth Portal</i>	12
<i>The Star Online</i>	24
<i>Malay Mail</i>	26
<i>News Straits Times</i>	25

The English dailies primarily deliberated on childhood obesity and the importance of health organisations/authorities as custodians of healthcare as well as the public to advocate for childhood obesity as it would impact society in the long run. *Malay Mail* recorded the highest reporting on this phenomenon. Among others, an article entitled *New study reveals lasting damage caused by obesity in childhood* dated as early as May 31, 2017 reported that obese children are predisposed to risks of adult obesity as well as pre-diabetes. In a different article published by *The Star Online* in 2018, it was reported that obesity among Asia-Pacific children is a growing health crisis. Researchers highlighted that those who suffer from obesity die earlier and have a shorter productive life than those who lead healthy lives whilst the term ‘obesogenic environment’ has been widely used to describe an environment that promotes obesity among individuals and populations.

Meanwhile, a *News Straits Times* article highlighted the importance of curbing an obese population as the related health authorities do not have the sufficient capacity to meet the overwhelming increase.

“We are facing a childhood obesity emergency. Not only does an obese population disproportionately stress the public health system, these individuals as employees cannot reach the benchmarks of productivity and efficiency that developing states require to sustain economic growth”. (August 2, 2019)

Nevertheless, an article by *Malay Mail* dated June 16, 2021 highlighted that Malaysians still do not fully understand the risks of childhood obesity and have no intention to act upon it, based on a recent survey. Meanwhile, the Malay dailies emphasise more on asking its readers to review the risk factors that can lead to childhood obesity. For instance, a report by *Berita Harian* cautioned that children with obesity face an even higher risk of COVID-19. In the article dated June 22, 2020, it was reported that this health condition can cause more complications and may lead to fatality if not treated sooner. MyHealth Portal, as a health agency, also echoed the same on risk factors, should it be left unabated:

“[...] Overweight children are exposed to various health risks; Diabetes Mellitus Type 2: This could happen to children as early as 8 years old.”
(August 28, 2020)

Environmental factors

Environmental factors also play a role in shaping the perceptions of media audiences, namely Asian parents. Several studies have argued, that in the context of these communities and in lieu of tradition and culture, overweight children are signs of excellent parental care. On the contrary, the opposite is a reflection of neglect and thus, childhood obesity is generally considered a trivial issue in Malaysia (Hossain et al., 2019; Peña et al., 2012). Therefore, it is important to look at the available information on the second most discussed theme in the examined news articles, which is the inevitable circumstances and challenges faced by parents and obese children. The breakdown of the excerpts on environmental factors by source is shown in Table 2.

Table 2. Breakdown of excerpts on environmental factors by Malaysian dailies

Malaysian daily	Frequency (%)
<i>Berita Harian</i>	10.9
<i>Utusan Malaysia</i>	3.1
<i>MyHealth Portal</i>	14.1
<i>The Star Online</i>	21.9
<i>Malay Mail</i>	25
<i>News Straits Times</i>	25

For this theme, there were more reports in the English dailies on childhood obesity and environmental factors compared to the Malay-language dailies. More specifically, *Malay Mail* and *The Star Online* produced a significant number of articles on this. In the *Malay Mail* article entitled *Childhood obesity a growing health crisis in Malaysia* dated August 7, 2019, the following excerpt discussed and concluded that affordability influences Malaysians in their food purchase decision-making:

“[...] in developing countries like Malaysia, childhood obesity is prevalent among rich and poor families. In the case of the poor, children tend to consume lower-priced, less nutritious but high calorie foods [...]” (August 7, 2019)

In a follow-up report dated June 10, 2020 by *Malay Mail*, it was reported that this situation was further exacerbated during the Movement Control Order (MCO) at the start of the COVID-19 pandemic. The scarcity of food and the compromised ability to buy groceries was found prevalent among poorer communities, in which starchy food was prioritised as they can keep the children fuller longer during the challenging period.

The *Star Online*'s article *Overweight parents can lead to overweight children* dated August 22, 2020 concurred with this finding arguing that “*We find that lower income parents are more at risk of being overweight, and so are their children*”. It is important to note that whilst the urban poor “B40” communities comprise mostly of Malay and Indian ethnicities (Andoy-Galvan et al., 2020; National Institutes of Health, 2020), very few news articles highlighted this to the readers. However, in *Berita Harian*, there were more articles that contended the low awareness of parents despite having information on obesity presented to them. In an article dated October 15, 2017, the main challenge of applying information encountered by media audiences was discussed:

“[...] many know the food pyramid but cannot control their eating habits. How many actually abide by the food pyramid in choosing their food on a daily basis? [...] the information is textbook, but it is not practiced by Malaysians”.
(Oct 15, 2017)

Knowledge dissemination

Interestingly, the analysis revealed that most of the excerpts by the Malaysian dailies were slanted towards knowledge dissemination intentionally. Rudolph and Hilbert (2017) posited that discussions of weight issues would result in different reactions from those who interpret these messages, but inadvertently contribute towards their behaviour regarding health.

Table 3. Breakdown of excerpts on knowledge dissemination by Malaysian dailies

Malaysian daily	Frequency (%)
<i>Berita Harian</i>	14.8
<i>Utusan Malaysia</i>	1.2
<i>MyHealth Portal</i>	8.1
<i>The Star Online</i>	31
<i>Malay Mail</i>	13.7
<i>News Straits Times</i>	31.2

It is noted that the English dailies, *The Star Online* and *News Straits Times* carried more feature articles on childhood obesity intervention in comparison to *MyHealth Portal* that should have comparatively emphasised on childhood obesity content. There was also more *Berita Harian* articles on childhood obesity while *Utusan Malaysia* was muted on the issue.

One of the emphasis placed by *News Straits Times* was the lack of proactiveness among parents. In an article entitled *Environment drives childhood obesity* dated August 28, 2016, the *News Straits Times* highlighted the importance of not skipping breakfast in the case of parents who are not concerned with their children's eating habits as well as diet. Another important fact that *News Straits Times* felt compelled to share with the readers include the following:

“Being overweight and obesity in children can also result in psychological difficulties, as they are more likely to be teased or to bully others, have poor self-esteem and an increased risk of depression.” (August 28, 2016)

Some of the knowledge that *The Star Online* shared with its readers include the ability to wisely choose the right nutrition for their children. In a news article entitled *Weighty issue among the young*, parents were advised to become positive role models: *“As most children tend to mimic their parent's behaviours, parents will need to adjust their own eating habits and lifestyle”*. A report by *Berita Harian* dated October 5, 2017 reminded readers that education in school plays a significant role in inculcating basic knowledge on healthy eating and this has been incorporated as part of the curricula for Primary 2 till Primary 6.

Parental intervention

The last emergent theme found in the analysis is related to parental intervention and innovative ways to curb childhood obesity, where parents can be motivated to take part in programmes that could improve parent-child relationships (Shonkoff et al., 2015).

Table 4. Breakdown of excerpts on parental intervention by Malaysian dailies

Malaysian daily	Frequency (%)
<i>Berita Harian</i>	13.6
<i>Utusan Malaysia</i>	1.5
<i>MyHealth Portal</i>	3.2
<i>The Star Online</i>	22.7
<i>Malay Mail</i>	33.3
<i>News Straits Times</i>	25.7

With regard to this theme, the English dailies continued to dominate, while *Utusan Malaysia* and MyHealth Portal were somewhat subdued, choosing instead to concentrate on general health information for adults, rather than adolescents and children. However, *Berita Harian* did emphasise on the role of parents in creating a healthy and conducive environment for their children. In its article dated November 26, 2017, *Pakar nutrisi dihantar ke sekolah*, it argued that parents are responsible for preparing food for their children at home, rather than rewarding their good behaviour with junk food.

Similarly, *Malay Mail* advocated for proactiveness among parents to encourage healthy lifestyles among families and children. In its article entitled *How to pass on health eating habits to children*, parents were encouraged to make healthy food readily available.

“If kids have easy access to healthy food, they are more likely to eat it. [...] Keep a large healthy bowl of fruit available for easy access and try chopping up veggies and leaving them in the fridge so they are ready to eat”

(July 29, 2018)

In another *News Straits Time* article dated August 7, 2019, parents were recommended to use sectional plates to educate children on food portions and to use measuring cups for snacks and beverages as role-modelling is important and should start at home. *The Star Online* also echoed the same sentiment in its article entitled *Do you really know what your kid's ideal weight is?*

“As parents, you are his role models - lead by example and he will emulate you. You can achieve this by encouraging him to engage in regular physical activities both at home and at school. This can be in the form of both outdoor and indoor sports/games.”

(October 8, 2016)

DISCUSSION AND CONCLUSION

The descriptive analysis of Malaysian news articles regarding childhood obesity sought to understand the type of information articulated on the subject matter. The emergent theme of “agency” also sought to highlight short-term solutions and relevant parties that could help curb childhood obesity. It should be noted that most of the English dailies widely discuss and deliberate the risks due to childhood obesity to an already elitist audience that would most likely already seek such information. The Malay-language dailies however, place lesser emphasis on childhood obesity, despite the potential benefit for the majority of the affected parents, particularly from the lower income segment. Herington & van de Fliert (2018) posited that positive deviance from members of the community would focus on measures that are successful, regardless of big or small and as such, information from these media outlets would be useful.

The environment theme encompasses causes and challenges that are presently deterring childhood obesity intervention efforts, in the sense, the incapability of individuals/parents in applying health information that is accessible to them. News articles that focused on “knowledge dissemination” help parents understand vital information on obesity. Somasundaram (2016) argued that since children take after their parents when it comes to eating habits, this affects how they would then become obese adults (Conroy et al., 2018). “Parental intervention” is another common theme highlighted in the analysed news articles underscoring the different ways that parents and caretakers could innovate healthier eating habits for their children. Missed opportunities in communicating the importance of

obesity prevention have led to its consequences becoming more dire in Asian countries (Mazidi et al., 2018). Based on the sample of mainstream online news articles analysed, it is proven the media sustains its role as an agency and a catalyst in disseminating vital health information. In the future, such media content could also incorporate interesting and interactive elements to get more parents involved in their children's wellness, growth and development.

It is also widely believed that in Malaysia, differences in culture and language are also determinants in acquiring the appropriate health literacy, particularly among parents (Jaafar et al., 2021). Indeed, environmental factors such as lifestyle, eating habits, and ways of coping with stress would influence nutritional values, thus creates familiarity (Olišarová et al., 2018). For instance, audiences, particularly parents from lower socio-economic backgrounds who are not adept at accessing mainstream media such as online newspaper may demonstrate low levels of health and media literacy (Amoah et al., 2022; Seibert et al., 2019; Xie et al., 2019). The lesser coverage of childhood obesity in Malay-language newspapers reflects to a certain extent that this topic is not much favoured by the lower income segment. Further to this, Shamim and Hassim (2021) highlighted that users of social media, regardless of their stature, mostly feel that they are already self-sufficient and hence would be keen to reproduce the desirable outcomes, should they learn new behaviours from online platforms.

With that being said, by understanding the patterns of information presented in the media content consumed by parents and determining the accessibility of mainstream media platforms to them, the study concludes that this public health issues is still not clearly articulated nor made visible to all discerning parents. To further expand on the findings of this study, future research should engage with parents and caretakers to gauge their media use habits and preferences to understand their selective use of media platforms, notwithstanding their social status.

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