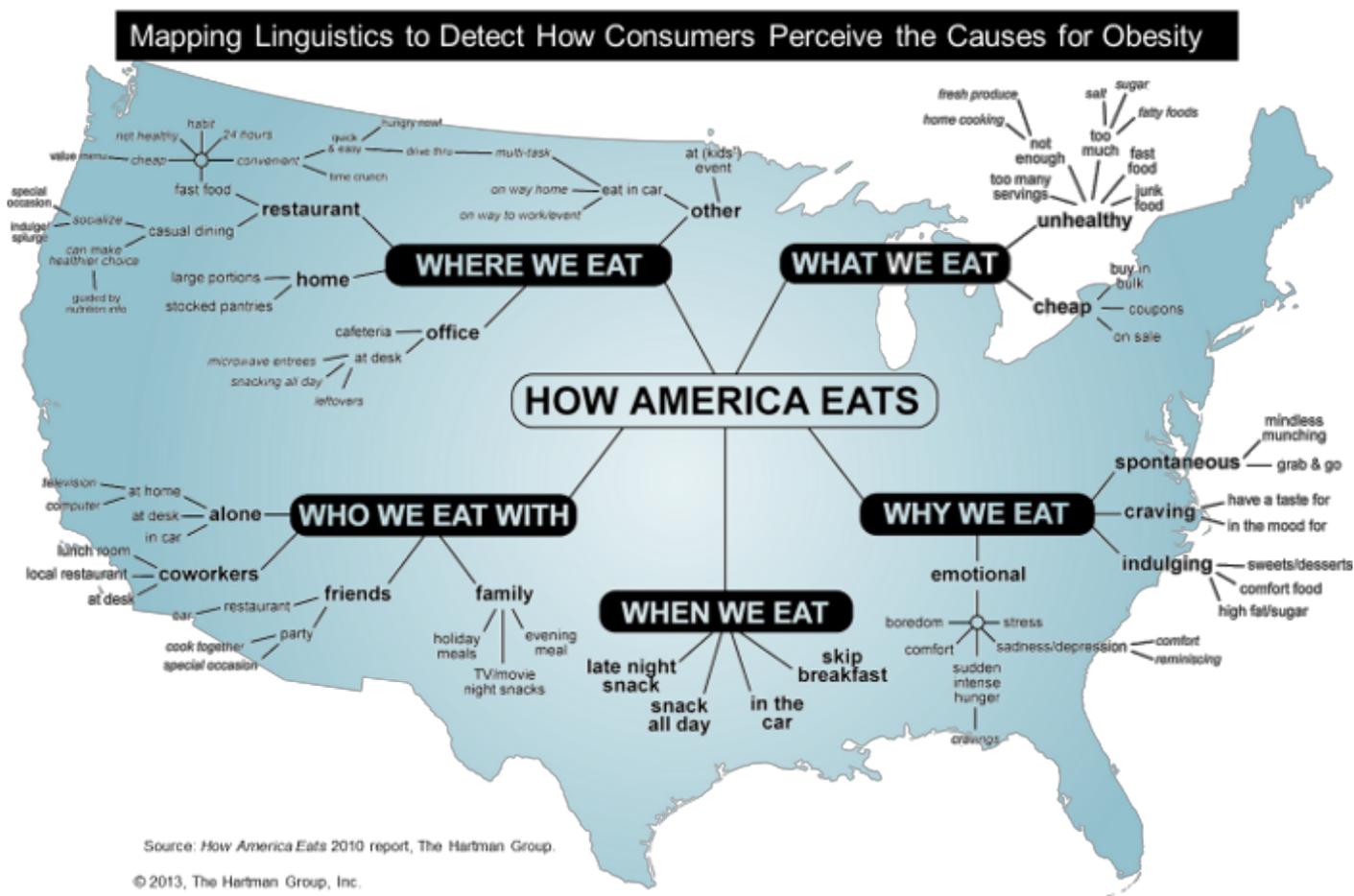


MOBILE VERSION



How Consumers Talk About Obesity in America

Fast food, sugar, salt, junk food, and overall lack of exercise are seen by consumers as some of the many contributing factors leading to obesity in our culture today. Consumers voice many fundamental factors that go beyond "food" that contribute to weight management challenges. These factors derive from cultural weight management practices and behaviors that are consistently challenged by diverse forces associated with modern lifestyles, not the least of which include diverse eating occasions, settings and emotional states, any number of which may foster or inhibit the potential for successful weight management. The infographic depicts the major causal factors derived from language analysis linking to this encompassing consumer view that relates food occasions as well as objective and emotional constructs as working together to influence cultural eating habits, one result of which is obesity.



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The Language Map

Language maps organize frequently repeated and intimate connections between specific opinions, attitudes, emotions and beliefs that emerge from consumer narratives. They demonstrate the connection between particular themes and the cultural meanings attached to them. As such, they facilitate rapid deployment of consumer language and meaningful

symbols into advertising, product labeling, and other messaging and communication strategies.

How to read the map:

1. At the center is the topic being explored (e.g., how America Eats)
2. The main branches reflect the principle themes associated with weight management (e.g., where we eat)
3. Moving outward from the main themes is consumer language associated with the cultural meanings attached to each theme (e.g., restaurant)

Source: [How America Eats](#) report, The Hartman Group, Inc. 2010

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