

Name of collection

The fight against obesity

Contributors name:

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Beware the junk food marketer with her hashtags, games, and sponsored tweets. Here are the top five things junk food marketers know about your child.

Number 1, their online searches. Yes, marketers can use your child's searches to sell them sugary snacks. Love rock climbing and the great outdoors? Try Nerve Cola, the sugary drink for life's adventurers.

Number 2, their location. Little Oscar's taking the school bus home. Aah, to be young again. But what's this? Marketers can track his location and tell him to stock up on crisps at the shop?

Number 3, sentiment analysis, which is just as creepy as it sounds. Marketers can use your child's online activity to detect their feelings. Stressed with your exams? Just sit back, relax, and slurp this thick chocolate drink. Delicious.

Number 4, their social media. Yes, marketers can access your child's profile, likes, and comments to target them with ads and even recruit them to sell junk food to their friends.

Number 5, the big picture. This is the scary one. Marketers can mix everything from location to profile to friends and feelings, and target your child as a consumer type. Yuck.

To find out more about who's feeding your kids online, head to OpenLearn, the home of free learning from the Open University.

[MUSIC PLAYING]