

A CROSS CULTURAL CONTENT ANALYSIS OF INFORMATION CONTENT AND
APPEALS ON WEIGHT-LOSS WEBSITES IN THE UNITED STATES AND KOREA

by

HYUNJAE YU

(Under the Direction of Karen Whitehill King)

ABSTRACT

Both the United States and Korea have seen a surge in concern about obesity and an increased popularity in dieting. Recently, a new trend in dieting has appeared- weight loss websites. Prior studies have found 44 percent of Internet users saying they go online to look for information about dieting. This research uses a quantitative content analysis. A total of 100 (50 U.S./ 50 Korean) weight loss websites are analyzed to investigate the appeals used by each site. Other features (Interactivity/Product sales/Menu, etc) are analyzed as well.

This research assumed that there are significant differences in the appeals used by the two countries' weight loss websites. However, the results reveal that the main visual and verbal appeals used by weight loss websites are health and nutrition for both countries. Regarding differences between the two countries, no significant differences were found in terms of the main appeal.

INDEX WORDS: Weight loss, Appeals (on websites), Cross cultural

A CROSS CULTURAL CONTENT ANALYSIS OF INFORMATION CONTENT AND
APPEALS ON WEIGHT-LOSS WEBSITES IN THE UNITED STATES AND KOREA

by

HYUNJAE YU

B.A., INHA University, Korea, 1996

A thesis Submitted to the Graduate Faculty of The University of Georgia in Partial Fulfillment of
the Requirements for the Degree

MASTER OF ARTS

ATHENS, GEORGIA

2004

© 2004

HYUNJAE YU

All Rights Reserved

A CROSS CULTURAL CONTENT ANALYSIS OF INFORMATION CONTENT AND
APPEALS ON WEIGHT-LOSS WEBSITES IN THE UNITED STATES AND KOREA

by

HYUNJAE YU

Major Professor: Karen Whitehill King

Committee: Leonard N. Reid
Joseph R. Dominick

Electronic Version Approved:

Maureen Grasso
Dean of the Graduate School
The University of Georgia
August 2004

DEDICATION

I love God, for giving me life

My mother, for your love through out my life

My brother and his family, for unwavering moral support

My pastor and church members, for making Christianity a BIG part of my life

Also,

Federico and Yongjun, for wonderful friendship

ACKNOWLEDGEMENTS

First of all, I would like to thank the committee members for their patience with me through out this project. Special thanks must go out to Dr. King. This project would not have been possible without her input and support. Also, I want to thank you to Dr. Reid and Dr. Dominick for generously donating their time in reading and re-reading my drafts. Their comments and questions helped me to articulate and clarify many of the ideas presented in this thesis. Thanks. Thanks. Thanks.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	v
LIST OF TABLES	ix
CHAPTER	
1 INTRODUCTION	1
Background.....	1
Focus of this Study.....	2
Format.....	3
Overview of Obesity in the U.S. and Korea.....	3
Perceptions of Obesity.....	6
Internet Use in the U.S. and Korea.....	6
Assumptions and Structure of Literature Review	8
Definitions of Advertising.....	8
2 LITERATURE REVIEW	11
Previous Research about Weight Loss Advertising	11
Other Issues in Weight Loss Advertising.....	14
Website Content Analyses and Issues	15
Getting Health-related Information Through the Web.....	17
Importance of Websites for Weight Loss.....	18
Reasons for People Going On-line for Weight Loss Information.....	19

	Theoretical Frame.....	20
	Differences or Similarities between Two Countries and Research Questions	24
3	METHOD.....	27
	Sample	27
	Pilot Study and Inter Coder Reliability	28
	First Page Only	29
	Coding Sheet	30
4	RESULTS	32
	Reliabilities	32
	Analysis	33
	Verbal Characteristics/Slogans and Headlines	34
	Verbal Characteristics/Text	34
	Visual Characteristics/Models	36
	Visual Characteristics/Except Models	37
	Other Characteristics	38
	Menus	39
	Interactivity.....	40
	Sale of Products	41
5	DISCUSSION	42
	Findings for Discussion.....	42
	Other Characteristics	47
	Three Perspectives Regarding Similarities of Appeals	47
	Limitations	51

Suggestions for Future Research.....	53
REFERENCES	56
APPENDICES	65
A Coding Sheet.....	65
B Guidelines for Coding.....	72
C FCB GRID Model.....	77
D TABLES.....	79
E SAMPLE.....	89

LIST OF TABLES

	Page
Table 1: Verbal Characteristics.....	80
Table 2: Visual Characteristics/Models	81
Table 3: Visual Characteristics/Except Models	82
Table 4: Other Characteristics.....	83
Table 5: Reliabilities/Models	84
Table 6: Reliabilities/Verbal.....	85
Table 7: Reliabilities/Visual Except Models A.....	86
Table 8: Reliabilities/Visual Except Models B.....	87
Table 9: Reliabilities/ Other Characteristics	88

CHAPTER 1

INTRODUCTION

Background

According to a CDC report (Centers for Disease Control and Prevention, 2004), obesity will soon become the most important factor in the contracting of adult diseases. It is predicted that obesity will replace smoking as the number one cause of preventable death for the first time in the U.S. history. In this atmosphere, it is natural that many people have started to be more interested in reducing their weight. Weight loss related businesses have recently been in a constant state of growth in the U.S. About 35 billion dollars were spent on weight loss products in 2002 (FTC staff report, 2002), with the companies that make these products proliferating in American society. They have expanded their marketing in order to thrive in this competitive situation. These companies are trying to use various appeals to get attention from customers (dieters).

Similarly, obesity has become a serious problem in Korea in recent times. According to the Korean Agency for Technology and Standards (2003), the increase in average weight over time has been proportionately much greater than the increase in height among Koreans. Many reports have warned about the excessive change in the average weight of Korean people. The ongoing transformation of Korean food into a more Western style and increasingly sedentary lifestyles are often pointed to as the main reasons. As the Internet has become a common feature of Korean society, many Koreans are using it to seek information about weight loss. They purchase weight loss products, obtain healthy recipes, and exchange opinions with one another.

In this atmosphere, a cross-cultural study analyzing the two countries' weight loss websites will be meaningful in helping understand the appeals many weight loss companies use.

This content analysis starts with this question, "What kinds of advertising appeals are being used when these companies communicate with customers through the media?"

Among the possible media, this study selects the Internet as the subject of analysis for two reasons. The first is that there have been several reports about the usefulness of the Internet as a relatively new medium for the marketing of health and weight loss programs. The second is that there has been a paucity of research dealing with the Internet as a medium for weight loss business' communication. Therefore, this study will shed light on the types of appeals used by weight loss websites.

Focus of this study

As indicated above, this study will examine what kinds of appeals the weight loss companies are using on their websites. Based upon the assumption that the appeals and features found on such sites reflect users' desired elements, tracking them can also indicate the main interests of consumers. Appeals can be divided into two types- verbal (such as headlines, slogans, text) and visual (such as photos, illustrations, animations). This content analytic study divides advertising appeals into 5 mutually exclusive categories (health and nutrition, emotional and psychological, quantitative change, authority, and simple weight loss). These definitions and distinctions apply to both countries' websites.

Other features in addition to advertising appeals were also analyzed. These features include characteristics of human models, menus, interactive features, and products on the site.

Format

The first chapter summarizes the current situation in both countries related to obesity and the weight loss industry. The popularity of Internet usage in both nations will be discussed as well. Chapter 2 is comprised of the literature review which provides the conceptual foundation for the study. Previous research about weight loss advertising and studies of website content are reviewed in this chapter. Also, consumer trends in seeking health information via the Web and the status of websites as a medium for health related business will be analyzed. Finally, the theoretical frame and research questions of this study will be introduced in the last part of chapter 2.

The methodology of this study will be explained in chapter 3. Sampling procedures and pilot study/inter-coder reliability issues will be presented. The variables and the “degree” of coding (first page of websites) will also be specified. The results will be presented in chapter 4, and analysis and implications of the findings will be explained in chapter 5. Limitations and recommendations for future research will also be presented here.

Overview of obesity in the U.S. and South Korea

The rising level of obesity among the U.S. public has often been described as a growing epidemic. Recently, there has been greater cause for concern due to this level experiencing a rapid increase. Research indicates that 54 percent of Americans are obese (Tate, Wing, & Winett, 2001). According to the National Health and Nutrition Examination Survey (2002), the

prevalence of being overweight (defined as having a BMI¹ = 25) rose from 55.9 percent of the population between 1988 and 1994 to 64.5 percent between 1999 and 2000. The study also found that the rate of extreme obesity (BMI = 40) increased from 2.9 percent to 4.7 percent over the same period. One explanation proposed is that a combination of the increasing size of food portions, consumption of high-fat, energy-dense fast foods, and an increasingly sedentary lifestyle has led to this situation (Ogden, Flegal, Carroll, & Johnson, 2002). Obesity has also been found to be a factor in a greater number of adult diseases than previously thought (Blackburn, 2002).

Obesity has been positively correlated with cardiovascular problems, type 2 diabetes, osteoarthritis, and certain cancers (breast, ovarian, prostate, and colon). Being overweight has become the second leading cause of preventable death after smoking. Approximately 300,000 deaths per year in the U.S. result from obesity (U.S. Surgeon General, 2001). As a result of the publicity surrounding these problems, many people have started trying to lose weight. According to an FTC staff report (2002), almost 70 million Americans are currently attempting to reduce their weight. In 2000, dieters spent about \$35 billion on weight loss products such as books, medications, and dietary supplements.

The images shown in the media are playing a significant role in people choosing to go on a diet. A great deal of research has pointed to the social pressure of “looking good.” Bissell and Peiqin (2004) found that exposure to TDP (thinness depicting and promoting) media create distorted body image perceptions. They noted that the spreading of this unrealistic perception is more serious in school-aged girls and college women than others. Their findings also revealed

¹ * BMI (Body Mass Index): BMI is calculated as weight in kilograms divided by the square of height in meters.

that exposure to thin-ideal media images is a significant predictor of disordered eating for women. Other research conducted by The Female Body in Mass Media organization (2004) shows that the messages and images in mass media have provoked an epidemic of eating disorders. In addition, according to a report from the NWHIC (National Women's Health Information Center, 2004), social and cultural ideals of extreme thinness play significant roles in anorexia nervosa. By looking at this atmosphere, body image or outward appearance is one of the important factors for the increased levels of dieting in U.S. society.

The rate of obesity in South Korea has also increased (Kim & Kang, 2002). Some reports single out the popularity and prevalence of fast foods as a primary factor in this phenomenon (Hankyoreh Daily, 2004). Typical Korean food is generally composed of rice, some meat, and vegetables, but there has been a dramatic increase in the amount of meat consumed per meal. Multi-national fast food franchises have proliferated across the country, and many domestic fast food chains have opened as well. Most dishes in such establishments are comprised of meat and bread. The calorie amounts of such foods are greater than the levels in typical Korean rice dishes. As Koreans develop a greater taste for western-style fast food, their average weight has increased. Fifty-five percent of Koreans think that they are obese (Korean Society for Health Promotion and Disease Prevention, 2003). In recent years, many public warnings about the likelihood of contracting diseases or physical problems due to obesity have appeared (Kim, 2002). News stories and reports in the media have made obese people think about weight loss. There is one more important reason for Koreans increasingly trying to lose weight. Among young Korean women, there is a growing obsession with weight-loss. Even though they may be of average weight for Koreans, many young women want to be skinnier. A report (Newsmaker, 2004) has revealed the potential problems that may result from such a fascination with thinness.

Kim (1999) has pointed out that such misconceptions about beauty have made young Korean women try to lose weight even though they are of normal weight, spending a lot of time and money on this endeavor.

Perceptions of obesity

There are two main health-related issues toward which both Koreans and Americans have recently developed a negative attitude. One is smoking and the other is obesity. The harmful effects of smoking on the human body have been the focus of attention for many years, but these days the concern with obesity has increased at an exponential rate. Many articles have promoted the view that diet or weight loss can lead to a healthy life free of adult diseases (De Caires, 2002). According to Tate et al. (2001), more than 54 percent of U.S. adults are overweight. A vast amount of money is spent on diet products; people in the U.S. spend over \$35 billion a year on such products (FTC staff report, 2002). Some argue that obesity has to be managed as a chronic disease that should be cured, and doing sports or participating in a weight-loss program has been conceptualized as an essential component of this process (Fujioka, 2002).

Internet use in the U.S. and Korea

Almost 6 in 10 adults in the U.S. currently use the Web. The Pew Internet & American Life Project (2002) estimates that 59 percent of American adults had Internet access at the end of the 2002. The number of Internet users has surged from 9 percent of the population to 56 percent between 1998 and 2001 (Harris Poll, 2001). However, there are variations in such figures, due to age, financial situation, and geographic region. Among those who do not have Internet access, women outnumber men by 5.5 percent (Pew Internet & American Life Project, 2000).

Sending or reading e-mail is one of the main reasons for using the Internet. About 102 million Americans were e-mail users in 2002 (Pew Internet & American Life Project, 2002). Answering specific questions, researching a product or service and looking for information on a hobby or interest are just a few of the popular reasons for using the Internet. Regarding health information, approximately 66 percent of American Internet users have looked for health or medical related information. Fifty-five percent of adult Internet users (68 million) have broadband access at home or work, and the rate of using broadband continues to grow (Pew Internet & American Life Project, 2002).

According to the FCC (Federal Communications Commission), South Korea has the highest penetration rate of broadband Internet service in the world (FCC, 2003) and its Internet use rate is the third highest in the world (The Financial News, 2002). In 2002, 51.6 percent of Koreans, or 22,230,000 people, were using the Internet one or more times per month (Korea Network Information Center, 2002). Access to the Internet has become an important part of their everyday lives. Among all users, men comprise 56.8 percent and women 43.2 percent and the age range of the heaviest users is 7-19. This age group accounts for 87.6 percent of Internet use. While there is also a disparity of use based on geographic region, significant gaps were not found. Regarding the purposes of using the Internet, 62.9 percent of Koreans answered: searching for information, followed by studying, shopping, making reservations, and stock trading. The number of daily users of the Internet is constantly increasing; they comprise 57.3 percent of all users. The average number of Internet use hours in 2002 was 10.13 hours per week (Korea Network Information Center, 2002).

Assumptions and structure of literature review

As a guide for the analysis of the characteristics of weight loss websites, previous content analyses of websites were reviewed, as were analyses of advertising content in other media, such as TV, radio, and print. A natural question that arose prior to the conducting of the study was: “Is a website a form of advertising?” Many studies have indicated that a website is a useful new medium for advertising. Hwang, McMillan, and Lee (2003) described the Internet as playing a significant role as a corporate advertising tool. According to their research, websites have multiple functions as advertising media, providing information, and building an image for companies and their brands, as well as direct and indirect selling functions. Also, Daugherty and Reece (2002) noted the widespread diffusion of Internet technology into both the industry and curricula of advertising programs. They confirmed that the Internet is superior to other mass media as a tool for advertising and public relations efforts. Research by Tsao and Sibley (2004) found that the Internet is a complementary medium which has not displaced other media as sources of advertising information. However they go on to state that the Internet will become a more effective and powerful advertising vehicle in the near future. Based upon these research streams, a literature review of advertising content analyses will be helpful for this study of the advertising features of Internet websites.

Definitions of advertising

On the other hand, a recent modification to the definition of advertising will be useful in incorporating the assumption that website is a form of advertising. Typical definitions of advertising do not specifically include the Internet (Richards & Curran, 2002). However, some definitions have left room for this medium. The American Heritage Dictionary (2000) defines

advertising as, “The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.”

By looking at a long established definition by the American Marketing Association (Alexander, 1960), a change in technology (electronic media) can be recognized: “Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.” Some researchers have speculated that a new definition of advertising is needed. Reinhard (2001) indicated that “Advertising is on the threshold of a new golden age. If--and it’s a big if-- if we’re willing to broaden its definition.” As part of his discussion, the author includes the emergence of interactive media such as the Internet. Freeman (1999) also suggested the need for change in the definition of advertising due to the advent of the Internet. Richards and colleagues (2002) have recently attempted a new definition using a Delphi Panel method. The new definition is a variation of the classic prior definition (“Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future”). The key change is the term “mediated”, which is conveyed to an audience through print, electronics, or any method other than direct person-to-person contact (Richards et al., 2002). Even if a website could be considered a form of advertising under the old definition, under the new definition, websites are more clearly a type of advertising. Consequently, it is assumed that prior research focusing on conventional advertising content analyses is a reasonable basis for comparison with website content analyses.

In the next sections, previous research on weight loss advertising and website content analyses will be summarized. The recent trends in the popularity of going online to find health information will also be summarized. In addition, the importance of weight loss websites and

the reasons for going to such sites will be reviewed. The theoretical framework for this research will follow. Finally, previous research on cross-cultural differences and research questions will be introduced.

CHAPTER 2

LITERATURE REVIEW

Previous research about weight loss advertising

Most of the prior research focusing on weight loss advertising has approached the topic from a regulatory perspective. One issue that has been examined in this regard is the use of deceptive messages in weight loss ads. Findings have shown that many weight loss advertisements take advantage of people who are worried about obesity (Galloway, 2003). The same study also revealed that false or misleading claims are very common in weight-loss related advertising. The main governmental body that regulates such claims is the Federal Trade Commission (FTC). It recently published a report (2002) looking at the overall trends in weight loss advertising. The report included a longitudinal analysis in changes over an eleven year period of time (1990~2000). The FTC has also carried out enforcement actions against companies that were found to include such deceptive communications in their ads. However, despite such efforts, unsubstantiated and potentially misleading claims continue to increase (Galloway, 2003). The FTC concluded in their report that the number of products and the amount of deceptive advertising appears to have increased dramatically over the last decade (FTC, 2002). Given this emphasis on deceptiveness by the FTC, several research studies have focused on the deceptive advertising of health-related products. Many researchers and policy makers are worried about the effects of these ads on customers. Numerous articles have focused on deceived customers, noting the money wasted on bogus weight loss schemes as well as the increasing number of legal actions against businesses. Some articles have implicated the media's

contribution to this. An Advertising Age article (Sheila, 2003) recently suggested that the media should conduct pre-publication screenings of potentially problematic ads. Attorney and health professional groups have decried the practice of false advertising. A list of “Seven Deadly Words” (FTC) was a topic of great discussion by the Arent Fox attorney group (2002), due to the complicated issue of judging the degree of the deceptiveness of these words.

From the health specialists’ perspective, the potential for general consumers being taken advantage of is of particular concern. They are mainly concerned about the likelihood of misunderstandings regarding terms such as “cardiovascular”, as well as the use of obesity (i.e. its reduction) as a marketing appeal to increase sales (FTC Workshop, 2002). Several studies have questioned the effectiveness of the methods and products suggested by weight loss companies for consumers seeking to lose weight (FTC Staff report, 2002). Some claim that many weight loss advertisements are actually “lying” to consumers, particularly in the realm of the “miraculous claims” made by weight loss companies for their products (Joel, 2002).

There are two main explanations for why deceptive claims have not decreased despite the growing number of calls for improvement by researchers, government bodies, and social commentators. One is the size of manufacturers in this industry. The weight loss industry consists mainly of small and transient manufacturers, rendering enforcement efforts aimed at product makers nearly futile (Galloway, 2003). The other is public perception. Many consumers have tended to believe the claims of weight loss advertisements. Diet pills are being sold at a high rate even though in many cases customers suspect they don’t work (Joel, 2002). Another topic which has been analyzed often is the specific claims in weight loss ads. The issue of claims is closely interrelated with the regulatory issues and essential in helping guide future policy.

A list of eight specific claims deemed to be false and misleading was developed in a 2002 FTC workshop. It compiled a list of eight kinds of phrases considered to be false and deceptive when used in weight loss product advertising (FTC workshop, 2002). These phrases include those that promise permanent weight loss, substantial weight loss for all users, and weight loss while eating as much as desired. A later report from the FTC (2002) analyzed the claims and divided them into 12 categories. It also described additional claims related with possible deception.

Another approach to analyzing weight loss advertising messages is to focus on the nature of claims even if they do not include misleading phrases. Such claims have been divided into 7 categories- Weight loss (how much? how fast?), clothing size changes, slimming, maintenance, ease, additional activities, and disclaimers (Katrak, 1994). A content analysis of magazine weight loss ads was conducted using these categories as a guide. Results showed that approximately 90 percent of the sample contained references to specific pounds and the majority of the ads made some type of reference to maintenance and ease.

Bishop (2001) focused on thematic shifts in television advertising for diet products, looking at major changes in weight loss advertising between 1990 and 2000. The findings revealed that once plentiful claims about rapid weight loss have since given way to new themes, such as: using the product as an important part of weight loss efforts, suggestions about living a healthy life style, and fad dieting as no longer effective. The author noted that the use of a health theme has been a very significant framing issue when making claims in weight loss advertising over the past decade. The many reports detailing the dangerous effects of obesity have played an important role in this thematic change.

Other issues in weight loss advertising

In addition to research on the nature of claims, recent work has looked at the issue of excessive desire for thinness (Wilson & Blackhurst, 1999). Not only does diet food advertising include messages encouraging thinness, but also many advertisements for non-health related products use unrealistically thin models, thereby defining and promoting ideal body images. This research stream has pointed out that such strategies are very effective in convincing customers to select these products. One effect of the influence of this trend is the “popularity” of eating disorders among teenage and college-aged women. In fact, the number one wish among 11-17 year old girls was found to be to lose weight and keep it off. One report found that about 80 percent of girls surveyed have negative feelings about their bodies, and 75 percent answered that they felt fat (Eating Disorders Awareness and Prevention Act, 2000). Flamiano (2000) explained that there exists a constant tension between the idealized norms of women’s bodies and actual lived experience. It is not surprising, therefore, that there has been an increase in weight loss advertisements which include appeals focused on idealized appearance.

Although there have been many studies of the appeals used in weight loss advertising, research looking at the characteristics of these weight loss appeals have been rare. As mentioned before, most studies have focused on the relationship between weight loss claims and regulation. Furthermore, cross-cultural studies that have analyzed differences in appeals between cultures have also been rare. The current study analyzes appeals being used by current online weight loss product websites in two countries. This type of analysis is meaningful not only to discern the main trends of appeals for weight loss products, but also to add to the literature on cultural comparisons between countries.

Website content analyses and issues

As the Internet has gradually become a very important part of our lives, the number of studies focusing on websites has increased greatly in the past few years. The usage and role of websites have been the frequent topics of Internet related research. From the perspective of companies, websites are very effective marketing tools for communicating with consumers, as well as building stronger brand images (Hansell, 1998). Websites also have the ability to generate awareness and explain products, provide information, help in the evaluation and selection process, provide feedback, and help project a favorable corporate image (Berthon et al., 1997). As a facilitator of these advantages, interactivity is one of the most important factors according to several studies.

Rafaeli and Sudweeks (1997) defined interactivity as: “the extent to which messages in a sequence relate to each other, and especially the extent to which later messages recount the relatedness of earlier messages.” Ha and James (1998) broke interactivity into five dimensions: playfulness, choice, connectedness, information collection, and reciprocal communication. As per the significance accorded this feature in the literature, it is more prevalent than on any other medium.

Although analyses of the content of websites have been conducted recently, there are some limitations or barriers to be overcome. The particular concern is the issue of sampling procedures. The difficulty of sampling Internet content has been mentioned by various researchers (e.g., Weare and Lin 2000). Frequent change in content is the most serious problem. Therefore, ensuring exact similarity of website content viewed by coders was strongly recommended by Weare and Lin (2000). This issue is intrinsically related to the issue of inter-coder reliability. In order to have an equivalent basis upon which to judge inter-coder reliability,

some content analyses of websites have saved all websites to be coded on to a hard disk or zip disc at the same time so that all coders would have access to the same content (e.g., Macias, 2003; Chan-Olmsted, 2000).

Another issue that must be considered in a content analysis of websites is the degree of analysis. One perspective is that analyzing only the first page of websites is reasonable. Researchers talk about the “front door” concept (Potter, 2000; Bucy, Lang, Potter & Grabe 1999; Chan-Olmsted & Park; Ha & James 1998). On the other hand, analyzing all the pages of a website has been posited as crucial for getting the clearest picture (Macias, 2002).

The number of website content analyses is comparatively limited in academic journals. Most of the research on websites has focused on the technical aspects, the behaviors of users, or the possibilities of the Web as a new medium. Recently, there have been a few content analytic studies of websites created by traditional media companies (e.g., www.nytimes.com). This reflects the industry trend of traditional media developing their own sites as promotional tools (Potter, 2002). Potter’s content analysis of radio station websites indicated that many radio professionals have a deep interest in websites and it has promising opportunities as an outlet for their radio program content.

In addition to radio stations, TV and newspaper companies are eager to use websites for similar reasons. According to Chan-Olmsted and Park (2000), TV broadcasters want to improve the understanding of the Web as a new media system and a strategic tool for gaining competitive advantages.

Content analytic research about health related products’ websites has been conducted recently (Macias & Lewis, 2002). Direct-to-consumer (DTC) prescription websites were analyzed (2002) and results indicated that a company’s DTC sites used very similar appeals as

their ads in other media. Finally, the research concluded that DTC websites could be an important source of information for consumers with medical concerns related to DTC drugs.

Getting health-related information through the Web

Findings by the Pew Internet & American Life project (2002) indicate that approximately 66 percent of Internet users go online to look for health or medical information. This means almost 77 million American adults have accessed the Internet to obtain some kind of health information. The same study found that 80 percent of adult Internet users, or almost half of Americans, answered “yes” to questions such as: “Have you searched for at least one specific health topic?”, “Have you ever looked online for information about exercise or fitness?”, “Have you searched for information about immunizations or vaccinations?”

Other reports have found that approximately 80 percent of patients go online to seek health related information (Von Knoop et al., 2003). The more significant fact is that 90 percent of people who go online reported that their understanding of their health problems has been improved by reading the content on websites. They answered that they prefer getting health related information from websites over asking medical specialists in person (Von Knoop et al., 2003).

Concerning searching the Internet for only diet or fitness information, a lower rate was found. Forty-four percent of Internet users have searched for information about dieting, nutritional supplements, or weight control. Thirty-six percent of Internet users have searched online for information about exercise or fitness. Gender differences were found in the use of the Web to find health information. The data showed that 72 percent of female Internet users have gone online for health information, compared with 51 percent of male users. Based on this

finding, it is reasonable to conclude that women comprise the majority of online health information seekers. Also, as people's income and education improve, the rate of using the Internet to seek out health-related information increases. Finally, the literature also finds that, overall, as people develop greater online experience, they tend to visit health-related websites more often. (Pew Internet & American Life project, 2002)

Importance of websites for weight-loss

If someone feels that he or she should lose weight, what options does he/she have? Going to a fitness center, shopping in a conventional store for weight loss products, or jogging come to mind. Recently, however, many people turn on their computers, and access the Internet to get information about weight loss. There are many websites devoted to on-line weight loss programs. These websites can be divided into three types: websites for diet products (e.g., diet pills, food, food supplements, etc), websites for weight loss programs (e.g., [weightwatchers.com](http://www.weightwatchers.com)), and sites for healthy life styles (e.g., www.drphil.com), which incorporate a weight loss program.

As the use of the Internet increases, the number of people registering as members of health websites is also increasing on a daily basis. Fifty-five million of Americans are online on an average day, 29 million were male and 26 million were female among daily users. There was a gender gap for the reason of being online. Women are more likely to seek for health information, religious information and search for new job. Men are more likely to use for the news, seek for financial information and stock trading (Pew Internet & American Life Project, 2000). It can be assumed that this finding would be related to the fact that the number of weight loss program websites is increasing because the majority of visitors to such sites are female. A resulting question would be how many members are enrolled in a typical website of this nature?

As an example of a typical case, ediets.com has about 980,000 members who come to the site regularly.

Reasons for people going online for weight-loss information

Preliminary research has revealed five main reasons for turning to the Internet for help in losing weight.

1. **Confidentiality:** The Internet makes it possible for people to participate in a diet program anonymously or with providing only little information (name, region, and weight). Many dieters do not want to reveal that they are participating in a weight-loss program to friends, co-workers, or family (Harmon, 2003). Some may be ashamed to share such information or feel that it puts extra pressure on them to lose weight. While participating in an online program, people can use a screen name (pseudonym), thereby feeling more comfortable about talking and sharing their stories than in face-to-face situations.

2. **Making Communities:** This is one of the most essential factors in the use of weight-loss websites. Almost all such sites have communities for their members that have become popular places for sharing opinions and experiences. Communities are easily created using the message board functions on these sites. Weightwatchers.com, for example, has 30 different boards on its site and ediets.com has 100 different boards. Members can select a specific community which fits their particular situation or need (Foster, 2003), including getting helpful advice and daily encouragement from weight-loss specialists and other dieters.

3. **Interactivity:** Many feel comfortable when they know “I am not alone.” While dieters are participating in weight-loss programs, they encourage each other. It is very common for them to post their personal stories on a daily basis. For example, they commonly share how many

pounds they lose in a week or how effective a specific method is. If a member stops his or her posting for a while, their friends on the board often start to send inquiring e-mails. “Where have you gone?” , “It’s time to get back!” , “Let’s try again!” (Harmon, 2003).

4. Information content: Through weight-loss websites, dieters cannot only obtain help from others, but also a lot of information. Many weight-loss sites provide research findings, healthy recipes, or comparisons of exercise equipment (Pack, 2003). Some websites even have specialists who can answer questions about general injuries, adult diseases, and behavioral disorders related to weight-loss (McCarthy, 2000).

5. Economy and convenience: In the case of non-Internet options for weight-loss, it is not easy to maintain participation over the long term. Dieters may have to spend a lot of money and go somewhere to get treatment. But dieters don’t need to do so if they are enrolled in an on-line weight-loss program. By spending only a little money, they can get high quality healthy recipes as well as other information and advice from qualified specialists over the long term (Tate et al., 2003). Consequently, it is easier for dieters to stay on such dieting programs over a longer time period than otherwise.

Theoretical frame

This research employed two separate, but compatible, theoretical frameworks. One is Social Comparison theory and the other is the Health Belief Model. These were selected based upon the conceptualizations of prior research in these areas. Health related appeals and outward appearance appeals were found to be two major appeals in this literature. A health appeal is a claim that tries to get attention by showing the potential transformation of users into people with healthy bodies and minds. As many reports continue to discuss the seriousness of obesity, more

weight-loss websites are filled with content about health related information. The images of fit bodies and mentions of healthy lives stimulate people to stay on a weight loss website. The HBM has been an important guide to understanding and predicting individual use of health prevention and health services since its appearance in 1974 (Janz & Becker, 1984; Risker, 1996). This model emphasizes the beliefs underlying the decision-making process of people. It assumes that health-related actions are carried out due to individuals' value of the outcome of the action, and the expectation that the action prevents a potential health problem (Frewen, 1993). It consists of several key variables: perceived threat (Perceived Susceptibility & Perceived Severity), perceived benefit, perceived barrier, cue to action, and self-efficacy (Rosenstock, Strecher, & Becker, 1988). Perceived susceptibility is the subjective perception of the risk of contracting a health problem. Perceived severity is perceptions of developing a debilitating disease. Perceived benefit refers to an individual's belief that an intended action will reduce the threat of illness. Perceived barrier focuses on the perceived potential negative consequences of health-related actions, which are the behavior itself, cost, pain, and others. Regarding cue to action, Janz and Becker (1984) wrote that it consists of information from "mass media communications, interpersonal interactions, or reminder postcards from health care providers." Self-efficacy refers to the belief that an action can be carried out effectively to get a desired outcome.

The HBM may be applied to a situation in which people try to get weight loss information from websites. Let us suppose that a 30-year old female hears a TV news report about the strong links between obesity and many adult diseases. She starts to think about the likelihood that she will contract one of those diseases (Perceived Susceptibility). She feels a little bit bad because she thinks she is somewhat overweight. As time passes by, she seriously

ponders the possibility and consequences of her having that kind of disease (Perceived Severity). Finally, she becomes interested in how to lose weight. She becomes aggressive in finding information about weight loss. She likely encounters several weight loss advertisements and sees the changes and miracles depicted in them. She imagines her body after losing 30 pounds. She becomes happy (perceived benefits). But she is surprised when she hears about the costs associated with registration and purchase. It is much more expensive than she had thought (perceived barriers). One day, she receives information about weight loss websites dealing with new trends in weight loss activity. She discovers the characteristics of weight loss websites such as reasonable costs, making friends anonymously, and powerful interactivity. These are cues to action. Finally, she decides to register with one of the weight loss websites and goes on a diet with the help of the site. This is one possible scenario for applying the HBM to an individual's process of seeking weight loss information from the Internet.

The other theoretical framework used in this research is Social Comparison Theory. Social comparison can be described as the idea that people are willing to and routinely compare themselves with the models portrayed in advertising (Richins, 1991). This theory has enabled marketers to obtain many clues in understanding diverse situations for many years, including comparing one's physical attractiveness to models in mass communication (Martin & Kennedy, 1994; Richins, 1991). Social comparison theory originated with Festinger (1954), and the core concept of the theory is a fundamental tenet of human behavior. The main propositions set forward by Festinger are these: **1.** People have a drive to evaluate their opinions and abilities. **2.** In the absence of an "objective" basis for comparison, this need can be satisfied by "social comparisons" with other people. **3.** Such social comparisons will, when possible, be made with similar others (Martin & Kennedy, 1993). In other words, people have it in their natures to

compare themselves with others. He indicated that self-evaluation is the purpose of social comparisons. Originally, there were two kinds of evaluations in the theory: evaluation of abilities and opinions. However, other research has found that the social comparison process can also include evaluation of personal traits and circumstances (Wood, 1989). Wood's research added two underlying motives for which people make social comparisons: self-improvement and self-enhancement.

According to Martin and Kennedy's research, one of three motives may serve as reasons for self comparisons with advertising models, depending on which motive predominates at the time of the comparison (Martin & Kennedy, 1993). These three are: **1. Self-evaluation**; an individual's judgment of the value, worth, or appropriateness of his/her own abilities, opinions, and personal traits. **2. Self-enhancement**: an individual's biased attempts to maintain positive views of him/herself to protect or enhance self-esteem. **3. Self-improvement**: an individual's attempts to learn how to improve or to be inspired to improve a particular attribute. According to this theory, social comparison would be found in real-world situations. For example, "I want to be like that person with the wonderful body" or "I am fine, I don't have to be like that" may be reactions to the motives by this theory. The result of social comparison is deeply related to the concept of self-esteem. Comparisons on the self-relevancy dimension have a particularly strong impact on people's self esteem (Wood, 1989). Research has noted that comparing oneself to advertising models can change self-perceptions of physical attractiveness (Martin & Kennedy, 1994; Richins, 1991). Therefore, the results of social comparison after exposure to models can be divided into two types; self-esteem will be either decreased or maintained.

How can this theory be applied to the situation of people getting access to weight loss websites? Here is a scenario. A 33-year old female is motivated by these questions; "Do I keep

an average weight?” , “Is a good shape important to my life?” , “At my age, can I start on a diet?” At this point, she compares herself to “others” in advertising. She accesses one of the weight loss websites. Models with nice bodies and the statements they make capture her attention. She compares herself to these “others” on the websites. She is stimulated to stay on that weight loss website out of a desire to lose weight. If this scenario actually occurred, an appearance appeal on the website may influence her behavior. By analyzing the contents of the sample websites, this study will measure the kinds of appeals used to make people compare themselves to others on weight loss websites.

Differences or (similarities) between two countries and research questions

The number of Korean students studying in the U.S. (51,519) has steadily increased. In 2003, Korean students were the third largest group of international students studying in the U.S. (Institute of International Education, 2003). In this atmosphere, it is natural that cross-cultural research comparing these two countries has increased. In the field of advertising research about cross-cultural characteristics, Hofstede’s dimensions have been used by many investigators. The dimensions (1980, 1991) of Individualism-Collectivism are perhaps the most frequently applied concept when conducting cultural comparisons (Gudykunst & Ting-Toomey, 1988). Using Hofstede’s dimension, the U.S. and Korea are in almost complete opposition. The U.S. is a highly individualistic culture, while Korea is a highly collectivistic culture (Hofstede, 1980). Several studies have also found significant differences in customer attitudes and appeals used in advertisements in the two countries. Han and Shavitt (1994) found that Individualistic appeals are used to a greater extent in U.S. advertising than in Korean advertisements. They also found that collectivistic advertising appeals are more frequently seen in Korean advertisements than

those in the U.S. Individualistic appeals are those that focus on individuality or independence, self-reliance, hedonism, or competition. Collectivistic appeals are appeals focusing on family integrity, cohesion, and group well-being. La Ferle and Lee (2002) conducted a study of the various attitudes towards advertising in the two countries. They found that Koreans had comparatively fewer positive attitudes towards advertising than Americans. Cutler, Javalgi and Lee (1995) found that Korean advertising has different features than that of the U.S.: greater use of celebrities, greater portrayal of an international audience, and greater use of status appeals (Cutler et al., 1995). On the other hand, U.S. advertising uses more sex-appeal models and portrays more active life-styles for men and women.

As indicated by the literature, significant differences in advertising appeals and features have been found between U.S. and Korea websites. This study will analyze what kinds of differences in terms of advertising appeals and features used on weight loss websites in each country. In this context, research questions 1 and 2 are:

RQ 1. What are the differences, if any, in the verbal appeals used on both countries' weight loss websites?

RQ 2. What are the differences, if any, in the visual appeals used on both countries' weight loss websites?

Contrasting research results have also been found. Wolburg and Kim (1998) found that Korean advertising is actually very much in favor of individualism, contrary to the expectations of many researchers. Their focus was the message content of magazine advertising in both countries and they selected and coded the "Main message element" as the unit of analysis. The

definition of main message element was the “intended overall impression to be gained from viewing the ad” (Wolburg & Kim, 1998).

According to their findings, most sample ads from both cultures had product claims that emphasized individualism. A total of 88 percent of the Korean advertisements and 93 percent of the American ads included claims for making the individual more attractive, healthy, and efficient. Their findings regarding the “attractiveness/ health” messages provide helpful insight for this study. Wolburg and Kim’s (1998) findings regarding “attractiveness/health” messages are that there are no significant differences between the two countries. The attractiveness appeal, which consists of claims that appearance will be enhanced by using a specific product, was used in 27 percent of Korean ads and 31 percent of U.S ads. The products advertised included cosmetics, hair coloring, clothing, and diet programs. About health, there were somewhat different aspects to the two countries’ ads. Korean weight loss ads appealed to attractiveness, but the U.S weight loss ads predominantly emphasized health itself (Wolburg & Kim, 1998).

As globalization proceeds, the growing similarities in cultures and attendant advertising appeals are being noted by many researchers. This study will examine what kinds of similar advertising appeals and features are used on both countries’ weight loss websites. In this context, research questions 3,4 follow.

RQ 3. What are the similarities, if any, in the verbal appeals used on both countries’ weight loss websites?

RQ 4. What are the similarities, if any, in the visual appeals used on both countries’ weight loss websites?

CHAPTER 3

METHOD

Sample

A sample of 100 websites (50 U.S. and 50 Korean) was used in this study. The Yahoo search engine was utilized to develop the sampling frame. Yahoo has multiple language versions of its site, including both English and Korean (Yahoo.com/ Yahoo.co.kr). Both versions use the exact same visual policy, and have similar organization of content. Yahoo has two options for finding information. One option is to type in the words “weight loss” in the search bar on the front page of Yahoo.com. The other is to use the site’s system of site categorization. For this research, the first method (key word search) was employed, since this generated a larger pool of sites. When the word “weight loss” was typed into the search window of the English version of Yahoo (Yahoo.com), approximately 17,000,000 links were found. To select specific sites, a stratified random sampling method using dice rolls was employed. For example, if the author got a “2” after rolling the die, then every two websites from the top of the list were selected. There are two reasons for selecting websites from the top. The first is the fact that Yahoo ranks its list based on site visits, thus it was considered that websites which were visited more often by people should be more popular than others. Therefore, it was assumed that using popular sites would be more useful to ascertain recent trends. The second reason is that there were too many sites (17 million) to conduct a census.

To get the sample of Korean weight loss websites, the same method was used as with the U.S websites. The word “? ? ? ? ”, which translates to “weight loss” in Korean, was typed into the

search window. Yahoo.co.kr returned 1,006 weight loss websites. This was a comparatively smaller number than that of the U.S. The reason is that Yahoo.com returns related websites from all over the world (mainly from English speaking countries). On the other hand, Yahoo.co.kr only returns Korean websites. The types of websites listed below were excluded for consideration in both samples.

- Weight loss websites which are only designed for sales (excluded only if there is no other information about weight loss except information about products and how to purchase).
- Weight loss websites run only for individual use (If the website is a personal homepage, likely used by extremely small groups).

If a non-usable website was found, it was skipped and went to the next one while maintaining the sampling interval which was decided by rolling dice. A total of 50 U.S websites were selected (9 websites were non-usable) and 50 Korean websites (7 websites were non-usable).

Pilot study and inter-coder reliability

A pilot study was conducted to check inter-coder reliability and the quality of the coding sheet. Many studies have noted the absolute importance of inter-coder reliability for content analytic research (Lombard, Snyder-Duch, & Bracken, 2002). A pilot study is critical in content analysis to establish reliability. The size of the sample for the pilot study was set at 40 percent of the total sample. Similar percentages have been utilized in previous studies (Neuendorf, 2002). Therefore, a total of 40 websites (U.S. 20/ Korean 20) were chosen for the pilot study. All websites from the sample were printed as hardcopies for analysis (Date: March 10, 2004).

Although some research has suggested coding websites using a monitor, the author decided to print them because there is no significant difference between the two methods and the coders preferred it. Also, this allowed coders to code site information from the same day and gave them the ability go back to the hard copy of the website to check coding discrepancies.

Three coders were utilized, including the author. They coded 60 percent of sample (60 websites) each. All three coders were Korean graduate students at U.S. universities, and all were bilingual. They coded individually after training was conducted. The pilot study process consisted of two sessions. Ten websites from each country (a total of 20) were analyzed by the three coders during the first session, and the rest of the 20 websites (U.S. 10/ Korean 10) were coded as part of the second session. All coders used a preliminary draft of a coding sheet for analysis. To calculate inter-coder reliability, the Program for Reliability Assessment with Multiple Coders (PRAM) was utilized. Based upon the data from the first pilot test, inter-coder reliability was calculated among coders. Results revealed an average 65 percent agreement (global) and 45 percent Cohens Kappa for inter-coder reliability. Also, a few variables attained poor agreement among the three coders. The author and coders decided to pursue higher inter-coder reliability as recommended by previous research (Neuendorf, 2002). Although the coder training was done before the first pilot test, extra training was needed. Approximately 3 hours of training was conducted and changes made to the coding sheet. Finally, coders achieved acceptable inter-coder reliability (94 percent global agreement/ 80 Cohens Kappa).

First page only

The first page of each website drawn for the sample was used for this analysis. As noted by previous studies, the first page of websites serves as a kind of main gate for the website (Bucy

et al., 1999; Chan-Olmsted & Park, 2000; Ha & James, 1998). If there was only an attention gaining mechanism on the first page of a website, the next page became the “first page.” A websites’ first (front) page should get the attention of people and motivate them to stay. Therefore, companies usually try to include the most important information they want to communicate to consumers on this page. If attention is not captured on the front page, there is a decreased likelihood of consumers staying there. In cases where websites used the first page solely for eye catching (visual catcher, greeting’s page, etc), the next page was chosen for analysis.

Coding sheet

A thorough literature search was conducted for development of the coding categories. Prior content analytic studies were compared for their method of measuring and defining appeals. Klassen, Wauer and Cassel (1991) divided health and weight loss claims into 7 categories (Price/Taste/Satisfaction/Quality/Health/Weight loss/Status) in a content analysis of food advertising. The distinctions between price, health, and simple weight loss are effective and appropriate for this research. To code physical features of people, a content analysis of magazines conducted by Ford, Voli, Honeycut and Casey served as a model (1998). Ford and colleagues defined many words as characterizing specific models, therefore their vocabulary allowed coders to differentiate among specific appeals of using models from other appeals. Also, the FTC’s report about weight loss advertising (2002) provided direction in coding the appeals used by companies. The criteria used to code the functions of interactivity and quality of content were derived from Macias (2002). Additionally, a study by the Kaiser Family Foundation (2002) was consulted regarding measuring structures of multiple appeals referred.

The final coding sheet consisted of six sections (**1.Characteristics of models** **2.Visual characteristics** **3.Verbal characteristics** **4.Characteristics of menus** **5.Characteristics of interactivity** **6.Characteristics of products on site**).

The coding scheme focused on analyzing the features of and appeals used on weight loss websites from the two countries. This research assumed that appeals come in the form of models' appearance and actions, texts, and other visual factors on the websites. Interactive menus and other miscellaneous attributes of the websites also function as communicators of appeals.

Analysis of models focused on models' roles, clothing, and statements, in addition to demographic features. The information about clothing, role, and vocation can reflect what kinds of appeals are being used. To code for visual characteristics, visual factors (photos, illustrations, graphs, tables, animations) were analyzed. Photos of human models were excluded from this section because they were analyzed in the models section.

In the verbal characteristics sections, all questions were focused on what kinds of appeals were embedded in the texts on the sites. Verbal content was divided into two parts: slogans and headlines, and other texts (copy). The positive/negative tone of text was also coded. In the analysis of menus, mentions of specific knowledge were checked by categorical (Yes/No) questions. To code interactivity and product sales analyses, questions for attaining information about technologies and cultural differences were devised.

CHAPTER 4

RESULTS

Reliabilities

As indicated in the Method section, this study attained an average reliability of .94 global agreement and .80 Cohens Kappa. In a review of acceptable levels of reliability proposed by different researchers, Kassarian (1977) indicated that above 85 percent is satisfactory regarding coefficients of reliability. Also, Neuendorf (2000) noted that reliability correlation coefficients of .75 to .85 or greater (across all types of coefficients) generally demonstrate high reliability levels. According to Ellis, exceeding .75 to .80 is a widely accepted rule of thumb for correlation coefficients (1994). Regarding Cohen's Kappa, .75 or higher scores are considered "excellent agreement beyond chance" by Banerjee and colleagues (1999). They also proposed that .40 to .75 could be fair to good agreement beyond chance and below .40 is poor agreement beyond chance. The average scores of percent agreement and Cohens Kappa of this study exceeded these norms.

The reliabilities for each of the 131 variables were also calculated. Twenty-five variables had a score of 1, indicating 100 percent agreement between coders. However, some variables dealing with appeals in the text had comparatively lower scores. The presence of health and nutrition appeals in text was calculated as .725 and the presence of simple weight loss appeal in text achieved .675. Also, emotional appeal in text achieved .775 agreement. Even though this study devised groups of specific words which were helpful in discerning which appeal was used

in a sentence, it was sometimes not easy for coders to agree on the appeal being used. The reliabilities for each of the 131 variables are reported in tables 5 to 9.

Analysis

Two types of statistical procedures were used to analyze the variables. To ascertain the overall characteristics of websites in both countries, descriptive statistics were calculated for all variables. To compare differences among variables across both countries, Chi-square analysis was utilized.

Among the different kinds of appeals, the simple weight loss appeal was excluded from discussion even though that appeal was very frequently used. The reason is that this appeal was the default when coders could not find another from among the available options. Simple weight loss appeals can be defined as “Trying to get attention by focusing on the behaviors of weight loss mentioned on the website. There is no appeal, nothing but a simple message encouraging weight loss.” For example, if coders find a picture in which a man is smiling and carrying weight loss equipment without any description, this was coded as a simple weight loss appeal. Such phrases as “Weight loss? Now, it’s your turn!”, “Contact us. We will make it happen”, “Welcome to Diet world where miracles happen!”, “You will lose (weight), you will get back (life)!” were also considered simple weight loss appeals. Phrases such as these were very common on weight loss websites. Therefore, it is very natural that the appeal would be found on most weight loss websites.

Verbal characteristics (Slogans/Headlines)

Slogans/headlines were common on weight-loss websites. Approximately four out of every five U.S. websites (82 percent) had a headline or slogan. As shown in Table 1, simple weight-loss were the most common appeals in the slogans/headlines of the U.S. websites, followed by health and nutrition appeals. About one third (32 percent) of the U.S. websites had health and nutrition appeals. Quantitative change and authority appeals were the most rarely used among slogans/headlines in the U.S. (2 percent).

Slogans/headlines were also frequently used on the Korean websites. A total of 78 percent of the Korean websites used slogans/headlines. The presence of health and nutrition appeals was similar to that of the U.S. There were health and nutrition appeals in approximately one out of three (34 percent) websites. Appearance appeals were seen on 22 percent of the Korean sites, over three times the number of the U.S. (6 percent, 3 sites). The least popular appeals on the Korean sites were both authority appeals and quantitative change appeals, with six percent each.

Verbal characteristics (Text)

In the analysis of text, variables regarding the negative/positive tone of appeals were analyzed in addition to the type of appeals variables. This was deemed a suitable variable for analysis because some cases of a negative approach were found in relation with the health and nutrition appeals and appearance appeals during preliminary research.

As shown in table 1, health and nutrition are the most commonly used appeals in the text of the U.S. websites. More than nine out of ten websites (94 percent) had such appeals. Appearance appeals were found on half of the websites (25 sites). Among these 25 sites, most of sites used a positive approach, but negative approaches with appearance appeals were found on 3 sites. They used phrases such as “I hated seeing my picture before losing weight!” or “It was terrifying to stand in front of mirror.” About the health and nutrition appeal, a comparatively high proportion (34 percent) of sites used a negative approach as part of their health appeals. They included expressions such as “You are very close to having a disease!”, “Obesity can cause cancer/ why don’t you start reducing?.” Authority appeals were the least utilized (13 sites) in the text of the U.S. weight loss websites.

Regarding the appeals used in the text of Korean websites, the results were very similar to those of the slogans/headlines appeal. The most common appeal was health and nutrition (92 percent), and the next was appearance (58 percent).

The degree of difference between the two countries regarding verbal characteristics was examined using Chi-Square tests. Regarding health and nutrition appeals in the slogans/headlines, there were no statistically significant differences between the two countries’ websites. The text’s health and nutrition appeals also did not show statistical differences between the two nations.

Even though the differences regarding appearance appeals in the slogans/headlines are significant at the .05 level, it cannot be said that the result is meaningful because the number of cases in each cell should be at least 5 for Chi-Square analysis. Appearance appeals in the slogans/headlines were found on only 3 of the U.S. websites. There were no statistically

significant differences in appearance appeals in terms of text on websites from the two countries. Other features of verbal appeals are delineated in table 1.

Visual characteristics (Models)

Almost three-fourths (72 percent) of U.S. websites included at least one human model. Sites having one model were the most frequent (26 percent). The range of the numbers of models is from 0 to 27 models per site. Regarding gender of models, female models were shown on 66 percent of websites compared to 42 percent for male models. In terms of model roles, the plain healthy symbols and weight loss symbols were dominant (See Table 2). Participants, defined as models who are shown using a product or participating in a service of the website, were the least common role used on the U.S. sites (12 percent). Other model role frequencies are shown in table 2.

Among the vocation categories (Entertainer/Athlete/Medical specialist/Weight loss specialist/Average people), average people were the most common types of models. Sixty percent of the U.S. websites used average people as models. Athletes (well-known) were not found on any websites in either country. Regarding clothing, 64 percent of the U.S. websites had at least one model wearing sports wear, the most common form of clothing for models. The highest rates of models' body exposure were found for both face and upper body (42 percent).

Among Korean websites, 80 percent had at least one human model. Sixty eight percent of websites had at least one female model, but only 30 percent had male models. The major role of models was as plain healthy symbols (30 percent), which could serve as one factor to confirm that the main appeal of Korean weight loss websites is health related. The most popular vocation was, again, as average people. Seventy percent of websites had at least one average person as a

model. In terms of clothing, sports wear (40 percent) and casual wear (34 percent) were the two most popular. Medical attire appeared on 24 percent of Korean websites. Regarding model exposure, the upper body was the most common (50 percent).

On Korean websites, male models were comparatively rare (U.S. 42 percent/ Korea 30 percent). Regarding the models' roles, plain healthy symbol (30 percent) was the most prevalent, similar to the findings for the U.S websites. The same ratio (26 percent) of spokesperson presence in both countries' sites was found. However, different results were found in terms of the presence of participants. Twenty-two percent of Korean websites had such models, but only 12 percent of U.S websites had participant models. In terms of models' vocations, sixteen percent of Korean sites used medical specialist models, compared to only 4 percent (2 sites) of U.S. websites. Even though the variable was significant at the .05 level ($p \leq .05$), it cannot be said that it is statistically significant because the number of cases in each cell should be at least 5 for Chi-square analysis. A similar result in the major vocation category (average people) was found on both countries' websites. Medical attire was present on 24 percent of Korean websites (U.S. 6 percent). Sports wear was the most popular clothing used by both countries' websites (U.S. 64 percent/ Korea 40 percent). In terms of models' body exposure, the upper body was the most frequently seen (50 percent) on the Korean websites. This is a similar result as that of the U.S. (42 percent).

Visual characteristics (except models)

Visual factors were divided into 5 separate parts (photos/illustrations/animations graphs/tables). Each visual factor was coded as present or not present. Photos were present on 52 percent of U.S. sites and 62 percent of Korean sites. It can be assumed that photos are shown

on most of the sites because human-only pictures are excluded in this photos section, so as to avoid overlap and redundancy. The photos including human models were already coded in the human models' section. The most frequent appeals among the photos were health and nutrition on both countries' sites (U.S. 30 percent/ Korea 36 percent). This result is consistent with the general trend of the verbal appeals. Appearance appeals were not found on the U.S. websites and only one Korean site used this appeal. The likely reason for this low rate is that the appearance appeals were used mainly when there were human models.

Illustrations were found on 30 percent of sites (U.S.), and 40 percent of Korean websites. All categories of appeals used in the context of illustrations have similar proportions to those of the U.S. websites, with the exception of emotion appeals being the most popular on Korean websites (18 percent). Graphs are not very common elements. They were not shown on any of the U.S. websites and only 1 website had a graph among the Korean sites. Tables are also not a widely used visual factor. None were found on the U.S. websites and only one case was found on the Korean sites (See Table 3).

Twenty-eight percent of Korean websites included animations, but only 8 percent of the U.S. websites did so. Presence of animation was not statistically different, but did exhibit disparity in frequency across the two countries (U.S. 8 percent/ Korea 28 percent). The main appeal when animation was used was emotional for both countries (U.S. 6 percent/ Korea 18 percent).

Other characteristics

In contrast to the results of the advertising appeals, there were several variables which exhibited statistically significant differences between the two countries. This result may reflect

that diverse functions and specific information are being used in the various marketing environments of the two countries, even though they utilized similar advertising appeals.

Menus

Among the menus of U.S. websites, nutrition was the most frequently seen. Seventy-two percent of U.S. websites included some information about nutrition, compared with 66 percent of Korean websites. Exercise is one of the most common ways of losing weight in both countries. More than half of the websites from both countries had information about exercise (U.S. 58 percent/ Korea 56 percent). Healthy recipes were also frequently present on both countries' sites (U.S. 52 percent/ Korea 36 percent). Eating habits are mentioned on 44 percent of U.S. websites and 26 percent of Korean websites. The same results were found for food supplements on both countries' sites (34 percent). There were statistically significant differences between the two countries in terms of mentioning diseases caused by obesity. Diseases were mentioned on 32 percent of U.S. websites, but on only 14 percent of Korean websites ($p \leq .05$).

Mention of weight loss drugs was more frequently present on U.S. websites (28 percent). Only 2 percent of Korean sites had such information. This may reflect the fact that weight-loss drugs are not common in Korean society. As indicated in the previous chapter, presence of medical professionals was more frequent on Korean websites than U.S. sites. Twenty-eight percent of Korean websites mentioned medical professionals, compared with 18 percent of U.S. sites. Diets for specific parts of the body are distinctive characteristics of the Korean weight-loss culture. Twenty-eight percent of Korean websites suggested diets for a particular part of the body such as legs, neck, abdomen, etc. Only 10 percent of U.S. websites mentioned weight loss of a specific part of a body ($p \leq .05$). Exercise machines were mentioned on 20 percent of

Korean sites, but only 4 percent of the U.S. sites referred to them. Information about health insurance was rarely mentioned on weight loss websites of either country. Only one U.S. site had such information. None of the Korean websites mentioned insurance. (See Table 4).

Interactivity

Interactivity is one of the most crucial reasons for consumers to visit and be a repeat consumer of specific websites. As indicated in the literature review, the relationships established among people are a big factor in the popularity of weight loss websites. Such websites are places for exchanging information, and comforting and encouraging one another. It is very important for weight loss websites to not only enhance interactivity between the ir site and consumers, but also among consumers themselves. Six variables demonstrated statistically significant differences among the 9 in the Interactivity group.

Hyperlinks were one of the distinctive features of U.S. websites. Seventy percent of U.S. websites have at least one hyperlink to another website, compared to 28 percent of Korean websites. There was a significant difference between the two countries' websites in terms of hyperlinks ($p \leq .001$). During the coding process, it was noticed that cooperative marketing was utilized quite often. For example, a website selling drugs and a site promoting a weight loss related video had hyperlinks to each other. Also, hyperlinks were used to demonstrate the capability of websites to serve as repositories of weight-loss related knowledge. E-newsletters, periodical message from the companies to members, are also frequently used tools of the U.S. websites to improve their interactivity. Forty-six percent of U.S. websites had it, compared to only 8 percent of Korean sites. Privacy protection statements were on 42 percent of U.S. websites and 22 percent of Korean sites ($p \leq .05$). Generally, the sites had a separate registration

section for newcomers. Forty percent of U.S. websites required registration. Sixty six percent of Korean websites required registration (log in). That result was significantly different ($p \leq .01$). Search engines within sites were found on 30 percent of U.S. websites compared to only 12 percent of Korean websites ($p \leq .05$). The function of consulting weight loss specialists (not M.Ds) was on 28 percent of U.S. websites, but 48 percent of Korean sites ($p \leq .05$). Chat rooms were found on 14 percent of U.S. websites, and 22 percent of Korean sites ran chat rooms. Message boards were more common than chat rooms on websites from both countries (U.S. 20 percent/ Korean 44 percent). Medical specialists frequently appeared on Korean weight-loss websites in different types of roles. In some cases, they were owners of weight loss clinics, in other cases they were hired as online consultants. Weight-loss medical clinics are often established by Asian medical specialists. This is one of the distinctive features of the Korean weight loss business market (See Table 4).

Sale of products

Forty-eight percent of U.S. websites sold at least one type of weight loss product (Korea 36 percent). Sales of food were featured on 14 percent of the U.S. sites, and 24 percent of Korean sites. This was statistically significant ($p \leq .05$). Weight loss drugs were sold but not very frequently on weight loss websites (U.S. 10 percent/ Korean 4 percent). The sale of exercise machines on popular weight-loss websites seems to be a Korean specific trend. Twenty percent of Korean sites sold exercise machines, but only 2 percent of U.S. sites did so. Mentions of the side effects resulting from weight loss products were not found on any of the websites in either countries (See Table 4).

CHAPTER 5

DISCUSSION

As indicated in the prior section, an assumption was made that the main appeals of the two countries' weight loss websites would differ (Han & Shavitt, 1994; La Ferle & Lee, 2002; Cutler, Javalgi & Lee, 1995).

However, the findings revealed that the most popular appeals of weight loss websites were health and nutrition for both countries. These appeals are used to a much greater extent than all others. The health and nutrition appeals were used more often than any other appeal in both verbal and visual elements. Regarding differences between the two countries, no significant differences were found in terms of the main appeals. Appearance appeals were used more often on Korean websites, but this was not statistically significant. Consequently, this research concludes that the main appeal of weight-loss websites is similar in both countries.

Findings for discussion

The four research questions are grouped into two sets: differences and similarities in characteristics between two countries' websites. The findings to be discussed apply to the two groups of research questions presented below.

RQ1. What are the differences, if any, in the verbal appeals used on both countries' weight loss websites?

RQ2. What are the differences, if any, in the visual appeals used on both countries' weight loss websites?

The first finding to note regarding differences is the frequency of appearance appeals among the two countries' sites. Even though there were no statistical differences, there was some disparity in terms of appearance appeals in slogans/headlines (U.S. 6 percent/ Korea 22 percent). This finding indicates that, although body image is likely to be important to people of both countries, changing one's body image or having good-looking bodies may be a more important goal among Korean consumers when visiting weight loss websites.

Regarding visual characteristics, the different frequencies of using medical specialist models should also be discussed. Even though there were no statistical differences between the two countries on this variable, it is interesting to compare the frequencies of occurrence on both countries' websites (U.S. 4 percent/ Korea 16 percent). As indicated in the results, there has been a popularity in weight loss medical clinics established in Korea (Kim 2002). According to the information on their websites, traditional drugs and treatments were used as the main tools for losing weight at these clinics. Also, they offered special recipes designed to change people's nutrition and metabolism. Some medical clinics have facilities where consumers participate in long-term weight loss programs. Medical specialists tended to be the owners of these clinics and they were commonly shown on websites as spokespersons.

On the other hand, medical specialists shown on the U.S. websites were usually medical personnel demonstrating the benefits of products by presenting scientific knowledge. There were no cases in the sample websites where a medical specialist ran his or her own medical clinic on the U.S. websites. In Korea, there are several traditional vocations respected by the

population. These are doctors, teachers, professors, and government officials. The general image of these vocations is that of being sincere and well-educated. Medical weight loss clinics run by doctors can give a clinic an important air of credibility which cannot be found among other competitors.

Among other visual factors besides models, the frequent presence of animation on Korean websites was interesting. There was a tendency for Korean websites to feature more animation even though this was not statistically significant (U.S. 8 percent/ Korea 28 percent). This may reflect the different cultural preference for using animation in marketing communication tools. In Korea, there has been a growing popularity of animation along with the rapid expansion of Web businesses. With the development of Flash software, animation has become one of the most widely implemented features on Korean websites (Cho 2002).

Information about diets for specific parts of the body was limited to Korean websites (U.S. 10 percent/ Korean 28 percent, $p \leq .05$). The reason for this disparity may be explained by an element of Korean culture. That is derived from the particularly strong concern about outward appearance. As indicated before, a kind of “looking good obsession” among Korean females exists in Korean society. They want to be skinnier even though they may be of normal weight. Recently, in Korean society there has been a perception that the most important criteria of beauty is being slim or even skinny. This perception results in more and more young females starting un-reasonable diets. Their most important concern is how others look at them. The audience or consumers of diets for specific body parts were most likely female, and the specific parts of body are arm, leg, face, neck, etc. Those are the parts which would be most commonly exposed to others.

Some menus related with interactive relationships (consulting with medical professionals, consulting with weight loss specialists, chat room/communities, message boards, etc) were more prevalent on Korean websites. These interactive functions could be the most important factors in enhancing the popularity of weight loss websites in Korean society. The high penetration rate of broadband Internet (e.g., DSL) could be one of the reasons for the proliferation of interactive functions on websites.

RQ3. What are the similarities, if any, in the verbal appeals used on both countries' weight loss websites?

RQ4. What are the similarities, if any, in the visual appeals used on both countries' weight loss websites?

The first significant finding to discuss about similarities in the verbal elements is the frequent presence of words related to health and nutrition on the two countries' websites. On most of the websites, there were many words such as "carbohydrates, diabetes, protein, fat, cholesterol, etc." A lot of scientific (technical) information was present in their communication with consumers. The popularity of the health and nutrition appeals is strongly related with this trend. For more effective communication with consumers using health appeals, using "scientific" words may be helpful in communicating the effectiveness of products and the seriousness of the company. Consequently, the frequent presence of these words was shown in congruent with the increasing popularity of health and nutrition appeals.

In terms of visual characteristics, the popularity of plain healthy symbols as models was clearly noticeable in both countries. The other types of model roles have very low rates of

appearance in comparison with presence as a plain healthy symbol. This finding can imply that the companies are trying to indicate the ultimate benefit of their weight-loss programs or products. The final hope of dieters is not participation in a program or taking pills, but enjoying a healthy life with other people after losing weight. The websites of both countries show the types of healthy lives which could result from losing weight.

The frequent use of average people as models on the websites of both countries is also notable. According to social comparison theory (Richins 1991), people naturally and commonly compare themselves to models in advertising. Consumers dream about changing their body shape after seeing and identifying with the usually healthy models in advertising. As part of this process, it could be that consumers will more easily imagine their dream coming true when seeing “regular” people such as themselves being successful at losing weight.

Famous sports athletes were not found on either country’s websites. Even though the most frequently used clothing was sportswear, there were no sports athletes as models on the websites. This result implies that sports celebrities are not linked with weight loss activities by the public and companies even though most sports athletes have toned and healthy bodies.

Graphs and tables are rarely shown on weight loss websites in both countries. Graphs and tables can be assumed to represent a quantitative change appeal. Therefore, this finding can be related to the rare presence of quantitative change appeals on the websites. According to Bishop’s work (1999), appeals using change (e.g., before and after comparisons) have been decreasing in weight loss marketing. Also, these results imply that the companies perceive the graphs or tables as not persuasive in weight loss marketing.

Other characteristics

Regarding menu functions, the U.S. websites mentioned diseases caused by obesity at a rate more than double the rate of the Korean websites (U.S. 32 percent/ Korean 14 percent). That difference was statistically significant ($p \leq .05$). This finding helps explain the small differences in frequencies of health appeals between the two countries. The frequent mentions of healthy recipes, eating habits, and nutrition also confirmed the popularity of health appeals. Diets for specific parts of the body are a feature generally limited to Korean websites. About three times more Korean websites mentioned diets for a part of the body. In Korea, weight loss programs specializing in such diets are gaining popularity. Although many websites sell weight-loss products, information about side effects was not found at all. This could lessen the credibility of purchasing products online compared to buying the same products offline.

Three perspectives regarding similarities of appeals

The ultimate purpose of this study was two-fold. One was to gain insight into the types and frequency of specific appeals used on weight-loss websites, the other was to figure out the differences in appeals between the two countries' weight-loss websites. The findings revealed that the most popular appeals used by weight-loss websites in both countries were very similar: health and nutrition. Other appeals showed a big gap in comparison in terms of use. Health and nutrition appeals were used more often than any other appeal across both verbal parts and visual factors in both countries.

The present research suggests three reasons for this similarity. The first is a perspective derived from the increasing standardization of cultural elements, and the second is a perspective from the characteristics of diet products. The third is derived from agenda setting theory.

The first perspective is that of cultural standardization. Although several studies have indicated cross-cultural differences in marketing communications, others have pointed out the possibility of similarities across countries' marketing strategies. Levitt (1983) suggested the concept "homogenization" for marketing communications in a global market. Through exposure via media technology, almost everyone wants the things they have all seen and experienced. Such similarity in exposure will enable people to have commonalities across cultures. It is reasonable that technology leads to the standardization of the market and people's preferences. Also, Levitt suggested standardization of marketing on a global scale. The author mentioned that travel and transport would be the primary facilitators of this situation. Levitt wrote this in 1983, an analysis of trends and expectations before the debut of Internet technology.

The Internet has resulted in the increasingly rapid expansion of globalization. The Internet is the most effective and powerful medium in history for the facilitation of people having the same experience. Research has indicated that the Internet is a global medium and one of the most significant and greatest marketing tools for the global marketplace (Samiee 1998). Through the Internet, people all over the world can have the same experience at any time, anywhere.

Based upon recent research, we can see some contradictory perspectives regarding differentiation strategies for a global market. Albers-Miller (1996) questioned the meaningfulness of many of the results from prior studies about global differences. Shared values is one of the issues the author mentioned. It is possible that standardization of advertising would be effective if values are shared across countries.

Regarding advertising message strategy, Wolburg and Kim (1998) suggested that similar executions would be more effective for cross-cultural advertising. They proposed that a high

degree of standardization is probably attainable for personal care products. Korean people are generally classified as collectivistic, but are motivated by individualism in their search for some categories of products. Considering that many weight loss products are in the personal care category, advertising appeals using an individualistic approach may be more effective in both societies than using a collectivistic appeal. This conceptualization is one possible explanation for the similarities in website advertising appeals.

The influences of Western society on other cultures could be another factor in some countries exhibiting similarities in advertising appeals. English is the most frequently used second language in Korean society and Western brands are countless in number. Multi-national franchises exist throughout the country. Recently, the development of satellite television has allowed people greater access to Western lifestyles. Korean people can watch Western programs in their homes 24 hours a day. Not only Western programs, but exposure to Western advertising plays an important role in standardization. Many international brands air commercials which were made for the global market after translation. Also, it is very common to find Western models and scenery in advertising for Korean products. In this atmosphere, it is highly possible that standardization of many cultural aspects is occurring.

Communication strategies are decided by companies after analyzing market trends and the mind of target audiences. The frequent exposure to Western cultural elements can influence the attitudes and the trends of the marketing environment. Similarities in advertising appeals are likely a reflection of the situations indicated above.

The second perspective about the similarities in advertising appeals could be the characteristics of diet products themselves. The products of the sample websites were divided into 5 categories (drugs, diet programs, food, food supplements and exercise machines).

According to the findings of this study, the most popular category of weight loss products was for products related to foods and food supplements (U.S. 48 percent/ Korean 58 percent). The foods and food supplements have two kinds of characteristics: one is related to food, the other to medicine. Even though the products are labeled as food, their function is rather similar to that of medicine designed to fight obesity. Therefore, consumers do not behave in the same manner as when buying chewing gum or candy. It is highly likely that consumers think seriously when they buy weight loss products.

Most of the products on weight-loss websites could be classified as high involvement items on the FCB GRID (Vaughn 1980, 1986). Even though there are no weight loss products specifically on the GRID, an assumption can be made by looking at three scales of definition of the GRID (Ratchford 1987). The three scales are the decision importance, degree of thought required, and perceived risk of choosing the wrong brand. Hence, the characteristics of these two types of weight loss products, food and medicine, lead people to decide more carefully about their purchases.

Weight loss product companies should be able to promise that using their products could result in healthy lives for consumers. It can be assumed that most weight loss companies try to provide scientifically based information to persuade consumers. To sell weight-loss products, high involvement products, companies would use rational appeals such as giving scientific data, employing professionals as spokespersons, etc.

Jeon et al. (1999) found that rational appeals were commonly used in both U.S. and Korean advertisements. Their content analysis found that there are great similarities in the advertising appeals used in the two countries, even though there were also a few differences. They divided their products into four categories (durables, non-durables, services, and other).

Based upon their findings, a similar percentage of appeals were found for durable products. The ads of the U.S. used a rational approach 58.9 percent of the time and 57.8 percent for Korean ads.

The third perspective about similarities is agenda setting. As indicated in the literature review, there have been many reports on the obesity issues in the U.S. and Korea. Most reports warn about the strong relationships between contracting fatal diseases and obesity. According to research, perceptions of fear are considered important when dealing with news (Young, 2003). The same study found that the news selected as more important was perceived as more noxious and more likely to have personal impact.

Not only news reports, but also many other sources constantly indicate the dangers of obesity. Even the existence of general products labeled as “diet”, and healthy menus in fast food restaurants play an important role in making weight loss more salient among the public. Currently, health consciousness is the most common and dominant agenda about weight loss in both countries.

Limitations

This research had some limitations. The first was the choice to analyze only a part of each website. Even though the first page has a lot of content, there were limitations in the analysis. Some sites used the first page only as an introduction. There were mission statements, greetings, photos of the owner, and/or brief guides. All other contents are accessible only through additional clicking. Therefore, the coders did not always have enough information for analysis.

The second limitation is in coding the appeals. Coding was done by looking for certain key words. Coders were limited to looking for those specific words that meant or represented

one of the appeals. Even though the author thought this method was the best option, there was an issue of connotation. Even if a word represents one appeal in one context, it is possible for that same word to be used with a different connotation in another context and represent a different appeal. But coders coded for the meaning of those words to attempt to achieve objectivity, and not by connotation which can easily be open to more subjective and less rigorous interpretations.

Also, the sample size and author coding are limitations. The sample size (U.S. 50/ Korean 50) is limited in the sense of understanding the contrasting characteristics between different kinds of companies of weight-loss websites. The search results returned a total of 17,000,000 (Korea 1,006) weight loss sites. Therefore, the use of only 50 sites from each country may limit generalizability to the most popular sites, and not the entire population of weight loss websites in both countries. Regarding coders, author was included among three coders. That could be one of the limitations.

The last one is the issue of cross-sectionality. This is a function of the characteristics of Internet content. Constant change of online content has been pointed out as a factor making content analysis of websites difficult (e.g., Macias & Lewis 2003). Coders in a content analysis should use the exact same sample and situation to ensure the integrity of the study. Even if coders code at the same time and in the same place, it is not easy to have the exact same content between coders. Since the content of websites can change almost at any time. From this perspective, printing out each site in hard copy form was considered a good method of ensuring that the same content was given to coders. But, some problems still existed. This method could not get capture some information regarding the quality of technology used on the websites such

as sound, flash technique, color, etc. Therefore, some variables related to such topics were excluded from coding.

Suggestions for future research

This study has taken a first step in understanding the content of and strategic appeals used by online weight-loss websites. Therefore, there exist rich and varied paths for future research in this area.

One suggested direction is for longitudinal studies. The assumptions and analysis of this research are all derived from the “present” websites of the U.S. and Korea. As this research has indicated in prior sections, one of the characteristics of content on the Web is constant change. Most websites are consistently if not constantly updated, some by the second. With the increasing progression of technology, the speed and degree of change has become faster and more powerful. Therefore, longitudinal analysis of content would allow an understanding of the change in consumer’s needs and companies’ advertising appeals, as well as the marketing environment of the time. It would also chart the progression of weight-loss websites in terms of consumer usage, feature changes, and content modifications. Longitudinal studies of websites would permit tracking of trends in Internet advertising in this category. This would result in even more informative research that takes a broader perspective. Such studies require long term planning and commitment, such as the decision to select and keep track of the sample, collect data across time for all samples, and save the data on a hard disk or as a hard copy (e.g., saving hardcopies of specific sites every month).

It is also recommended that additional variables be added to future research in this area. While the sample was being coded, some variables were found which were not accounted for.

Among the appeals, an appeal about price was seen on many sites. Comparisons of the price of some products such as food and food supplement, drugs, videos, books, etc were used frequently. Consumers can check the most competitive price for a specific product using a search engine and hyperlinks. The attention gaining abilities of special prices plays an important role in visiting weight-loss websites.

Marketing/advertising partners can also be coded to understand how weight loss businesses and other related businesses help each other through their advertisements. As an example, there were advertisements for Subway and TGI Friday on the Atkins diet website. Using such cooperative advertisements, a synergy effect may be created. On the Korean websites, there were some cooperative advertisements between weight-loss medical clinics and fitness club franchises.

The vocation of medical specialists on websites could be coded. In Korea, most medical specialists on website were owners of weight-loss medical clinics or employees. In contrast, there were no cases of medical professionals running their own medical clinics on the U.S. websites. Their roles were spokesperson or introducing the results of medical research. This information would be a way to understand the environment of weight-loss business in terms of cross-cultural perspectives.

An inherent limit of the content analysis method is the restriction of only being able to describe content. Complementary experimental studies would provide information as to whether and how the appeals used by weight-loss websites effectively reach or convince consumers. The subjects of such experiments will, ideally, be actual consumers of such sites. Experiments would provide knowledge as to whether causal relationships exist between the type of appeal utilized by a weight-loss website and initiation of use, repeated usage, and type of functions used. Such

studies would result in more refined understandings of the origins of usage, response to specific types of appeals, and how the appeals influence the actual interactive functions used by site consumers. Weight-loss website selection strategies could also be investigated using experiments, revealing the true influence of site appeals in fostering initiation of patronage (for example, if consumers are faced with a choice of weight loss websites that basically utilize the same main appeal, how do they select from among those?).

In sum, there remain many possible directions for future research. This study has focused on the content of and appeals used by weight-loss sites. Future work incorporating some measurement of actual consumer response or motivation would serve as excellent complements to, and expansions of knowledge regarding, this increasingly popular type of online destination.

REFERENCES

- Albers-Miller, N. (1996). Designing cross-cultural advertising research: a closer look at paired comparisons. *International Marketing Review*. 13(5). 59-75.
- Alexander, R. and the Committee on Definitions of the American Marketing Association. (1960). *A Glossary of Marketing Terms*. Chicago, IL: American Marketing Association.
- American Heritage Dictionary of the English Language, 4th ed. (2000). New York: Houghton Mifflin Company.
- Arent Fox Attorneys at Law (2002). Alert: FTC Targets Specific Weight Loss Claims. December 11.
- Banerjee, Mousumi, Capozzoli, Michelle, McSweeney, Laura, & Sinha, Debajyoti. (1999). Beyond Kappa: A review of interrater agreement measures. *Canadian Journal of Statistics*. 27(1). 3-23.
- Berthon, P., Pitt, L., Berthon, J-P., Gillis, C., Lyall, P. and Money, A. (1997) Mapping the Marketplace: Evaluating Industry Web Sites Using Correspondence Analysis. *Journal of Strategic Marketing*, 5(4). 233–242.
- Bishop, R. (2001). Old Dogs, New Tricks? An Ideological Analysis of Thematic Shifts in Television Advertising for Diet Products, 1999-2000. *Journal of Communication Inquiry*. 25(4). 334-352.
- Bissell, K., & Peiqin, Z. (2004). Must-See TV or ESPN: Entertainment and Sports Media Exposure and Body Image Distortion in College Women. *Journal of Communication*. 54(1). 5-17.
- Blackburn, G., (2002). Making good decisions about diet: Weight loss is not weight maintenance. *Cleveland Clinic Journal of Medicine*. 69(11). 864-866.

- Bucy, E., Lang, A., Potter, R., & Grabe, E. (1999). Formal features of cyberspace: Relationships between Web page complexity and site traffic. *Journal of the American Society for information Science*, 50, 1246-1259.
- CDC (Centers for Disease Control and Prevention) Report. March 9, 2004. Obesity gains on tobacco as top death factor: Poor Diet, Inactivity Underlying Factors for Leading Killers.
- Chan-Olmsted, S., & Park, J. (2000). From On-Air to Online World: Examining the Content and Structures of Broadcast TV Stations' Web Sites. *Journalism & Mass Communication Quarterly*. 77(2). 321-339.
- Cutler, B., Javalgi, R., & Lee, D. (1995). The Portrayal of People in Magazine Advertisements: The United States and Korea. *Journal of International Consumer Marketing*. 8(2). 45-58.
- Daugherty, T., & Reece, B. (2002). The Adoption of Persuasive Internet Communication in Advertising and Public Relations Curricula. *Journal of Interactive Advertising*. 3(1). <http://jiad.org/vol3/no1/daugherty/index.htm>
- De Caires, S. (2002). Diet, exercise can reduce diabetes odds. *Drug store news*. February. 56-57.
- Ellis, L. (1994). *Research Method in the Social Sciences*. Madison, WI: WCB Brown & Benchmark.
- Festinger, L. (1954). A theory of Social Comparison Process. *Human Relations*. 7. 117-140.
- Flamiano, D. (2000). Covering Contraception: Discourses of Gender, Motherhood, Sexuality in Women's Magazines, 1938-1969. (2000). *American Journalism*. 17(3). 59-87.
- Ford, J., Voli, P., Honeycutt, E., & Casey, S. (1998). Gender role Portrayals in Japanese Advertising: A Magazine Content Analysis. *Journal of Advertising*. 27(1). 114-124.
- Foster, S. (2003). Dieters find support on web: Internet tools are credited with fostering a sense of control. *Wall Street journal*, June 10.

- Frewen, S., & Schomer, H. (1994). Health Belief Model Interpretation of Compliance factors in a weight loss and Cardiac Rehabilitation programme. *South African Journal of Psychology*. 24(1). 39-43.
- FTC Public Workshop. (2002). Advertising of Weight Loss Products. November 19.
- FTC Staff Report. (2002). Weight-loss advertising: An analysis of current trends. September.
- FTC Workshop. (2002). Partnership for Healthy Weight-Loss Management. November 19.
- Fujioka, K. (2002). Management of Obesity as a Chronic Disease: Nonpharmacologic, Pharmacologic, and Surgical options. *Obesity Research*.10(Suppl 2).116-123.
- Foster, S. (2003). Dieters find support on web: Internet tools are credited with fostering a sense of control. *Wall Street journal*, June 10.
- Freeman, L. (1999). Internet Fundamentally Changes Definition. *Marketing News*. December 6.
- Galloway, C. (2003). The First Amendment and FTC weight-loss Advertising Regulation. *Journal of Consumer Affairs*. 37(2). 413-424.
- Gudykunst, W., & Ting-Toomey, S. (1988). *Culture and Interpersonal Communication*. Newbury Park, CA: Sage.
- Ha, L., & James, L. (1998). Interactivity reexamined: A baseline analysis of early business web sites. *Journal of Broadcasting & Electronic Media*. 42. 457-474.
- Han, S., & Shavitt, S. (1994). Persuasion and Culture: advertising appeals in individualistic and collectivistic societies. *Journal of Experimental Social Psychology*. 30. 326-350.
- Hankyoreh Daily. June 20, 2004. Fast Food and Obesity.
- Hansell, S. (1998). Selling Soap Without the Soap Operas. *The New York Times*. August 24.
- Harmon, A. (2003). Dieters finding comfort online. *Times Argus*, August 25.
- Hofstede, G. (1991). *Cultures and Organizations*. London: McGraw Hill.

- Hofstede, G. (1980). *Cultures' Consequencies: International Differences in Work-Related Values*. Newbury Park, CA: Sage.
- Hwang, J., McMillan, S., & Lee, G. (2003). Corporate Website as Advertising: An Analysis of Function, Audience, and Message Strategy. *Journal of Interactive Advertising*. 3(2). <http://www.jiad.org/vol3/no2/mcmillan/index.htm>
- Institute of International Education. (2003). *International Students in the United States*.
- Janz, N., & Becker, M. (1984). The Health Belief Model: a decade later. *Health Education Quarterly*. 11. 1-47.
- Jeon, W., Franke, G., Huhmann, B., & Phelps, J. (1999). Appeals in Korean magazine advertising: A content analysis and cross-cultural comparison. *Asia Pacific Journal of Management*. 16. 249-258.
- Joel, S. (2002). Miracle-Diet Ads Lie? Well, Duh!. *Time*. 160(14).
- Kaiser Family Foundation. (2002). *Appeals and Promises in Commercials and Magazine Advertisements*.
- Kassarjian, H. (1977). Content Analysis in Consumer Research. *Journal of Consumer Research*. 4(3). 8-18.
- Katrak, P., & Rifon, N. (1994). Slim, Trim and ever so thin: A Content Analysis of Magazine Advertising Claims for Weight control products. 1994 American Academy of Advertising Proceedings. 113-121.
- Kim, G. (1999). The Effects of Adolescent Girls' Self -esteem, the Preoccupation to be Thinner, and Dieting on Binge Eating. *The Journal of Korean Psychological Association: Health*. 4(1). 155-166.
- Kim, N., & Kang, J. (2002). Secular Trend of Obesity Prevalence in Korea. *The journal of*

- Korean society for the study of obesity. 11(4). 329-337.
- Kim, S. (2002). Obesity and Metabolic Syndrome ; Pathophysiology of Obesity and Metabolic Syndrome. The journal of Korean society for the study of obesity. 11(3). 213-226.
- Klassen, M., Wauer, S., & Cassel, S. (1991). Increases in health and weight loss claims in food advertising in the eighties. Journal of advertising research. January. 32-37.
- Knoop, Carina., Lovich, D., Silverstein, M., & Tutty, M. (2003). Vital Signs: E-Health in the United States. The Boston Consulting Group. January 3.
http://www.bcg.com/publications/files/Vital_Signs_Rpt_Jan03.pdf
- Korean Agency for Technology and Standards. (2003). Longitudinal Analysis of Changes in Koreans' Weight and Height.
- Korea Network Information Center. (2002). Internet use and users' behaviors.
- Korean Society for Health Promotion and Disease Prevention. (2003). Longitudinal Analysis of Changes in Koreans' Average Weight Over Time.
- Lady Kyunghyang. June 16, 2004. Dieting Trends.
- La Ferle, C., & Lee, W. (2002). Attitudes Toward Advertising: A comparative Study of Consumers in China, Taiwan, South Korea and the United States. Journal of International Consumer Marketing. 15(2). 5-22.
- Levitt, T. (1983). The Globalization of Markets. Harvard Business Review. 61(May-June). 92-102.
- Lombard, M., Snyder-Duch, J., & Bracken, C. (2002). Content Analysis in Mass Communication: Assessment and Reporting of Intercoder Reliability. Human Communication Research. 28(4). 587-604.
- Macias, W., & Lewis, L. (2003). A content analysis of direct-to-consumer prescription drug web

- sites. *Journal of advertising*. 32(4). 43-57.
- Martin, M., & Kennedy, P. (1994). Social Comparison and the Beauty of Advertising Models: The Role of Motives for Comparison. *Advances in Consumer Research*. 21. 365-371.
- Mccarthy, J. (2000). Log on and lose weight. *Joe Weider's Shape*. Woodland hills. 20(1). 122-125.
- Mcgraw, P. (2003). Food and diet obsession. www.drphil.com.
- National Health and Nutrition Examination Survey. (2002). CDC (Centers for Disease Control and Prevention).
- Neuendorf, K. (2002). *The Content analysis guidebook*. Thousand Oaks, CA: Sage.
- Newsmaker. May 28, 2004. Unhealthy Diets.
- NWHIC (The National Women's Health Information Center). (2004). Anorexia nervosa. A project of the Office on Women's Health in the U.S. Department of Health and Human Services.
- Ogden, C., Flegal, K., Carroll, M., & Johnson, C. (2002). Prevalence and Trends in Overweight Among U.S. Children and Adolescents, 1999-2000. *The Journal of the American Medical Association*. 288(14). 1723-1727.
- Pack, T. (2003). Get fit on the web. *Information today*. April.
- Park, S. (2001). A study on the Icon design on the Website. *Society of Korea Illustart*. 9. 93-111.
- Pew Research Center. (2002). *Pew Internet & American Life project*.
- Potter, R. (2002). Give the people what they want: A content analysis of FM Radio station Home pages. *Journal of Broadcasting & Electronic Media*. 46(3). 369-384.
- Rafaeli, S., & Sudweeks, F. (1997). Networked Interactivity. *Journal of Computer-Mediated*

- Communication, 2(4).
<http://www.207.201.161.120/jcmc/vol2/issue4/rafaeli.sudweeks.html>.
- Ratchford, B. (1987). The Insights about the FCB Grid. *Journal of Advertising Research*. 27(4). 24-38.
- Ratchford, B., & Vaughn, R. (1989). On the Relationships Between Motives and Purchase Decisions: Some Empirical Approaches. *Advances in Consumer Research*. 16(1). 293-299.
- Reinhard, K. (2001). Reinventing Advertising. speech presented at the Groupe d'Ouchy. June 22.
- Richards, J., & Curran, C. Oracles on "Advertising": Searching for a Definition. *Journal of Advertising*. 31(2). 63-77.
- Richins, M. (1991). Social comparison and the idealized images of advertising. *Journal of consumer research*. 18. 71-83.
- Riskier, D. (1996). The Health Belief Model and Consumer Information Searches: Toward an Integrated Model. *Health Marketing Quarterly*. 13(3). 13-26.
- Rosenstock, I., Strecher, V., & Becker, M. (1988). Social Learning Theory and the Health Belief Model. *Health Education Quarterly*. 15(2). 175-183.
- Samiee, S. (1998). The Internet and international marketing: is there a fit?. *Journal of Interactive Marketing*. 12(4). 5-21.
- Sheila, A. (2003). Let's clean up the diet-ad mess. *Advertising Age*. 74(5).
- Staff Report of the Office of Strategic Planning and Policy. (2003). Broadband Internet Access in OECD countries: A comparative analysis. Analysis and International Bureau.
- Steuer, J. (1992). Defining Virtual Reality: Dimensions Determining Telepresence. *Journal of Communication*, 42(4), 73-93.

- Tate, D., Jackvony, E., & Wing, R. (2003). Effects of Internet behavioral counseling on weight loss in adults at risk for type 2 diabetes: A randomized trial. *The Journal of the American medical association*. 289(14). 1833-1836.
- Tate, D. (2001). Using Internet technology to deliver a behavioral weight loss program. *The Journal of the American medical association*. 285(9). 1172-1177.
- Taylor H. Harris Poll. (2001). Online population growth surges to 56% of all. December 22. Poll No 76. http://www.gsharrisinteractive.com/harris_poll/index.asp?PID=9.
- The Eating Disorders Awareness, prevention, And Education Act of 2000. (2000).
- The Female Body in Mass Media. (2004). Distortions in Body Image and Self-perception, <http://wetzelspsych.rhodes.edu/223webproj/bodyimage/default.html>
- The Financial News. December. 2002. The rate of Internet use.
- Tsao, J., & Sibley, S. (2004). Displacement and Reinforcement Effects of the Internet and Other Media as Sources of Advertising Information. *Journal of Advertising Research*. March. 126-142.
- U.S. Surgeon General. (2001). Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity.
- Vaughn, R. (1980). How Advertising Works: A Planning Model. *Journal of Advertising Research*. 20(5). 27-33.
- Weare, C., & Lin W. (2000). Content analysis of the world wide web: opportunities and challenges. *Social Science Computer Review*. 18(3). 272 – 292.
- Wilson, N., & Blackhurst, A. (1999). Food Advertising and Eating Disorders: Marketing Body dissatisfaction, The drive for thinness, and Dieting in Women's Magazines. *The Journal of Humanistic Education and Development*. 38(2). 111-122.

- Wolburg, J., & Kim, H. (1998). Messages of Individualism and Collectivism in Korean and American Magazine advertising: A cross cultural study of Values. 1998 American Academy of Advertising Proceedings.147-154.
- Wood, J. (1989). Theory and Research Concerning Social Comparisons of Personal Attributes. Psychological Bulletin. 106(2). 231-248.
- Young, J. (2003). The role of fear in Agenda Setting by Television News. American Behavioral Scientist. 46(12). 1673-1686.

APPENDIX A
CODING SHEET

Weight-Loss Websites Content Analysis- Code Sheet

Date:

Coder: (1) / (2) / (3)

Country: (1) U.S. (2) KOREA

URL:

** Exclude Ads for any other products including banners, links, pop-ups.*

A. CHARACTERISTICS OF MODELS ON WEBSITE

1. Human models on the website? (1) Present (2) Not present (If “Not”, skip to 15)
2. How many human models? **0 1 2 3 4 5 6 7 more** ()
3. Genders? Male **0 1 2 3 4 5 6 7 more** ()
Female **0 1 2 3 4 5 6 7 more** ()
Unsure **0 1 2 3 4 5 6 7 more** ()
4. Human models’ role
 - (1) Plain weight loss symbol **0 1 2 3 4 5 6 7 more** ()
(e.g. “measuring waist size with tape measure”, “mainly wearing athletic wear”)
 - (2) Spokes person **0 1 2 3 4 5 6 7 more** ()
(e.g. “mainly making direct quotes or statements promoting a product/program”)
 - (3) Participant **0 1 2 3 4 5 6 7 more** ()
(e.g. “using a exercise machine”, “holding or consuming a weight-loss product”)
 - (4) Demonstrator in testimonial **0 1 2 3 4 5 6 7 more** ()
(e.g. “Before & After pictures”, “a real consumer of the website”)
 - (5) Plain healthy symbol **0 1 2 3 4 5 6 7 more** ()
(e.g. “people who look pleased and satisfied”, “mainly wearing casual wear”)
 - (6) Other or unsure **0 1 2 3 4 5 6 7 more** ()
5. Human model’s vocation?
 - (1) Entertainer **0 1 2 3 4 5 6 7 more** ()
 - (2) Athlete (Well-known) **0 1 2 3 4 5 6 7 more** ()
 - (3) Medical (Pharmaceutical) specialist **0 1 2 3 4 5 6 7 more** ()
 - (4) Weight-loss specialist (counselor, coach, etc, not a M.D) **0 1 2 3 4 5 6 7 more** ()
 - (5) Average people **0 1 2 3 4 5 6 7 more** ()
 - (6) Other or unsure **0 1 2 3 4 5 6 7 more** ()

6. Human model's clothing? (Count separately the people in a Before & After picture)

- (1) Sports wear (e.g, swim suit/jogging wear) **0 1 2 3 4 5 6 7 more** ()
- (2) Casual wear (e.g, jeans, shorts) **0 1 2 3 4 5 6 7 more** ()
- (3) Medical attire (e.g, Doctor's outfit) **0 1 2 3 4 5 6 7 more** ()
- (4) Formal clothing (e.g, business outfit) **0 1 2 3 4 5 6 7 more** ()
- (5) None (no clothing) **0 1 2 3 4 5 6 7 more** ()
- (6) Other **0 1 2 3 4 5 6 7 more** ()

7. Degree of physical exposure? (Count separately the people in a Before & After picture)

- (1) Whole body **0 1 2 3 4 5 6 7 more** ()
- (2) Face only **0 1 2 3 4 5 6 7 more** ()
- (3) Upper body **0 1 2 3 4 5 6 7 more** ()
- (4) Torso **0 1 2 3 4 5 6 7 more** ()
- (5) Leg **0 1 2 3 4 5 6 7 more** ()
- (6) Waist **0 1 2 3 4 5 6 7 more** ()
- (7) Abdomen **0 1 2 3 4 5 6 7 more** ()
- (8) Other (specify) **0 1 2 3 4 5 6 7 more** () (_____)

8. Model's direct quote or statement?

- (1) Direct quote only (2) Statement only (3) Both (4) None (If "None", skip to 15)

9. Appearance and looks appeal?

(e.g., mentions about before & after appearance/body line/slimness)

- (1) Strong (2) Moderate (3) None

9-a. If strong or moderate, (1) Positive (2) Negative (3) Both

10. Health and nutrition appeal?

(e.g., M.D's advice/recommendation of healthy recipes or nutrition)

- (1) Strong (2) Moderate (3) None

10-a. If strong or moderate, (1) Positive (2) Negative (3) Both

11. Emotional & psychological appeal?

(e.g., testimonial of gaining confidence, happiness/fear appeal)

- (1) Strong (2) Moderate (3) None

11-a. If strong or moderate, (1) Positive (2) Negative (3) Both

12. Quantitative weight change appeal?

(e.g., mention about how much weight lost in a given time period)

(1) Strong (2) Moderate (3) None

12-a. If strong or moderate, (1) Positive (2) Negative (3) Both

13. Authority appeal? (e.g., a report about weight-loss related research/famous source suggested)

(1) Strong (2) Moderate (3) None

13-a. If strong or moderate, (1) Positive (2) Negative (3) Both

14. Simple weight-loss appeal? (e.g., Successful weight loss! , It's time to lose weight!)

(1) Strong (2) Moderate (3) None

14-a. If strong or moderate, (1) Positive (2) Negative (3) Both

B. VISUAL CHARACTERISTICS OF WEBSITE

** All kinds of visual factors (“non model”) are coded.*

(Photos, illustrations, graphs, tables, animations)

** Exclude shots mainly for products or icons of specific menu.*

** If it is impossible to figure out by graphics, categories can be decided based on the text block around the visual factors.*

15. Are there photos? (1) Yes (2) No (If No, skip to number 17)

16. Appeal of photos? (Check all that apply)

(1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology

(4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure

17. Are there illustrations? (1) Yes (2) No (If No, skip to number 19)

18. Appeal of illustrations? (Check all that apply)

(1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology

(4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure

19. Are there graphs? (1) Yes (2) No (If No, skip to number 21)

20. Appeal of graphs? (Check all that apply)

(1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology

(4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure

21. Are there tables? (1) Yes (2) No (If No, skip to number 23)

22. Appeal of tables? (Check all that apply)

- (1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology
 (4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure
23. Are there animations? (1) Yes (2) No (If No, skip to number 25)
24. Appeal of animations? (Check all that apply)
- (1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology
 (4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure
25. What is the main color of background?
- (1) White (2) Blue (3) Beige (4) Green (5) Other (specify) (_____)
26. On the website, are there any flash techniques? (1) Yes (2) No

C. VERBAL CHARACTERISTICS ON WEBSITE

**Slogan: It is commonly comes after the name of the website. Usually at the top of the browser.*

**Headline: It is commonly written at the top of website. Big letters which has assertions or claims of the website.*

27. Website Slogan or Headline? (1) Yes (2) No (If No, skip to number 30)
28. If yes, what is it? (1) Slogan only (2) Headline only (3) Both
29. Slogan/Headline appeal? (Check all that apply)
- (1) Appearance and looks (2) Health and nutrition (3) Emotional & psychology
 (4) Quantitative change weight (5) Authority (6) Simple weight-loss (7) Other or unsure

****Read the whole text of the first page of website.***

30. Analyze the appeal of website text.
- Appearance and looks appeal? (1) Strong (2) Moderate (3) None
- 29-a. If strong or moderate, (1) Positive (2) Negative (3) Both
31. Health and nutrition appeal? (1) Strong (2) Moderate (3) None
- 30-a. If strong or moderate, (1) Positive (2) Negative (3) Both
32. Emotional & psychology appeal? (1) Strong (2) Moderate (3) None
- 31-a. If strong or moderate, (1) Positive (2) Negative (3) Both
33. Quantitative weight change appeal? ? (1) Strong (2) Moderate (3) None

- 32-a. If strong or moderate, (1) Positive (2) Negative (3) Both
34. Authority appeal? (1) Strong (2) Moderate (3) None
- 33-a. If strong or moderate, (1) Positive (2) Negative (3) Both
35. Simple weight-loss appeal? (e.g., Successful weight loss! , It's time to lose weight!)
- (1) Strong (2) Moderate (3) None
- 35-a. If strong or moderate, (1) Positive (2) Negative (3) Both

D. CHARACTERISTICS OF MENUS

36. Mentions of diseases caused by obesity? (1) Yes (2) No
37. Mentions of medical (Health, pharmaceutical) professionals? (1) Yes (2) No
38. Mentions of health insurance? (1) Yes (2) No
39. Mentions of healthy recipes? (1) Yes (2) No
40. Mentions of eating habits? (1) Yes (2) No
41. Mentions of nutrition? (1) Yes (2) No
42. Mentions of exercise for specific parts of body (e.g. face, leg, arm, neck, etc)? (1) Yes (2) No
43. Mentions of exercise? (1) Yes (2) No
44. Mentions of weight-loss drugs? (e.g. pills) (1) Yes (2) No
45. Mentions of food supplements? (1) Yes (2) No
46. Mentions of exercise-machines (tools)? (1) Yes (2) No

E. CHARACTERISTICS OF INTERACTIVITY

47. Registration required? (1) Yes (2) No
48. Chat-rooms or communities? (1) Yes (2) No
49. Message boards (opinion boards)? (1) Yes (2) No
50. Newsletters for dieters? (1) Yes (2) No
51. Search engine inside the website? (1) Yes (2) No
52. Hyper-links to related websites? (1) Yes (2) No
53. Can you consult with a medical professional (MD/Nurse) through this website?
- (1) Yes (2) No
54. If he or she is medical doctor, what is his or her specialty? (specify) (_____)

(If there is no info or can not tell, skip to 53)

55. Can you consult with weight-loss specialist through this website? (1) Yes (2) No

56. Privacy protection statement? (1) Yes (2) No

F. CHARACTERISTICS OF PRODUCTS ON SITE

57. Is it possible for the consumers to purchase products directly from the website? (check "No", if there are only "links" to other websites)

(1) Yes (2) No (If No, coding is finished)

58. Are diet foods or supplements for sale? (1) Yes (2) No

59. Are drug products (e.g, Diet pills) for sale? (1) Yes (2) No

60. Are exercise machines (tools) for sale? (1) Yes (2) No

61. Are additional products for sale, excluding those above? (1) Yes (2) No

(If No, skip to number 61)

62. What product(s)? ()

63. Are there any information about the side effects by the products in the website?

(1) Yes (2) No

65. If there is a unique characteristic worth noting, specify that.

URL: ()

APPENDIX B
GUIDELINES FOR CODING

Guidelines and definitions for coding

*** Do not include any kind of banner ads/links/pop up ads for coding any of the questions.**

1.

-“Model” refers to human models only. (Picture)

2.

- Human models include children and infants.

- A model in “Before & after” picture should be counted as one model.

(But, should be counted separately the people in a Before & After picture for questions # 6.7)

- “Models” does not include models in the icons for particular menus or buttons.

- Specific parts of the body can be coded as one human model.

(e.g, face/leg/waist/arm/abdomen/torso, etc)

4.

-The purpose of analyzing the “models’ role” is to know the types of themes and the frequency.

The definition of human model’s role

(1) **Plain weight loss symbol:** Someone who is showing an image or expression about nothing but weight loss. (e.g. A woman is measuring her waistline. (waist-size))

(2) **Spokes person:** Someone who works for the company (website) for some time, not temporarily. (e.g, A man has acted as spokes person in all advertisements for a weight loss company for one year.)

(3) **Demonstrator in testimonial:** Someone who has used the product for some time. One of the customers who has been satisfied with the product on the website.

(4) **Plain healthy symbol:** Someone who is posing healthily, happily, freely, etc. Although they are not using the product in the picture, we can assume that they are consumers of the product.

5.

- Entertainers include actors, singers (musicians), MCs
but not well-known athletes.

-Weight loss specialist means someone who is in charge of a weight loss activity (e.g, weight loss coordinator, consultant, manager or coach etc.)

It is not a medical doctor or nurse.

6.7

-Count separately the people in a Before & After picture

7.

- A picture of a human model which captures the upper body above the knees should be coded as “whole body”.

- The upper body means a picture that captures a body from face to waist.

- Torso means the picture of an upper body but below the face.

8.

Model’s quotations & statements

-Quotation: What the model says on the website. Commonly, they use the mark “---”.

(e.g, “I lost fifteen pounds in a month!”)

Statement: What the model says on the website. Commonly, they don’t use the mark “---”.

(e.g, I have gained confidence)

Appeal and Claims

- Appearance and Looks appeal

: Trying to get attention by focusing on the appearance benefits resulting from weight-loss activities mentioned on the website. For example, “Before & after” pictures are used very often for this appeal. Mentions about body shape, slimness, etc, are commonly found.

- Health and nutrition

: Trying to get attention by focusing on the health benefits resulting from weight-loss activities mentioned on the website. For example, “I’m not worried about type II diabetes any more!”, “Blood pressure? Excellent!”, etc.

- Emotional & psychological appeal

: Trying to get attention by focusing on the relationship benefits or emotional benefits resulting from weight-loss activities mentioned on the website. For example, a working woman

testifies about the comparisons of attitudes toward her by colleagues or friends before weight-loss and after; or statements such as “I am confident now!”, “I enjoy my life now!”, etc.

- Quantitative change of weight appeal

: Trying to get attention by focusing on the change of weight itself. For example, statements

such as “I lost 120 LBS”, “Pounds come off slowly but steadily!”, etc.

- Authority appeal

: Trying to get attention by focusing on the evidence from research or a professional. For example, statements such as “Dr. K proved that this diet pill has~~”, “According to research, most users of this product~~”, etc.

Some key words indicating specific Appeals

- **Appearance and looks:** good (nice, great, bad, etc) looking/ fashion/body line/sexy/ beautiful/slim/glamorous/gorgeous/handsome/ hot, etc.

- **Health and nutrition:** low in cholesterol/nutritious/disease/names of diseases (cancer, cardiovascular, diabetes, etc)/heart problems/the symptom of Obesity/blood pressure/ energy/ ,etc.

- **Emotional & psychological:** colleagues/ friends/ husband/company/work/ friendly/ relationship/ neighbor/ gloomy/ confident/ happy/ guilty/fear, etc.

- **Quantitative change weight appeal:** lbs/ come off/ per week/ won't gain/ reduce body fat/ up to 2 pounds/ unwanted 48 inches/ achieve weight loss, etc.

Mainly about the change of weight.

- **Authority appeal:** prove/ research/ testament/ Dr's recommendation/ According to/ Based upon research/ university, etc.

15-26.

- Among visual factors, exclude icons and shots for specific products.

19.

- Graph: We can code something as a graph even though there are no numbers on it.

27.

- Slogan: This is commonly written followed by the name of the website, usually at the top of

the browser . “Best Weight loss pills- Lowest Prices on the Net!”.

- **Headline:** This is commonly written at the top of website, usually in big letters.

“You, Us And Weight Loss!”

- **Headline or slogan** is the most important message or the biggest letters on the website (usually found on the top of website except banner ads).

- **Claims** are analyzed sentence by sentence using key words.

39.

- **Healthy recipes:** Particular dishes for diet, menu, schedule for weight-loss.

40.

- **Eating habits:** “Right time for meal”, “A reasonable pace of eating”

41.

- **Nutrition:** Mention of specific components. Protein/cholesterol/fat/carbonated, etc.

52.

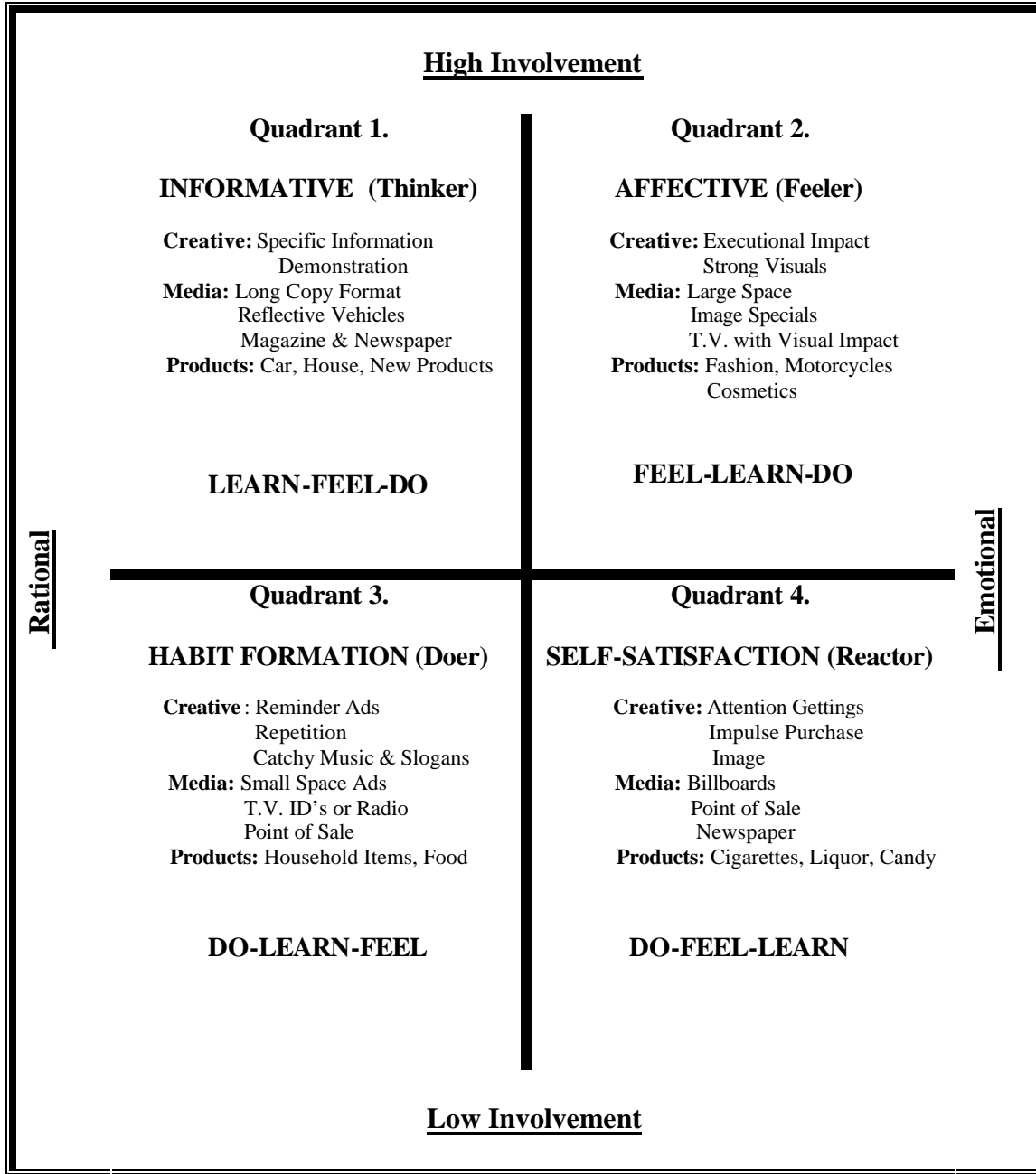
-**Hyper-links:** Do not code information on hyper links.

53.

- **Doctor:** Limited to M.Ds (Medical Doctor). People who have a Ph.D degree are classified as “Weight-loss specialist”.

APPENDIX C
FCB GRID MODEL

FCB GRID Model



Source:

THE FCB GRID.

www.ciadvertising.org/studies/student/99_spring/interstive/joohwan/vaughn/fcb.html

Ad Education: FCB GRID.

www.public.iastate.edu/~geske/FCB.html

APPENDIX D

TABLES

Table 1. Verbal Characteristics

<u>Variables</u>	<i>U.S. n=50 Percent (frequency)</i>	<i>Korea n=50 Percent (frequency)</i>	X^2	<i>df</i>	<u>Sig</u>
<i>Slogans/Headlines</i>					
<i>Presence</i>	82 (41)	78 (39)	.250	1	n.s
Simple weight loss appeals	52 (26)	38 (19)	1.754	1	n.s
Health & Nutrition appeals	32 (16)	34 (17)	.172	1	n.s
Emotional & Psychology appeals	20 (10)	20 (10)	.017	1	n.s
Appearance appeals	6 (3)	22 (11)	6.040	1	.01*
Quantitative Change appeals	2 (1)	6 (3)	1.161	1	n.s
Authority appeals	2 (1)	6 (3)	1.161	1	n.s
<i>Text</i>					
Health & Nutrition appeals	94 (47)	92 (46)	1.066	1	n.s
Simple weight loss appeals	92 (46)	84 (42)	2.537	1	n.s
Appearance appeals	50 (25)	58 (29)	4.450	1	n.s
Emotional & Psychology appeals	48 (24)	52 (26)	.457	1	n.s
Quantitative Change appeals	46 (23)	32 (16)	5.342	1	n.s
Authority appeals	26 (13)	40 (20)	4.354	1	n.s

***Note:** Even though some variables are significant at the .05 level, interpretation of these scores must be done with caution. The number of cases in each cell should be at least 5 for Chi-square analysis. However all the cells in this table that are significant have fewer than 5 cases.

n.s: not significant

Table 2. Visual Characteristics (models)

Variables	U.S. n=50	Korea n=50	X^2	df	Sig.
	Percent (Frequency)	Percent (Frequency)			
Presence of model	72 (36)	80 (40)	.877	1	n.s
Gender					
Male model	42 (21)	30 (15)	1.563	1	n.s
Female model	66 (33)	68 (34)	.045	1	n.s
Gender unsure	14 (7)	16 (8)	.078	1	n.s
Role					
Plain healthy symbol	32 (16)	30 (15)	.047	1	n.s
Weight loss symbol	32 (16)	26 (13)	.437	1	n.s
Spokesperson	26 (13)	26 (13)	.000	1	n.s
Demonstrator in Testimonial	22 (11)	14 (7)	1.084	1	n.s
Participant	12 (6)	22 (11)	1.772	1	n.s
Vocation					
Average people	60 (30)	70 (35)	1.099	1	n.s
Weight loss specialist	22 (11)	18 (9)	.250	1	n.s
Entertainer	6 (3)	16 (8)	2.554	1	n.s
Medical (pharmaceutical) specialist	4 (2)	16 (8)	4.000	1	.05*
Athlete (well-known)	0	0	-	-	-
Clothing					
Sports wear	64 (32)	40 (20)	.170	1	n.s
Casual wear	46 (23)	34 (17)	1.500	1	n.s
None (no clothing)	16 (8)	14 (7)	.078	1	n.s
Formal clothing	8 (4)	14 (7)	.919	1	n.s
Medical attire	6 (3)	24 (12)	1.778	1	n.s
Exposure					
Upper body	42 (21)	50 (25)	.644	1	n.s
Face only	42 (21)	24 (12)	3.664	1	n.s
Whole body	36 (18)	32 (16)	.178	1	n.s
Torso	10 (5)	8 (4)	.122	1	n.s
Leg	8 (4)	6 (3)	.154	1	n.s
Abdomen	4 (2)	6 (3)	.211	1	n.s
Waist	2 (1)	2 (1)	.000	1	n.s

***Note:** Even though some variables are significant at the .05 level, interpretation of these scores must be done with caution. The number of cases in each cell should be at least 5 for Chi-square analysis. However all the cells in this table that are significant have fewer than 5 cases.

n.s: not significant

Table 3. Visual Characteristics (except models)

<i>Variables</i>	<i>U.S. n=50 Percent (frequency)</i>	<i>Korea n=50 Percent (frequency)</i>	<i>X²</i>	<i>df</i>	<i>Sig.</i>
<i>Photos</i>					
Presence	52 (26)	62 (31)	1.020	1	n.s
Health & Nutrition appeals	30 (15)	36 (18)	.407	1	n.s
Simple weight loss appeals	22 (11)	20 (10)	.060	1	n.s
Emotional & Psychology appeals	12 (6)	10 (5)	.102	1	n.s
Quantitative Change appeals	6 (3)	2 (1)	1.042	1	n.s
Authority appeals	0	2 (1)	1.010	1	n.s
Appearance appeals	0	2 (1)	1.010	1	n.s
<i>Illustration</i>					
Presence	30 (15)	40 (20)	1.099	1	n.s
Emotional & Psychology appeals	8 (4)	18 (9)	2.210	1	n.s
Health & Nutrition appeals	6 (3)	8 (4)	.154	1	n.s
Quantitative Change appeals	4 (2)	0	2.210	1	n.s
Appearance appeals	2 (1)	6 (3)	2.041	1	n.s
Simple weight loss appeals	2 (1)	6 (3)	1.042	1	n.s
Authority appeals	0	0	-	-	-
<i>Animation</i>					
Presence	8 (4)	28 (14)	6.775	1	.01*
Emotional & Psychology appeals	6 (3)	18 (9)	3.409	1	n.s
Appearance appeals	2 (1)	14 (7)	4.891	1	.05*
Health & Nutrition appeals	0	8 (4)	4.167	1	.05*
Quantitative Change appeals	0	0	-	-	-
Authority appeals	0	4 (2)	2.041	1	n.s
Simple weight loss appeals	0	4 (2)	2.041	1	n.s

***Note:** Even though some variables are significant at the .05 level, interpretation of these scores must be done with caution. The number of cases in each cell should be at least 5 for Chi-square analysis. However all the cells in this table that are significant have fewer than 5 cases.

n.s: not significant

Table 4. Other characteristics

<i>Variables</i>	<i>U.S. n=50 Percent (Frequency)</i>	<i>Korea n=50 Percent (Frequency)</i>	<i>X²</i>	<i>df</i>	<i>Sig.</i>
<i>Menus</i>					
Nutrition	72 (36)	66 (33)	.421	1	n.s
Exercise	58 (29)	56 (28)	.041	1	n.s
Healthy recipes	52 (26)	36 (18)	2.597	1	n.s
Eating habits	44 (22)	26 (13)	3.560	1	n.s
Food supplement	34 (17)	34 (17)	.000	1	n.s
Disease caused by obesity	32 (16)	14 (7)	4.574	1	.05**
Weight loss drug	28 (14)	2 (1)	13.255	1	.001*
Medical professionals	18 (9)	28 (14)	1.412	1	n.s
Part of body	10 (5)	28 (14)	5.263	1	.05**
Exercise machine	4 (2)	20 (10)	6.061	1	.01*
Health insurance	2 (1)	0	1.010	1	n.s
<i>Interactivity</i>					
Hyper links	70 (35)	28 (14)	17.647	1	.001**
Newsletter	46 (23)	8 (4)	18.316	1	.001*
Privacy protection	42 (21)	22 (11)	4.596	1	.05**
Registration required	40 (20)	66 (33)	6.784	1	.01**
Search engine (inside website)	30 (15)	12 (6)	4.882	1	.05**
Consulting (weight loss specialists)	28 (14)	48 (24)	4.244	1	.05**
Message boards	20 (10)	44 (22)	6.618	1	.01**
Chat rooms/communities	14 (7)	22 (11)	1.084	1	n.s
Consulting (medical professionals)	8 (4)	30 (15)	7.862	1	.01*
<i>Sale of products</i>					
Product sale	48 (24)	36 (18)	1.478	1	n.s
Additional product sale	34 (17)	30 (15)	.886	1	n.s
Food sale	14 (7)	24 (12)	5.839	1	.01**
Drug sale	10 (5)	4 (2)	.700	1	n.s
Exercise machine sale	2 (1)	20 (10)	14.051	1	.001*
Side effects	0	0	-	-	-

***Note:** Even though some variables are significant at the .05 level, interpretation of these scores must be done with caution. The number of cases in each cell should be at least 5 for Chi-square analysis. However all the cells in this table that are significant have fewer than 5 cases.

****Note:** p<.05/.01/.001

n.s: not significant

Table 5. Reliabilities (Models)

<i>Variables</i>	<i>Percent agreement</i>	<i>Cohen's Kappa</i>
<i>Models</i>		
<i>Presence of models</i>	97.5%	0.925
<i>Model number</i>	97.5%	0.969
<i>Male model</i>	87.5%	0.82
<i>Female model</i>	85%	0.816
<i>Gender unsure</i>	80%	0.554
<i>Weight-loss symbol</i>	92.5%	0.874
<i>Spokes person</i>	95%	0.923
<i>Participant</i>	95%	0.905
<i>Demonstrator</i>	92.5%	0.882
<i>Plain healthy symbol</i>	92.5%	0.88
<i>Models' role unsure</i>	95%	0.895
<i>Entertainer</i>	95%	0.898
<i>Athlete</i>	97.5%	0.925
<i>Medical specialist</i>	92.5%	0.85
<i>Weight loss specialist</i>	87.5%	0.763
<i>Average people</i>	87.5%	0.848
<i>Models' vocation unsure</i>	92.5%	0.817
<i>Sports wear</i>	97.5%	0.966
<i>Casual wear</i>	92.5%	0.897
<i>Medical attire</i>	97.5%	0.943
<i>Formal clothing</i>	95%	0.91
<i>None (no clothing)</i>	95%	0.899
<i>Models' clothing other</i>	90%	0.783
<i>Whole body</i>	92.5%	0.885
<i>Face only</i>	95%	0.916
<i>Upper body</i>	92.5%	0.905
<i>Torso</i>	97.5%	0.944
<i>Leg</i>	95%	0.872
<i>Waist</i>	97.5%	0.933
<i>Abdomen</i>	97.5%	0.939
<i>Models' exposure other</i>	92.5%	0.799
*Average of each of 131 variables	94%	.80

* The average reliabilities of .94 (percent agreement) and .80 (Cohen's Kappa) are considered acceptable by various researchers (Kassarjian 1977; Neuendorf 2000; Ellis 1994; Banerjee et al 1999)

Table 6. Reliabilities (Verbal)

Variables	Percent agreement	Cohen's Kappa
<u>Models' Direct quote or statement</u>		
<i>Presence of direct quote or statement</i>	90%	0.843
<i>-Appearance appeal</i>	95%	0.873
<i>-Positive/negative</i>	95%	0.873
<i>-Health and nutrition appeal</i>	90%	0.756
<i>-Positive/negative</i>	92.5%	0.816
<i>-Emotional appeal</i>	92.5%	0.817
<i>-Positive/negative</i>	92.5%	0.815
<i>-Quantitative change appeal</i>	90%	0.747
<i>-Positive/negative</i>	90%	0.747
<i>-Authority appeal</i>	92.5%	0.814
<i>-Positive/negative</i>	92.5%	0.814
<i>-Simple weight loss appeal</i>	92.5%	0.818
<i>-Positive/negative</i>	95%	0.877
<u>Slogan or headline</u>		
<i>Presence of Slogan or headline</i>	90%	0.714
<i>Slogan/headline</i>	82.5%	0.763
<i>-Appearance appeal</i>	90%	0.818
<i>-Health and nutrition appeal</i>	87.5%	0.798
<i>-Emotional appeal</i>	80%	0.683
<i>-Quantitative change appeal</i>	90%	0.742
<i>-Authority appeal</i>	85%	0.691
<i>-Simple weight-loss appeal</i>	77.5%	0.66
<i>-Other or unsure</i>	85%	0.702
<u>Text</u>		
<i>-Appearance appeal</i>	85%	0.712
<i>-Positive/negative</i>	92.5%	0.858
<i>-Health and nutrition appeal</i>	72.5%	0.544
<i>-Positive/negative</i>	90%	0.673
<i>-Emotional appeal</i>	77.5%	0.648
<i>-Positive/negative</i>	77.5%	0.614
<i>-Quantitative change appeal</i>	95%	0.906
<i>-Positive/negative</i>	100%	1
<i>-Authority appeal</i>	82.5%	0.698
<i>Positive/negative</i>	85%	0.694
<i>-Simple weight-loss appeal</i>	67.5%	0.434
<i>-Positive/negative</i>	87.5%	0.696

Table 7. Reliabilities (Visual except Models A)

<i>Variables</i>	<i>Percent agreement</i>	<i>Cohen's Kappa</i>
<u>Photos</u>		
<i>Presence of photos</i>	95%	0.89
<i>-Appearance appeal</i>	82.5%	0.186
<i>-Health and nutrition appeal</i>	100%	1
<i>-Emotional appeal</i>	90%	0.304
<i>-Quantitative change appeal</i>	97.5%	0.875
<i>-Authority appeal</i>	95%	0.481
<i>-Simple weight-loss appeal</i>	80%	0.385
<i>-Other or unsure</i>	92.5%	0.531
<u>Illustrations</u>		
<i>Presence of illustrations</i>	92.5%	0.818
<i>-Appearance appeal</i>	97.5%	0.655
<i>-Health and nutrition appeal</i>	100%	0
<i>-Emotional appeal</i>	97.5%	0.844
<i>-Quantitative change appeal</i>	97.5%	0.655
<i>-Authority appeal</i>	100%	0
<i>-Simple weight-loss appeal</i>	90%	0.279
<i>-Other or unsure</i>	92.5%	0.538
<u>Graphs</u>		
<i>Presence of graphs</i>	100%	0
<i>-Appearance appeal</i>	100%	0
<i>-Health and nutrition appeal</i>	100%	0
<i>-Emotional appeal</i>	100%	0
<i>-Quantitative change appeal</i>	100%	0
<i>-Authority appeal</i>	100%	0
<i>-Simple weight-loss appeal</i>	100%	0
<i>-Other or unsure</i>	100%	0

Table 8. Reliabilities (Visual except Models B)

<i>Variables</i>	<i>Percent agreement</i>	<i>Cohen's Kappa</i>
<u>Tables</u>		
<i>Presence of tables</i>	100%	1
<i>-Appearance appeal</i>	100%	0
<i>-Health and nutrition appeal</i>	100%	0
<i>-Emotional appeal</i>	100%	0
<i>-Quantitative change appeal</i>	100%	1
<i>-Authority appeal</i>	100%	0
<i>-Simple weight-loss appeal</i>	100%	0
<i>-Other or unsure</i>	100%	0
<u>Animations</u>		
<i>Presence of animations</i>	95%	0.827
<i>-Appearance appeal</i>	97.5%	0.844
<i>-Health and nutrition appeal</i>	100%	1
<i>-Emotional appeal</i>	92.5%	0.63
<i>-Quantitative change appeal</i>	100%	0
<i>-Authority appeal</i>	100%	0
<i>-Simple weight-loss appeal</i>	92.5%	0.538
<i>-Other or unsure</i>	95%	0

Table 9. Reliabilities (Other Characteristics)

<i>Variables</i>	<i>Percent agreement</i>	<i>Cohen's Kappa</i>
<i><u>Menus</u></i>		
<i>Diseases caused by obesity</i>	87.5%	0.59
<i>Medical professionals</i>	90%	0.75
<i>Health insurance</i>	100%	1
<i>Healthy recipes</i>	85%	0.688
<i>Eating habits</i>	85%	0.698
<i>Nutrition</i>	87.5%	0.627
<i>Exercise for specific parts of body</i>	100%	1
<i>Exercise</i>	97.5%	0.949
<i>Weight-loss drugs</i>	92.5%	0.725
<i>Food supplements</i>	87.5%	0.754
<i>Exercise machine</i>	97.5%	0.895
<i><u>Interactivity</u></i>		
<i>Registration</i>	95%	0.875
<i>Chat rooms/communities</i>	87.5%	0.658
<i>Message boards</i>	80%	0.578
<i>News letters</i>	80%	0.614
<i>Search engine</i>	95%	0.827
<i>Hyper links</i>	87.5%	0.742
<i>Consult with medical professional</i>	95%	0.804
<i>Consult with weight loss professional</i>	77.5%	0.529
<i>Privacy protection</i>	87.5%	0.734
<i><u>Products on site</u></i>		
<i>Products on sale</i>	92.5%	0.848
<i>Diet foods sale</i>	90%	0.827
<i>Drug products sale</i>	87.5%	0.769
<i>Exercise machine sale</i>	87.5%	0.772
<i>Additional products on sale</i>	87.5%	0.782
<i>Side effect</i>	87.5%	0.746

APPENDIX E

SAMPLE

July 24, 2004 Australia Canada UK

If you want to change your life, **ATKINS** can help™ Questions about Atkins? Call 1-800-2-ATKINS

Search the Site

Why Atkins Works | How to Do Atkins | Food & Recipes | Advice & Inspiration | The Science Behind Atkins | My Atkins | Shop



Do Atkins for Life

Melissa Goodale and her husband embraced the Atkins lifestyle as a team—and achieved a weight-loss victory together.

[Read Her Life-Changing Story >>](#)
[Share Your Own Success >>](#)

[See the Latest Atkins TV Commercials >>](#)

New to Atkins?

Get started with the four-phase approach and the new Atkins Lifestyle Food Guide Pyramid™.

1 2
3 4
4 Phases



Pyramid

[Carb Gram Counter](#) 

[Carb Counter](#) [Store Locator](#) 


SPEAK OUT

U.S. Government to Change Food Pyramid: Weigh In on How Controlling Carbs Changed Your Life

Here's your chance to let the government know what you think about the current USDA Food Guide Pyramid. Act soon—your comments must be received by the USDA on or before August 27, 2004.

[Read more >>](#)

Atkins Nutritionals: Ho...



Anne Collins Diet

Simply the **BEST VALUE** Weight Loss Diet Program on the Internet

Free Diet and Weight Loss Information - Weight Loss Programs - Healthy Diet to Help You Lose Weight and Reduce Fat

A Weight Loss Diet Program to Help You Lose Weight FOR EVER


[Read What Dieters Say About This Amazing Weight Loss Program](#)

[Join Anne Collins Weight Loss Diet Program](#)

- ★ [Weight Loss Program Explained by Dieters](#)
- ★ [Low Carb Diet Healthy Low Carb Diet](#)
- ★ [Weight Loss Booster Diet 14 Day Fast Weight Loss](#)
- ★ [Weight Loss Tips How to Lose Weight](#)
- ★ [Calories Index Calories in Foods](#)

Anne Collins Weight Loss Program

- E-Book Diet Plans
- Fast Healthy Weight Loss
- "Brilliant" Diet Motivation
- Lowers Fat & Cholesterol



Hi there,
I'm Anne Collins.
I help people to lose weight and change their lives.
I've been doing it for 23 years.
Now let me help you.

Anne Collins \$19.95 Weight Loss Program

Now Selling in Every State in America and in 20 Countries Worldwide

[JOIN NOW](#)
[MEMBERS LOGIN](#)

ANNE COLLINS DIET CURRENT WEIGHT LOSS RECORDS

Female Weight Loss:
Eileen - Lost 126 Pounds
Male Weight Loss:
Bob - Lost 100 Pounds
Hubband Wife Weight Loss:
D & S Lost 188 Pounds

[JOIN NOW](#)

Suzanne let down to 112 lbs. from 260 lbs. (148 lbs. lost)
Pro. from 160 - 120 lbs. (40 lbs. lost)
Bob (55) Lost 100 pounds

The best diet plan I've tried and I've tried them all
Mary (35) Lost 110 pounds

Weight Loss Diet Prog...

U.S. (2)

The screenshot shows the Jenny Craig website homepage. At the top, there is a blue banner with the Jenny Craig logo and a promotion: "lose the weight you want for just \$1 a pound" with a "FREE Drink Out Guide" and a "CLICK HERE" button. Below the banner, on the left, is a "MyJenny login" section with input fields for "name" and "password" and a "go" button. Below the login section are links for "Reset Your Password", "Not a MyJenny member? Sign up today. Click here.", and a vertical list of menu items: "programs", "success stories", "recipes", "shop", and "etools". The main content area features a large image of a woman running on a beach, with the text "Recipe for Healthy Living™" and three sub-sections: "FOOD", "BODY", and "MIND". Below this is a quote: "Losing as little as 10% of your weight reduces your risk for obesity, heart disease, diabetes, some cancers and arthritis." At the bottom of the page, there is a footer with "BodyFit is a Computer developed in association with The Cooper Institute", a "Find a Center" search bar, and various navigation links like "Contact Us", "Cookbooks", "Search", "Help", "Franchise Info", "Media Relations", "Publicity Service", "Terms of Use", "Privacy Policy Australia", and "Site Map". The browser's address bar shows "Weight Loss Diets - Je..." and the system clock shows "5:04 PM".

The screenshot shows the 3fatchicks.com website. At the top, there is a banner for a game: "Shoot the Duck! Get a \$50 Red Lobster Gift Card!" with a "Score: 0" indicator. Below the banner is the website's logo, "3fatchicks.com", featuring three ducks. A navigation menu includes "HOME", "FOOD", "FITNESS", "DIETS", "SHOPPING", "E CARDS", "REVIEWS", "JOURNALS", "FORUM", and "TELL A FRIEND". The main content area is titled "July Features from 3FC" and lists several featured items: "3FC Dailies 07-22-04" with sub-items "Low Fat Recipes: Sesame Green Beans", "Low Carb Recipes: Beef Steak with Gorgonzola Topping", and "Fast Food Guidelines: Added! White Castle"; "South Beach Survey" with the text "If you are a current or former South Beach Diet follower, please take our survey!"; "Body for Life" with the text "Gain muscle and lose fat by eating 6 times a day! We review this popular fitness plan by Bill Phillips."; "Eating for Life" with the text "We review the companion to Body for Life, which includes recipes and dining tips to help you create your own Body for Life."; and "South Beach Diet Cookbook" with the text "The companion to the popular South Beach Diet book has been released! We review the cookbook, try a few recipes, and size it up for the South Beach and other diets." Below these features is a "Recent Forum Topics" section with a link to "1100 - P...". At the bottom right, there is a "Consumer Survey" button and a "Dinner at" logo. The browser's address bar shows "Healthy Weight Loss L..." and the system clock shows "5:04 PM".

KOREA (2)

