Report on Bachelor Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Klára Hanusová
Advisor:	Milan Ščasný
Title of the thesis:	Health, Happiness and Consumption of Sugary Goods

OVERALL ASSESSMENT *(provided in English, Czech, or Slovak):*

The bachelor thesis of Klára Hanusová analysis determinants of sugary goods consumption and life satisfaction (or happiness) using individual-level data in a multi-country setting. Additionally to the association betwen sugar consumption and satisfaction, the effect of socio-demographic factors, diatery patterns, and health status of consumer is examined. The thesis starts to introduce the problem (Section 1). Then, in Section 2, relevant literature is reviewed, paying attention to how life sastifaction is conceptualised and measured, distinguising it from the concept of happiness. Section 3 describes the survey and sampling, econometric models suitable for count, categorical, and limited dependent variable (binary) data. Next section provides the estimation results for eating sugary goods at all, sugar consumption (portions), and life satisfaction, or happiness. Last chapter concludes.

Contribution

This is a standard empirical study, using quite rich micro-data from five countries. Novelty of this bachelor thesis presents analysis of sugary goods consumption and life satisfaction, when the association between the two factors is analysed, additionaly to socio-demographic factors, diatery patterns, and health status of consumer. Although a couple of thesis have been written on life satisfaction at the Institute, this thesis performs richer analysis with respect to the controls used. Moreover, analysed determinants of sugar consumption are more rich than sugar demand analysis has been typically addressing. As correctly ackowledged by the student, life satisfaction (or happiness), dietary pattern, and health are mutually inter-related and hence these three measures likely depend one on the other. It implies more complex modelling, like SEM, to analyse the association among these mutually linked phenomena, that is also clearly acknowledged in the thesis. In my opinion, however, such complex model is beyond knowledge and skills of a bachelor student at the Institute.

Methods

The tools used are relevant to the research question being investigated. Klara has been working with several different type of data, including counts (portions of sweets, ice-cream and sugar-sweetened drinks), and Lickert-type data (life satisfaction, happiness). She has learnt and successfully applied then several different econometric models, including negative binomial (portions), univariate logit (eating sweets or not), multinomial logit (life satisfaction / happiness), and bivariate probit (to analyse likelihood to be satisfied and happy jointly). Klara has revelaed her good attitude to econometrics and skills to use all of these models. The tools are adequate to the author's level of studies; some of them are, in my opinion, requires knowledge and practice that go even beyond standard bachelor level.

Literature

Klara has reviewed the key literature that is relevant to the topic. The thesis demonstrates author's full understanding and command of recent literature. She quotes relevant literature in a proper way.

Manuscript form

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The thesis has a standard, logical structure. The text refers to tables and disposes with a complete bibliography. The student uses appropriate language and style, however, at some places academic format may be improved (e.g., when the results are displayed and interpreted).

Summary and suggested questions for the discussion during the defense

All in all, this thesis is written in high standard. All of my comments raised during her studies have been reflected in the final version of this thesis. I also do find this thesis corresponding academic standards for bachelor theses written at the Institute.

I am very pleased I can recommend the thesis of Klára Hanusová to defense at the IES, and I recommend **"excellent" („výborně", 1)**.

Suggested questions:

- discuss modelling approach appropriate to jointly analyse correlations among life satisfaction, diatery patterns, and health;

- discus differences in measuring life satisfaction and happinness and whether (and how) the two constructs (may) differ;

- consumption of sweets and sugary goods may present a type of addictive behavior. Are you aware of a model suitable to analyse addictions? Are there controls in the data you used that may indicate other type of addictive behaviour; and if it is the case, discuss what association between the sugar-addictive behaviour and the other-addictive consumption might be.

SUMMARY OF POINTS AWARDED *(for details, see below):*

CATEGORY		POINTS
Contribution	*(max. 30 points)*	30
Methods	*(max. 30 points)*	30
Literature	*(max. 20 points)*	20
Manuscript Form	*(max. 20 points)*	16
TOTAL POINTS	*(max. 100 points)*	**96**
GRADE	**(A – B – C – D – E – F)**	**A**

NAME OF THE REFEREE: *Milan Ščasný*

DATE OF EVALUATION: *May 12th, 2020*

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Referee Signature