

Abstract

New technologies such as social media or mobile games are often listed among the main contributors to the ever-increasing obesity rates among children. Paradoxically, the same technologies also bring potential to enhance the effectivity of healthy lifestyle interventions targeted at children.

This thesis investigated the approach of the creators of such interventions towards the use of new technologies. The author devoted his attention to downstream social marketing interventions realised in the Netherlands because of the country's low youth obesity rates and exceptional position in the latest innovation rankings. The central objective of this instrumental multiple case study research was to reveal the benefits and limitations of the researched practice as perceived by the interventions' creators.

Studying available documents and conducting four semi-structured interviews with the creators enabled the author to reconstruct the contexts and strategies of four Dutch healthy lifestyle interventions promoting exercise and healthy sleep and nutrition among children. The results indicated that the creators indeed regarded new technologies as a threat to children's physical and mental well-being; nevertheless, they also accepted them as an inevitable part of today's media environment and aimed to capitalise on their potential for healthy lifestyle interventions. Furthermore, the creators jointly called for further research evidence on the effectiveness of particular new technologies for different audience segments.