

A number of studies have shown how young people can become even more addicted to junk food than adults.	When a child eats a burger, the same neurological processes occur as in their parents:.
their brain's reward system is awoken, dopamine is released, a spontaneous feeling of excitement results, their blood sugar rockets, and so on	An adult can apply their maturity to understand that this thrill is not entirely without drawbacks,
and that they need to control their urge to eat more.	However, a child cannot necessarily see any negative consequences to this urge and the potential effects of their lack of self-control,
so they find it far more difficult to exercise restraint and moderate their food consumption	It is common to read or to hear criticism of the junk food industry that does so much to promote the overconsumption of its products.
But it does not appear that any of this criticism is changing widespread dietary habits in any substantial way.	What is more, the humble burger has been elevated to such a point that many people no longer see it as simple, on-the-go food.
It has arguably become a stylish and aspirational part of one's daily diet.	Consider, for example, how some television companies recently made several series of programmes encouraging unnecessary overeating,
in which the host devours dish after dish of unhealthy, fatty meals until they are full - and then far, far beyond.	While such glamorisation exists, it is difficult to see how our collective march towards a global obesity crisis can ever be halted.

