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| 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. |
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