

<p>A number of studies have shown how young people can become even more addicted to junk food than adults.</p>	<p>When a child eats a burger, the same neurological processes occur as in their parents:.</p>
<p>their brain's reward system is awoken, dopamine is released, a spontaneous feeling of excitement results, their blood sugar rockets, and so on</p>	<p>An adult can apply their maturity to understand that this thrill is not entirely without drawbacks,</p>
<p>and that they need to control their urge to eat more.</p>	<p>However, a child cannot necessarily see any negative consequences to this urge and the potential effects of their lack of self-control,</p>
<p>so they find it far more difficult to exercise restraint and moderate their food consumption</p>	<p>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.</p>
<p>But it does not appear that any of this criticism is changing widespread dietary habits in any substantial way.</p>	<p>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.</p>
<p>It has arguably become a stylish and aspirational part of one's daily diet.</p>	<p>Consider, for example, how some television companies recently made several series of programmes encouraging unnecessary overeating,</p>
<p>in which the host devours dish after dish of unhealthy, fatty meals until they are full - and then far, far beyond.</p>	<p>While such glamorisation exists, it is difficult to see how our collective march towards a global obesity crisis can ever be halted.</p>

