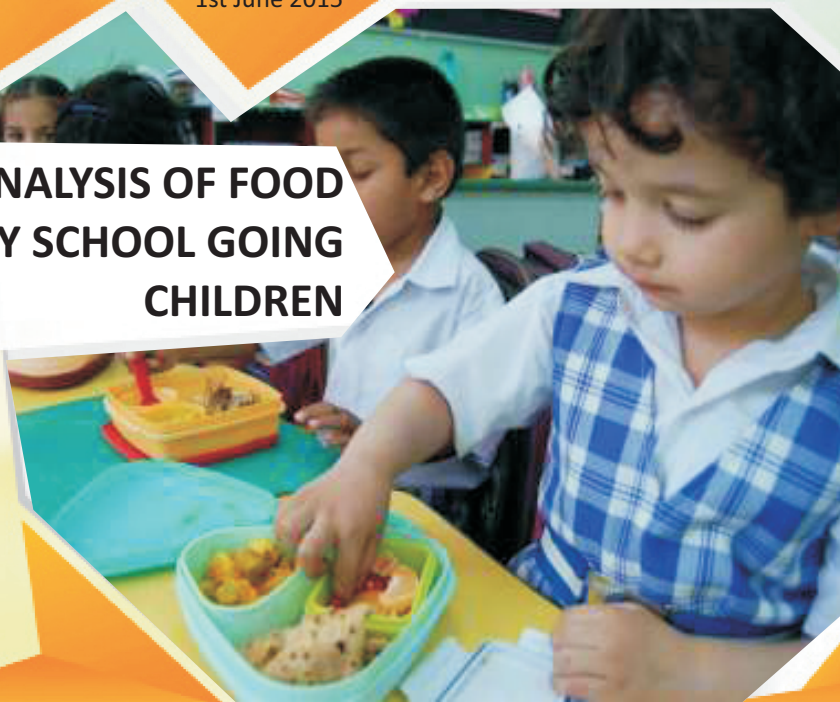


SWOT ANALYSIS OF FOOD PRODUCTS BY SCHOOL GOING CHILDREN

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ABSTRACT

The present study was intended to study the SWOT analysis by school going children on food products. The study was carried out among the school going children of Puducherry belonging to both government and private schools. About five hundred and seventy one samples (N=571) from 12 to 15 years of age were selected comprising of both boys and girls. A questionnaire was formulated to collect the data from samples. The entire study was spread over a period of eight months from January 2012 to August 2012.

Article Indexed in



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Review of the Article:

The present study focuses on Swot Analysis Of Food Products By School Going Children. The introduction builds a logical case and context for the problem statement. The problem statement is clear and well articulated.

Abstract:

The abstract is complete, essential details are presented. The results in the abstract are presented in sufficient and specific detail. The conclusions in the abstract are justified by the information in the abstract and the text. There are no inconsistencies in detail between the abstract and the text.

Reference to the Literature and Documentation:

The literature review is up-to-date. The number of references are appropriate and their selection is judicious. The review of the literature is well integrated.

Research Design

The research design is defined and clearly described, and is sufficiently detailed to permit the study to be replicated.

Instrumentation, Data Collection:

The measurement instrument is appropriate given the study's variables; the scoring method is clearly defined. The data set is sufficiently described.

Data Analysis and Statistics:

Data analysis procedures are sufficiently described, and are sufficiently detailed. Data analysis procedures conform to the research design; models, or theory drives the data analyses.

Presentation and Documentation:

The text is well written and easy to follow. The vocabulary is appropriate. The content is complete and fully congruent.

Scientific Conduct:

There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

References:

References are mentioned in APA Style.

Overall the study is relevant to the mission of the journal or its audience.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH SCOPE:

1. Evaluating factors that affect breast feeding duration in Omega Smart Baby Project participants
2. Impact of Food Systems Information on Student Attitudes
3. Nutrition Education Toolkit for Extension Agents
4. Public health nutrition: the communication of written nutritional information; school meals; childhood obesity; nutrition and behaviour in prisons

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