

**Super Size Me**  
**Morgan Spurlock**  
**2004 Kathbur Pictures incorporated.**

**Before or after watching the film, you may like to consult this site: <http://www.supersizeme.com/>**

**Instructions: Print out. Watch the chapters indicated. Complete the questions. Check your answers.**

Watch chapter one

1. What is the McDonald's business slogan?  
.....
2. Name three fast food companies mentioned in the song.  
.....
3. What do these figures relate to? Match the answers.

100 million	Obesity related deaths per year in the USA
46 million	Number of customers who eat in McDonald's in one day.
1 in 4	Percentage McDonald's has of the American fast food market
30 000	Number of Americans who are overweight or obese.
400 000	Pounds in weight of one of the girls who sued McDonald's
270	Number of McDonald's in the world.
43	People in Mississippi who are obese
1 in 4	Countries which have McDonald's
100	Number of Americans who go to a McDonald's in a day
3. Complete the questions Morgan Spurlock asks at the end of chapter one.
  - a. Are the food companies.....?
  - b. Where does personal responsibility stop and .....
  - c. What would happen if I.....?
  - d. Would I be on the fast track to .....
  - e. Would it be.....?
4. How do the health experts evaluate Morgan Spurlock's health?
5. What do the doctors expect to happen?

Watch chapter two from 5 to 18 minutes.

1. What are the rules of Morgan Spurlock's experiment?  
.....  
.....
2. Give examples of the methods McDonald's use to lure children.  
.....

Watch chapter 5

What do Americans say about people who try to sue McDonald's?  
.....  
.....

What effect has eating at McDonalds for 5 days had on Morgan Spurlock?  
.....  
.....

Watch chapter 6 and correct the errors in the following summary.

Children see on average 5000 food ads a year.  
50% of the ads are for sugar filled soft drinks and fast food.  
McDonald's spends 1.4 million dollars per year on advertising worldwide.  
Morgan Spurlock has gained 17 pounds and fifteen percent of his bodyweight in ten days.

Watch chapters 11/12.

What are the results of Morgan Spurlock's experiment?  
.....  
.....

What happened to the law suit by the two obese girls against McDonald's?  
.....  
.....

What changes have a) McDonald's and b) school districts made as a result of this law suit and the film?  
.....  
.....

Complete the answer Morgan Spurlock gives to the question 'Why should these companies want to change?'  
How does this reply contrast with the McDonald's business slogan?

Their.....isn't to you. It's to the ..... The bottom line is that they're a business. By  
.....you .....food, they make .....

What challenge does Morgan Spurlock leave the viewers of his film?  
.....  
.....  
.....

**Look at the questions Morgan Spurlock asked in chapter one. According to the film and in your opinion, what are the answers?**

- a..... b.....
- .....
- c..... d.....
- ..... e.....
- .....

**For information about the infamous British court case where McDonald's sued environmentalists for libel concerning their leaflet 'What's wrong with McDonald's?' go to: <http://www.mcspotlight.org/case/>**

Use this site to help you prepare the roleplay for which you will be given roles in class.

**Super Size Me**  
**Morgan Spurlock**  
**Answers**

Watch chapter one

1. What is the McDonald's business slogan?

**Look after the customer and the business will look after itself**

2. Name three fast food companies mentioned in the song.

...**Kentucky Fried Chicken Pizza Hut McDonald's**.....

3. What do these figures relate to? Match the answers.

- |             |          |   |
|-------------|----------|---|
| 100 million | <b>d</b> | a) Obesity related deaths per year in the USA                 |
| 46 million  | <b>b</b> | b) Number of customers who eat in McDonald's in one day.      |
| 1 in 4      | <b>g</b> | c) Percentage McDonald's has of the American fast food market |
| 30 000      | <b>f</b> | d) Number of Americans who are overweight or obese.           |
| 400 000     | <b>a</b> | e) Pounds in weight of one of the girls who sued McDonald's   |
| 270         | <b>e</b> | f) Number of McDonald's in the world.                         |
| 43          | <b>c</b> | g) People in Mississippi who are obese                        |
| 1 in 4      | <b>i</b> | h) Countries which have McDonald's                            |
| 100         | <b>h</b> | i) Number of Americans who go to a McDonald's in a day        |

4 Complete the questions Morgan Spurlock asks at the end of chapter one.

- a. Are the food companies...**solely to blame for this epidemic**.....?
- b.** Where does personal responsibility stop and ...**corporate responsibility kick in**?
- c. What would happen if I...**ate nothing but McDonald's for 30 days straight**?
- d. Would I be on the fast track to **becoming an obese American**?
- e. Would it be **unreasonably dangerous**..?

5. How do the health experts evaluate Morgan Spurlock's health?

**low cholesterol , low body fat, low blood sugar, correct weight (185 pounds)**

**11 % body fat, above average fitness, outstanding health**

6. What do the doctors expect to happen?

**an increase in triglycerides, risk to the heart, higher cholesterol, may feel miserable the body (liver etc) will adapt**

Watch chapter two from 5 to 18 minutes

What are the rules of Morgan Spurlock's experiment?

**He mustn't eat anything not on the McDonald's menu. He must take the super size if it is offered. He must eat everything on the menu at least once. He must eat 3 square meals a day. No exercise.**

3. Give examples of the methods McDonald's use to lure children.

**Playgrounds, birthday parties, Happy Meals, Mighty Meals, clowns, ads, cartoons**

Watch chapter 5

What do Americans say about people who try to sue McDonald's?

“ridiculous, I'd throw it out of court”, “we don't have to go there, we choose to”

“they (obese people) would be suing McDonald's ,if they weren't served”

What effect has eating at McDonalds for 5 days had on Morgan Spurlock?

**He has gained 5% in body mass and weighs 195 pounds.**

Watch chapter 6 and correct the errors in the following summary.

Children see on average **10000** food ads a year.

**95%** of the ads are for sugar filled soft drinks and fast food.

McDonald's spends 1.4 **billion** dollars per year on advertising worldwide.

Morgan Spurlock has gained 17 pounds and **ten** percent of his bodyweight in ten days.

Watch chapters 11/12.

What are the results of Morgan Spurlock's experiment?

**He has mood swings and is exhausted, has difficulty in walking and breathing and now weighs 210 pounds. His cholesterol has increased by 65 points, his liver has turned to fat, he craves the McDonald's food, his sex life has deteriorated, his body fat has increased to 18% and his risk of heart disease has doubled.**

What happened to the law suit by the two obese girls against McDonald's?

**It was rejected**

What changes have a) McDonald's and b) school districts made as a result of this law suit and the film?

- a) **McDonalds have started sponsoring healthy events and have introduced new salads (some with a lot of calories from the sauce!). They have stopped the super size option and introduced a menu called 'Go active'**
- b) **Some are making an effort to serve healthier food and stop selling snacks and soda from vending machines**

Complete the answer Morgan Spurlock gives to the question ‘Why should these companies want to change?’

How does this reply contrast with the McDonald's business slogan?

Their...**loyalty**.....isn't to you. It's to the **stockholders**.... The bottom line is that they're a business. By **selling**.....you .....**unhealthy**....food, they make **millions**.....

**The slogan claims to look after the customer and the business will look after itself.**

What challenge does Morgan Spurlock leave the viewers of his film?

**It's up to you. Who do you want to see go first, you or them?**

- a. Are the food companies...**solely to blame for this epidemic**.....?  
**People choose what they eat, but food companies have many marketing tactics to get people, particularly children hooked on their products.**

- b. Where does personal responsibility stop and ...**corporate responsibility kick in?**  
**As above, plus the fact that McDonald's don't make nutritional information easily available and encourage large portion sizes and fatty, sugary food. Their main interest is to make money.**
- c. What would happen if I...**ate nothing but McDonald's for 30 days straight?**  
**He felt depressed and could hardly breathe. He gained 25 pounds.**
- d. Would I be on the fast track to **becoming an obese American?**  
**Yes. His blood tests showed values back to normal eight weeks after stopping his experiment, but he took nine months to get back to his original weight.**
- e. Would it be **unreasonably dangerous..?**  
**Yes. The doctors were surprised by the results and recommended strongly that he stopped the experiment before the end. They were particularly shocked by the condition of his liver after one month and the fact that he had consumed a pound of sugar a day.**