Letters to Santa

A Non-Systematic, Narrative Review of Some Literature
Goals

• To identify published articles about “Letters to Santa”
• To summarize the findings of these articles
• To discuss the findings
The Search

• Searched Google Scholar
  • Search term: “Letters to Santa Claus”
  • Sorted by relevance using the Google Scholar sort feature
  • Scanned the first 20 results
Search Results

Google Scholar
830

Number Screened
20

Applicable Articles
18

Excluded as “not applicable”
2

Excluded
Book or poster: 4
Not accessible: 2

Articles Reviewed
12
Study Characteristics

- Published between 1975 and 2008
- All study subjects were pre-school to elementary-school aged
- Most studies were U.S. based (n=8)
  - Other countries: Finland, Australia, Canada, UK
Study Focus

- Santa as a marketing/branding tool
- Sex/gender preference in gif requests
- Tourism
- Requests vs received
Using “Santa” as a Marketing Tool

• Evidence of Santa as a brand is more common in urban areas
• Boys and girls proportionally have the same number of brand requests on their Christmas lists
• Children from higher SES families request more band-named items
• Children who watch more TV request more band-named items
What is a Gender-specific Gift?
“Girl” gifts

Cute & cuddly baby dolls
“Boy” gifts

- Truck
- Baseball equipment
- Toy gun
- Game controllers
Neutral gifts
Sex/Gender Preferences in Letters to Santa

• Seven studies showed sex/gender preference in toy requests
• Gender-neutral requests were more often seen in girls
• Girls and boys generally request the same number of toys
Dispelling the Nice or Naughty Myth: retrospective observational study of Santa Claus

Park J.J., Coumbe B.G.T., Park E.H.G., Tse G., Subramanian S.V., Chen J.T.

BMJ. 2016;355:i6355
Objective/Background

Objective: To determine which factors influence whether Santa Claus will visit children in hospital on Christmas Day.

• -Santa Claus
  • aka Saint Nicholas, St Nick, Father Christmas, Kris Kringle, Santy, or simply Santa

• -Long-held belief Santa Claus visits children depending if they are naughty or nice.

• -Lack of empirical evidence to support this claim
Methods

Design – Retrospective Observational

Setting – Pediatric wards in the UK (N=186)

Participants – Pediatric ward staff members

Outcome measures – Presence/absence of Santa Claus during Christmas 2015
Determinants

• Hospital distance from North Pole (km, as the reindeer flies)
• Index of Multiple Deprivation
  • Income
  • Employment
  • Health deprivation/disability
  • Education skills/training
  • Barriers to housing and services
  • Crime
  • Living environment
• Rates of absenteeism from primary school
• Conviction rate for crimes by young people, 10-17 years old
<table>
<thead>
<tr>
<th>Covariates</th>
<th>Mean (SD)</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>School absenteeism (% of total)</td>
<td>4.3 (0.37)</td>
<td>3.9</td>
<td>5.1</td>
</tr>
<tr>
<td>Conviction rate per 1000 10-17 year olds*</td>
<td>18.7 (7.7)</td>
<td>7.1</td>
<td>31.1</td>
</tr>
<tr>
<td>Distance to North Pole</td>
<td>4151 (177.9)</td>
<td>3602</td>
<td>4416</td>
</tr>
<tr>
<td>Index of multiple deprivation†</td>
<td>5.5 (2.5)</td>
<td>1 (least deprived)</td>
<td>10 (most deprived)</td>
</tr>
</tbody>
</table>

*Missing for 49 paediatric wards.
Results

• Santa Claus visitation rates per country:
  • 89.4% in England
  • 100% in Northern Ireland
  • 93% in Scotland
  • 92% in Wales.

Visitation in English regional areas
Results

- The odds of no visitation significantly higher in areas of higher socioeconomic deprivation in England
  - OR 1.23 (95% CI: 1.00 to 1.54) in the UK
  - OR 1.31 (95% CI: 1.04 to 1.71) in England

- No correlation with school absenteeism, conviction rates, or distance to the North Pole.
## Determinant Association

Table 3 | Logistic regression models: association of school absenteeism, conviction rates, distance from hospital to North Pole, and socioeconomic deprivation with odds of no visits to 186 paediatric hospital wards in the UK by Santa Claus, 2015

<table>
<thead>
<tr>
<th>Variables</th>
<th>Estimate</th>
<th>SE</th>
<th>z value</th>
<th>P value</th>
<th>Odds ratio (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UK:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School absenteeism (% of total)</td>
<td>0.040</td>
<td>0.661</td>
<td>0.060</td>
<td>0.952</td>
<td>1.04 (0.26 to 3.59)</td>
</tr>
<tr>
<td>Distance to North Pole (per 100 km)</td>
<td>−0.051</td>
<td>0.135</td>
<td>−0.384</td>
<td>0.701</td>
<td>0.95 (0.74 to 1.26)</td>
</tr>
<tr>
<td>IMD decile</td>
<td>0.207</td>
<td>0.108</td>
<td>1.908</td>
<td>0.056</td>
<td>1.23 (1.00 to 1.54)</td>
</tr>
<tr>
<td><strong>England:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School absenteeism (% of total)</td>
<td>1.053</td>
<td>1.003</td>
<td>1.049</td>
<td>0.294</td>
<td>2.86 (0.35 to 19.04)</td>
</tr>
<tr>
<td>Distance to North Pole (per 100 km)</td>
<td>−0.332</td>
<td>0.203</td>
<td>−1.632</td>
<td>0.103</td>
<td>0.72 (0.48 to 1.07)</td>
</tr>
<tr>
<td>IMD decile</td>
<td>0.272</td>
<td>0.126</td>
<td>2.163</td>
<td>0.031</td>
<td>1.31 (1.04 to 1.71)</td>
</tr>
<tr>
<td><strong>Selected regions and Wales:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conviction rate per 1000 10-17 year olds</td>
<td>0.000</td>
<td>0.034</td>
<td>0.002</td>
<td>0.999</td>
<td>1.00 (0.93 to 1.07)</td>
</tr>
</tbody>
</table>

IMD= index of multiple deprivation. *Regions excluded were Kent, Surrey, Sussex, Thames Valley, Wessex (crime data measure rates in following areas: East Midlands, eastern England, London, north east, north west, south east, south west, Wales, West Midlands, Yorkshire), Northern Ireland, and Scotland.*
Discussion

• Dispels the “naughty or nice” myth

• Differing association between England and UK maybe due to Index of Multiple Deprivations calculated differently in the four countries.

• Should children be told about this?
  • Possible increase in outbursts of bad behavior by children over Christmas.
Limitations/Future Research

- Naughtiness
  - Future research should obtain better individual level estimates.

- Could not include all predictors, including size and characteristics of pediatric wards.

- Other factors to explore:
  - Quality of whisky left for Santa Claus in hospitals
  - Availability of Christmas dinners
  - Availability of chimneys
  - NHS parking spaces for reindeers
Other Visitors

Fig 4 | Local superheroes who also spread festive cheer on paediatric wards, 2015
Christmas Potpourri

Prepared for
EPC Journal Club
December 19, 2017

by Vadim Dukhanin, MD, MHS
Sr. Research Program Coordinator II
Center for Health Services and Outcomes Research (CHSOR)
HOW DOES CHRISTMAS AFFECT WEIGHT LOSS PROGRAMMES IN DOGS?

A. German\textsuperscript{1}, S. King\textsuperscript{1}, S. Holden\textsuperscript{3}, G. Woods\textsuperscript{1} & V. Biourge\textsuperscript{2}

\textsuperscript{1}University of Liverpool, Neston, UK; \textsuperscript{2}Royal Canin Research Center, Aimargues, France; \textsuperscript{3}Royal Canin UK, Yeovil, UK

© 2017 The Author(s).
Journal of Small Animal Practice • Vol 58 • Suppl 1 • © 2017 British Small Animal Veterinary Association
Study set-up

Objectives: To determine the effect of the Christmas period on food intake and rates of weight loss in obese dogs on weight programmes.

Methods: This was an observational retrospective study of 38 obese dogs attending the Royal Canin Weight Management Clinic, University of Liverpool. Weight loss programmes of all dogs spanned the Christmas period, and owners had completed a food diary, which enabled energy intake from extra food (i.e. treats and table scraps) to be calculated. Rates of weight loss and energy from extra food were compared across three periods, comprising Christmas (21 days starting the weekend before Christmas), pre-Christmas (21 days immediately before the Christmas period), and post-Christmas (21 days immediately after the Christmas period). Friedman's test (with Conover post hoc comparisons) was used for statistical analysis.
Study results

Results: Compared with the period before Christmas, energy intake from extra food increased significantly (mean of 30 kcal/kg bodyweight\(^{0.75}\) increase) during the Christmas period (P=0.003), and then decreased by a similar amount (mean 35 kcal/kg bodyweight\(^{0.75}\) decrease) afterwards (P=0.008) periods. However, extra food intake did not differ between the pre- and post-Christmas periods (P=0.747). Median rates of weight loss was faster in the pre-Christmas period (0.6%/week; –0.4%/week to 2.2%/week) than for both the Christmas (0.3%/week, –1.7%/week to 2.6%/week, P<0.001), and post-Christmas (0.5%/week, –0.4%/week to 1.6%/week, P=0.008) periods. However, there was no difference in rate of weight loss between the Christmas and post-Christmas periods (P=0.062).

Statement: Veterinary professionals should consider careful monitoring weight loss programmes over the Christmas period to minimise the negative impact of additional food intake at this time.
Impact of Christmas on bowel preparation for endoscopic examination of the lower gastrointestinal tract

Paul A. Sutton, Natalie M.Y. Burley, Jane Glover and Liviu V. Titu*

Department of Colorectal Surgery, Wirral University Teaching Hospital National Health Service Foundation Trust, Merseyside, UK
Study set-up

**Aim:** The aim of the present study was to evaluate the impact of Christmas on the efficacy of bowel cleansing performed prior to endoscopic examination of the lower gastrointestinal tract.

**Patients and methods:** A retrospective review of contemporaneous endoscopy reports at a single institution was undertaken. The quality of bowel preparation in patients undergoing lower gastrointestinal endoscopy over a period of 7 days immediately following 25 December in 2013, 2014 and 2015 was compared to the unit average for the corresponding year.
Study results

Results: The proportion of patients with poor bowel preparation was significantly higher in each of the Christmas weeks compared to the unit average for the corresponding year, specifically 36.6 per cent vs 21.1 per cent in 2013 (P = 0.032), 22 per cent vs 17.8 per cent in 2014 (P = 0.011) and 24.4 per cent vs 17.4 per cent in 2015 (P = 0.008). Pooling data over the study period suggested that the incidence of poor preparation between Christmas and New Year was 26.4 per cent vs 18.7 per cent for the remainder of the year (P = 0.006).

Conclusion: Christmas results in a higher proportion of poor bowel preparation. While causality cannot be determined in the present study, we suggest that the residue from Christmas dinner combined with poor compliance with bowel preparation due to satiety from overconsumption are likely to be responsible. Endoscopy units should consider providing additional and specific dietary advice to patients who are undergoing examination during the festive period.
SHOULD WE BLAME SCANDINAVIA FOR CHRISTMAS?

*Nostalgia, irony and collectivity in late-modern culture: The ritual watching of The Disney Christmas Show in Scandinavia*

**Bjørn Schiermer**
Max Weber Center for Advanced Cultural and Social Studies, University of Erfurt, Germany

**Hjalmar Bang Carlsen**
Department of Sociology, University of Copenhagen, Denmark

“late modern culture, a society that is physically modern, but socially liquid.”

Internet
Abstract
The paper seeks to promote a sociological understanding of the current wave of nostalgic expressions haunting late-modern Western culture and to re-evaluate the predominantly negative assessment of nostalgia. Filling two gaps in the existing research on nostalgia, the authors wish (1) to reintegrate into the phenomenon its experiential and collective dimensions and (2) to propose a theoretical sociological framework capable of analysing nostalgic ritual. In the first part of the paper, we discuss different approaches to the phenomenon of nostalgia. Second, we delve into the complex emotional and experiential aspects of the phenomenon and distil three different types of nostalgia. Third, seeking inspiration from Émile Durkheim and Randall Collins, we scrutinise the common collective characteristics of these different types of nostalgia. Arguing that Collins remains too interactionist in his approach to ritual, we seek to erect a theoretical framework apt for articulating mediated forms of nostalgic ritual. Fourth, we use our theoretical framework to analyse a well-known instance of nostalgic ritual in Scandinavia: The Disney Christmas Show.
Nostalgic ritual: The Disney Christmas Show

The Disney Christmas Show – originally titled From All of US to All of You – is broadcast in all Scandinavian countries during the Christmas season, at fixed times on major channels. In Sweden, the show is seen by up to three and a half million viewers every year, according to Swedish Wikipedia. The content of the show is highly ritualised: it varies a bit from country to country, yet within all variants the composition remains identical from year to year except for a short clip or two from the newest Disney productions. Thus, inasmuch as the content has been the same for years, there is reason to believe that the popularity of the show is due to other factors.

Trust Swedish Wikipedia

“inasmuch”... Should I have read the article to understand this philosophical construct?
The spikes seen in Figure 1 indicate an extended, decentralised and mediated ritual. Without this mediated ritual, there would be no interactionist ritual of watching the show with one’s relatives and friends; without such background atmospheres there would, finally, be no such thing as ‘Christmas’.

**Figure 1.** Number of Instagram postings per day 2013–2016 containing the hashtag ‘Disney Juleshow’ (or derived forms).
In Sweden, one year, the replacement of Ferdinand the Bull with The Ugly Duckling caused vehement public protests which led to a reestablishment of the orthodox form the following year. Recently, criticism from Swedish feminists has elicited strong collective responses in Denmark.

A Swedish debate provoked in 2014 by feminist criticism made such boundary-drawing dynamics extremely salient in Denmark. In a thread attached to a net-article on the debate in a Danish newspaper *Berlingske Tidende* (23 December 2014), we find comments such as the following: ‘If the Swedes take away the Disney Show on Christmas Eve, we must engage in yet another war against them.’

Yes, it is OK to blame Scandinavia for Christmas
CAN CHRISTMAS GIVE A HEADACHE?

Research Submission

Using Search Engines to Investigate Shared Migraine Experiences

Sara M. Burns, MS; Dana P. Turner, MSPH; Katherine E. Sexton, BS; Hao Deng, MBBS, MPH; Timothy T. Houle, PhD

From the Department of Anesthesia, Critical Care and Pain Medicine, Massachusetts General Hospital, Harvard Medical School, Boston, MA.
Relax, it is Christmas!

Objectives.—To investigate migraine patterns in the United States using Google search data and utilize this information to better understand societal-level trends. Additionally, we aimed to evaluate time-series relationships between migraines and social factors.

Results.—Several recurrent social factors that drive migraine searches were identified. Of these, day of the week had the most significant impact on the volume of Google migraine searches. On average, Mondays accumulated 13.31 higher relative search volume than Fridays (95% CI: 11.12-15.51, *P* ≤ .001). Surprisingly, holidays were associated with lower relative migraine search volumes. Christmas Day had 13.84 lower relative search volumes (95% CI: 6.26-21.43, *P* ≤ .001) and Thanksgiving had 20.18 lower relative search volumes (95% CI: 12.55-27.82, *P* ≤ .001) than days that were not holidays.

People don’t Google “Headache” on Christmas
All I want for Christmas is...

All I want for Christmas is amoxicillin

Sarah Reid

Commentary

Poster Abstracts

C43
All I Want for Christmas is a Good Night’s Sleep: Interdisciplinary Care for “Maxi-factorial” Insomnia
A. Kimwar, K. Blackstone, N. Dubowitz, J. Little
E. L. Cobbs, 1, 2, 3, 4. The George Washington University, Washington, DC; 2. Veterans Affairs Medical Center, Washington, DC; 3. Georgetown University, Washington, DC.

Letter from the Editor

“All I want for Christmas is Two”: The Advent of Novel Fixed-Combination Inhalers for COPD and Outlook for 2014

Kai M. Beek

Have non-academic fun!
Thank you!

Have a great Christmas time!