

No. 286 May 2012

Food advertising and marketing to children: a step forward?

A national seminar on food advertising and marketing to children co-hosted by ANPHA and the South Australian Department of Health was held in Adelaide on Wednesday 9 May 2012. Participants attending the conference included representatives from Commonwealth, State and Territory governments, the food and beverage industry, the advertising industry, public health advocates (including ACCM) and academics.

The seminar saw some interesting presentations including one from Dr Corinna Hawkes (pictured below), an expert in international food policy and marketing unhealthy food to children, who presented on the various regulations and policies that have been implemented internationally.



Following the seminar a group of representatives discussed what actions could be undertaken to reduce children's exposure to marketing of unhealthy food and beverages. It was agreed that a working group be formed to progress work with an aim to measure and reduce children's exposure.

ACCM's attendee at the conference, Barbara Biggins, writes:

"SA Health Minister John Hill opened the proceedings outlining the rising prevalence of preventable chronic disease in Australia and the links between poor diet overweight and obesity and the fact that food consumption patterns often start in infancy and childhood.

Dr Corinna Hawkes provided some important key learnings from the experiences of

other countries in attempting to implement policies to reduce children's exposure to food advertising. She stressed the importance of having a clear and agreed measure and definitions of children's exposure to advertising and marketing, and to which foods restrictions might apply, along with effective monitoring of such exposure. Key industry groups should be engaged in the process.

Dr Geoffrey Annison, Acting CEO of the Food and Grocery Council provided an overview of current regulations, and stated AFGC's commitment to further dialogue. However, it was evident from his address that AFGC was supporting such moves because of public concern, and not because they believed that there was reliable evidence that food advertising was impacting on children's overweight and obesity.

The concluding panel discussion was revealing. The big issue and stumbling block will be the definition of exposure. Will it include only advertisements directed to children, or also advertisements that children see because they watch in large numbers during early evening prime time?

From the views expressed by the four industry representatives on the panel, it seems that there will be strong resistance to including ads other than those shown within children's programs. Panellist Louise Sylvan of the Australian National Preventive Health Agency (ANPHA) made it clear that her agency had been tasked by the federal government to monitor exposure and if agreement was not reached, ANPHA would set the definition itself.

Jane Martin of the Obesity Coalition did a sterling job of defending the right of children to be effectively protected from widespread advertising and marketing of unhealthy foods, and the validity of the research that underpins this."

For a full report of the seminar see:

<http://anpha.gov.au/internet/anpha/publishing.nsf/Content/news-20120524>

Facing up to Facebook: What kids are doing online and how to keep them safe

This is the subject of a seminar to be held in Adelaide by ACCM in partnership with Concordia College. It is to be held on Thursday 23 August 2012 at 7.30pm at Concordia College Chapel, corner of Bal-moral and Cheltenham Streets, Highgate.

The speaker will be well-known psychologist and author Dr Michael Carr-Gregg. He will discuss what the latest research says kids are doing online and how to keep them safe. The seminar includes everything parents need to know about facebook and other social networking sites, cyberbullying, internet addiction, filtering software and online games.

The MC for the seminar will be Sonya Feldhoff, the presenter of Afternoons 891 ABC Adelaide.

Tickets are \$27.50 with bookings online at <http://www.trybooking.com/27195>

For further information:

Email: admin@youngmedia.org.au

Phone 08 8376 2111

<http://www.childrenandmedia.org.au/>

Too Much Too Soon: Guiding your child through a sexualised world

**Thursday 21 June 2012
7.30 pm, Immanuel College
32 Morphett Road, Novar Gardens SA**

- **Melinda Tankard Reist**, author & director of Collective Shout,
- **Dr Wayne Warburton** child psychologist & researcher, Macquarie University
- **Lesley-Anne Ey**, researcher on sexualisation, University of South Australia

Tickets \$22.00

Bookings can be made online at www.trybooking.com/BKFM

www.childrenandmedia.org.au

FOOD ADVERTISING & MARKETING TO CHILDREN

CYBERSAFETY SUMMIT

EDITORIAL: AN M RATING FOR PROMETHIUS?

VALE ELIZABETH MCDOWALL

NEW SEMINAR: FACING UP TO FACEBOOK

E-BOOKS: FOR OR AGAINST?



no. 286 May 2012

small screen

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EDITORIAL

An M rating for Prometheus ?

The Australian Council on Children and the Media (ACCM) is dismayed by the Classification Review Board decision of June 4 to lower the classification of the new release movie *Prometheus*. On 24 May the Classification Board had determined that the film contained themes and violence with strong impact and should be classified MA15+.

Prof. Elizabeth Handsley, President of ACCM, has cautioned parents about the movie saying 'the Classification Review Board's decision to lower the classification from MA15+ to M is questionable in light of the child development-based advice from our reviewer.'

The ACCM movie reviewer describes the film as including 'some extended scenes of brutal violence, as well as medical procedures of robot doctors performing a Caesarian section on a woman impregnated with an alien. This movie is not suitable for children under the age of 15, with older children still possibly finding the intensity of the movie overwhelming'.

Professor Handsley comments, 'Parents should be questioning whether such scenes are really only of "moderate" impact, the maximum allowed under the M classification, and whether the "science fiction" or "medical" context would actually lessen the impact the scenes would have on their children.'

Professor Handsley says 'an M rating gives unrestricted access to the viewing of this film in cinemas, with some anecdotal evidence suggesting that children as young as 11 years old will attend this movie with their peers, without an adult accompanying them. Because an M rating allows their children to do this, it is not sending a strong enough message to parents about the need many children will have for adult support and supervision. The classification system, in this case, is letting our kids and parents down'.



Barbara Biggins
OAM
Hon CEO

Dr Cupit, ACCM Vice-President and Senior Lecturer in child development at the University of South Australia, says 'while not all under 15's will be disturbed by the imagery, many will and while the immediate imagery and possible bad dreams will likely pass the longer term increased anxiety or, perhaps worse, fascination is a matter of considerable concern'.

A full review of the movie is available via the ACCM *Know Before You Go* service,

http://www.childrenandmedia.org.au/mediachildren/07_04_choose_films.htm

where over 660 movie reviews can be found to help parents choose appropriate and enjoyable movies for their children.

Cybersafety Summit

The Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, opened the 2012 Cybersafety Summit for students, parents and teachers in Canberra on 12 June.

Media personality and DJ Ruby Rose was invited to attend the Summit and to share her personal experiences to help promote and encourage safe online behaviour. "Bullying is something we all need to be aware of. There is no place for this in our lives, especially in our schools. Given my personal experiences, any way I can help put a stop to bullying and cyber-bullying I will" she said.

Members of the government's Consultative Working Group on Cybersafety, including Facebook, the Australian Federal Police, the Australian Communications and Media Authority and the Alannah and Madeline Foundation, were at the Summit to provide expert advice to participants.

A separate Cybersafety Summit for primary students aged 8-12 will be held later in the year.

For information on how to protect yourself online visit www.staysmartonline.gov.au

KNOW WHO YOU ARE

Small child speaking to Prime Minister -
"I'm human - I'm not on TV".

Heard on ABC 7.30pm news, 11 May.

Vale Elizabeth McDowall

We regret to note the death of Mrs. Elizabeth McDowall. She was the Distribution and Promotions Officer for the then Australian Council for Children's Films and Television (now *Australian Council on Children and the Media*) for over 20 years and was based in Melbourne.



One of the most successful activities Elizabeth was involved with in the late 1970s was the International Film Carnival. Films from several different countries were screened to about 100,000 children over all states.

A Memorial Service to celebrate the Life of Mrs. McDowall was held in Melbourne on 20 April, 2012.

Clips 'n' Cuts

small screen no. 286 May 2012

Raunchy pop stars a bad influence on kids

PERFORMANCE: Mum Amanda Jarvis says she talks to her daughter Jaye, 9, about how her pop idols dress.

CHILDREN as young as five are mimicking the provocative behaviour of scantily clad pop stars, a study shows, prompting experts to urge parents to reject inappropriate children's clothing.

Research by University of South Australia academic Lesley-Anne Ey found that raunch culture is rampant among children, who are learning to pout and thrust by watching music videos.

She found direct links between what children watch on television and how they dress and behave.

Ms Ey's study recorded the types of clothing worn by 366 reception to year 7 students to their primary school disco.



KATRINA STOKES

At the discos, she found junior primary school children were also dancing "exotically" in an attempt to copy their music idols - including Lady Gaga, Miley Cyrus and Kylie Minogue.

Ms Ey viewed 402 music videos over a four-month period and found more than 50 per cent - including clips by Lady Gaga and Beyonce - contained raunchy content.

Australian Council on Chil-

dren and the Media president Elizabeth Handsley said she was not surprised by the findings. "Some parents do feel that they don't have any power," she said.

"We would really like parents to have the courage of their convictions to say no to outfits that they don't see as appropriate, and to be aware of the possibility of long term damage of their children's self-esteem if they buy into a sexualised image of themselves."

South Australian Association of School Parents Club president Jenice Zerna said it was important for parents to be aware and talk to their children about their bodies.

"It is one of those things that you've got to be on top of," she said.

"We want them (children) to enjoy being that little six-year-old or eight-year-old girl without thinking that they're 15 - let them be the age they are and relish it themselves."

Parent Amanda Jarvis said her child Jaye, 9, looked up to singers Katy Perry, Kylie Minogue and Taylor Swift.

"We do talk at home about the way things are: that it's just a performance and it's not the way you would normally dress when you go out," she said.

Ms Jarvis said she always made sure her daughter's clothing was age-appropriate.



The Advertiser, 8 May 2012



ANDREW DOWDELL
SPECIAL REPORT

TWO teenage boys racked up debts of nearly \$20,000 on their parents' credit cards to feed addictions to online sex sites, as experts warn technology is breeding a generation of porn addicts.

Adelaide sex and drug addiction counsellor Robert Mittiga said the teenagers were among an increasing number of young people seeking his help for porn addictions.

"One lad spent something like \$13,000 over a period of eight or nine months downloading porn and another kid spent about \$6000 - and we are talking about 14 or 15-year-olds," Mr Mittiga said.

Mr Mittiga, who runs GATS (Gambling and Treatment Services) Counselling Services Australia, said pre-pubescent children as young as 12 were downloading extreme pornography on their computers or smart

phones, exposing them to a significant risk of psychological harm.

"Their brains are not developed enough to process what they are seeing and (they) are exposing themselves to a really high risk later on of addiction," he said.

"And that is a very devastating addiction; it really disrupts the process of developing and learning about healthy relationships."

Mr Mittiga said parents needed to pay more attention to their children's online activities by installing firewalls and setting limits about how long they spent on the internet or smart phones.

"I don't want this to be a moral issue but we give this technology to kids who don't have boundaries and are exploring the world," he said.

"Kids need to learn and understand what healthy sexuality is for their own benefits but this exposure to pornography and exposure to it is out of control."

Some porn merchants were targeting them by making pornography featuring cartoon and children's book characters.

A University of Sydney study re-

leased this week found 43 per cent of regular pornography users were first introduced to explicit images between the age of 11 and 13.

The study of 800 people, conducted through an internet survey, also found:

ABOUT 47 per cent of participants spent between 30 minutes and three hours a day watching pornography;
ABOUT 30 per cent acknowledged their work performance suffered due to excessive viewing.

Forensic Psychiatrist Dr Craig Raeside said the availability of porn to young people was a "big problem that is not being properly looked at". Dr

Raeside, who prepares psychiatric reports on many of the state's most violent criminals, said he had seen youths spend up to four hours a night watching online porn, which often increased in its depravity as they became tolerant to the content.

"There is evidence that the effect of pornography on children is similar to the effect of violence and can lead to a greater risk of violent or sexual offending later on," Dr Raeside said.

Earlier this year, the Supreme Court heard a 15-year-old boy convicted of the savage murder of Callington pensioner Pirjo Kemppainen had

Teens hooked on porn

been raised on a "constant diet" of violent and pornographic films and video games.

Australian Family Association SA spokesman Josh Alstin said the expansion in the availability of online porn was a "major concern".

"Children can be protected by taking some commonsense things like putting the PC in a family area where it is open and public, but parents need to sit down with their kids to discuss at what age it is appropriate for them to have smartphones with access to the internet," Mr Alstin said.

dowdella@sundaymail.com.au
Sunday Mail, 13 May 2012

Fact from fiction of industry review

The Australian, 7 May 2012

GLEN BOREHAM
COMMENT

A WEEK is a long time in media, and the Convergence Review has generated much discussion since its final report was released last Monday.

Of course, we expected the opposition and robust debate. If the report was universally applauded by the industry it would be a clear signal we had got something very wrong. I did not expect quite so much misinformation.

Certainly, our case was not helped by a front page "exclusive" on our findings in *The Australian* days before release that got the facts wrong.

To ensure that the important debate about our recommendations is based on the facts, I want to clarify the key issues.

"Increased regulation from a super-regulator"

Having waded through the pages of existing media regulation over

the past year, I can assure you that in no reasonable interpretation would our recommendations mean more regulation.

Our recommendations will result in less regulation that is better targeted and delivered by a smaller, streamlined regulator — quite the opposite of the "super-regulator" conjured up by one reporter, apparently to be headed by "a retired judge" with "the power to impose fines".

A quick checklist of some of the regulation we recommend removing includes: abolishing content licences and a raft of attached regulation; removing ineffective local content regulations concerning changes in control, such as trigger events in radio; removing a raft of reporting compliance in local media; sharpening media ownership rules to reflect influential content players beyond TV, radio and newspapers; removing much ownership regulation that is no longer effective because of converging media; and recommending very light-touch regula-

tion for all smaller players, whatever their platform of delivery.

We expect the new independent regulator will be smaller than the Australian Communications and Media Authority because we recommend abolishing substantial existing regulation.

Most significantly, we recommend moving news and current affairs regulation administered by ACMA to a new industry-led and funded news standards body.

"An intrusion on free speech with the government regulating news media"

It is inaccurate to suggest that our recommended news standards body is subject to government oversight or would allow intrusion on free speech.

We propose an industry-led news standards body that would be separate from the statutory independent communications regulator. The Australian Press Council and the Media, Entertainment and Arts Alliance have welcomed this model.

Contrary to many reports, the independent communications regulator would not have power over the news regulator. It would be able to pass complaints to the news standards body and request it look into them. It could not direct it in any way.

We found during our review that the public are often unsure about where to lodge a complaint about the media. It is possible, especially during transition, that complaints may be misdirected to the government authority. We are recommending a process be established to pass complaints to the new industry-led body.

The industry-led news standards body may also wish to refer a matter to the communications regulator if all else had failed. It might also seek limited government funding. However, both referrals to the communications regulator and requests for public funding would be decisions for the industry-led news regulator; there would be no requirement to do so.

Continued on Page 25

Continued from Page 28

In a converged world, there is no longer a compelling reason to separate the regulation of print and online news from radio and television news.

My colleagues and I had two options: to move print and online up to a statutory regulator or television and radio down to a self-regulation model. We favoured an enhanced self-regulation model in a news standards body.

We recommend that membership be compulsory for the largest news and current affairs operators.

"Media review misses online behemoths"

It was said when our interim report came out last year we were targeting the internet for regu-

lation. According to some prominent commentators, the committee changed its mind and backed away from regulating new media in the final report after intense lobbying by internet giants.

In reality, we have developed a framework to regulate companies based on their size and content, rather than delivery platform. That is where the less-than-catchy phrase "content service enterprises" comes in. Companies that deal in professional content — which garner substantial audiences and revenue from that content — will be regulated regardless of whether they operate in radio, television, internet or print.

Our initial modelling shows that this framework, if introduced today with a threshold set deliberately high, could capture 15 exist-

ing companies that happen to be operators of traditional media.

Rather than excluding new digital media companies we have built a framework that will capture the largest companies in professional content. On today's measures and available data, revenues of new media companies from professional content is not on par with traditional media.

That does not mean they would not qualify in the future as their professional content grows.

Given the current expansion of companies like YouTube and Facebook into professional content and the international expansion plans of companies like Netflix, you would expect all of these companies could fall within the content service enterprise thresholds at some time.

One thing we have learnt is that changes brought about by convergence will happen faster than many might think.

"Exceedingly vague and imprecise" public interest test "subject to political interference"

Finally, our recommendation for scrutiny of media mergers at national level through a public interest test was criticised by some.

Contrary to the characterisation of the public interest test as vague and political, we believe it can be precise, targeted and insulated from politics.

Many Australians would be surprised that current media ownership rules are focused on local markets and there are no rules at national level apart from the increasingly irrelevant 75 per cent reach rule for TV.

With internet delivery allowing every media company in Australia a national platform and the dangers of concentrated media ownership, this needs to be remedied. Some commentators suggest Australian Competition & Consumer Commission scrutiny of any potential media merger is enough to maintain media diversity, but this is to misunderstand the fundamental difference between regulating for competition and regulating for a diversity of media ownership. Both have separate and distinct aims.

In its submission to the review, the ACCC made clear its aim was to ensure media mergers do not result in reduced competition. It is an important, but economic and market, analysis.

The ACCC is not charged with

ensuring diversity of ownership that considers the broader needs of citizens served by these media outlets in our democracy.

It should also be noted that the concept of public interest is already embedded in legislation. For example, a type of suitable person test has existed for broadcast licensees in Australia for 20 years.

It seems reasonable that anyone taking over a nationally significant media company should be deemed likely to comply with its regulatory obligations.

Glen Boreham (chair), Malcolm Long and Louise McElvogue are members of the Convergence Review Committee. See dhcde.gov.au/digital_economy/convergence_review

Vogue bans too young, too thin models from mags

A NEW health initiative prohibiting the use of models who are under the age of 16 or appear to have an eating disorder in *Vogue* magazines across the world has been welcomed by the editor-in-chief of *Vogue* Australia, Kirstie Clements.

"It's a start," Clements said. "We have had the age limit in place for some time locally and

it's working effectively but the issue of eating disorders is a serious one.

"But this dialogue really needs to take place throughout the whole fashion industry."

The main contributor to the problem is the sample sizes produced by leading international labels for models to wear on the runway and magazines.

"We have these clothes come into the office and they're the size of a christening dress," Clements said.

"Good luck getting a single

leg into one of those skirts."

The six-point initiative, published in the latest issue of *Vogue* Australia says that editors will be vocal ambassadors for the message of healthy body image.

"We have always been sensitive to this issue and we have sent models away from castings who look too thin," Clements said.

"If you're showing a lot of skin you're definitely not going to pick the model who looks the best."

While bumps are often

sculpted off models for a smoother silhouette Clements has used digital re-touching to make models look bigger.

Clements said that the models coming from Australia's leading agencies were generally healthy but problems occur when they find international success.

"Modelling in Paris is very different to modelling in Sydney and quite often a girl will have to drop two dress sizes. Hopefully this can be the start of a move away from this."

DAMIEN WOOLNOUGH

Weekend Australian, 5-6 May 2012

STOP MAKING A DRAMA ABOUT REGULATION

The TV networks would provide little local content if there were no rules to enforce it

By Sue Meehan



SENCE the release of the *Convergence Review*'s final report, the television networks have hit the opinion pages with the all too familiar piece: 'Regulation is the enemy'.

One piece in the *Morning News* from Charlene All declared there's no need for a 10 per cent increase in the networks' financial arrangements (drama,

documentary and children's content) as an 'arbitrary' response to a non-existent problem.

Only it wasn't that simple.

For a long time — actually, since the introduction of Australian content requirements — the broadcasters, free and pay alike, have claimed that they would gladly invest in Australian content and that regulation is simply not needed. This is arguable the case when it comes to sport and news, but when it comes to fiction, can the networks justify a similar exorbitant increase in local programming? And what if the networks are not doing this? It's not as if the networks are not doing this. It's not as if the networks are not doing this.

But the likelihood that broadcasters will continue to support other genres drops off significantly.

Australian documentary often has low exposure in original programming and is underfunded.

News, say, involves a high and expensive risk with investment in original programming when US content could be provided at a much lower cost.

After a month of the prize, And then, there's a question of children's content, which simply doesn't pay, particularly when there's a junk food industry.

As the networks' content is so essential in the final content, given report without existing Australian content requirements, documentaries would plummet by 50 per cent, drama by a whopping 70 per cent and children's content would simply not exist. That is a very real problem.

The networks are not doing this. And then, there's a question of children's content, which simply doesn't pay, particularly when there's a junk food industry.

Why? Because there are no Australian content requirements and, without exception, the only networks investing in Australian content are those required to do so.

Plus, ratings would mean that the networks would have to pay a lot more for the content. And then, there's a question of children's content, which simply doesn't pay, particularly when there's a junk food industry.

Of course, we understand that

broadcasters are commercial entities and private equity owners don't like the idea of spending more than they have to on the riskier forms of Australian programming.

But commercial is not the same as being a business. There are only three of them, they have a combined annual revenue of between \$30 billion and \$40 billion, they earned more than \$200 million in the second half of the year from advertising.

The free-to-air networks are not doing this. And then, there's a question of children's content, which simply doesn't pay, particularly when there's a junk food industry.

They've received a licence fee of \$250 million in the past two years and in a tight budget they even received another \$200 million from the government. They don't have to pay for the content they are creating.

The broadcasters have first class rights to make profitable Australian content. So is it

really a problem that another form of regulation might require minimal increased investment in content that is a true risk to the sector?

Remember too, that broadcasters are still public and through taxpayer money need direct government for making this programming.

Both free to air and subscription television have a long history of public service. For example, the ABC has a long history of public service. For example, the ABC has a long history of public service.

So, it's not as if the networks are not doing this. And then, there's a question of children's content, which simply doesn't pay, particularly when there's a junk food industry.

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Bullying film hits its target

By KARL QUINN

THE controversial American documentary *Bully* will be released in Australia in August with a rating that makes it far more likely to be seen by its target audience here than when it was released in the United States.

The study of the impact of bullying in an American high school was prompted by director Lee Hirsch's experience of being bullied as a teenager.

It has been well received by critics but was given an R rating by the Motion Picture Association of America on account of language.

That meant under-17s were unable to see it without an accompanying adult.

In protest, the US distributor released the film without classification, and some cinemas agreed to allow minors to watch it if they could produce a signed note from a parent or guardian granting permission.

Last month, a slightly edited version was finally given a PG-13 rating.

In Australia, *Bully* has been given an M rating, which means unaccompanied teenagers can view it.

Hirsch has said he intends his film to "not only reach those who have been the victims of bullying but, more importantly, those who still need an 'empathy push'."

The Age, 3 May 2012

Net risk to teen conduct

TEENAGERS who watch internet porn tend to engage in more risky behaviour, research shows.

In the *Medical Journal of Australia* today, three health researchers report strong links between exposure to internet pornography and "earlier and more diverse sexual practice", including unhealthy behaviour.

"Young people who reported having visited sexually explicit websites were more

viewing extreme pornography on the internet," she said.

"If you viewed that, you'd be able to say, as an adult, well that's probably not possible or that would hurt, or that girl must have been drugged or drunk, whereas a young person doesn't have that cognitive ability, so their continued exposure to it in some cases gives them a skewed view of normality."

Ms McLean, who worked as a police officer in Victoria



CLARE PEDDIE

likely to have higher numbers of sexual partners, engage in a wider diversity of sexual practices and use alcohol or drugs in association with sexual encounters," they write.

"All these factors have

for 27 years, will be in Adelaide this week talking with students, teachers and parents at Pembroke School. She visited Pulteney Grammar a fortnight ago.

She said there was a lack of understanding in the community, particularly among parents and teachers, about the availability of extreme pornography.

"What children are exposed to now is far different to what they were exposed to

been associated with a higher risk of sexually transmitted infections and unwanted pregnancy," Cyber Safety Solutions director Susan McLean said it was good to hear medical practitioners express concern.

"I've done work with GPs all around Australia and they routinely tell me they're seeing young girls... presenting with injuries sustained trying to emulate what their boyfriends are expecting after

in the past. Nothing is restricted because you just click and lie about your age and away you go," Ms McLean said.

"When I was in the police force, the exposure to extreme pornography was very limited to children on the internet, as you had to put your credit card across.

"Now 99 per cent is free and even if it's not free, the trailer is free, so children can access whatever it is they want."

The Advertiser, 21 May 2012

Strange but true

CELEBRITIES are role models in death as well as life, suggests research showing that reports of celebrity suicides prompt more suicides among the general population. The study online in the *Journal of Epidemiology and Community Health* analyses suicide rates in a number of countries, including Australia, following 98 celebrity suicides. Suicide rates, measured as the number per month per 100,000 people, increased by 0.26 in the month after a celebrity suicide. *J Epidemiol Community Health* 2012;doi:10.1136/jech-2011-200707 (Niederkrötenhaller T et al)

Wend Australian, 5-6 May 2012

Young drivers risk lives texting

MICHAEL MILYES
TRANSPORT RESEARCHER

MORE than 200 young drivers admit to text driving, a new survey has found.

The 1000 Young Drivers Index revealed that 20 per cent of drivers are less likely to drink drive and speed, but are more likely to be distracted by mobile phones, GPS units, iPods, radio or CD players.

AAAI's spokesman for teen drivers said younger drivers suffer "amphibious" - the fear of being without your mobile phone. As 78 per cent claimed to sending or reading text messages or MMS while driving. "The average text takes around two seconds to send or receive, which is a long time to be going without your phone. You'll be stuck along the length of a football field with your eyes off the road, one hand on the wheel and your hand clenched," he said.

"It is shocking to find out that relatively inexperienced drivers, during their first year of driving, are so distracted by their phones on around them."

The survey found that 10 per cent of 18 to 24-year-old drivers put their mobile phones on silent with vibrations on, while 20 per cent reported they checked the internet while driving.

The Australian, 21 May 2012

Sexting in primary school

PRIMARY school children are engaging in "sexting" without knowing they are committing a criminal offence.

UniSA academic Lesley-Anne Ey says research shows some pre-teens are taking and sending out sexually explicit photographs.

"There's research saying the phenomenon is out there for children at primary school and I think parents might be a bit uninformed about it," she said.

"They may think it is a risk

offence," she said. "It's a huge community issue and most parents don't know what they can do about it."

"I think a lot of people have given up." Last week Youth Court Judge Kelvin Prescott convicted a teenage boy, now 18, for non-consensual sex and possession of child pornography.

Unable to accept the breakdown of his relationship, the boy, then 17, used naked images involving his now ex-girlfriend, then 15, to manipulate her into having sex with



HANNAH SILVERMAN

when their children are adolescents but it's unlikely they would think younger children would engage or be aware of that kind of behaviour."

Ms Ey said educating children about the dangers of "sexting", either by mobile phone or internet, had

him. Victims of Crime Commissioner Michael O'Connell said the case drew attention to the dangers of sexting to both the victim and potential offenders.

"This case highlights that what some people perceive as risqué and acceptable behaviour can have devastating consequences, such as the breach of trust and the humiliation that the victim might suffer," he said.

UniSA communications lecturer Dr Collette Snowden said the accessibility of tech-

reached a point where it must be dealt with before they reached puberty.

"We need to start addressing this at primary school," she said.

"I think it's too late when you start going into school at Years 8 or 9."

Child protection expert Professor Freda Briggs said potential young offenders needed to be made more aware of the repercussions. "Parents and schools need to be making young people aware that this is a criminal

and prevalence of provocative advertising and sexualised music videos meant families needed to have "open, honest and healthy" conversations from an earlier age.

TELL US

How do you educate your children about technology?

24-hour news
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The Advertiser, 28 May 2012

Tighter web 'way of future'

CLARE PEDDIE

TIGHTER control of the internet on a global scale could be the way of the future, an online media expert says.

University of Adelaide law lecturer Dr Melissa de Zwart will give a public lecture tonight on the

fallout from WikiLeaks and the future of the internet.

She said the growth of the internet and social media was causing major legal headaches around the world.

There was no clear-cut agreement on content regulation and which

country's laws to comply with and every individual could be a publisher.

The public lecture "WikiLeaks, Google and Facebook: how terms of use control information" is in Ligertwood Lecture Theatre 1, Ligertwood Building, North Terrace Campus at 5pm.

The Advertiser, 21 May 2012

NEW PUBLICATIONS

ADVERTISING

Boyland, EJ; Harrold, JA; et al (2012)
Persuasive techniques used in television advertisements to market foods to UK children.

Appetite, Vol. 58, No. 2, Pp658-664

Isaksen, KJ; Roper, S (2012)
The commodification of self-esteem: Branding and British teenagers.
Psychology & Marketing, Vol. 29, No. 3, Pp117-135

Ferguson, CJ; Munoz, ME; et al (2012)
Advertising influences on young children's food choices and parental influence.
Journal of Pediatrics, Vol. 160, No. 3, Pp452-455

Anschutz, DJ; Engels, RCME; et al (2012)
Increased body satisfaction after exposure to thin ideal children's television in young girls showing thin ideal internalisation.
Psychology & Health, Vol. 27, No. 5, Pp603-617

Rozendaal, E; Buijzen, M; et al (2012)
Think-aloud process superior to thought-listing in increasing children's critical processing of advertising.
Human Communications Research, Vol. 38, No. 2, Pp199-221

Adams, J; Tyrrell, R; et al (2012)
Effect of restrictions on television food advertising to children on exposure to advertisements for 'less healthy' foods: Repeat cross-sectional study.
PLoS ONE, Vol. 7, No. 2, Art. No. e31578

Jones, SC; Gregory, P; Kervin, L (2012)
Branded food references in children's magazines: 'advertisements' are the tip of the iceberg.
Pediatric Obesity, Vol. 7, No. 3, Pp220-229

COMPUTERS & INTERNET

Hohman, KH; Price, SN; et al (2012)
Can the Internet be used to reach parents for family-based childhood obesity interventions?
Clinical Pediatrics, Vol. 51, No. 4, Pp314-320

MEDIA EFFECTS - EDUCATION

Diergarten, AK; Nieding, G (2012)
Effects of watching television on language acquisition.
Sprache-Stimme-Gehör, Vol. 36, No. 1, Pp25-29

MEDIA EFFECTS - HEALTH

Custers, K; Van den Bulck, J (2012)
Clinical practice fear effects by the media.
European Journal of Pediatrics, Vol. 171, No. 4, Pp613-616

MEDIA EFFECTS - SOCIAL

D'Lessio, M; Laghi, F; et al (2012)
Children's preference for television programs: Long-tail evidence.
Journal of Applied Social Psychology, Vol. 42, No. 4, Pp822-833

Martins, N; Harrison, K (2012)
Racial and gender differences in the relationship between children's television use and self-esteem: A longitudinal panel study.
Communications Research, Vol. 19, No. 3, Pp338-357

Gill, Rosalind (2012)
Media, empowerment and the 'sexualization of culture' debates.
Sex Roles, Vol. 66, No. 11-12, Pp725-735

Graff, K; Murnen, SK; Smolak, L (2012)
Too sexualized to be taken seriously? Perceptions of a girl in childlike vs. sexualized clothing.
Sex Roles, Vol. 66, No. 11-12, Pp764-775

TECHNOLOGY

Markov, MS (2012)
Cellular phone hazard for children.
Environmentalist, Vol. 32, No. 2, Sp. Iss. SI, Pp201-209

Morgan, LL; Herberman, RB; et al (2012)
Re: mobile phone use and brain tumors in children and adolescents: A multicenter case-control study.
Pp635-637

Aydin, D; Feychting, M; et al (2012)
Re: mobile phone use and brain tumors in children and adolescents: A multicenter case-control study response.
Pp635-635

Milham, Samuel (2012)
Re: mobile phone use and brain tumors in children and adolescents response.
Pp635-635

Aydin, D; Feychting, M; et al (2012)
Re: mobile phone use and brain tumors in children and adolescents response.
Pp637-638
Journal of the National Cancer Institute, Vol. 104, No. 8

VIDEO & COMPUTER GAMES

Fraser, AM; Coyne, SM; et al (2012)
Associations between violent video gaming, empathetic concern, and prosocial behavior toward strangers, friends, and family members.
Journal of Youth & Adolescence, Vol. 41, No. 5, Pp636-649

Burkova, VN; Butovskaya, ML (2012)
Violent computer games and the problem of aggressive behavior in children and adolescents.
Voprosy Psikhologh, Vol. 1, Pp132-+

Chambers, Deborah (2012)
'Wii play as a family': the rise in family-centered video gaming.
Leisure Studies, Vol. 38, No. 1, Pp69-82

Greitemeyer, T; Agthe, M; et al (2012)
Acting prosocially reduces retaliation: Effects of prosocial video games on aggressive behavior.
European Journal of Social Psychology, Vol. 42, No. 2, Pp235-242

Kulovitz, Kimberly L (2012)
Extra lives: Why video games matter.
Journal of Popular Culture, Vol. 45, No. 1, Pp233-234

Wu Sijing; Cheng, Cho Kin; et al (2012)
Playing a first-person shooter video game induces neuroplastic change.
Journal of Cognitive Neuroscience Vol. 24, No. 6, Pp1286-1293

VIOLENCE

Janssen, I; Boyce, WF; Pickett, W (2012)
Screen time and physical violence in 10 to 16-year-old Canadian youth.
International Journal of Public Health, Vol. 57, No. 2, Pp325-331

Fitzpatrick, C; Barnett, T; Pagini, LS (2012)
Early exposure to media violence and later child adjustment.
Journal of Developmental and Behavioral Pediatrics, Vol. 33, No. 4, Pp291-297

Ferguson, CL; Dyck, D (2012)
Paradigm change in aggression research: The time has come to retire the general aggression model.
Aggression and Violent Behavior, Vol. 17, No. 3, Pp220-228

CONFERENCES

**The Children's Media Conference
Ahead of the Game**

**Sheffield, United Kingdom
4-6 July 2012**

Delegates from all parts of children's media industry explore the creative, business, policy and strategic issues concerning making and distributing content for children

