

Holiday movies

ACCM's movie reviewers have begun reviewing the movies which will be in the cinemas for the 2013-2014 summer holidays. As usual the challenge for parents will be finding movies suitable for the whole family.

G rated movies include

- *Christmas Candle*
- *Cloudy with a chance of meatballs 2*
- *Free birds*

However, even those movies on the G list may not be fright-free. *The Christmas Candle* and *Cloudy with a chance of meatballs 2* were both found by our reviewers to have scenes that might scare under sixes, so parental guidance is recommended. Consumer guidelines given by the Classification Board for the much publicised *Free Birds* are "Some scenes may scare young children". ACCM reviewers are yet to see this film.

Movies rated PG include:

- *Dr Who: The day of the Doctor*
- *One chance*
- *Frozen*
- *Battle of the Year: The Dream Team*
- *The Secret life of Walter Mitty*

Parental guidance is definitely recommended for these films, as, according to ACCM reviewers, those reviewed so far vary quite widely in their suitability for different ages

M rated films which are likely to appeal to children (but not necessarily be suitable for them) include:

- *The Hunger Games: Catching fire*
- *Ender's Game*
- *The Spectacular Now*

Our reviewers found that, in line with the M rating, both *The Hunger Games* and *Ender's Game* were unsuitable for under 13s with parental guidance strongly recommended for the 13-15 age group because of disturbing themes and scenes. *The Spectacular Now* is not recommended by our reviewer for under 15s.

The second Hobbit movie, *The Hobbit: Desolation of Smaug* which is to be released on 26 December is rated M for *fantasy violence*. The ACCM review will be on the website soon.

Some of the listed movies are already reviewed on the ACCM website and others will be added as they are released. To read reviews of these and all G and PG movies, together with M rated films likely to be marketed or to appeal to children, go to *Movie reviews* on the ACCM website.

<http://childrenandmedia.org.au/movie-reviews>

What not to buy for Christmas



The US based Campaign for a Commercial Free childhood had just announced the iPotty as the winner of their 2013 TOADY (Toys Oppressive and Destructive to Young Children) Award when along came the Apptivity seat (pictured above)!

The iPotty is a child's pot with a frame for placing an iPad - presumably to keep toddlers occupied while toilet training. It received 45% of the vote.

However, the CCFC have now discovered an even worse invention - a bouncy seat for an infant with a place for an iPad directly above the baby's face, blocking his or her view of the rest of the world. As the CCFC website points out, *babies are literally a captive audience....(and)*

....There's no evidence that babies benefit from screen time and some evidence that it might be harmful. That's why the American Academy of Pediatrics discourages any screen time for children under two.

The CCFC is running a campaign to get the seat withdrawn from sale

<http://www.commercialfreechildhood.org/action/tell-fisher-price-no-ipad-bouncy-seats-infants>

Research round-up

Four interesting research studies featuring the effects of different types of media on children and adults have recently been published.

An Australian study has examined the impact of television and Internet food advertising on Australian parents and their children aged 8-14. After a single exposure to advertisements for four commonly advertised energy-dense, nutrient-poor foods, both parents and children evaluated the products more favourably, had a greater desire to consume the products and thought the product could be consumed more frequently than those who hadn't seen the ads.

<http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=9061449>

Another Australian study looked at the evolution of problematic internet use (PIU) in childhood and youth as an affliction of the 21st century. It considered the complex issues involved and recommended that multiple perspectives be used in studying the condition.

<http://apy.sagepub.com/content/21/6/533>

A large cross-cultural study, led by US researchers, has shown that prosocial media and video games positively influence behavior regardless of culture. The study tested thousands of children and adolescents in Australia, China, Croatia, Germany, Japan, Romania and the United States. Researchers concluded that just as exposure to violent media can lead to negative outcomes, use of prosocial media can promote positive behaviour traits.

<http://pss.sagepub.com/content/early/2013/12/11/0956797613503854>

Meanwhile, research into media coverage of the Boston Marathon bombings has indicated that repeated exposure to bombing-related media was associated with higher acute stress than was direct exposure. It appears that media coverage following collective traumas can diffuse acute stress widely.

<http://www.pnas.org/content/early/2013/12/05/1316265110>

HOLIDAY MOVIES

WHAT NOT TO BUY FOR CHRISTMAS



Seasons Greetings from all at ACCM

EDITORIAL: TOYS, SCREENS & PLAY

RESEARCH ROUND-UP



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EDITORIAL

Toys, screens and play.

With Christmas only a short time away, there is much emphasis on children's toys.

The *Sydney Morning Herald* ran two recent pieces, with one discussing toys from the big retailers and the other from the independents. The SMH quotes Fiona Cameron from industry magazine *Toy and Hobby Retailer*. She says,

"The big retailers have major toy sales in the middle of the year with a big push on lay-bys for Christmas ... Thirty per cent of the major retailer toy trade globally is driven by licensing deals, based on television shows and films, computer games and apps – a market driven successfully by huge international marketing machines. ... The independents tend to go for more unusual European toys and more traditional top quality brands."

The SMH list of best sellers from the independents include Glow in the dark fairy buttons; Shrink your own's 'Bake your own cupcake'; a Brio stove; Crystal growing, Djeco mini games and Forest paper lace; Hellophone; Meowsic; Pressed flower art; and Zany Zoo.

<http://www.smh.com.au/small-business/finance/this-years-top-christmas-toys-20130928-2ukvz.html#ixzz2nbfXdilV>

Most of these toys are a far cry from toys like Spider-Man Web Shooting Figure, The New Catty Noir Doll and the Twyla Doll which were named as hot new toys in 2013 by Andyozhubpages.

<http://andyoz.hubpages.com>

And as readers will see (front page, this issue) there are many retailers trying to sell screens

to kids from a very early age- long before they can make intelligent use of them.



Barbara Biggins
OAM
Hon CEO

It's all too easy in the pre-Christmas rush, to buy those toys that are prominently marketed. However, what children really need are age-appropriate toys that encourage active engagement in play and creativity.

It's worth noting the recent campaign against gender-specific toys, started by the group Play Unlimited. It intends to target the larger toy retailers and potentially manufacturers as well. They are presently compiling a petition to Toys-R-us to remove 'boy' and 'girl' headings from their website and marketing, and sort toys by theme; to show both girls and boys playing with all sorts of toys, and to stop using pink and blue as proxies for 'girl' and 'boy' sections within marketing materials; let children know that a world of color is available to them.

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

The US group T.R.U.C.E (Teachers Resisting Unhealthy Children's Entertainment) regularly puts out guides to purchasing healthy and creative toys for children.

<http://www.truceteachers.org/>

And Australia's own Raising Children Network is a valuable source of information about age-appropriate play and toys for children .

<http://raisingchildren.net.au/search.aspx?q=toys>

Happy Christmas and have fun!

Fame and Shame Awards announced

The Parents' Jury have announced the winners of their Fame & Shame Awards for 2013. These awards aim to raise awareness of the techniques that advertisers use to promote unhealthy foods and drinks to children, and to recognise the advertisements that promote healthy food to children in a fun and appealing way. The Awards give parents a chance to have a say on food marketing techniques they believe are targeting their children.

This year's winners are:

- **Pester Power:** awarded to the food marketing campaign that uses techniques which appeal to children, leading to them nagging their parents for unhealthy foods. Awarded to Coles 'One Direction' Campaign.
- **Parents' Choice:** congratulates an advertisement that promotes healthy living to children in a fun and appealing way. Awarded to Cricket Australia for 'Play Cricket'.
- **Digital Ninja:** given to the brand that uses digital media in the most obvious way to target children, gaining their attention; driving active participation in the brand and

encouraging pester power. Awarded to KFC 'Snack in the face'.

- **Smoke and Mirrors:** for the use of health claims on children's food making it appear healthier than it is. Awarded to Milo, 'The Official Drink of Play' TV commercial.

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

NEW PUBLICATION

The Science of Neglect: The Persistent Absence of Responsive Care Disrupts the Developing Brain

This Working Paper from the National Scientific Council on the Developing Child explains why significant deprivation is so harmful in the earliest years of life and why effective interventions are likely to pay significant dividends in better long-term outcomes in learning, health, and parenting.

Center on the Developing Child at Harvard University. (2012). *The Science of Neglect: The Persistent Absence of Responsive Care Disrupts the Developing Brain: Working Paper 12.*

www.developingchild.harvard.edu

NEW PUBLICATIONS

ADVERTISING

Kelly, B. et al 2013.

Monitoring food and non-alcoholic beverage promotions to children.

Obesity Reviews

Vol 14, S1 Oct, 59–69

Hudson, S., Elliott, C., 2013.

Measuring the impact of product placement on children using Digital Brand Integration.

Journal of Food Products Marketing

19, 3, 176–200

Bakir, A., 2013.

Character Portrayal: Examining gender roles in television commercials targeted at children in India and the United States.

Journal of Global Marketing

Vol 26, 2, 57–67

Grigsby-Toussaint, D.S., Rooney, M.R., 2013.

Food marketing targeting youth and families: What do we know about stores where moms actually shop?

Journal of Environmental and Public Health

Vol. 2013, Article ID 674181

Berning, J., McCullough, M., 2013.

Advertising soft drinks to children: Are voluntary restrictions effective?

Agribusiness

Vol 29, 4, 469–485

Brinsden, H; Lobstein, T 2013

Comparison of nutrient profiling schemes for restricting the marketing of food and drink to children

Pediatric Obesity

Vol 8, 4, S1, 325–337

COMPUTERS & INTERNET

Davidson, J., Martellozzo, E., 2013.

Exploring Young People's Use of Social Networking Sites and Digital Media in the Internet Safety Context. Information

Communication & Society

Vol 16, 9, 1456–1476

MEDIA EFFECTS - GENERAL

Ofcom (2013)

Report: Children and parents: Media use and attitudes

October 2013

MEDIA EFFECTS - HEALTH

Frison, E. et al 2013.

Exposure to media predicts use of dietary supplements and anabolic-androgenic steroids among Flemish adolescent boys.

European Journal of Pediatrics

Vol 172, 10, 1387–1392

Suglia, S.F. et al 2013.

Soft drinks consumption is associated with behavior problems in 5-year-olds.

The Journal of Pediatrics

Vol 163,5, 1323–1328

Haines J, et al, 2013.

Healthy habits, happy homes: Randomized trial to improve household routines for obesity prevention among preschool-aged children.

JAMA Pediatrics

Vol 167, 11, 1072–1079

Vik, F.N. et al 2013

Associations between eating meals, watching TV while eating meals and weight status among children, ages 10–12 years in eight European countries: the ENERGY cross-sectional study.

International Journal of Behavioral Nutrition and Physical Activity

Vol 10, 58, doi:10.1186/1479-5868-10-58

Redmayne, M et al 2013

The relationship between adolescents' well-being and their wireless phone use: a cross-sectional study.

Environmental Health

Vol 12, 90

MEDIA EFFECTS - SOCIAL

Lampard, A.M. et al 2013

Social-cognitive predictors of low-income parents' restriction of screen time among preschool-aged children.

Health Education & Behaviour

Vol. 40, No. 5, 526–530

Jago, R. et al 2013

Parental TV viewing, parental self-efficacy, media equipment and TV viewing among preschool children.

European Journal of Pediatrics

Vol. 172, 11, 1543–1545

O'Hara, R.E. et al 2013.

Specificity of early movie effects on adolescent sexual behavior and alcohol use.

Social Science & Medicine

Vol. 96, Nov 13, 200–207

Tran, P., Subrahmanyam, K., 2013.

Evidence-based guidelines for the informal use of computers by children to promote the development of academic, cognitive and social skills.

Ergonomics

Vol 56, 9, 1349–1362

Parkes, A. et al 2013

Do television and electronic games predict children's psychosocial adjustment? Longitudinal research using the UK Millennium Cohort Study.

Archives of Disease in Childhood

98, 341–348

Gunuc, S.; Dogan, A. 2013

The relationships between Turkish adolescents' Internet addiction, their perceived social support and family activities.

Computers in Human Behaviour

Vol 29, 6, 2197–2207

VIDEO & COMPUTER GAMES

King, D.L. et al 2013.

Toward a consensus definition of pathological video-gaming: A systematic review of psychometric assessment tools.

Clinical Psychology Review

Vol 33, 3, 331–342.

King, D et al 2013

Clinical features and axis I comorbidity of Australian adolescent pathological Internet and video game users

Australian & NZ Journal of Psychiatry

Vol 47, 11, 1058–67

CONFERENCES

Young Learners Congress & Expo

Laying the foundation of learning technology

1 Apr 2014 to 03 April 2014

Australian Technology Park Sydney

<http://www.acevents.com.au/younglearners/index.html>

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Linking up for kids

Partnerships between health, hospital and education systems to enhance child and youth wellbeing

14-15 April 2014

The Menzies Sydney Hotel

<http://www.childwellbeing2014.net.au/>

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Happiness and its causes

29 - 30 May 2014

Seymour Centre Sydney

<http://www.happinessanditscauses.com.au/>

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WORLD NEWS

Books still popular with children

A Canadian survey has indicated that children's print storybooks are in no danger of becoming extinct.

Booknet Canada, a non-profit industry organization that tracks sales and trends, conducted a survey of e-book use. Of the more than 800 parents interviewed, about 41 per cent said they currently read ebooks. More than 200 teens between 14 and 17 were also polled and 27 per cent said they were ebook readers. However, few said that they actually prefer digital books or could see themselves giving up paperbacks permanently.

Only one per cent of the parents polled said their kids aged 13 and under were at the point of reading more ebooks than print books. About one in four parents said they read ebooks with their kids and only four per cent of parents said they preferred their children to read ebooks, while 63 per cent favoured print books.

Among the parents of children eight and under, 15 per cent said their kids were using the Internet daily, almost half said a few times a week, and just over 20 per cent said their children are never online. The most common online activities among those kids were playing games and watching videos.

<http://o.canada.com/technology/kids-canada-ebook/>

What are they seeing?- kids and advertising study

New Zealand children will wear cameras in a world-first study to monitor the daily amount of advertising for junk food and other unhealthy products to which they are exposed. More than 200 primary schoolchildren from Wellington will be

equipped with tiny video cameras that they will carry for several days. Each of the volunteers will wear the camera over a weekend and on two weekdays. They will have a privacy function to switch the cameras off when they need to.

The study is part of a \$5 million Health Research Council programme directed by the University of Auckland. It will produce millions of images which will be analysed using a computer algorithm.

Findings will be published within two years.

http://www.nzherald.co.nz/health/news/article.cfm?c_id=204&objectid=11154059

New ABC kids programs

The ABC has announced its line up of programs for 2014.

The children's line-up includes *Blue Zoo* (Air Pig Productions, David Atkins Enterprises), which looks at eight teenagers from Ireland and Australia as they train as marine experts, working with dolphins, seals and turtles that have been rescued and rehabilitated or born into human care.

MY24 (Essential Media) is an interview-based series that profiles young people whose lives have been profoundly transformed by a single event that happened within the space of one day.

Hoopla Doopla (Beyond Screen Production, China Television Drama Production Centre) is a pre-school, live-action, non-verbal comedy series.

<http://if.com.au/2013/11/27/article/ABC-TV-unveils-2014-slate/LXVDXUREJJ>

KIDS' TV

A selection of children's programs screened on TV during the period

ABC 1

Backyard Science; Play school; Five Minutes More; Daniel Tiger's Neighbourhood; Half Moon Investigations; Me and my Robot

ABC 2

Thomas and Friends; Elmo the Musical; Sesame Street; Chuggington; Play School; Bookaboo; Mofy; Mouk; Mama Mirabelle's Home Movies; Mister Maker; Joe & Jack; Little Charley Bear; Pingu; Louie; Thomas and Friends; Fun with Claude; Humf; Laura's Star; Octonauts; Peter Rabbit; Q Pootle 5

ABC 3

Kid vs Kat; Kaeloo; Oggy and the Cockroaches; Stoked; Almost Naked Animals; League of Super Evil; Gawayn; Erky Perky; Tracey McBean; Old Tom; Pixel Pinkie; Nono Forest; I Got a Rocket; Sea Princesses; BTN Extra; A World of Wonders; Ocean Girl; Animalia; Mortified; Dani's House; Astro Boy

SEVEN

Saturday Disney; Mickey Mouse Club

NINE

Bubble Guppies; Dora the Explorer

TEN

Wurrawhy; Totally Wild

NICK JNR

Go, Diego, Go!; Little Bill; Maurice Sendak's Little Bear; Ni Hao Kai-Lan; Miss Spider's Sunny Patch Friends; Yo Gabba Gabba; Olivia; Julius Jnr; Tickety Toc; Peppa Pig; Max and Ruby; Lalaloopsy

DISNEY CHANNEL

Jake and the Never Land Pirates; Tree Fu Tom; Slim Pig; Alpha Breaks; Stanley; Sam Sandwich; Jungle Junction; Doc McStuffins; Fuzzy Tales; Wordworld; Abadas; Chloe's Closet