No. 305 February 2014

ACMA community safeguards report

The Australian Communications and Media Authority (the ACMA) has released the report from itsContemporary Community Safeguards Inquiry. The inquiry was established to explore the matters that should be addressed in contemporary broadcasting industry codes of practice. ACCM has also released the findings from community research which informed the report.

A majority of all respondents (81%, including non-parents) agreed with the statement that 'time restrictions for when free-to-air television broadcasters can show particular content are essential for protecting children from seeing inappropriate content'.

Parents and carers of children under 15 years, in particular, felt that having dedicated children's channels did not remove the need for time restrictions for content on commercial free-to-air channels.

The report and associated materials can be found on the ACMA website:

http://www.acma.gov.au

Government deregulation, children and the media

TV and radio broadcasters are lobbying the government to remove or limit the Australian Communications and Media Authority's role in regulating content.

ACCM and other advocates for children are concerned that consumers will be overlooked in the government's rush to cut media regulations.The free-to-air commercial broadcasters asked the Minister for Communications to abolish the Children's Television Standards (CTS) in their submission to the government's review of media regulation.

According to Lara Sinclair, writing in *The Australian*, Mr Turnbull's office has confirmed that children's television had emerged as a significant issue following consultations with the media industry and advertisers but said no timeframe had been set.

http://www.theaustralian.com.au/media/broadcast/childrens-television-standards-face-the-axe/story-fna045gd-1226849673400#

Meanwhile,the *Sydney Morning Herald* reports that members of the coalition are divided over plans for a cyberbullying commissioner.

http://www.smh.com.au/technology/technology-news/liberals-split-over-plan-for-cyberbully-pulpit-20140314-34s05.html

The proposal for the commissioner came from the Coalition's online safety working group which was set up up by Tony Abbott while in opposition. It was opposed by industry groups and is now being questioned by some of Abbott's colleagues who see it as being at odds with moves towards deregulation.

ACCM strongly supported the establishment of an E-Safety Commissioner in its submission to a government inquiry on online safety for children, saying that it is 'an opportunity to make some great leaps forward in media regulation for the protection of children's interests'. The ACCM submission can be found on our website:

http://childrenandmedia.org.au/news/accm-submissions

Australian Council on Children and the Media will celebrate the launch of its *Know Before You Load* app review service (including the *Children and Gambling Watch List*) with an April seminar:

Choosing and using apps with children:
Finding good games and avoiding the pitfalls

A presentation for parents and all who work with or care for children (toddlers to teens)

7.30-9:30 pm Monday 7 April 2014
Colonel Light Gardens Primary School
Windsor Avenue, Colonel Light Gardens SA

Speakers:

Dr Kate Highfield, Institute of Early Childhood, Macquarie University, NSW. Kate is an enthusiastic expert on children's use of technology in learning and play. Kate will discuss 'Choosing and using apps with children' and introduce our new app review service.

Dr C Glenn Cupit, ACCM's Vice-President and former Senior Lecturer in Child Development at the University of South Australia, will talk on 'Apps and other media stuff: Using them to raise happy and healthy children.'

Tickets $22.00

Bookings: http://www.trybooking.com/EMPD

ACMA COMMUNITY SAFEGUARDS REPORT

NEW SEMINAR

EDITORIAL:THE ABBOTT GOVERNMENT'S DEREGULATION AGENDA & CHILDREN'S TELEVISION?

GOVERNMENT DEREGULATION

ADVERTISING TO CHILDREN AFFECTS ADULTS

EDITORIAL

How does the Abbott Government's deregulation agenda affect children's television?

This editorial was written by ACCM President, Professor Elizabeth Handsley

Australia has long had a system for ensuring that commercial free-to-air television stations cater to children's needs. Under the Children's Television Standards (CTS) those stations must broadcast a quota of high-quality children's and preschool programming, and ads during those programs must meet certain fairly strict criteria.

Unfortunately there is no requirement to promote those programs, so they draw relatively low audiences, but at least they are there. They are considered to be part of a kind of compact between the Australian people and the commercial free-to-air television industry: they are given privileged access to the airwaves and protection from open competition on that platform, and in return they adhere to certain public-interest standards.

For some years the commercial free-to-air television industry has been complaining about the increased competition it is facing from other, less-regulated platforms. Therefore pressure to deregulate television is nothing new. However it seems to have an especially sympathetic ear in the current Commonwealth government and ACCM is watching carefully to see what will come out of the 'deregulation days'.

We have already seen that the last round of deregulation–intentionally or otherwise–brought in changes against the interests of consumers of financial advice. It is hard to imagine a more anti-consumer reform than to remove a simple requirement that advisers act in the best interests of their clients.

If the government is willing to leave those consumers out in the cold, what does that say about consumers who don't even vote yet?

Prof Elizabeth Handsley

It is especially worrying that the government has consulted closely with industry but not sought the views of consumers or the general public about which regulations are still needed.

Meanwhile the industry has been advocating an abandonment of classification time zones, so that material with any level of violence or adult themes can be shown at any time of day.

Under those changes, families would no longer be able to watch TV together in the evening prime time. The TV industry's vision is one where every family member is in a separate room, watching appropriate programmes on their own. ACCM knows that the more likely scenario will be one of young children being exposed to M or MA15+ programs, just because they are on in common areas of the house.

ACCM encourages all members and friends to keep up the pressure on the government to maintain the provisions serving children's interests as TV viewers. If you are concerned about these developments, let us know and, perhaps more importantly, let your local MP know.

NEW RESOURCE

Persuasive Language

Persuasive Language is a free online resource developed by an experienced English & Media Studies teacher to help students refine their understanding of how persuasive language works.

Clear definitions and a range of structured activities allow students to analyse language features and visual techniques with a view to developing their grasp of audience, purpose and the power of persuasion. The resource provides a useful tool for teachers in the lead-up to NAPLAN testing early next term, and as an addition to meet the sustainability focus outlined in the National Curriculum.

Intellectual Property Awareness Foundation

PERSUASIVE LANGUAGE
A guide to understanding persuasive language.

The use of persuasive language is scrutinised in the context of sample articles and cartoons about the contentious and contemporary issue of online piracy of movies and television programs. This topical issue often evokes passionate and emotive public discourse by media commentators and advocates from both sides of this debate.

Access this free online resource now at

http://www.nothingbeatstherealthing.info

NEW PUBLICATIONS

COMPUTERS & INTERNET

Tsai, TH; et al (2014)
Investigating parental intention of using internet filter software.
Quality & Quantity 48, 75–89.

Lee, S.-J. (2013)
Parental restrictive mediation of children's internet use: Effective for what and for whom?
New Media Society 15, 466–481.

Sobring, E (2014)
Parents' concerns about their teenage children's Internet use.
Journal of Family Issues, Vol. 35, No. 1, Pp75-96

Eden, S. et al (2013)
Teachers' perceptions, beliefs and concerns about cyberbullying.
British Journal of Educational Technology 44, 1036–1052.

FOOD ADVERTISING

Jenkin, G.; et al   (2014)
A systematic review of persuasive marketing techniques to promote food to children on television.
Obesity Reviews DOI: 10.1111/obr.12141

Roseman, M.G.; et al   (2014)
A content analysis of food references in television programming specifically targeting viewing audiences aged 11 to 14 years.
Journal of Nutrition Education & Behavior 46, 20–25.

Manganello, JA; Smith, KC; et al (2013)
A content analysis of food advertisements appearing in parenting magazines.
Public Health Nutrition, Vol. 16, No. 12, Pp2188-2196

Pettigrew, S; Rosenberg, M; et al (2013)
Game on: do children absorb sports sponsorship messges.
Public Health Nutrition, Vol. 16, No. 12, Pp2197-2204

Hernandez-Torres, JJ et al (2013)
A qualitative interview study on ethical aspects of marketing and food advertising for children. Evaluation of perceptions, attitudes and beliefs of parents
Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp524

Fuentes-Garcia, A; Uribe, R (2013)
Evaluating the behavioral effect of junk food advertising and brand placement on children.
Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp114

MEDIA EFFECTS-PSYCHOLOGICAL

Ferguson, C.J.; Brent, M   (2014)
Is the association between children's baby video viewing and poor language development robust? A re-analysis of Zimmerman, Christakis, and Meltzoff (2007).
Developmental Psychology 50, 129–137.

Zimmerman, F.J.   (2014)
Where's the beef? A comment on Ferguson and Donnellan (2014).
Developmental Psychology 50, 138–140.

Bleakley, A; et al   (2013)
Predictors of parents' intention to limit children's television viewing.
Jnl Public Health 35, 525–532.

MEDIA EFFECTS-HEALTH

Falbe, J.; et al   (2013)
Adiposity and different types of screen time.
Pediatrics 132, e1497–e1505.

Ferrar, K; Olds, T; Maher,C   (2013)
More than just physical acticity: Time use clusters and profiles of Australian Youth.
Journal of Science and Medicine in Sport, Vol. 16, No. 5, Pp427-432

de Bourdeaudhuij et al
Pre-School Children's Physical Activity and Sedentary Behaviours. *Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp65*

Fernandez, AJM et al (2013)
Parental sports and TV time as mediators of parental education differences in children's sports and TV time: The energy-project.
Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp166-167

Vik, FN; Bjornara; et al (2013)
Associations between eating meals, eating meals while watching TV and weight status among children 10-12 years: The energy cross-sectional study.
Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp286-287

VIDEO & COMPUTER GAMES

Gabbiadini, A.; et al   (2013)
Interactive Effect of Moral Disengagement and Violent Video Games on Self-Control, Cheating, and Aggression.
Social Psychological & Personality Science 1948550613509286

Bajovic, M (2014)
Violent video gaming and moral reasoning in adolescents: is there an association?
Educational Media International, 50, 3; Pp 177-191

Ferandez, Rosado F
Project to fight childhood overweight with video games. In child with social disadvantage. Active assistance technology for health related behavior change.
Annals of Nutrition and Metabolism vol. 63, Supplement (2013) Pp1133

Greitemeyer, T., Mügge, D.O.,(2014)
Video Games Do Affect Social Outcomes A Meta-Analytic Review of the Effects of Violent and Prosocial Video Game Play.
Personality and Social Psychology Bulletin doi:10.1177/0146167213520459

VIOLENCE

Madan, A.; et al   (2014)
The Effects of Media Violence on Anxiety in Late Adolescence.
Jnl Youth Adolescence 43, 116–126.

Bleakley, A.; et al   (2014)
Violent Film Characters' Portrayal of Alcohol, Sex, and Tobacco-Related Behaviors.
Pediatrics 133, 71–77.

Elson, M; Ferguson, CJ (2013)
Gun violence and media effects: Challenges for science and public policy.
British Journal of Psychiatry, vol. 203, No. 5,, Pp322-324

CONFERENCES

Young Learners Congress & Expo

Laying the foundation of learning technology

**1 - 3 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/

WORLD NEWS

Classic toys have trouble competing with technology

An explosion of video games, online games and smartphone apps, many of which are free, is making things hard for traditional toy makers and taking a toll on their profits. Both Hasbro and Mattel have reported a decline in sales of their favourites. Richard Gottlieb, the CEO of Global Toy Experts said that the makers' problems are compounded by the fact that children are given less unstructured play time nowadays.

The fortunes of toy makers are increasingly linked to the success of online and digital products. Successful video-game franchises such as Activision's Skylanders now sell physical figurines that unlock in-game characters when they are placed on mats connected to the game console.

Richard Gottlieb says that "Smart companies are going to engage non-traditional forms of play, but each one's going to do it uniquely"

http://www.thestar.com/business/2014/02/10/my_little_pony_sales_not_enough_to_prevent_hasbro_downturn.html

Singapore government moves on food ads

Concerns about childhood obesity and the effects of food advertising are being seen all over the world.

In Singapore, guidelines restricting advertising of food and beverages high in fat, sugar and salt to children will take effect from January next year, amid concerns over a worrying trend of obesity. Statistics from the 2010 National Health Survey showed that about 10.8 per cent of Singaporean adults were considered obese, up from 4 per cent in 2004.

The new guidelines on advertising guidelines will be incorporated into the Advertising Standards Authority of Singapore's (ASAS) Singapore Code of Advertising Practice.

The nutrient criteria that will act as a framework to determine which food and beverage products can be advertised to children will be ready by September.

http://www.todayonline.com/singapore/obesity-concerns-prompt-new-guidelines-advertising-children

Barbie now a *Sports Illustrated* covergirl.

According to the *New York Times*, two brands that have for many years been the targets of complaints about their depictions of women have joined forces for a promotion campaign that tells critics they are proudly "unapologetic" about who they are.

The brands are Barbie, sold by Mattel, and the annual Sports Illustrated swimsuit issue. The campaign is centered on the 50th anniversary edition of the issue, which is to come out next Tuesday, and presents Barbie on the cover as a model, dressed in a new version of the black-and-white swimsuit she wore when first introduced in 1959

http://www.nytimes.com/2014/02/12/business/media/barbies-sports-illustrated-swimsuit-issue-causes-a-stir-online.html?_r=0

Advertising to children affects them as adults

New research with people from the UK and the USA has demonstrated that when companies advertise to children using using mascots or soecial characters, the love of the brand and feelings that the product is good and healthy can remain well into adulthood.

This acceptance extends even to new versions of the product launched under the same brand. The lingering effects of advertising can hamper an adult's ability to change their opinions of less-than-healthy brands that they loved as children.

Although previous reseasrch has shown the affects of advertising on children this research was new in showing the long-lasting effcts this advertising can have. The paper will appear in the June issue of the *Journal of Consumer Research.*

Connell, P et al (2014) How childhood advertising exposure can create biased product evaluations that persist into adulthood. *Journal of Consumer Research.*

http://www.jstor.org/stable/10.1086/675218

"Media Heroes" discover their power to prevent cyberbullying

A program trialled in German schools, called Medienhelden or 'Media Heroes', has shown promising results in reducing incidence of cyberbullying. The program reportedly takes a 'planned theory of behaviour' approach, first raising students' awareness of cyberbullying and its consequences. It then trains young people to develop their social skills with the overall goal of improving behavioural control within each class and creating greater empathy towards peers.

http://www.preventionaction.org/research/media-heroes-discover-their-power-prevent-cyberbullying/6007