



No. 333 August 2016

Video games – a moral game changer?

A recent paper by Macquarie University researchers challenges the concept that games are amoral spaces where actions are without ethical significance.

The authors write:

With 98 per cent of Australian households with children having at least one form of video game, it not only seems logical but indeed ethical that we discuss the moral content of videogames.

Dr Paul Formosa from the Department of Philosophy explained that artists across every medium engage audiences with challenging moral questions concerning topics of war, crime corruption, fidelity and the abuse of power. However, Formosa argues relatively few videogames invite us to engage deeply with the morality of the worlds they depict or the behaviours they encourage us to adopt.

"Somewhere along the way, the idea that 'it's just a game' has been used as a way of saying that 'my behaviour here doesn't matter because the purpose of gameplay is nothing more than winning or losing'," he said.

"In our research we are interested in examining the different ways in which videogames can engage with ethical expertise. What are the different things designers can do to make players more or less morally engaged by the videogames they play?"

Co-author and senior lecturer for Game Design and Development, Dr Malcolm Ryan, said that it is easy for players to adopt a pragmatic approach to optimising their gameplay outcomes and ignore the moral significance of their behaviour.

"What is interesting is when the designer encourages the player to make choices morally in spite of the inherent systems of the game.

"To take an example from the Grand Theft Auto series, we want to prompt the player to think 'well I actually feel bad about running over the sex worker and taking her money and perhaps this is not something I should be doing'," he said.

"To be clear, we aren't advocating against these

games, we are simply interested in expanding the scope of games to allow deeper, morally complex works – not to replace one with the other."

Dr Formosa explained there has always been discussion and debate about whether playing violent videogames can make you more violent which leads to the question: can playing violent videogames make you a 'worse' person?

"Our research is more interested in looking at the inverse question: can playing morally engaging videogames make you a 'better' person?"

The paper is published in the latest issue of the journal, *Ethics and Information Technology*.

<http://www.mq.edu.au/news-room/2016/08/19/video-games-a-moral-game-changer/#ixzz4JLGIGW3R>

STOP PRESS

National Child Protection Week award for ACCM's app review service, Know Before You Load (KBYL)

The National Association for the Prevention of Child Abuse and Neglect (NAPCAN) gives *Play Your Part Awards* for "Inspiring prevention initiatives".

KBYL includes the Children and Gambling Watch List, which signals to parents those apps that include simulated gambling behaviour.

Let us know what you think

We are seeking feedback on our

Know Before You Go (KBYG) movie reviews and

Know Before You Load (KBYL) app reviews

Please complete our short online surveys now at

childrenandmedia.org.au



Australia's International Film Festival for Kids

ACCM presents *Little Big Shots: Australia's International Film Festival for Kids* in Adelaide. There will be a festival atmosphere with entertainment before and after each film session (approx. 60 mins long) with local youth circus Cirkidz and others performing, you will have the chance to vote for your favourite short film and win prizes, there will be popcorn and refreshments available.

Suitable for kids 3 and over, *Little Big Shots* features short films from all over the world that kids (and parents) will love!

Palace Nova Cinemas
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All tickets: \$12

Friday 7th October 2016

10am - *Mice and Moon* - Ages 3+
11:30am - *Pirates and Bunnies* - 5+
1pm - *Parrots and Robots* - 7+
2:30pm - *Best of the Fest 2016* - 5+

Saturday 8th October, 2016

10am - *Cows and Circuses* - 3+
11:30am - *Critters and Rascals* - 5+
1pm - *Heroes and Villains* - 7+
2:30pm - *Best of the Fest 2016* - 5+

More information and booking:

childrenandmedia.org.au/events/little-big-shots-film-festival

VIDEO GAMES - A MORAL GAME CHANGER?

LITTLE BIG SHOTS

**EDITORIAL:
NEW BLAIR WITCH:
STAYS AT MA15+**

**LET US KNOW
WHAT YOU THINK
PICTURES & BODY IMAGE**



no. 333 August 2016

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EDITORIAL**The new *Blair Witch*: stays at MA15+**

The new *Blair Witch* movie has been reviewed by the Classification Review Board after an application by the distributor Roadshow. The CRB decided, in a victory for commonsense, that the movie should remain as classified on 17 August, MA15+ with the consumer advice "Strong supernatural themes".

In its submission to the review, ACCM said, in part:

"ACCM understands that the applicant for review is seeking to have the film reclassified M.

ACCM wishes the CRB to take the following points into account in making its decision:

1. ACCM has read the Classification Board's report on the movie and we believe that the scenes and themes described in the Board report have significant potential to cause harm and to disturb children under the age of 15 years.

2. ACCM has [obtained] this opinion from a child development perspective.

The film has realistic ruthless/intrusive violence which leads to serious injuries. This realistic-looking violence is acted out by a merciless/harsh perpetrator and the serious effects on the victim are shown.

The film also contains intense horror effects in combination with people who are very frightened, serious (bloody) injuries and people who are undergoing serious suffering.

The fearful elements happen in a realistic setting, and while there are some unrealistic characters, the intense horror effects make them scarier. The combination of fearful elements in this film is too intense for children under the age of 16, who would find it hard distance themselves from them.

The level of fear and violence in this film could lead to long lasting fears and anxieties.

If the film is inappropriate for children under 16, it is certainly inappropriate for children under 15 to see unaccompanied.

3. ACCM has viewed the trailer for the movie, and notes the strong emphasis on horror and on the impacts on the victims.

The trailer carries the slogans "a new beginning for horror films", "a truly terrifying experience", and "one of the scariest films ever made". ACCM notes the contradiction here, and asks why the distributor would therefore consider it appropriate to request a review designed to lower the classification of "one of the scariest films ever made", when this would result in the removal of the legal restriction on children under 15 seeing the film.

4. ACCM notes that this film has received classifications with legal force in both the UK (15 for horror film "for strong language and fear) and the Netherlands 16 (for violence and fear).

The US classification is R (under 17 requires parent/ guardian) for language, terror and disturbing images. ACCM acknowledges that overseas classification schemes differ in their criteria, and comparisons in classifications are not always helpful, but these classifications do seem to represent a consensus about the film's unsuitability for children and younger teenagers.



Barbara Biggins
OAM
Hon CEO

5. ACCM notes that the Classification Act requires that:

1. Classification decisions are to give effect, as far as possible, to the following principles:...

(b) Minors should be protected from material likely to harm or disturb them;

The Code also requires that films that depict, express or otherwise deal with sex, violence or coarse language in such a manner as to be unsuitable for viewing by persons under 15, should be classified MA15+.

If the CRB lowers the classification of this film to M, many young children will undoubtedly see it. Those children need the protection from harm or disturbance that only the MA15+ classification can provide.

6. The M classification requires that the treatment of themes must be justified by context and have no more than a moderate sense of threat or menace.

ACCM has formed the view, given the information it has received above, that the horror themes and violence in this film have an impact that is more than moderate.

Further the film contains themes and scenes that are likely to harm or disturb children under 15 years.

The film should not therefore be classified M, and is appropriately classified MA15+.

The film is due for release in Australia on September 15.

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The keys to raising brilliant boys

Q I have two energetic, curious and articulate boys, aged seven and four. They are affectionate and our relationships are close. However, they frequently call me "bad mummy" and "mean mummy" or tell me that I am the worst mother in the world. This is almost always accompanied by hitting me. This may happen more than a dozen times a day from the four-year-old. I have tried explaining it is not OK and have physically restrained them from hitting me, but it does not work.

A Each time I read a request for help like this, I always find myself asking: "Where's Dad?" Fathers – when they are present and a positive influence – can have a calming effect on their children, can promote respect (especially towards Mum) and are usually more likely to be followed in discipline. So, if Dad is around, I



FAMILY TIES with dr justin

suggest having him more involved where possible. Ideally not as a disciplinarian ("You wait until your father gets home") but as an involved and engaged dad who teaches his boys how to act well.

The behaviour you are dealing with is actually pretty normal for a four-year-old, but that doesn't mean it's OK. And girls do it too. Why would they be so hard to deal with?

Firstly, psychologists talk about this thing called theory of mind. Imagine a child, Will, walking into the kitchen and putting his drink in the freezer to make a slushy. He leaves the kitchen and Mum walks in, sees the drink in the freezer and

thinks: "That's weird", so moves it to the fridge.

When Will returns to the kitchen for his drink, where will he look? If you have developed theory of mind, you know he will search the freezer because that is where he left it.

But a child under five will tell you Will will search the fridge because they saw Mum put the drink there and they think that Will knows what they know. This suggests that young children struggle to understand why we might ask them to do things that they disagree with doing. Normal theory of mind develops around age five to six.

Typical development
Secondly, child development

experts indicate that children's emotions develop over time. And they are particularly underdeveloped until about eight. This means kids can be highly reactive and struggle with big emotions. Lashing out is normal, physically and verbally. They need space and time and coaching to learn positive regulation skills.

Thirdly, kids don't have a broad language repertoire, and boys are less verbal than girls, so they'll often struggle to express their feelings effectively.

All of these issues are combining for your boys, and helpful in understanding why they might be challenging.

So what is the answer? When it comes to the boys, whether big or little, give them some space, and don't try to fix everything. Instead, do a quick risk assessment. Is anyone bleeding? Is anyone going to get truly hurt or is it just a territorial scuffle?

There may be a need to separate the boys. Or perhaps just

send them outside once you feel confident that things are safe and walk away. If children are emotional, it's not the time to be hugging and saying: "I love you". We all need space when we're cranky. It helps us calm down. But the space shouldn't be a punishment. It's just an opportunity for a breather.

Sibling problems

Sometimes aggression only comes out in boys when fighting with brothers. So let's focus on sibling fighting and rivalry. Boys have lots of energy. They thrive on activity, and they usually love some rough and tumble play (though not all boys, and not when one is significantly stronger). What are your boys doing in relation to physical activity? Can they be outside more? If you don't want them wrestling, what are their other options?

The reality is that boys are rough. They do fight. They're different to girls. That never excuses violent or disrespectful behaviour, but if they are

boisterous, leave them be.

When things get ugly, the boys need to be separated and given a chance to clear their heads. They don't need punishment, but they do need discipline. Once things are quiet and calm, talk about the importance of stopping when someone says "stop". Encourage perspective-taking.

Teach them how to signal one another when they perceive it's getting too much, and help them learn to respect one another's pleas for mercy.

We are talking about a growing, learning, developmental process. Step in when you need to. Step out when you can. Set clear limits when things are calm. Separate them when things are chaotic.

Never allow them to hit you or disrespect you, and if they do, move away immediately. Then teach them when things are calm. It's a tough job, but with patience and persistence you'll raise brilliant boys.

The Advertiser 27-8-16

Ubet convicted for ad with drinking, punting

SARAH-JANE TASKER
COURTS

Tatts' wagering arm has been convicted for illegal advertising that promoted alcohol consumption while gambling. Ubet pleaded guilty in Sydney's Downing Centre local court to two advertising breaches, following an investigation by Liquor & Gaming NSW.

Ubet had published a video on YouTube that showed students learning how to gamble "head to head" on NRL matches.

The students were holding partly filled glasses of alcohol and one was using his mobile phone while being advised that if he bets "head to head" he could have his bet returned even if he loses.

Liquor and Gaming NSW said the prosecution for promoting drinking while gambling was the first of its type in NSW.

Paul Irving, Liquor & Gaming NSW's acting director of com-

pliance operations, said this conviction followed several previous prosecutions of sports betting companies, such as Unibet, Bet 365, CrownBet, Ladbrokes and Classic. The department said court action was still pending for several other licensed wagering operators.

Deputy chief magistrate Jane Mottley described as "naive" Ubet's claim that the advertisements were withdrawn when brought to its attention and that there had been a misunderstanding of the advertisements' placement. She fined Ubet \$3300 and ordered it to pay Liquor & Gaming NSW's costs of \$4500.

Mr Irving said the case served as a warning to betting agencies of the need to comply with NSW legislation.

"Our compliance staff continue to monitor advertising online and in other media as part of investigations into potential breaches of NSW's Betting and Racing Regulation," he said.

Alcohol ads make last stop

The Advertiser 20-8-16

Public transport targeted

LAUREN NOVAK

ADVERTISING beer, wine and spirits on the sides of buses, trains or trams will be banned from next year.

The State Government is also urging councils to ban alcohol advertising on bus shelters, many of which are located outside schools.

It follows a warning in a review of liquor laws that successes in tackling under-age drinking could be undone if alcohol advertising is not curtailed. The ban will be limited to alcohol products and will not cover events such as food and wine festivals or sponsorship logos on images of sporting uniforms.

Alcohol ads will not be allowed on the inside or outside of the public transport vehicles under the plan. The ACT Government introduced a similar ban in 2015.

SA Transport Minister Stephen Mullighan said it was "impossible to control who views" alcohol ads on public transport so it was important to control their content.

"Young people represent a significant proportion of public transport users," he said. "We know young people's exposure to alcohol advertising is a contributor to normalisation of alcohol use in our society and reinforces what is in some cases a harmful drinking culture."

The Government has remained tight-lipped on its response to many of the other recommendations in a review of the state's Liquor Licensing Act, delivered early last month.

The review found the average age at which young people had their first alcoholic drink rose from 15 in 2007 to about 15 years and seven months in 2013. The proportion of teens abstaining from drinking also rose, from 56.5 per cent to 72.3 per cent of 12 to 17-year-olds over the same period.

But independent review author and former Supreme Court Justice Tim Anderson noted: "It would be a pity if this momentum was lost by a failure to curb alcohol advertising."

Mr Anderson recommended laws to ban alcohol advertising on public transport and associated infrastructure.

Mr Mullighan said the Government would instead change "content standards" for Adelaide Metro vehicle contracts to prevent advertising images where the "primary product" was alcohol. The change will take effect from mid-2017.

He has also asked whether councils would consider extending the ban to bus shelters.

The Alcohol Advertising Review Board wrote to Premier Jay Weatherill in March urging "much stronger regulation" on alcohol ads.

The Australian 30-8-16

Facebook a fail but games lift IQ

REBECCA URBAN

Teenagers who regularly use social media, including Facebook, perform worse in maths, reading and science than their peers, one of the most comprehensive studies on internet use and educational outcomes has revealed.

Online gaming, however, has been linked to higher academic performance — a finding that will come as a surprise to many educators and parents grappling to control their child's screen time.

Alberto Posso, from RMIT's School of Economics, Finance and Marketing, crunched the test results of more than 12,000 Australian 15-year-olds across maths, reading and science, finding that regular gaming appeared to help students apply and sharpen the

skills they had learned at school. Those who played games every day typically scored 17 points higher than average for science and 15 points higher for maths and reading. More frequent gaming was associated with better scores, with those who reported playing once a week performing just slightly better than average.

The same was found for social media users, but in reverse. Even minimal use — once or twice a month — was associated with lower scores in maths in particular. However, students who used social media daily recorded on average 20 points lower in maths.

"Some of the psychology literature that is out there suggests that with online gaming, kids are solving puzzles, using maths and logic, so when it comes to playing games they're sharpening their cognitive abilities," Professor Posso said.

"With social media, the main issue seems to be the opportunity cost of time. Instead of doing homework, these people are chatting, sending emoticons to each other, that sort of thing."

Professor Posso said he was inspired to conduct the research after reading a US study that suggested some young people were spending up to eight hours a day on Facebook. "That's got to come at a cost," he said.

Professor Posso's research, published in the *International Journal of Communication*, questions whether teenagers should be actively discouraged from sites such as Facebook and instead encouraged to play video games.

"On the margin, playing video games and limiting online social network activities should have some positive effect on performance, at least on generalised tests," the paper says.

The Australian 9-8-16

Terrorist censorship a step in wrong direction

JOHN LYONS
ASSOCIATE EDITOR



Having been traumatised by several acts of Islamic terrorism, France is trying to work out how it should respond to the dramatic change in its reality.

One of the issues being debated is how the French media should report terrorism.

Several media outlets are now suggesting that there should be a ban on running the names or photographs of terrorists. The rationale is that this will deny the terrorists the "glorification" that many of them may seek from their acts.

France has become one of the biggest targets of Islamic terrorism. The debate has been heightened by the latest act of savagery when an 84-year-old priest last week had his throat cut after two terrorists stormed his church in Rouen in northern France where he was giving morning Mass.

Influential French newspaper *Le Monde* has led the debate, issuing a challenge to the country's

media — "the sites and newspapers that produce this information cannot excuse themselves from self-examination on several fronts", it wrote. The paper said it had decided that it would no longer publish photographs of terrorists to avoid the potential effect of "posthumous glorification". The emotions behind *Le Monde*'s decision are understandable.

France is feeling particularly vulnerable. Only last November 129 people in Paris were killed after a team of gunmen and suicide bombers hit several targets and on July 14 a man drove a truck into a crowd celebrating Bastille Day, killing 84.

But beneath the emotion the media must also focus on its role — to report the news. In my opinion, censoring the news is not the answer. In fact, I think there must be more information about Islamic terrorists, their lives and the communities from which they are originating, not less.

On the logic suggested by *Le Monde*, American newspapers would not have named Mohamed Atta, the mastermind between September 11. To understand the mindsets of many of the people committing these acts of terrorism, and those driving them, we need more information, not less.

The sort of people who are going to kill an 84-year-old priest in his church are not operating

according to the normal standards accepted in a society such as France.

The idea that their names or photographs will not appear in *Le Monde* will not make any difference to these people. They are being driven by a different and dangerous force.

'The massacre affected everyone, including members of my staff who lost family members'

MATT DEIGHTON
HOBART MERCURY EDITOR

There should certainly be no blanket rule, or edict, covering all media. However, there may certainly be occasions when the media decide that they do not want to run names or photographs.

In Australia, we have the case of how the media treats Martin Bryant, the gunman who killed 39 people in 1996 in Port Arthur.

Obviously, at the time, people needed to know who had carried out these killings and what had brought him to this point.

However, recently memorial services were held in Tasmania on the 20th anniversary of the killings to remember those who died. *The Mercury* in Hobart made a

decision that Bryant's name would not appear anywhere in their special edition. "We are extremely sensitive as to how we handle stories involving Bryant," the paper's editor, Matt Deighton, told *The Australian*.

"The 20th anniversary was a very, very difficult time for Tasmania. Sensitivities were off the charts. It is not something I have experienced before."

"The massacre affected everyone, including members of my staff who lost family members."

"We didn't want the memorial edition to be about Bryant. We wanted it to be about the community, its resilience, how it had learned to live in the wake of such a tragedy, found some sort of meaning out of something so random and horrific."

"So I made a decision, for that issue alone, not to use his name."

The Mercury, in my opinion, made the correct decision on that occasion. But in my view that was not censorship but rather a calculated decision to deal with the trauma and grief that had hit that community.

For French media to make a blanket decision never to name or photograph terrorists would surely be the wrong approach.

The solution to this new round of Islamic terrorism must come from inside the Muslim community, not from censorship.

The Australian 1-8-16



HEALTH MATTERS MARTINDAUBNEY

Too much porn, much too young

Did you hear the joke about the young man who was so overwhelmed by demands for porn-style sex from sexually charged girlfriends, he suffered erectile dysfunction and was referred by his general practitioner for impotency counselling?

You couldn't make it up, right? Wrong: erectile dysfunction in men in their teens and 20s — coupled with an inability to maintain erection or achieve climax — is now "massive", according to a leading sexual psychotherapist.

"The number of young men with performance issues has escalated in the last five years," says Angela Gregory, who has treated men with erectile dysfunction for 16 years at Britain's Nottingham University Hospital.

"Historically this was men in their 40s and 50s with underlying health issues: cardiovascular disease, diabetes, ME (myalgic encephalomyelitis) or prostate issues. Now I see as many men in their 20s — the split is equal. This is a massive thing."

The cause? The tidal wave of readily available online porn and the demands it is placing on generation XXX.

"'Are you watching online porn?' is now one of my main assessment questions," Gregory says. "And the answer is almost always yes. Some can't achieve erection, but it also (causes) inhibited or delayed ejaculation."

"One young man has women throwing themselves at him. But he finds it overwhelming that men are expected to perform like porn stars. Lots of young women now want porn sex and these guys are either not equipped to deal with these demands or don't want to."

And while we're familiar with revenge porn, Gregory is hearing from an increasing number of men who are "impotency shamed" by their girlfriends on social media. "On about 10 occasions I've talked to men who have been outed on Facebook, Twitter, Snapchat or Instagram for not being able to sexually perform," she says. "Everybody in their peer group gets to know they're a failure. For a man that's devastating. These men are retreating from normal relationships."

Gregory says some young men can't achieve erection because their brains' dopamine centres have been effectively rewired by porn, meaning real girls cannot compete with the hyper-stimulation of porn.

This is echoed in a BBC documentary out this week called *Brought up on Porn*, which includes the cautionary tale of Nick, who at 15 started watching porn and was quickly watching two hours a day. "I found that when I was lying next to a girl, I just wouldn't be horny at all, despite being really attracted to the girl and wanting to have sex with her, because my sexuality was completely wired towards porn," he says.

This chimes with my own work on porn addiction. Three years ago this week, we wrapped the Channel 4 show I presented, called *Porn on the Brain*, where I worked with 23 of Britain's heaviest male porn users, all of whom felt addicted to their online vice.

Men are getting performance anxiety — they can't measure up. One 19-year-old, Calum, a smart, handsome, middle-class lad from Oxford, used porn 28 times a day. When faced with the real thing, he would suffer from performance anxiety.

He had to visualise porn to achieve and maintain erection, and to climax, which often would take hours. "Real girls are boring," he confessed. "Real sex is never as good as the porn."

Gregory also believes it is now the boys' turn to feel objectified, terrified and belittled by pornography. "Porn is crushing their self-confidence," she says. "Men are getting performance anxiety, as they don't think they can measure up to porn stars. The tables have turned. Men are being viewed as sex objects."

Buttressing this surge in porn-induced male impotence is increasing evidence that young men are turning to Viagra for chemical assistance.

Last week, the tragic tale of Britain's youngest Viagra addict emerged, a boy of 13 who became hooked after classmates told him he'd be "bad in bed".

He started watching porn on his smartphone aged 12, and sought help when he couldn't achieve erection without Viagra. "I feel I have no childhood now," he said. "It is ruined. Most people think Viagra's for middle-aged men, but you can easily get it in schools now."

The good news is that for many men, counselling or abstaining from porn and excessive masturbation can reverse the effects of early-age impotence. Nick went cold turkey for 100 days.

"My libido came back with a vengeance and I met this girl and it was great," he says. "For the first time in ages I was able to have normal sex."

THE TIMES

The Australian 19-8-16

Cosmetic apps are no game

The Advertiser 27-8-6

CLARISSA BYE

COSMETIC surgery apps for children — which simulate cutting into faces to "enhance beauty" — have been slammed by childhood experts and body image groups as "incredibly harmful".

The free games, marketed to children in Apple's app store, use colourful cartoon style graphics to surgically alter body parts including nose jobs, tummy tucks and lipo-

suction. But The Butterfly Foundation, an organisation dedicated to preventing eating disorders and body image dissatisfaction in children, has called on the giant company to withdraw the games.

The foundation's education manager Danni Rowlands said



that while make-up and clothing apps were particularly popular among young girls, to promote cosmetic surgery to children could have serious consequences.

"These are so incredibly damaging, it's unbelievable," she said. "Marketing cosmetic surgery to children is harmful and wrong. To encourage cutting into a face, for an adolescent with mental health issues, is dreadful."

Some of the games, with titles like Liposuction Surgery,

Mermaid's Plastic Surgery and Plastic Surgery Princess, encourage children to slice open faces with simulated scalpels, syringes and surgical scissors.

The games are promoted with blurbs such as: "If makeup can't give the beauty you want, then come to join this amazing plastic surgery game. Every girl dreams of (a) delicate face and stunning figure."

Psychologist and childhood expert Dr Michael Carr-Gregg

described them as "horrific". "We are normalising, sanitising and glamorising the whole concept of let's change your appearance and you will be happier, and that's insane," he said.

"We need to be really mindful of these kinds of games, given the fact kids are online so much — kids check their phones 56 times a day — so we are talking about once every 15 minutes. There are so many voices in the ears of our children, it is

imperative that ours as parents are the loudest."

Researchers at La Trobe University's Embodied unit, set up to study development of body image in children, have joined the Butterfly Foundation to establish a change.org petition calling for the removal of the games.

A spokesman for Apple said the company "had no comment at this stage", and that complaints should be directed to individual app developers.

A whirlwind of adventure

When Kaye Weeks left Windmill for the Adelaide Festival four years ago, the children's theatre company presented four shows locally each year alongside some touring. Now, she returns to an organisation that has conquered film, Broadway and is looking at new mediums.

-BY CHRISTOPHER SANDERS-

The last 12 months have seen Windmill's young children's production *Grug and the Rainbow* tour China and the US, *Pinocchio* hit Broadway for two weeks and its debut film *Girl Asleep* win the Grand Jury Prize at the Seattle Film Festival. The next six months are just as exciting: *Rumpelstiltskin* will premiere in Adelaide in October, *Girl Asleep* will screen nationally in September and the Windmill team are creating a new work. For Weeks, who is Windmill's executive

Festival. Windmill are looking to film *School Dance*.

"That's something that we're very keen to pursue," she says. "We're also considering dabbling in a bit of TV and possibly a web series as well. I think one of the challenges for live theatre is the on-demand era we live in. People are so used to watching high-quality product wherever they want, on a mobile device or a TV screen, so I think one of the things Windmill has done very successfully is take their theatrical product into other mediums but still maintain a really strong theatricality. *Girl Asleep* did that very successfully and we're very keen on continuing to explore how we can do that: maintaining a theatrical edge to the product but have it on-demand."

With her new role, Weeks will effectively be the co-CEO with Myers.

"Rose's job is to dream up the work, choose the artists she wants to collaborate with, commission writers, and then actually direct a lot of the house-made products herself. She directed the film; she's directing *Rumpelstiltskin* and a lot of our big work. Largely she's responsible for the artistic vision of the company. My role is to make it happen. Get the work around the world as well as the general management of the staff."

Windmill have expanded their education

director, she returns having been involved in writing the business plan with artistic director Rosemary Myers to grow the company from an acclaimed local children's theatre company into one of the country's premier creative organisations that makes work for children.

"We were mapping out how to grow the international touring and move into film," Weeks says about the plan from four years ago. "And to see the company do those things, have its debut on Broadway and make a film that's gone so well, has been really satisfying to watch from the outside. To be back and co-leading with Rose is fantastic."

Weeks says international touring is a major focus for the company.

"One show will have incredible success overseas and then the venues we visit want the next one. We're continually building on our international touring network as a huge priority, focussing on creating new work as much as we possibly can. We've deliberately made a move away from presenting other companies' work to focus on house-made product, and then touring that around the world. We want to make another film, if we can, off the back of the success of *Girl Asleep*."

Girl Asleep was part of the Windmill Trilogy - which included *School Dance* and *Fugitive* - that was presented in full at the 2014 Adelaide

program thanks to funding from the Lang Foundation, which will allow students to be involved in the process of making new work and for artists to visit schools and run workshops with students.

"There's a lovely dynamic and energy between the imaginations of artists and the imaginations of young people," she says. "We want to leverage and explore that as much as we can."

Off the back of the successful early children's productions *Grug* and *Grug and the Rainbow*, Windmill are currently creating a brand new work for young children.

"We should be ready to announce that later in the year and that will be presented in Adelaide next year," she says. "We don't have a name for it yet because it's in development. That one won't be based on a book; it will be a new work from the team that made *Grug*."



***Girl Asleep* opens in cinemas**
on Thursday, September 8

Rumpelstiltskin

Dunstan Playhouse

Tuesday, October 11 to Saturday, October 29

windmill.org.au

XENOPHON'S TV PLAN

Licence fee cut to offset gambling

The Australian 22-8-6

EXCLUSIVE

JAKE MITCHELL
REFORM

The prospect of a dramatic cut to the \$100 million-plus television licence fees has increased as it emerges that powerful independent crossbencher Nick Xenophon will meet with the Turnbull government in coming weeks to propose an offset to gambling advertising restrictions.

Senator Xenophon is planning to hold talks with the government in the first sitting week of parliament on August 30 to outline his proposal.

He will also hold meetings with the Seven, Nine and Ten networks as he seeks to curb gambling advertising on G-rated sporting events.

"I don't think the networks should be out of pocket," Mr Xenophon told *The Australian* yesterday. "They shouldn't be bearing the brunt of this when it's the government that has allowed it to proliferate."

It is understood Mr Xenophon will send letters today seeking meetings with Communications Minister Mitch Fifield and the networks.

TV gambling advertising is worth \$120m a year, with about \$100m going to the free-to-air networks. The networks collectively pay more than \$100m in licence fees.

It is also one of the few TV advertising categories that is seeing growth, as the industry grapples with competition from digital giants Facebook, Google and YouTube.

Revenue lost as a result of proposed advertising restrictions would be offset by a cut to the networks' licence fees, while the government could crack down on tax minimisation techniques allegedly used by international online bookmakers, including William Hill and Sportsbet, that are registered in the Northern Territory, Mr Xenophon said.

"The whole idea of the restriction is that kids wouldn't be exposed to gambling advertising. Why should that exemption apply to sporting programs when we know it is a family activity?"

"When eight and 10-year olds know more about the betting odds

Gambling advertisers bet big

Top 10	\$m
Sportsbet	41
Ladbrokes Digital Aus	21
CrownBet	20
William Hill Australia	15
Tabcorp Holdings	12
NSW Lotteries Corp	12
Tattersalls	9
TAB	9
TattsBet	8
Lotterywest	7

Source: Nielsen (12 months ended July 2, 2016)

of a game than the game itself then you know this is huge problem. We should look at this in much the same way tobacco advertising was dealt with a generation ago."

A spokeswoman for Minister Fifield said: "The government is aware of Senator Xenophon's concerns and will work constructively with him and all of the crossbench members in the 45th parliament."

Free TV met earlier this month to discuss how it would tackle Mr Xenophon's anticipated requests for gambling restrictions. One issue with Mr Xenophon's proposal is that licence fees are not worth as much as gambling revenue if it is assumed the networks would be granted relief anyway.

The networks say they were told the government would deliver a "pathway" to full licence fee abolition because the tax was outdated, given it was implemented in the 1950s.

Seven West Media chief executive Tim Wornor said greater regulation of free-to-air TV would drive advertising to unregulated platforms.

"Licence fee cuts are already critical for the future of broadcasters, even with the current rules in place," he said.

"Increased levels of regulation like further gambling advertising restrictions will only cancel out the benefit to industry of getting licence fees to a sustainable level."

Free TV chairman Harold Mitchell said the industry body would meet with the government.

Ten chief executive Paul Anderson said: "Continuing to target this industry when we are already by far the safest and most heavily regulated is neither effective nor sustainable."

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EVENTS

**Technology and Media
 in Children's Development
 Society for Research in Child
 Development (SRCD)
 October 27-30, 2016
 University of California, USA**
 tmcd.srcd.org

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**2016 Early Childhood Australia
 National Conference
 This is childhood: Pedagogy and
 practice in the early years
 5-8 October 16
 Darwin Convention Centre, Darwin NT**
 ecaconference.com.au

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**National Child Protection Week
 4-10 September 2016**
 napcan.org.au/ncpw

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**eSmart Week
 5-9 September 2016**
 esmart.org.au/news-events/national-esmart-week

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**Business of Media Summit
 15-16 November 2016
 Swisshotel Hotel Sydney
 68 Market Street
 Sydney, NSW 2000, Australia**
 businessofmedia.com.au

