



small screen

News Digest of Australian Council on Children and the Media (incorporating Young Media Australia) ISSN: 0817-8224



Classifiers differ about *Ascendant*

[[PAGE 2 - EDITORIAL]]



Are you being played?
Dr Kim Le discusses the world of gaming

[[PAGE 4 - WORLD NEWS]]

First published 1986

Issue No 384

APRIL 2021

‘DISTRACTING FROM REAL LIFE’

Parents find devices a big distraction, according to new survey

A new report from [the Gonski Institute for Education \(GIE\)](#) at UNSW Sydney, released on April 28, reveals more than nine out of ten parents think digital devices negatively distract from their own lives, and 83 per cent think their children are also negatively distracted by digital gadgets.

While parents find digital technologies useful in staying connected with their children and keeping them safe, three-quarters of parents think it is difficult to control their child’s digital habits.

As many as 65% of parents also admit that negotiating the use of digital media and technologies at home causes conflicts with their children.

The report is part of **Growing Up Digital Australia**, a groundbreaking research project by the GIE, designed to change the status quo through understanding how the widespread use of technology is impacting Australian children.

[Professor Pasi Sahlberg](#) (pictured),

Deputy Director of the GIE, says “we need smart solutions to address these complex challenges towards sustainable digital wellness for our youth.”

He says that perhaps the most worrying finding is that about a third of families allow their children to use their digital devices after bedtime every single day.

Furthermore, three of five children who struggle in school regularly sleep with their digital gadgets.

“Although our study is not able to prove that night-time use of smartphone or computer causes difficulties to keep up good learning at school, parents should help their children to fall asleep without technology,” Prof. Sahlberg says.

According to earlier findings, two-thirds of Australian teachers observed



more children arriving at school tired and often not ready to learn.

Growing up digital is also becoming an equity issue. Lower-income parents and lower-achieving students, in particular, were found to be most at risk of distraction from interactive media use. Dr Amy Graham, Research fellow at the GIE said “this group of parents is less likely to implement effective monitoring and regulation strategies at home around the use of screens.”

“They’re also more likely to believe these devices are having no impact on child development.”

About half of parents surveyed say they would welcome more support from their child’s school to help them and their child to manage digital media and technologies use at home. The final phase of the research will begin later this year and will capture the views of young people on their use of digital media and technologies.

Is our privacy law protecting children?

The short answer is NO, says ACCM, and right now, the only persons who can protect their children’s privacy online are their parents.

ACCM has recognised the need to support parents in understanding the shortcomings in Australian law and how it might

be changed so that it provides protections that are child-specific.

ACCM has now launched

new resources to explain why privacy protection is really important; what the deficiencies in the law are, and what parents might do in terms of protecting their children, as well as advocating for change. The resources can be found [here](#).



ACCM notes the support of the Law Foundation of SA for this project.

New privacy reports released

Other organisations have been working on projects that have important impacts on child privacy issues. It’s been a big month for the release of a number of very useful reports:

- The Australian Competition and Consumer Commission (ACCC) [won its case against Google](#) for misleading consumers about the collection and use of location data.
- the ACCC released its

[second Digital Platform Services Inquiry interim report](#).

In regard to tracking by apps the ACCC said “it remains concerned with the tracking of consumers through apps. Many consumers express strong preferences for limitations on tracking, yet the data practices of apps available on the App Store and Play Store often do not align with those preferences (as discussed in chapter 7).

Continued page two

small screen

issue 384 - April 2021

small screen is published at the beginning of each month and reports on the events of the previous month 11 issues per year (Dec/Jan double issue)

Published by
Australian Council on
Children and the Media
(ACCM)

ACCM is a national, non-profit community organisation. Its mission is to promote a quality media environment for Australian children.

No part of this publication may be reproduced without permission of the Editor.

Contributions are welcome.

CONTENTS

- 2 - EDITORIAL
3 - NEW PUBLICATIONS
4 - WORLD NEWS

CONTACT US

Editor: Barbara Biggins OAM
Compiler: Kurtis Eichler
Editorial Board: Barbara Biggins, Judy Bundy, Elizabeth Handsley.

Address: PO Box 1240
Glenelg South South Australia 5045
Email: info@childrenandmedia.org.au
Website: www.childrenandmedia.org.au
Telephone: +61 8 8376 2111

ACCM acknowledges
support from



ACCM's website
is designed by



Click to donate

SUPPORT US

editorial

Classifiers differ
about Ascendant

BARBARA BIGGINS
ACCM chief executive



The Australian film *Ascendant* was classified MA15+ for strong themes and violence by the Classification Board (CB) on March 30.

On April 6, a three-member panel of the Classification Review Board (CRB) overturned this decision, [lowering the classification to 'M'](#) with consumer advice "mature fantasy themes, violence and blood detail". The film opened on April 8. The CRB said: "it is the view of the Classification Review Board that the themes and violence within *Ascendant* were justified within the context of a fantasy narrative, and within this context they were of moderate impact."

In their [full decision and reasons](#) published sometime later, the CRB concluded: "In the Review Board's opinion, the fantasy nature of the film, whereby Aria (the young female protagonist) goes back and forth from the supernatural to human, make the themes moderate in impact and they therefore can be accommodated at the 'M' classification level." The contrast between this view (with its reliance on fantasy to reduce the impact of torture) and the Classification Board's report has us scratching our head.

For example, the CB said "the film largely

takes place in a lift, where a young woman has been trapped. Her captors control the lift, causing it to accelerate upwards and downwards to terrorise her. She also watches her father being tortured in

a livestream. ...the film contains depictions of torture, including the implicit removal of a man's ear and finger. He becomes increasingly covered in blood as the torture continues, including the use of electricity and waterboarding".

New Zealand classified the film R13 (for violence, cruelty and offensive language) which means no one under 13 can be admitted to the film.

It has been judged as injurious to the public good if made available to persons under 13. In Australia, an MA15+ has legal force but children under 15 can be admitted if accompanied by a parent.

Ascendant now has an 'M' classification which, while it is not recommended for those under 15 years, has no legal force. So any kid can see it.

It's high time we saw some outcomes and reforms from the review of Classification regulation in Australia, which was conducted well over a year ago.

Reports focusing on privacy released

From page one

In the ACCC's view, while Apple in particular is taking positive steps to better protect the privacy of app users, there are some key limitations in both Apple and Google's policies and processes pertaining to the data practices of app developers and their third-party partners. (Page 11)".

- Public policy advocate [Reset Australia has launched its report](#) *Profiling Children for Advertising: Facebook's Monetisation of Young People's Personal Data*. "Using Facebook as a case study, this report outlines how Facebook develops and markets profiles about young people. It shows that while Facebook often uses very personal data to create profiles, they are not particularly careful about what they allow advertisers to promote to them. This practice is a misuse of young people's data, and not what young people want to happen." Reset Australia is calling for the introduction of a data code for children and

young people under 18-years-old, so that their data is only captured and processed in ways that are in their best interests

- In the US, AppCensus has challenged Google over [a data breach](#). Dr Joel Reardon of consumer data privacy firm AppCensus discovered that the Android implementation of the Google-Apple Exposure Notification (GAEN) framework writes vital information to system log files. The system log can be read by hundreds of third-party apps with the information in them used for privacy attacks. AppCensus is now calling on Google to cease writing data that puts Android users' privacy at risk to device system logs, but the company so far has not acknowledged the problem which remains unresolved. Dr Reardon is also asking that [log data already collected by third parties has the exposure notification entries removed](#).

ADVERTISING

Gerritsen, S; Sing, F; Lin, K; Martino, F; Backholer, K; Culpin, A; Mackay, S
The timing, nature and extent of social media marketing by unhealthy food and drinks brands during the covid-19 pandemic in New Zealand
 FRONTIERS IN NUTRITION MAR 5 2021 VL 8

Nairn, A; Oprea, SJ
TV adverts, materialism, and children's self-esteem: The role of socio-economic status
 INTERNATIONAL JOURNAL OF MARKET RESEARCH MAR 2021 VL 63 (2) 161-176

Harris, JL; Yokum, S Fleming-Milici, F
Hooked on Junk: Emerging Evidence on How Food Marketing Affects Adolescents' Diets and Long-Term Health.
 CURRENT ADDICTION REPORTS March 2021 8(1) 19-27

Rasmussen, Eric E. ; Riggs, Rachel E; Sauerlich, Willow S.
Kidfluencer exposure, materialism, and U.S. tweens' purchase of sponsored products
[JOURNAL OF CHILDREN AND MEDIA April 2021](#)

ARTIFICIAL INTELLIGENCE

McStay, A; Rosner, G
Emotional artificial intelligence in children's toys and devices: Ethics, governance and practical remedies
 BIG DATA & SOCIETY JAN 2021 VL8(1)

CYBERBULLYING

Rostad, WL; Basile, KC; Clayton, HB
Association among television and computer/video game use, victimization, and suicide risk among US high school students
 JOURNAL OF INTERPERSONAL VIOLENCE MAR 2021 VL 36 (5-6) 2282-2305

EARLY CHILDOOD

Celik, E; Ozer, ZY; Ozcan, S
Screen time of preschool children in relation to their parents screen usage habits and family functions
 CUKUROVA MEDICAL JOURNAL 2021 VL 46 (1) 3430-351

Corkin, MT; Peterson, ER; Henderson, AME; Waldie, KE; Reese, E; Morton, SMB
Preschool screen media exposure, executive functions and symptoms of inattention/hyperactivity
 JOURNAL OF APPLIED DEVELOPMENTAL PSYCHOLOGY MAR-APR 2021 VL 73

Linder, LK; McDaniel, BT; Stockdale, L; Coyne, SM
The impact of parent and child media use on early parent-infant attachment
 INFANCY MAR 2021

Polinsky, N; Flynn, R; Wartella, EA; Uttal, DH
The role of spatial abilities in young children's spatially-focused touchscreen game play
 COGNITIVE DEVELOPMENT JAN-MAR 2021 VL 57

Veraksa, AN; Bukhalenkova, DA; Chichinina, EA; Almazova, OV
Relationship between the use of digital devices and personal and emotional development in preschool children
 PSIKHOLOGICHESKAYA NAUKA I OBRAZOVANIE-PSYCHOLOGICAL SCIENCE AND EDUCATION 2021 VL 26 (1) 27-40

Matsuo, T; Yorifuji, T
Television-watching in the early years of life and the association with parents' concerns about decreased visual acuity in their elementary school-aged child: results of a nationwide population-based longitudinal survey of Japan
 JAPANESE JOURNAL OF OPHTHALMOLOGY MAR 2021

GAMBLING

Stark, S; Reynolds, J; Wiebe, S
Gambling and Gaming in an Ontario Sample of Youth and Parents
 JOURNAL OF GAMBLING ISSUES FEB 2021, 46, 4-24.

MOBILE PHONE USE

Park, JH; Park, M
Smartphone use patterns and problematic smartphone use among

preschool children
 PLOS ONE MAR 1 2021 VL 16 (3)

PARENTAL MEDIATION

Zilka, GC; Dolev, T; Ben-David, T; Zilcha-Mano, T
From risk to advantage: the role of active mediation in the viewing of Big Brother by children and pre-adolescents
 PSYCHOLOGICAL STUDIES MAR 2021

Kara, H; Acikel, SB
The Association Between Parents' Problematic Smartphone Use and Children's Speech Delay
 PSYCHIATRY AND BEHAVIORAL SCIENCES 2020 10(3) 110-115

SCREEN USE

Soares, PS; de Oliveira, PD; Wehrmeister, FC; Menezes, AMB; Goncalves, H
Is screen time throughout adolescence related to adhd? Findings from 1993 Pelotas (Brazil) birth cohort study
 JOURNAL OF ATTENTION DISORDERS MAR 2021

Richter, M; Heilmann, K; Moor, I
The good, the bad and the ugly: the relationship between social media use, subjective health and risk behavior among children and adolescents
 GESUNDHEITSWESSEN MAR 2021 VL 83 (3) 198-207

Harrington, DM; Ioannidou, E; Davies, MJ; Edwardson, CL; Gorely, T; Rowlands, AV; Sherar, LB; Staiano, AE
Concurrent screen use and cross-sectional association with lifestyle behaviours and psychosocial health in adolescent females
 ACTA PAEDIATRICA MAR 2021

SLEEP

Wang, WX; Du, XY; Guo, YF; Li, WY; Zhang, S; Zhang, WH; McIntyre, RS;
Associations among screen time, sleep duration and depressive symptoms among Chinese adolescents
 JOURNAL OF AFFECTIVE DISORDERS APR 1 2021 VL 284 69-74



AUS: Are you being played? airs on ABC

Across the country, millions of Australians of all ages, play online games every day. They're among hundreds of millions of gamers across the world.

Growing research shows many gamers struggle to switch off and can find themselves hooked on their virtual universe.

The discussion about gaming and whether it can cause harm is often reduced to a simplistic debate. [ABC's *Four Corners* brings together gamers, major industry players and psychologists](#), including Dr Kim Le (pictured), in an investigation that reveals the manipulative techniques used in games.

US: Apple's stunning iOS 14 privacy move, a game-changer for all iPhone users

Apple has just confirmed a stunning [new privacy move coming in an iOS 14 update](#) that will be a game-changer for all iPhone users.

Apple will launch the new App Tracking Transparency (ATT) feature later this year.

"App Tracking Transparency will require apps to get the user's permission before tracking their data across apps or websites owned by other companies," Apple says.

US: The Dark UX patterns targeting children

An app designer [speaks out against tracking children](#).

"These practices aren't likely to end soon. As much as I think they're entirely unethical, they're likely to continue as long as they're effective ways to make money, and aren't illegal," Chris Kernaghan says.

CAN: New federal privacy laws moving through the process

If the proposed Bill becomes law in its present form, it will make [significant changes to Canada's data privacy law](#).

AUS: Adelaide video game company hits the stock market

Mighty Kingdom, [which hit the ASX with a market cap of \\$26 million](#), produces a range of games including *Peter Rabbit Run*, *Shopkins* and *Gabby's Dolls House*.

US: YouTube monetisation policies: advertiser-friendly content guidelines

Monetization on YouTube is a way for an author to generate income from creating and posting video content that meets the rules and restrictions set by the video-sharing platform. Over the period of YouTube's existence, [the rules have undergone various changes](#), mostly in terms of tightening them.

UK: How product placements may soon be added to classic films

Product placement in films is almost as old as the movie industry itself. The first example of the phenomenon is said to be the 1919 Buster Keaton comedy *The Garage*, which featured the logos of petrol firms and motor oil companies.

[Fast-forward to 2019](#), and the total global product placement industry, across films, TV shows and music videos, was said to be worth \$20.6bn (£15bn) that year, according to a report by data analysis firm PQ Media.

While previously the product actually had to be physically there when the shots were filmed, the advertising industry is now turning to technology that can seamlessly insert computer-generated images of desired products.

US: With fewer ads on streaming, brands make more movies

As streaming video has gained in importance during the pandemic, [advertisers have put more focus on Hollywood-level branded content](#) as a way to reach viewers.

Companies are finding they need to

be creative about the ways they get in front of audiences. More are turning to traditional Hollywood production companies like Imagine to partner on feature films like *The Day Sports Stood Still*, which is infused with Nike's ethos but carries none of the traditional branding audiences are used to seeing.

AU: Big Brother EPs on why its new 'family-friendly' image is essential for success

One of the challenges for Seven and Endemol Shine Australia producing this season and last has been to shake *Big Brother's* reputation for scandal, and to revive the show in a way that makes it [an appealing watch for a wider audience demographic](#).

"Big Brother is [now] a family fun entertainment viewing product," Endemol Shine Australia's Amelia Fisk says. ACCM notes that despite the push towards a 'family-friendly image', gambling advertisements were present during its ad breaks.

UK: Push to overhaul UK's Gambling Act

The [Gambling Health Alliance has told the UK Government that it is time to overhaul the 2005 Gambling Act](#) because it doesn't reflect the widespread changes in gambling behaviour, in particular, the rise in online and mobile gambling.

US/AUS: Community coalition attacks plans for Instagram for kids

[Nonprofit groups warn](#) a children's version of Instagram would hook even younger users on endless routines of photo-scrolling and body-image shameing. [Reset Australia and ACCM](#)