



Tickets for the People's Choice Community Lottery close February 19



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Goodbye to Australian childrens programs?



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Our latest movie reviews



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SCREEN USE HAS BENEFITS BUT RISKS ARE UNDENIABLE

There's many a debate about the impacts of screen use and content on the young, but if we want children to meet their developmental milestones and grow up healthy, we all need to pay attention to concerns signalled often by recent reliable research. Such concerns include impacts on sleep, developing eyesight, and overweight and obesity. And there's a postscript on playground accidents.

Sleep

Amy Nathanson of Ohio State University has published a [recent review article](#) on sleep and technology in early childhood.

Her research suggests that technology use is associated with poorer sleep outcomes among children less than 6 years of age.

These associations are evident regardless of the type of technology studied, although evening exposure may have the greatest impact compared with technology use during other parts of the day.

Charmaraman et al 2020 make similar

findings [here](#) in relation to young adolescents.

The advice to keep screens out of bedrooms is well established now and applies to all ages.

Eyesight

There's growing evidence that children's developing eyesight is suffering due to the lack of exposure to natural light outdoors.

Shuyu Xiong et al 2017 [found outdoor light](#) to be a preventive factor for the development of myopia.

More recently [research on the outcomes of the increase in screen time](#) necessitated by online schooling has found the prevalence of myopia in children aged six was three times more than in those of any previous years.

Overweight and obesity

The evidence that junk foods ads seen by children influence their eating preferences and impact their weight has been clear for years, but Australian governments have failed to take preventive action.

This month the Public Health Advocacy Institute of Western Australia (PHAIWA) [has joined](#) the WA Cancer Council in its call on the WA government to take urgent action (based on the 2020 report [The burden and cost of excess body mass](#)) and reduce the community's exposure to junk food ads. In the UK, an Oxford research group [has explored the reasons](#) why obesity levels are not shifting. And in the meantime, the industry [reports on the opportunities in the global kids food market](#).

Playground accidents

In Australia MDU is a problem. Curtin University researchers found mothers' digital use contributed to reduced supervision of children, which is a risk factor for injury. (Bury K et al 2020)

This emerging area of injury prevention indicates a need for broader strategies addressing the complex interplay between the social determinants and the developmental younger years.

See also Lemish et al 2019. Link [here](#)

Feedback sought on online safety act as experts raise concerns

The Government is [seeking submissions](#) on an exposure draft Online Safety Bill.

Submissions are open until February 14, 5pm.

The new safety Act wants to set "core basic online safety expectations for social media services, relevant electronic services and designated internet services, clearly stating community expectations, with mandatory reporting

requirements." The proposed new act has already been criticised by the inventor of the World Wide Web, **Tim Berners-Lee**, who fears it could "fundamentally break the internet as we know it". "Specifically, I am concerned that the Code risks breaching a fundamental principle of the web by requiring payment for linking between certain content online," [he says in The Conversation](#).

small screen

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editorial

Goodbye to C and P programs on commercial TV?

BARBARA BIGGINS
CHIEF EXECUTIVE, ACCM



The first day of the New Year saw the commencement of the new Australian and Children's content standards for commercial free-to-air TV in Australia.

It seems unlikely that these will support the continued production and screening of quality age-appropriate programs for primary school aged children on commercial TV.

The previous standards for children's C classified content were implemented over 40 years ago to ensure that Australian children aged 6-13 had access to such programs on Australian TV.

Commercial TV at the time was assessed as not having sufficient interest (financial or otherwise) in providing such access for a neglected audience.

ACCM played a key role in convincing the government of the day to act to remedy that. ACCM also fought many a battle, and over many years, to ensure the standards were improved and updated, and to fend off repeated attempts by the networks to remove these legal requirements.

The networks' interest in and devotion of resources to the production and provision of quality C (and later, P for preschool) programs throughout all these years rarely rose above the required minimum. This despite, for example, the world acclaim that independently produced Australian children's dramas had received.

These too were given too little promotion. However, C and P programs were being made and screened and added to the diversity of program types available. During 2020, the federal government held yet more reviews

of the children's standards, and in addition, due to Covid19's impacts, suspended the children's quota requirements.

In December, the government directed the ACMA to implement a new set of standards that removed the children's C and P program quota obligations. Commercial networks are now free to fill their Australian content quotas any way they like- which can be all programs for grownups. It's difficult to see how quality children's programs will survive now.

The lifting of quotas for children's programs are not the only changes to the standards: C programs were intended "for those of primary school age", while including a definition of a child as "under the age of 14".

C programs are now "for children", with the government directing that a child will be "under the age of 15 years".

Will anyone choose to make programs for middle childhood, when they can opt for the more lucrative tween and teen market?

If any C programs are made, industry classifiers (previously the ACMA classifiers) will judge quality and age-appropriateness of any C programs that get made. Where's impartiality?

Some will argue children can always watch the ABC, but if the only quality free-to-air

programs for children are screened on only one or two channels, where's the choice for children of different ages and different interests?

Children are not just one audience.

Adults have a multitude of choice on free-to air, supplemented (if families can afford it) by streaming services. And more: where's the support and market for independent children's producers in Australia going to come from.?

Much has been lost.



Round the Twist one of Australia's most fondly remembered children's TV dramas, and a C drama quota program.

ADVERTISING

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The nutritional profile of food advertising for school-aged children via television: a longitudinal approach
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How to be aggressive from virtual to reality? revisited the violent video games exposure: aggression association and the mediating mechanisms
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YOUNG CONSUMERS NOV 2020

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'Censorship is cancer'. Young people's support for pornography-related initiatives
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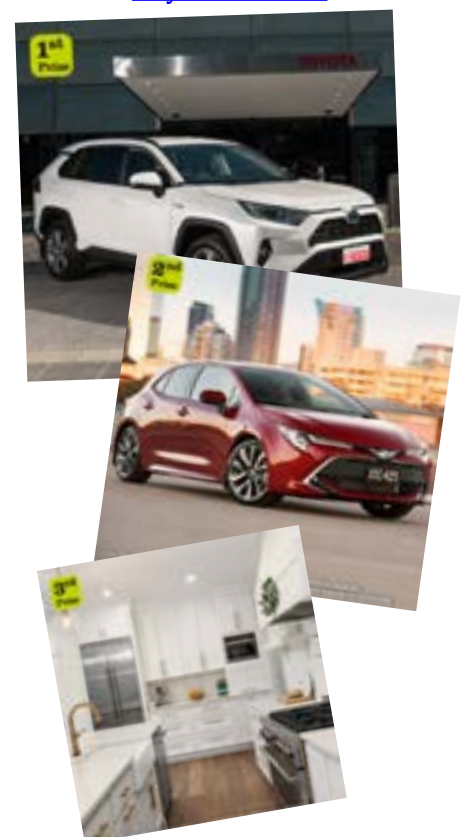
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 REVISTA DE PSICOLOGIA CLINICA CON NINOS Y ADOLESCENTES SEP 2020 VL 7 (3) 59-65

Tickets for the 2020 People's Choice Community Lottery are on sale until February 19, 2021

We at ACCM are raising money to support our child development-based, award-winning movie review services and keep them free.

[Buy tickets now](#)



Special edition of Psychology of popular media Vol 10

US | PsychNet

This special edition covers a great range of topics, from body image, impacts of smart phones and horror film characters to using alcohol in comedy series and celebrity worship.

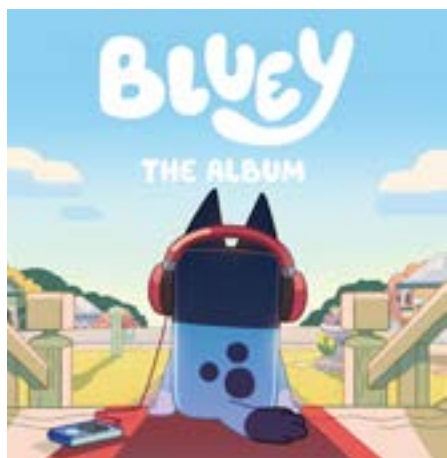
[Read more here](#)

The subtle sophistication of Bluey's soundtrack helped propel it to stardom

AUS | The Conversation | By Liz Giuffre

There are many factors behind Bluey's success, including beautiful animation, nuanced storytelling, and insightful reflections of family life.

One element that is integral but not spoken about enough is the show's music, writes senior University of Technology Sydney communication lecturer Liz Giuffre.



[Read more here](#)

Technology has impacted the younger generation, here's how

US | Moms.com | By Leena Nasir

There's no doubt about it. Technology has had a huge impact on the younger generation. It has changed the way kids relate to the world, with one another, and with their families.

[Read more here](#)

Children's screen time has soared in the pandemic, alarming parents and researchers

US | The New York Times | By Matt Richtel

"There will be a period of epic withdrawal," warned one addiction specialist, once schools, activities and social life return to normal.

[Read more here](#)

Gaps in regulation of commercial educational websites are exposing children to unhealthy food marketing

US | News Medical Life Sciences | By Emily Henderson

A new article, published in the *American Journal of Preventive Medicine* by a team of researchers and advocates including Dartmouth faculty, asserts that current gaps in the regulation of commercial educational websites are exposing children to unhealthy food marketing.

[Read more here](#)
[Read the research here](#)

Common Sense Media affiliate sets 2021 launch of Sensical, a free streaming service for kids, with ads

US | Deadline | By Dade Hayes

Sensical is a free streaming platform aiming to deliver a highly vetted collection of short-form videos for kids aged 2 to 12. It will carry up to 7 mins of ads which Common Sense Networks (which is for-profit but classified as a public benefit corporation) says will show that ads can be done the right way.

[Read more here](#)

TikTok is quickly becoming a marketing destination for toy companies with the help of influencers and original content

AUS | Business Insider | By Brittany Chang

TikTok is quickly becoming a force in the toy industry as more companies continue to invest time and effort into creating

TikTok-specific marketing campaigns.

[Read more here](#)

Update on ADHD and Screen Media Use

US | Psychology Today | By Joel Nigg Ph.D

A bit of reassuring news in the time of Covid-19.

[Read more here](#)

Ryan Kaji, 9, earns \$29.5m as this year's highest-paid YouTuber

AUS | The Guardian | By Rupert Neate

A nine-year-old boy has made nearly \$30m in a year from "unboxing" and reviewing toys and games on YouTube to hold the title of highest-paid YouTuber for the third year running. Ryan Kaji, pictured, from Texas, made \$29.5m (£22m) from his YouTube channel Ryan's World, as well as a further estimated \$200m from Ryan's World branded toys and clothing, including Marks & Spencer pyjamas. He also signed an undisclosed, but likely multimillion dollar, deal for his own TV series on Nickelodeon.



[Read more here](#)

Banff World Media Festival

June 14 to July 16, 2021

Final entry [deadline for Rockies awards](#) is February 5, 2021.

Awarded at the BANFF World Media Festival in June 2021, the Rockies see entries from more than 40 countries compete. Winners are selected by an international jury of 150+ influential broadcasters, streamers and industry decision makers.

Screen Forever SPA

Online conference, February 2021

[Screen Forever](#) has been reimaged for 2021. Its digital platform will inspire, engage and connect us all, regardless of physical location.

PENGUIN BLOOM

PG | 1h 35min | Drama | 21 January 2021

Plot: A family takes in an injured Magpie that makes a profound difference in their lives.

Short takes: OK 13 years and over, not suitable under 8 years old

[Read more here](#)

THE ELFKINS - BAKING A DIFFERENCE

G | 1h 28min | Animation, Adventure

Plot: The legendary Elfkins (Heinzelmännchen) of Cologne were gnomes secretly helping craftsmen at night until they were ousted by a tailor's malevolent wife 200 years ago. This is the story of their return.

Short takes: OK for five years and older. Not suitable under 4 years old

[Read more here](#)

WE CAN BE HEROES

PG | 1h 40min | Action, Comedy

Plot: When alien invaders kidnap Earth's superheroes, their children must team up and learn to work together if they want to save their parents and the world.

Short takes: Ok 9+. Not suitable under 5; parental guidance to 8 (violence, scary scenes)

[Read more here](#)

MUSIC

M | 1h 40min | Action, Comedy

Plot: Zu is newly sober when she receives news that she is to become the sole guardian of her half-sister named Music, a young girl on the autism spectrum. The film explores two of Sia's favorite themes: finding your voice and creating family.

Short takes: Suitable 16 years and over. Parental guidance to 15.

[Read more here](#)

DREAMBUILDERS

PG | 1h 21min | Action, Comedy

Plot: It centers on Minna, a young girl who misuses her newfound ability to create and control other people's dreams to teach her bothersome stepsister a lesson.

Short takes: Suitable 13 years and over. Parental guidance to 12 years old.

[Read more here](#)

MAYA THE BEE 3: THE GOLDEN ORB

G | 1h 28min | Animation, Adventure

Plot: When Maya, a headstrong little bee, and her best friend Willi, rescue an ant princess they find themselves in the middle of an epic bug battle that will take them to strange new worlds and test their friendship to its limits.

Short takes: Suitable 5 and over. Parental guidance under 5 (mild scariness and violence)

excerpt

Should we care about media violence?

Here's the short answer:

We all should care about the effects of media violence, whether as consumers of media, as parents of children who consume media, or as a society interested in reducing inappropriate aggression and violence. Although the harmful effects of violent media are often small and shortlived in the minutes following exposure, other harmful effects accumulate slowly over time and lead to bigger, long-term changes in the way we think, feel, and behave. In a way, you can compare it to smoking or eating junk food: You won't get

cancer from a single cigarette, nor will you develop heart disease from a single cheeseburger. Regular smoking does, however, increase your risk of lung cancer, just as a diet of unhealthy food increases your risk of heart disease. In the same way, understanding media violence effects involves understanding both the effects of a single exposure as well as the long-

term effects of accumulated exposure. It's



important to understand how these effects have an impact on us, but as parents this knowledge can also help us to make informed decisions about how best to raise our children. And, as members of a society that regularly consumes violent media, we really should care about its effects because,

despite their relatively modest size, small effects can have a big impact when applied to millions of people.

This piece is a short excerpt from Plante, Anderson, Allen, Groves and Gentile's e-book **Game on!: sensible answers about video games and media violence**. This book deserves to be read by all who have the care of children. It will dispel many of the myths that abound, with FAQs on the common issues that carers have to deal with. If you are interested in reading more about and from this book please let us know [here](#).