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Media Release

Games children play today: is media play a positive or negative for kids?

“Play is a vital basis for children's learning and its quality is crucial for healthy development. Contemporary play is significantly influenced by the media environment in which today’s children live. Some media play can be positive, but some may have a seriously negative influence on children’s development” Dr C Glenn Cupit .

Dr Cupit, Vice-president of the Australian Council on Children and the Media (ACCM), and senior lecturer in child development, says “Professionals, families and others involved with the well-being of children are increasingly concerned and perplexed by the play behaviour they observe, the wide range of choices, and claims about them.. They are asking for help to enable children to find the more creative, educational electronic media, to avoid apps and other content which may be harmful, to deal with disruptive media based play, and find enjoyable play in the real world”.

Dr Cupit is a lead organiser of the *Quality Play and Media 2014* conference in Adelaide, next Tuesday July 8, which will grapple with the realities of children’s play these days, how it can be used to benefit children, and how to avoid the pitfalls. The topics will include apps popular with children; the impacts on play of a sexy and gender stereotyped media culture; superheroes and fairies; how media can affect language and literacy development; new media and music; and the impact of electronic media on play in Aboriginal communities.

The conference is a joint presentation by the ACCM and the Children Communities Connections Learning Network and runs 9-4.30, July 8 at the Salvation Army venue at Ingle Farm.

More information at www.childrenandmedia.org.au/events/accm-conference or www.salisburyc4c.org.au

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