



No. 280 October 2011

Classification update & call for action

Two significant policy reviews related to classification reach critical points this week.

One is the review of the classification guidelines for computer games (including the proposed introduction of a new R18+ category). The "agreed" proposed new guidelines were released by the Minister for Home Affairs, The Hon Brendan O'Connor, on Friday Nov 4. [<http://www.classification.gov.au/www/cob/rwpattach.nsf/VAP/>] and will be debated at the meeting of Federal, State and Territory Ministers for Law and Justice in Hobart on Nov.18th. We understand that the Minister hopes to finalise the guidelines at this meeting.

While these guidelines are a considerable improvement on those put out for public comment in June-July this year, there are still areas of concern to ACCM. We list these below. If readers wish to support any of these concerns, **prompt feedback** to your State or Territory Minister would be needed.

ACCM Comment:

These guidelines treat violent content more leniently than treatment of sexual activity, nudity and drug taking.

There are useful specific prohibitions in the preamble against sexual activity or nudity being related to incentives or rewards, but none such in relation to violence. This applies to violence right from G to R18+.

Further, at G the old anomaly exists where G violence is not limited to being infrequent, but it is (and has been for years) at PG level.

At MA15+, only violence which is both strong AND realistic AND frequent will be put into R18+. So violence that is strong and frequent can stay in MA15+, violence that is realistic and frequent can stay in MA15+, and strong and realistic violence that is infrequent (but perhaps sustained for a long time) can remain in MA15+.

It appears that these guidelines haven't fixed the MA15+ criteria to meet the expectation that "all those very violent games now going into MA15+ will be classified R18+".

Further, we think it appropriate to be

asking about the process by which older very violent games will be reclassified into the new R18+ category (as promised).

The second review is the Australian Law Reform Commission Review of the National Classification Scheme. Their proposals are out for public comment by November 18.

ACCM comment:

ACCM is disturbed by the underlying philosophy of deregulation (that also underpins the Convergence Inquiry), and the arguments that it's too unwieldy and costly for the Govt to continue with mandatory classification of all categories of films, DVDs, games and publications. The proposals are based on a view that the increasing flow of games and apps means that only the upper levels of such can be classified by government agencies.

So the important task of classification is being passed to the industry, who will decide if something needs to be classified (outside the mandatory cinema films, games MA15+ and above, and all content likely to be R18+ and above), and to do the classification (with some training). There will be multiple points of classification and a consequent loss of consistency and reliability.

ACCM is concerned about:

- the composition of the Advisory Committee that the ALRC has used (only one person with evident involvement in child or youth issues, and many industry reps).
- the fact that most of what children will be exposed to will be subject to voluntary industry classification.
- a focus on uniformity of classification categories and criteria, with little detail about how this will be operationalised in a self-regulated environment.
- games under MA15+ can be classified by industry
- games at MA15+ will no longer be legally restricted
- an apparent loss of the quality ACMA P and C classifications for TV.

Readers will find more information about the ACCM's position at:

<http://www.youngmedia.org.au/pdf/Submissions/alrc11accmviewsfin.pdf>

Our media release on this issue can be

found on our website at

http://www.youngmedia.org.au/pdf/media_releases/Nov11_ALRC-proposals.pdf

An article on this topic which appeared online in *The National Times* and also in *The Age*, can be found on Page 6 of this *small screen*.

ACCM wins Childrens Week Award

Australian Council on Children and the Media has won a 2011 Childrens Week Award for the *Know Before You Go* Movie Review service for a significant contribution to the development and well-being of children, through provision of easily accessible, child centred reviews of current films. The award was presented to ACCM President Liz Handsley (seen at right in the photo below) by the South Australian patron of Children's Week, Mrs Liz Scarce at a Government House reception on Monday 24 October.



New AAP Policy Statement

On the 17 October, the American Academy of Pediatrics issued a new policy statement entitled *Media use by children younger than 2 years*. This statement reaffirmed the AAP's 1999 statement with respect to media use in infants and toddlers and provides updated research findings to support it.

The statement addresses

- (1) the lack of evidence supporting educational or developmental benefits for media use by children younger than 2 years,
- (2) the potential adverse health and developmental effects of media use by children younger than 2 years, and
- (3) adverse effects of parental media use (background media) on children younger than 2 years.

<http://pediatrics.aappublications.org/content/early/2011/10/12/peds.2011-1753>

CLASSIFICATION UPDATE
AND CALL FOR ACTION

ACCM WINS AWARD

NEW AAP POLICY STATEMENT

EDITORIAL: GAMERS GET 18+
BUT STILL UNHAPPY

NEW AUSTRALIAN STUDY ON
VIOLENT GAMES

TOADY AWARDS ON AGAIN



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small screen

Editor: Barbara Biggins OAM

Compiler: Caroline Donald

Editorial Board: Barbara Biggins,
Jane Roberts, Judy Bundy,
Elizabeth Handsley.

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**Australian Council on
Children and the Media
(ACCM)**

PO Box 447

Glenelg 5045

South Australia

info@youngmedia.org.au

www.youngmedia.org.au

Tel: +61 8 8376 2111

Fax: +61 8 8376 2122

Helpline: 1800 700 357

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EDITORIAL

Gamers likely to get R18+ but unhappy still!

Now that gamers are likely to get what they argued for - a new R18+ classification accompanied by (claimed) increased protections for children - you'd think they'd be happy.

But No! They don't seem to like the fact that the criteria for what might be allowable in the new R18+ might be more limited than they expected.

Maybe they've finally realised a fact of life, or learned the basics of classification, that the name of a category is not as important as the criteria used to assess what goes into it.

And what they've found is that the State and Territory Ministers for Law and Justice have shown themselves to be concerned enough for the protection of children, to make the criteria for what goes into the MA15+ and R18+ categories for games tighter than for films.

Nick Ross, Editor of the ABC online Technology and Games site, has been actively campaigning for an R18+ for games for some time.

In a recent piece online [<http://www.abc.net.au/technology/articles/2011/11/04/3356630.htm>] he attacks those who have argued on the other side, as "uninformed" and says that the government has been influenced by lobbyists. For anyone who is well researched and has argued long and hard on the other side, and knows of others who also have, to be labelled "uninformed" is a gratuitous slur. And as if the Government hasn't been lobbied good and hard by the games industry???

Then unusually for an online comments section, Nick, as moderator, has been arguing against

Australian study confirms dangers of violent video games

New research by Dr Brock Bastian from the University of Queensland's School of Psychology has found evidence that playing violent video games leads players to see themselves, and their opponents, as lacking in core human qualities such as warmth, open-mindedness, and intelligence.

In a recently published paper in the *Journal of Experimental Social Psychology*, Dr Bastian and his co-authors looked at whether the experience of cyber-violence had dehumanising consequences for the self-concept of game players and well as their opponents.

Study participants were opponents, engaged in violent behaviour against each other in the popular game, *Mortal Kombat*.

Dr Bastian says he believes the findings of this study point to the potential long-term effects of violent video game play and suggest that repeated exposure to these dehumanising

many of those with opinions he doesn't agree with. Fairly unusual behaviour for a moderator? What I'm saying is there's nothing wrong with being partisan on this question, but is it proper to be so when one is Editor of an ABC website?



Barbara Biggins
OAM
Hon CEO

It's been interesting to observe the tactics used, over the past couple of years, by gamers to promote their cause to have R18+ level games legalised. They started out arguing for the adult freedom to play R18+ level games and that their freedoms were being infringed by not being able to access higher level games (banned because the classification system doesn't allow games over MA15+).

Then a PR campaign took over that changed the story a bit. It became a campaign to save the kiddies. There were all those nasty games that had been "squeezed" into the MA15+ category, and that kiddies could get at, that would be less accessible if there was an R18+ category and those games could be pushed up there where they rightly belonged. Gamers stopped pushing the adult freedom line, saying that they really didn't want more violent games, and kept up the cry that children would be better protected by having an R18+ category.

The trouble was was that the governments around Australia took up the issue of providing greater protection for children (so well put by the industry) and have provided an R18+ category, but proposed a tighter framework for MA15+ and also for the new R18+, leaving R18+ games supporters like Nick Ross crying foul.

Why? Haven't they got what they argued for?

experiences may result in chronic changes in self-perception.

<http://www.uq.edu.au/news/?article=23987>

ACCM Patron in Adelaide

ACCM Patron Baroness Susan Greenfield was in Adelaide recently for a speaking engagement and met with ACCM CEO Barbara Biggins, President Liz Handsley and Vice-President Glenn Cupit. Susan Greenfield is pictured below centre with Liz Handsley and Glenn Cupit.



Cholesterol problems threaten young children

By **AMY CORDEROY**

AUSTRALIAN children as young as six have worryingly high levels of cholesterol, and healthy-weight children seem to have as much risk as overweight children, researchers say.

Poor diet and a lack of exercise could be putting children at risk of heart disease.

A study of 283 schoolchildren has found more than 60 per cent of healthy weight and overweight children had a condition called dyslipidaemia, which involves unhealthy levels of cholesterol.

It affected more than 70 per cent of obese children.

The study author, Dr Lana Bell, said the research team was shocked to find high cholesterol levels among such young, healthy-weight children. "We are assuming that the diet of normal-weight children has deteriorated . . . at the moment that is just a theory," she said.

Dr Bell, who is a paediatrician, regularly sees overweight and obese children suffering weight-related problems, although this was the first Australian study to show they existed at a wider level.

Nearly 20 per cent of obese children in the study had high blood pressure, 38 per cent had high levels of insulin in their blood and 5 per cent struggled to tolerate glucose — both precursors to diabetes.

A senior research fellow at the Westmead millennium institute at the University of Sydney, Dr Bamini Gopinath, said her research, which examined more than 1700 children from 34 Sydney schools, found, irrespective of weight, that less exercise was linked to high blood pressure.

And more time spent in front of the television was associated with narrowed blood vessels behind children's eyes, an indicator of heart disease, she said.

The Age, 13 October 2011

Online porn raises more complaints

AUSTRALIANS are making more complaints about online pornography, leading to more sites being added to a voluntary internet filtering list, it was revealed yesterday.

The number of complaints about online pornography to the Australian Communications and Media Authority was four times higher in 2010-11 than three years ago, according to the authority's latest annual report. Those complaints led to 1900 sites being added to the voluntary internet filter list last year.

The annual report also revealed that Australians made 96 complaints about content on television stations and 26 about radio.

Commercial television stations breached conditions 37 times, the

ABC six times and SBS never. *A Current Affair* had five breaches, but *Today Tonight* was cleared of the three complaints against it. Three complaints against the *NRL Footy Show* were dismissed. The authority also received nine complaints that Bear Grylls's *Man vs Wild* show contained inappropriate themes for a PG classification.

One person complained that *Kevin McCloud's Grand Tour* — in which he visits European cities and buildings — had inappropriate sexual references for a G classification.

Sixteen complaints against the ABC were dismissed, including one that news shows had a "pro-Liberal Party bias".

LUCY BATTERSBY and **TIM DICK**

The Age, 13 October 2011

Thomas, Barbie to move in together

THOMAS the Tank Engine could soon be shunted alongside Barbie's dream house at Mattel, under a business deal estimated at \$800 million or more.

As early as this week, Mattel could seal a deal to buy Hit Entertainment, the British owner of the Thomas the Tank Engine children's toy and TV-show brand, according to people familiar with the matter.

The deal could be valued at £500 million (\$789m) or more, sources said.

Mattel, which had been vying with other companies in an auction for Hit, is understood to be in exclusive talks.

Hit, which is owned by private-equity firm Apax Partners, produces TV shows and movies.

About 80 per cent of its profits come from Thomas the Tank Engine.

Mattel, the largest toymaker in the world based on revenue, is revamping its Fisher-Price brand of toddler and infant toys, which has reported lacklustre sales in recent years and been the subject of several recalls.

Industry analysts said Hit's brands, including Thomas & Friends and Bob the Builder, and its production capabilities made for a good fit with Mattel, which already has the licence for plastic and die-cast Thomas trains.

Mattel has had a chequered history with acquisitions.

In the late 1990s, it bought Learning Co, an entertainment and software company with titles such as Reader Rabbit and Carmen Sandiego.

At the time, Mattel chief executive Jill Barad said it would help diversify the toymaker and propel its brands on to the internet, but Learning Co racked up losses and Ms Barad resigned in 2000.

The Australian, 19 October 2011

Good week for . . .

MOBILE phone users: another large study has found no link between the gadgets and brain tumours. The Danish research used data from everyone in the country aged 30 or more, who was born after 1925. Rates of brain tumours occurring during 1990-2007 were compared between those who had begun using a mobile phone before 1995 and those who hadn't a phone before that time. There was no link between duration of mobile phone use and brain tumours, the study online in the *British Medical Journal* found.

BMJ
2011;doi:10.1136/bmj.d6387
(Frei P et al)

The Australian, 29-30 Oct 2011

Out with the new, in with the old

WELCOME to the age of infobesity. Every day we - largely as consumers - are bombarded with information and, thanks to the advancements of technology, have right at our fingertips access to just about every morsel of information we could ever dream of uncovering.

And so, in this frenetic new world, one of the globe's oldest professions is facing a fresh challenge.

Advertisers who need to cut through the noise and entice us to choose their products are having to be increasingly canny - by cashing in on nostalgia by using familiar old jingles to bring us back to simpler times or starting our brand associations very young.

Clemenger BBDO Adelaide managing director Kim Boehm said many years ago, when there were fewer products and choices around, the tendency to



ENTERTAINMENT
EDITOR
**JESSICA
LEO**

bank on brand loyalty was much higher. These days it's a completely different ball game.

"I don't think businesses can rely on loyalty that in previous times they have been able to," Mr Boehm said. "We're in this era people are calling infobesity - we've got so much information it's impossible to process it all."

Mr Boehm uses an everyday shopping trip as a marker of the times we now live in.

"If you didn't have brands to shortcut your shopping how would you get through it?" he said. You would have to make a rational decision about every product - pick it up and read about it."

It's a sentiment which is echoed by UniSA Ehrenberg-Bass Insti-

tute senior research associate Nicole Hartnett.

"With increasing clutter in retail and media environments the strongest brands are those that can cut through and be recognised by potential buyers," Ms Hartnett said.

But just how advertisers do this is far more subliminal than you may imagine. In his book *Brandwashed*, Martin Lindstrom explains a raft of tricks of the trade advertisers use to lure in customers.

The advertising executive turned author says businesses seize on information and manipulate it in a way that has consumers hooked on a product almost before they're even aware they're using it.

In his book Lindstrom uses Gillette as an example, with the company - after uncovering research suggesting once a boy has tried one of their shavers twice, there's a 92 per cent chance he will use the

same brand well into adulthood - beginning aggressively marketing to young men, sending out "welcome to adulthood" shaver packs.

Unsurprising then, that Gillette featured in British magazine *Live's* Top 100 World Brands list - compiled by global business and marketing experts Interbrand - nestled alongside the likes of Coca-Cola, Google, Microsoft, Nokia and Disney.

RATHER than be based solely on profit, the list took into account the stability of the brand, namely, how pervasive it is in our lives and its identity.

"Studies have shown children to be quite adept at recognising brand logos and slogans," Ms Hartnett said.

In fact, Lindstrom also asserts that our "window of openness" for new experiences "pretty much closes for good at 39". And so,

advertisers need to either hook consumers when they are young or, conversely, play on the good old days as a way of wooing the older set.

"Nostalgia marketing is a perennial - and I should add, wildly successful - strategy by which advertisers resurrect the sights, sounds, and feel of a previous decade to sell us a brand or product of today," Lindstrom said.

And one of the most effective ways to do this is through jingles or music of years past.

Just recently, Tip Top dusted off its 30-plus-year-old "good on you mum" jingle to engage with older consumers. The iconic Aeroplane Jelly and Happy Little Vegemites jingles also come and go with some regularity and currently there's a robust social media campaign at work in which consumers don't want to see Mortein's Louie the Fly - and his accompanying jingle - killed off.

Lindstrom points to

research showing that this connection starts even before birth.

"There is indeed evidence to indicate that hearing tunes and jingles in the womb favourably disposes us to those jingles - and possibly the brands with which they are associated - later on," Lindstrom said.

THIS was ascertained from an Irish study which showed newborn babies showed a preference for a TV theme song that their mothers regularly had on the box while pregnant.

Despite the technological age we're living in, jingles continue to enjoy enduring success.

"Why wouldn't jingles still be around? There is no research that indicates jingles are less effective today than they were decades ago," Ms Hartnett said.

But crafting the perfect jingle is the key. Luke Godson, head

composer at Adelaide company Liquid Generation Music Design - responsible for the tune on our RAA ads - says while there's no magic formula, remembering the function of the jingle is key.

"The role is to work in harmony with the visual and audio content of the advertisement to create an emotion and convey an opinion to the viewers that will sell," Mr Godson said.

"Ideally the jingle will stay in the viewers' subconscious and will be associated with the idea or product in the advertisement."

While researching the product is one way to compose a winning jingle, sometimes keeping it simple can have as much of an effect.

"Sometimes you just stick to the briefing not to delve too deeply behind the scenes - it can distract you from creating what the client actually wants," Mr Godson said.

SPECIAL INSERT

ACCM President Professor Elizabeth Handsley speaks out on the ALRC Classification Review. This article was published on line in *The National Times (SMH)* on 11 November 2011 and also in *The Age*.

Not much for children in classification review

Industry is looking like emerging the winner from a review into Australia's classification system for media including films.

A recent set of proposals on the classification system for media content is disturbingly industry friendly and contains little to help children and parents.

The significance of children's interests for the National Classification Scheme is clear enough. The scheme has long recognised the principle that "children should be protected from material likely to harm or disturb them". The Australian Law Reform Commission's current review of the classification system adopts that as one of its eight guiding principles.

The role of industry interests, however, is new. The brief for the review introduces "the desirability of . . . minimising the regulatory burden" on industry and this finds its way into the guiding principle that "classification regulation should be kept to the minimum needed to achieve a clear public purpose, and should be clear in its scope and application".

In this context, the make-up of the inquiry's Advisory Committee is telling. Out of 15 members, six represent industry directly. This is the highest representation of any single set of interests on the committee.

In its recent discussion paper the commission has put forward proposals for a new system to classify media content including television programs, films, computer games and publications. The proposals show an extraordinary tendency to push regulation into the hands of industry. (Or perhaps not so extraordinary, considering.) Industry would gain the power to classify media content in what appears to be a co-regulatory scheme similar to that for broadcasting.

Under the proposed scheme, a good deal of the material that is currently classified by an independent government agency would be classified by the industry itself. Another way that industry would be able to use the classification symbols and markings is under voluntary codes covering material that is not included in the official scheme at all – for example, song lyrics.

So if, under the commission's brave new world, you see a classification marking on a product, it could mean one of three things: that the product has been classified by an independent government classifier; that it has been classified by an "authorised industry classifier" (or a "person using an authorised instrument"); or that it has been voluntarily classified by . . . well goodness knows who.

Such a system is bound to lack effectiveness, on a number of levels.

First, any involvement of industry is likely to result, over time, in bracket creep: a gradual increase in tolerance for higher-impact material at each level of classification. Such developments would not reflect changes in community standards, or the view of trained experts about what will harm or disturb children, but rather the desire of industry to gain access to as broad an audience as possible. It's in the industry's interests to push the envelope.

Second, to be meaningful, the classification process has to be consistent. It is ironic that a review that appears so bent on uniformity across platforms is proposing this multiplicity of processes at different levels of classification

and for different kinds of content. The only checks being proposed on industry regulators are “routine post-classification audits” that would not correct decisions but rather enable the classification board to manage “repeated and continuing problems”. In any case these would apply only to “content that must be classified” – so not, for example, to DVDS.

Third, the public needs to know where its classification information is coming from, and where to go if it is dissatisfied. In this regard, it is very surprising that the commission seems to be basing its proposals on the notoriously convoluted co-regulatory system for broadcasting. At the moment, if you see something on television that you think is inappropriate, you practically need a law degree to figure out whether to complain to ACMA, FreeTV Australia, the broadcaster, the Advertising Standards Board, or some combination.

However you don’t need any kind of degree to figure out that this is a recipe for buck-passing and dilution of responsibility.

The proposals also rely heavily on the nebulous concepts of what is “likely to be” and what “may be” classified at a certain level. For example, under these proposals if you are a manufacturer of a computer game you would decide what the classification is “likely to be”. If you think it is M or lower you don’t need to have it classified at all.

The regulator — a new body — would have the power to call material in for classification, but unless somebody takes the trouble to monitor and complain about what industry is doing, the industry would basically get to write its own ticket.

At the moment, all classifications below MA15+ are advisory only. MA15+ is the lowest classification that carries legal restrictions on who can access the material. Another commission proposal is that for films, at least, this be changed to R18+. In other words, anything lower than R18+ could legally be seen by anybody, of any age. Think of the opening scene in *Saving Private Ryan*. That’s MA15+. Material with that level of violence would be open season for children of all ages.

Or actually, maybe not. The proposals don’t contain anything concrete about what the criteria would be for every classification level. This is surprising, considering the central role of such criteria in ensuring that classifications provide appropriate protection to children, based on the best evidence about what risks causing them harm or disturbing them.

The proposals to allow industry self-classification have no clear basis in any of the guiding principles or terms of reference for the review, except the ones about reducing the “regulatory burden”. In other words, what is going on here is deregulation.

At the same time as this review is going on, the Standing Committee of Attorneys-General has been considering changes to the criteria for classification of computer games, and the Department of Broadband, Communications and the Digital Economy is looking at media convergence.

It is not possible to imagine three overlapping reviews coming up with a proposal or combination of proposals for a stronger, more effective system. But it is possible to imagine the three all chipping away, in different ways, to make the system weaker and less effective. And that is precisely what is happening.

Submissions to the ALRC review can be made before November 18 at
<http://www.alrc.gov.au/inquiries/classification/respond-discussion-paper>.

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Alcohol and Alcoholism, Vol. 46, No. 5, Pp630-637

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Obesity, Vol. 19, No. 9, Pp1898-1900

COMPUTERS & INTERNET

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Are educational computer micro-games engaging and effective for knowledge acquisition at high schools? A quasi-experimental study.
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Individual, social, and physical environment factors associated with electronic media use among children: Sedentary behavior at home.
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A translational research intervention to reduce screen behaviours and promote physical activity among children: Swith-2-Activity.
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Journal of School Health, Vol. 81, No. 9, Pp574-580

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VIDEO GAMES

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Games and gaming context: Relationships to critical thinking.
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Fast food and fast games: An ethnographic exploration of food consumption complexity among the videogames subculture.
British Food Journal, Vol. 113, No. 6-7, Pp720-743

Ip, Barry (2011)
Narrative structure in computer and video games: Part 1: Context, definitions, and initial findings.
Games and Culture, Vol. 6, No. 2, Pp103-134

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VIOLENCE

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Prix Jeunesse International

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Email: info@youngmedia.org.au Web: <http://www.youngmedia.org.au>

WORLD NEWS

TOADY Awards on again

The US organisation Campaign for a Commercial Free Childhood have selected five nominees for the TOADY (Toys Oppressive And Destructive to Young Children) Award for the Worst Toy of 2011. They report:

From among the multitude of toys promoting violence and/or precocious sexuality and/or branded entertainment and/or electronic wizardry at the expense of children's play, we have selected these exceptional finalists:

- A classic board game trapped in a sickeningly sweet ad.
- Mattel's latest – and scariest – assault on girls.
- A \$479 "iPad" . . . for babies?!?!
- A microphone that introduces kids to misogyny, strippers and more.
- And a wrestling toy so pathetic it has to be seen to be believed.

For more details see the CCFC website:
<http://www.commercialfreechildhood.org/actions/toady2011.html>

UK children unhappiest

A UNICEF study of over 250 children aged eight to fourteen from all walks of life across Spain, Sweden and the UK has made some interesting discoveries. A previous report on 21 countries had found that the UK was the worst place for a child to grow up and that UK children were the unhappiest.

In this study researchers asked the kids what was important for them and what made them happy and concluded that:
"the message was simple, clear and unanimous: children's well-being centres on time with a happy, stable family, having good friends and plenty of things to do, especially outdoors."

Children in Sweden and Spain had far more chance of getting time with their parents and playing outside than children in the UK. Anita Tiessen, deputy director of Unicef UK, blamed the long working hours of British families. Parents in the UK were found to have much greater difficulties in fulfilling the commitment to their children. They tried to make up for this by buying their children branded clothes, trainers, technology.

Spanish and UK children seem to be the most sensitive to materialism and inequality, distinguishing rich and poor on the basis of the brands they possess.

More about the UNICEF study, together with a link to the study - *Children's Well-being in UK, Sweden and Spain: The Role of Inequality and Materialism* - can be found at <http://oecdinsights.org/2011/09/19/chavs-chulitos-and-the-pursuit-of-happiness/>

New ACMA Report

The Australian Communications & Media Authority's new research *Digital Australians - Expectations about media content in a converging media environment*, examined the impact of the increasing use of digital media on attitudes and expectations about media content.

The research found that a majority of Australians expect that similar standards should apply to content produced by traditional media organisations, whether print, broadcast or online. Participants in the research had additional concerns for children using digital media and placed a high priority on protecting children.

A summary of the findings is available on the ACMA's engage website:
www.engage.acma.gov.au

KIDS' TV

A selection of children's programs screened on TV during the period

ABC 1 (afternoons only)
Bananas in Pyjamas; Peppa Pig; Driver Dan's Story Train; Bugged; Kid vs Kat; Pink Panther and Pals; Even Stevens.

ABC 2
Dorothy the Dinosaur; Blinky Bill; The Koala Brothers; LazyTown; Animals; Little Charley Bear; Rastamouse; The Hive; Play School; Zoo Mix; Ripples; Connie the Cow; Zigby; Tinga Tinga Tales; Timmy Time; Mr Moon; Five Minutes More; Miffy and Friends.

ABC 3
The Super Hero Squad Show; Kaeloo; Total Drama World; CJ the DJ; Yakkity Yak; Potatoes and Dragons; BTN Extra; Backyard Science; Letterbox; The Time Compass; HotSpell; Stoked; Good Game SP; Stay Tuned; The Gift; Ship to Shore.

SEVEN
Toybox; It's Academic; Mickey Mouse Clubhouse; Handy Manny; Dive Olly Dive!; Legend of Enyo.

NINE
Magical Tales; Pyramid; Dora the Explorer; Dennis & Gnasher; Pixel Pinkie; G2G: Got to Go; Stormworld.

TEN
Paradise Cafe; Toasted TV; Wurraywhy; Scope; Totally Wild.

NICKELODEON
Wayside; Planet Sheen; KCA Orange Carpet 2011; Victorious; The Penguins of Madagascar; The Fairly Odd Parents; T.U.F.F. Puppy; iCarly; The Troop; Big Time Rush; Drake & Josh; Just Jordan; Shaun the Sheep; Neds Declassified.

DISNEY CHANNEL
I'm in the Band; Phineas and Ferb; Pair of Kings; Fish Hooks; Oscar's Oasis; So Random; Good Luck Charlie; Shake it Up; As the Bell Rings; Zeke and Luther.