



300th small screen

ACCM's news digest *small screen* has been in continuous publication since 1986: 27 years and 300 issues – that's not bad going for a national not-for-profit with a big agenda but a small funding base.

Small screen provides content unique in Australia, with its focus on the latest developments and research in the children's media scene. We continue to receive commendations for our coverage of the latest research on children's relationship with the media.

ACCM places a great deal of importance on its ongoing collation of worldwide research, and making that accessible. We believe that a strong evidence base must underpin our advocacy, and Australia's systems of protection for the child audience.

Three hundred and not out: better than Australia's cricket team !!

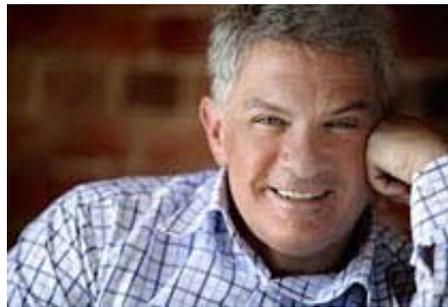
Seminar report - *Managing media in families*

On Monday 19 August at Immanuel College in Adelaide, Dr Michael Carr-Gregg spoke to an audience of over 300 people - mainly parents and teachers - on the topic of media management in families. His lively and entertaining talk covered a wide range of issues faced by modern families.

Above all, Michael stressed that media management in families is about good parenting. Parents need to set boundaries

and know what their children are doing. They should be mentors and not mates.

Young people may need guidance until well into adolescence – the brain is not fully developed until the age of 23 in women and 27 in men. Parents who really know their children can decide appropriate ages for using technologies such as iPhones and these may vary between individual children.



For children who are not mature enough to make good decisions about appropriate media use, parents should make use of the digital controls available. All gaming consoles have controls – parents should make sure these are on. Passwords should be well-managed - never give them out and make sure they are hard to decipher. You can use a program to randomly set your wireless password so that you are in control.

According to Michael, children need skills, knowledge & strategies to use media in a

safe way and both parents and educators can help them to develop these. No one should be on Facebook before the age of 13 and before a child is allowed on Facebook and similar sites, parents should make sure that they themselves are experts. It is a good idea to look at the Facebook Family Safety Centre with your child so that you can discuss what happens on Facebook.

Golden rules for social networking that parents should establish with children include:

- Treating others the way you want to be treated
- Not posting anything online that you don't want seen by the "4 Ps": Parents, Police, Predators and your Principal!

It is important that children feel confident to tell parents about cyberbullying and that parents know their child so that they recognise symptoms of mental problems. Sites such as Facebook cannot be blamed for suicides, but it is important to take action if you think that your child is being harmed by their online activity. Mental illness such as depression could definitely be exacerbated by bullying.

Michael agreed with the US recommendation for no screen time for babies aged under two. Children under two need interactions with real people, not screens. After that age it is good to set rules such as two hours of other activities for every hour of screen time. Not having screens in bedrooms is important because lack of sleep is becoming a common problem in children and adolescents and may be contributing to diabetes and obesity.

When asked about video gaming, Michael said that a recent report had shown links between some gaming and good mental health, but warned that parents should observe game ratings and not allow children to play very violent games, limit time spent gaming and watch for signs of addiction or other adverse effects. It is also important to play games with your child so that you know what is involved.

Links to some of the main websites Michael mentioned can now be found on the ACCM website at:

<http://childrenandmedia.org.au/events/accm-seminars>

Fourth Australian Conference on Children and the Media

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no. 300 August 2013

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.childrenandmedia.org.au
Tel: +61 8 8376 2111
Fax: +61 8 8376 2122
Helpline: 1800 700 357

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www.gocreate.com.au

EDITORIAL

Are games good for kids?

We know that there are many games out there that are beneficial for children and teens and that can contribute to their wellbeing. This was reinforced by the recently released Young and Well CRC study *Videogames and wellbeing: a comprehensive review*.

But we have problems with the reporting of such studies that implies that all is well with videogames and kids. It's not OK to tell parents "don't worry be happy".

It's really important that parents understand that violent content abounds and is highly accessible to children, and that content matters. The changes to games classification in January this year have not made things any easier for parents- a lot of games with frequent strong violence are still being classified MA15+ and higher level violence can be accessed by minors despite the new R18+.

The *Young and Well* study focussed on finding those studies that showed beneficial impacts and its findings are mainly relevant to teenagers. It didn't set out to review the downside of games, nor outcomes of game playing in relation to players under 12. It didn't go anywhere near adequately covering the worldwide research on videogames. ACCM monitors this very closely and can see such studies (and some very key ones) missing from the references.

So the Young and Well study has its limitations in regard to advice that can be given to parents about managing their children's (under 12) use of games, particularly violent ones. ACCM is well aware that there are two "camps" in the video game research: those who have found that violent games can have adverse impacts, and those who doubt this- with the US researcher Christopher

Ferguson as the often quoted leader of the doubters. ACCM makes the point that the research on the impacts of violent video games, which show impacts like desensitisation, loss of empathy, increased likelihood of using aggression to solve conflicts (and NOONE is suggesting turns kids into cop killers), has been conducted in many countries and by a large group of researchers with good track records of original research in this field and published in prestigious peer reviewed journals.



Barbara Biggins
OAM
Hon CEO

To conclude, the Young and Well CRC research reveals young people can experience positive effects from playing videogames – highlighting an opportunity to use videogames for wellbeing.

However, violent games abound and are very popular, particularly with older primary and early teen boys.

A recent piece in Huffington Post found 8 ways in which violent games can be bad for kids. The writer included points like "First-Hand Role in Killing Process", "Measure Success through Killing", "Resolve Conflicts through Violence", "Desensitises killing, and "Disrespect Women".

(http://www.huffingtonpost.com/laura-st-john/8-ways-violent-games_b_3875846.html)

Content matters. Parents can find recommendations for age-appropriate games for kids at www.common sense media.org

Johnson, D et al (2013) *Videogames and Wellbeing: A Comprehensive Review* Young and Well CRC <http://youngandwellcrc.org.au/knowledge-hub/publications>

New Deputy Director for Australian Classification Board

Minister for Justice Jason Clare announced on 2 August that Ms Margaret Anderson would be appointed Deputy Director of the Classification Board. She has been appointed for a three year term and began work on 12 August 2013. The vacancy arose from the appointment of the former Deputy Director, Ms Lesley O'Brien, as Director from 1 January.

<http://www.classification.gov.au>

ABC announces new head of kids' TV

Former ABC Kids programmer Deirdre Brennan is returning to the Australian public broadcaster as controller of children's TV.

Ms Brennan, who starts her new job in the New Year, is currently director of content, Australia and New Zealand, for BBC Worldwide (BBCWW). She had previously worked at the ABC for six years, concluding in the role of ABC Kids' programmer in 2007.

She joined BBCWW as director of television in 2010, managing production, programming,

acquisitions, on-air promotions and presentation for the local portfolio of channels including UKTV, UKTV NZ, BBC Knowledge, BBC Knowledge NZ and CBeebies.

<http://www.c21media.net/archives/124230>

Have your say - Children, technology and gambling

The SA Government is engaging the community to gain ideas and opinions about children's use of gambling-like technology, particularly social media and mobile phone apps which support this.

There are concerns that some social media and mobile phone games are encouraging gambling-like behaviour, and that adult gambling apps can be too easily accessed by children. Premier Jay Weatherill has sent a letter expressing his concerns to State School parents. (see also <http://jayweatherill.com.au>)

The online forum on the topic is at

<http://saplan.org.au/yoursay/children-technology-and-gambling>

Clips 'n' Cuts

small screen no. 300 August 2013

LAST week the Bank of England announced Jane Austen would be the new face of its 10 pound note and, in response, hundreds of people threatened to rape a UK woman.

If you haven't been following this story, that sentence won't make any sense.

By rights, it shouldn't make sense – threatening to rape someone at all, let alone over a new bank note design, is something that just shouldn't ever happen. But when feminist Caroline Criado-Perez's campaign to restore famous female faces to English banknotes was successful last week, that's exactly what happened to her on Twitter.

Shortly after the bank's announcement the 28-year-old activist revealed she was being tweeted "up to 50 rape threats an hour", all by male Twitter users apparently upset that a woman had spoken up about something she believed in.

She was bombarded with messages like "Everyone jump on the rape train > @CCriadoPerez is conductor"; "Wouldn't mind tying this b*** to my stove. Hey sweetheart, give me a shout when you're ready to be put in your place"; and a stack of others far too horrendous to reprint.

Contrary to the usual advice given to people being cyber bullied, which is to "just ignore it", Criado-Perez spoke up about the abuse.

"I was told by numerous people just to ignore them. After all, we don't feed the trolls, do we?" she wrote for UK newspaper *The Independent*.

"But we had just taken on the Bank of England and won. I wasn't going to be silenced by these men. I wasn't going to give them what they wanted. So I started shouting back."

Instead of ignoring the hateful messages she retweet-

Twitter wide open to abuse by trolls and cowardly cyber bullies

Petra Starke

ed them to her followers, exposing the awful men who had sent them to her, a move which sent the story viral and put it in newspapers all over the world.

As a result of Criado-Perez speaking out, a 21-year-old UK man has been arrested over harassment offences in connection with the case and Twitter has been forced to respond to a more than 40,000 signature strong petition calling for improvements to its system for reporting abuse.

Twitter's general manager in the UK, Tony Wang, has since said the social media service is testing the introduction of a "report tweet" button, for users to more easily report bullying and offensive content.

It's a long overdue measure for a service which is wide

never do), but he had been foolish enough to use the same distinctive nickname on other websites, which were easily turned up by Google. Within seconds I discovered my bully was a graduate of a prestigious private Adelaide boys' school, had a pretty girlfriend (there were lots of photos) and worked as a solicitor, of all things.

When I quietly pointed all this out to him with a reply tweet, he quickly disappeared.

I wonder if, by drawing attention to his horrid behaviour, I had made this bloke really think about what he'd done, or if he'd just been too scared of being exposed as a bully to his employer and friends. The thing is, only the most driven weirdo would

dream of putting pen to paper to post a note to someone - let alone a stranger - reading "Someone should give you a bullet". It's creepy, sinister, genuinely threatening. And yet every day otherwise sane (we assume) people do this sort of thing on Twitter.

What's so different about sending someone a death threat through the post as opposed to in a tweet? Why is one considered more worrying or credible than the other? Why should it be this way?

The answer is: It shouldn't. Trolls and bullies will always revel in the anonymity that Twitter and services like it provide, but if more people speak up like Criado-Perez, we'll have a better shot at shouting them down.

The Advertiser, 1 August 2013

Unsuitable material

Christopher Bantick ("Banned book should be taught in schools", *Comment*, 27/8) says that despite previously opposing the teaching of one novel (*Love in the Time of Cholera*) at VCE level, he is not opposed to the unfettered availability of another sexually explicit novel (*Tampa*) to 15-year-olds. Frustratingly, he fails to explain this apparent contradiction. His reasons for wanting to "un-ban" *Tampa* include the assertion that "there is a downturn in the reading of 15-year-olds". So let them read porn - that'll fix it!

Another "argument" is that "inappropriate sexual relationships do occur in schools". The mere fact that any given thing occurs - whether it be paedophilia (as in *Love in the Time of Cholera*), incest, pack rape, torture, satanic ritual abuse, sexual enslavement of young girls or whatever - doesn't make it suitable reading material for children (or in some cases even adults). To claim otherwise is nonsensical and irresponsible.

Rowan Forster, Surrey Hills

The Age, 29 August 2013

I was told by numerous people just to ignore them. We don't feed the trolls, do we?

CRIDO-PEREZ

open to abuse. But I wonder how effective it is going to be.

I've had my fair share of twitter trolling - just a few weeks ago one delightful person suggested I should be shot for writing what I thought was a rather cheerful column about the Adelaide Cabaret Festival. Not an arts lover, I guess.

He didn't use his real name on Twitter, of course (they

Move to protect kids from gambling

DANIEL WILLS

WEBSITES and online apps that normalise gambling are being targeted in a new State Government crackdown on the industry aimed at safeguarding children.

Premier Jay Weatherill yes-

terday said he "intends to explore the legal and policy implications for the Government of gambling-like behaviour among children".

The move comes on the back of a live odds advertising ban, which came into force yesterday, and ahead of new

regulations demanding gambling promotions display large warning messages. Mr Weatherill said he would be asking for contributions by a range of parents and experts.

Mr Weatherill said ultimate action may require international negotiations.

The Advertiser, 2 August 2013

Police fear NBN a gateway for porn

EXCLUSIVE

ANNABEL HEPWORTH
NATIONAL BUSINESS
CORRESPONDENT

NORTHERN Territory police have warned the rollout of the National Broadband Network will make it difficult to police restrictions on pornographic material — introduced as part of the commonwealth intervention in indigenous communities — and there will be nothing to prevent “sexting” images of minors being shared.

The police have told a joint parliamentary inquiry into the issue of sexting by minors that the NBN rollout will make it difficult to police restrictions because of the “ability to download, or upload pornography, being readily available”, whereas at the moment many communities in remote areas have little to no internet exposure.

“There will be nothing to prevent sexting images taken of minors to be shared”

NT POLICE

Under the commonwealth intervention in the NT, the broadcasting and transportation of pornography to certain communities is restricted at the request of the community.

“Throughout these remote communities and locations, the sharing of child-abuse material is restricted through Bluetooth technology, with extremely short radius to the originating device,” the submission says.

“However, once the NBN is rolled out and community members become aware of the procedures to share information, there will be nothing to prevent sexting images taken of minors to be shared across any internet or telecommunication device.”

The inquiry is due to report on options for addressing the issue of sexting — where people send sexual images using mobile phones and other electronic devices — by minors at the end of the month.

The Attorney-General’s Department has told the inquiry that it introduced reforms in 2010 to deal with the emerging trends in the use of technology to commit offences.

The Department of Broadband, Communications and the Digital Economy has told the inquiry that it is working with the Attorney-General’s Department to develop a new Australian Cybercrime Online Reporting Network (ACORN), which will take cybercrime reports and refer them to law enforcement and government agencies.

When the ACORN starts next year, people will be able to report sexting and cyberbullying incidents online, the department says.

Also, online safety will be included in the new curriculum that starts in some states next year, according to the submission.

The Australian Federal Police has told the inquiry that teenagers are increasingly being reported to police for sexting, although the justice system focuses on diversion and education rather than formal criminal proceedings “unless the behaviour is deemed as exceedingly predatory or malicious — such as in instances of ‘sextortion’.”

Wend Australian, 3-4 August 2013

ACMA board

THE Australian Communications and Media Authority has three new board members, as announced by Communications Minister **Anthony Albanese**.

They are communications professionals **Rosemary Sinclair**, **James Cameron** and one of our brightest media talents, **Anita Jacoby**. Congratulations to all three.

The Australian, 12 August 2013

Risky business

With no disrespect to Lee Burton’s views (“How young people are sucked in by raunch culture”, *Comment*, 28/8), the pornography industry’s normalisation of the “raunch” culture among young people seems kind of harmless compared with the alarming normalisation of unsafe sex that the pornography industry has achieved. With a rise in HIV diagnoses in recent years, ineffective safe-sex campaigns and who knows what more inattention to the matter under an imminent conservative government, the socially and financially costly normalisation of unsafe sex is what really needs attention, not skimpy outfits and lewd pictures.

Matt Meyer, Mount Eliza

The Age, 29 August 2013

Bitter row over kids' flavoured water

SUSIE O'BRIEN

A NASTY spat has broken out over drinks marketed to children, with Nutrition Australia calling for a new flavoured water to be pulled from shelves.

The product, Water Buddies, has a half teaspoon of sugar in it - compared to around seven teaspoons in many kids' drinks.

However, Nutrition Australia's ACT arm would rather promote sugar-laden chocolate and caramel-flavoured milks.

Nutrition Australia spokeswoman Aloysa Hourigan yesterday expressed concern about the promotion of Water Buddies as a nutritious or healthy option for children.

"It's not so much about the amount of sugar, it's about the sweet taste that encourages children to keep wanting more sweet drinks," she said.

In a letter sent to Water Buddies founder Sian Leonard in May, Ms Hourigan asked the company to "cease promoting these drinks as a healthy choice for children".

But Ms Leonard said: "Water Buddies stands by its position that we are a healthier alternative to orange juice, fizzy and fruit drinks."

The Advertiser, 31 August 2013

HEALTH MENTAL health experts hope to connect with **struggling young men** online. Research by the Young and Well Co-operative Research Centre, Black Dog Institute and the Brain and Mind Institute shows **half of all men aged 16 to 25 have reported psychological distress** and 20 per cent had thought that life was not worth living. Black Dog Institute executive director Helen Christensen says general stress, depression and body image played a part, but those affected were not being reached in traditional ways. "The same group spent an **average of 3.5 hours per day connected to the internet**, checking emails, downloading videos and music, accessing social media and surfing for information," Christensen says. "Their familiarity with technology means delivery of mental health programs via the internet are likely to be successful."

SEAN PARNELL
The Australian, 19 August 2013

SLEEP GOING to bed at the same time every night could **give your child's brain a boost**, a recent study found. Researchers at University College, London found that when three-year-olds have a **regular bedtime** they performed better on cognitive tests administered at age seven than children whose bedtimes weren't consistent. The latest study considered other factors that can influence bedtime and cognitive development, such as kids **skipping breakfast** or having a **television in their bedroom**. After accounting for these, the study found that going to bed very early or very late didn't affect cognitive performance, so long as the bedtime was consistent. "The surprising

SMALL TALK

DEIRDRE Brennan has been appointed the ABC's controller of children's television, taking up the role in the new year. Brennan's extensive TV career has included roles at MTV Networks and the ABC. She is currently director of content for Australia and New Zealand for BBC Worldwide and was previously programming director at Nickelodeon Australia. Brennan was last at the ABC in 2007 as ABC Kids' programmer, a post she held for six years.

The Australian, 26 August 2013

thing was that later bedtimes weren't **significantly affecting children's test scores** once we took other factors into account," says Amanda Sacker, director of the university's International Centre for Lifecourse Studies in Society and Health and a co-author of the study. "I think the message for parents is maybe a **regular bedtime even slightly later is advisable**." The researchers suggest that having inconsistent bedtimes may disrupt circadian rhythms. It also may result in sleep deprivation and therefore affect **brain plasticity** — changes in the synapses and neural pathways — at **critical ages of brain development**.

THE WALL STREET JOURNAL
The Australian, 15 August 2013

NEW PUBLICATIONS

ADVERTISING

Brinsden, H; Lobstein, T (2013)
Comparison of nutrient profiling schemes for restricting the marketing of food and drink to children.
Pediatric Obesity, Vol. 8, No. 4, Pp325-327

Boyland, EJ; Harrold, JA; et al (2013)
Food choice and overconsumption: effect of a premium sports celebrity endorser.
Journal of Pediatrics, Vol. 163, No. 2, Pp339-343

Ciccione, J; Woodruff, SJ; et al (2013)
Associations among evening snacking, screen time, weight status, and overall diet quality in young adolescents.
Applied Physiology Nutrition and Metabolism, Vol. 38, No. 7, Pp789-794

Montoye, AH; Pfeiffer, KA; et al (2013)
Junk food consumption and screen time: Association with childhood adiposity.
American Journal of Health Behavior, Vol. 37, No. 3, Pp395-403

Hudson, S; Elliott, C(2013)
Measuring the impact of product placement on children using digital brand integration.
Journal of Food Products Marketing, Vol. 19, No. 3, Pp176-200

COMPUTERS & INTERNET

Petermann, F; von Marees, N (2013)
Cyberbullying: An inventory and examination.
Kindheit und Entwicklung, Vol. 22, No. 3, Pp145-154

Moreno, MA; Egan, KG; et al (2013)
Internet safety education for youth: stakeholder perspectives.
BMC Public Health, Vol. 13, Iss. 543

Cassidy, W; Brown, K; Jackson, M (2013)
"Making kind cool": Parents' suggestions for preventing cyber bullying and fostering cyber kindness.
Journal of Education Computing, Vol. 46, No. 4, Sp. Iss. SI, Pp415-436

Alvarez, M; Torres, A; et al (2013)
Attitudes and parenting dimensions in parents' regulation of Internet use by primary and secondary school children.
Computers & Education, Vol. 67, Pp69-78

Raghavendra, P; Newman, L; et al (2013)
"I could never do that before": effectiveness of a tailored Internet support intervention to increase the social participation of youth with disabilities.
Child Care Health and Development, Vol. 39,

No. 4, Sp. Iss. SI, Pp552-561

Staksrud, E; Olafsson, K; Livingstone, S (2013)
Does the use of social networking sites increase children's risk of harm?
Computers in Human Behavior, Vol. 29, No. 1, Pp40-50

Kowalski, RM; Limber, SP (2013)
Psychological, physical, and academic correlates of cyberbullying and traditional bullying.
Journal of Adolescent Health, Vol. 53, No. 1, Suppl. S, Pp S13-S20

Hinvest, N; Brosnan, M (2013)
Identifying vulnerability markers for pathological Internet use and pathological video game playing: Playing with an educational context.
Journal of Educational Computing, Vol. 46, No. 4, Sp. Iss. SI, Pp357-376

MEDIA EFFECTS - HEALTH

Cullen, KW; Thompson, D; et al (2013)
Evaluation of a web-based program promoting healthy eating and physical activity for adolescents: Teen choice: Food and fitness.
Health Education Research, Vol. 28, No. 4, Pp704-714

Yang, F; Helgason, AR; et al (2013)
Electronic screen use and mental well-being of 10-12-year-old children.
European Journal of Public Health, Vol. 23, No. 3, Pp492-498

Ross, ST; Dowda, M; et al (2013)
Double dose: The cumulative effect of TV viewing at home and in preschool on children's activity patterns and weight status.
Pediatric Exercise Science, Vol. 25, No. 2, Pp262-272

MEDIA EFFECTS - SOCIAL

Mazurek, MO; Wenstrup, C (2013)
Television, video game and social media use among children with ASD and typically developing siblings.
Journal of Autism and Developmental Disorders, Vol. 43, No. 6, Pp1258-1271

Ferguson, CJ; Salmond, K; Modi, K (2013)
Reality television predicts both positive and negative outcomes for adolescent girls.
Journal of Pediatrics, Vol. 162, No. 6, Pp1175-1180

Njoroge, WFM; Elenbaas, LM; et al (2013)
Parental cultural attitudes and beliefs regarding young children and television.
JAMA Pediatrics, Vol. 167, No. 8, Pp739-745

Haines, J; O'Brien, A et al (2013)
Television viewing and televisions in bedrooms: Perceptions of racial/ethnic minority parents of young children.
Journal of Child and Family Studies, Vol. 22, No. 6, Pp749-756

MOBILE PHONES

McCartan, KF; McAlister, R (2013)
Mobile phone technology and sexual abuse.
Information & Communications Technology Law, Vol. 21, No. 3, Pp257-268

VIDEO & COMPUTER GAMES

Leblanc, AG; Chaput, J-P; et al (2013)
Active video games and health indicators in children and youth: a systematic review.
PloS one, Vol. 8, No. 6, Pp e65351

VIOLENCE

Guo, X; Zhenf, L; Wang, H; et al (2013)
Exposure to violence reduces empathetic responses to other's pain.
Brain and Cognition, Vol. 82, No. 2, Pp187-191

Docksai, R (2013)
The technology of nonviolence: social media and violence prevention.
Futurist, Vol. 47, No. 4, Pp55-56

Gitter, SA; Ewell, PJ; et al (2013)
Virtually justifiable homicide: The effects of prosocial contexts on the link between violent video games, aggression, and prosocial and hostile cognition.
Aggressive Behavior, Vol. 39, No. 5, Pp346-354

Haneke, Michael (2013)
Violence and the media.
POSITIF, Iss. 169, Pp134-137

CONFERENCES

Infant and Early Childhood
Social and Emotional
Wellbeing Conference

"Foundation of a Nation"

30 Oct - 2 Nov 2013

National Convention Centre,
Canberra

www.iecsewc2013.net.au

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WORLD NEWS

Internet addiction expert visits Australia

Dr Kimberly Young has recently visited Australia. She is a professor at St. Bonaventure University in the US who has received awards and honours for her research, is a licensed psychologist, an author, and a speaker on Internet addiction. Dr Young founded *The Center for Internet Addiction* in 1995. It provides treatment for Internet addiction using specialized Cognitive-Behavioral Therapy for Internet addiction and a Digital Detox rehabilitation program.

Dr Young has developed a website, Netaddiction.com as an educational resource. It includes her research articles, books, blog, and tests, including the Internet Addiction Test.

<http://netaddiction.com>

UK research links psychological problems to prolonged screen time

Spending too much time in front of television, DVDs and computer games is taking its toll on children's physical and mental health, according to a recent UK government commissioned report.

Public Health England says there is evidence that children who spend more time watching screens tend to have higher levels of emotional distress, anxiety and depression.

Researchers found that young people who spent less than one hour a day playing computer games were almost three times more likely to say they enjoyed good wellbeing than those who played four hours or more. Those who shared an evening meal with their family on at least

six days a week were more likely to be happy about their circumstances.

<http://www.theguardian.com/society/2013/aug/28/children-health-tv-computer-games>

Fast food advertising to children

A comprehensive US study has analyzed all nationally televised commercial advertisements for the top 25 quick service restaurants between 2009 and 2010. Advertisements were evaluated on whether they seemed intended for children or adults based on either food or toy prominence, with special attention to promotional material and meal tie-ins.

The team's researchers found 99% of all commercials over the year came from McDonald's or Burger King. Visual branding was more prominent in children's ads than adults with 88% of kids' advertisements displaying food packaging while only 23% of adults' ads did.

While a sizable portion of children's ads featured food packaging, promotional tie-ins, and giveaways, advertisements directed at adults focused on taste, price, and portion size.

"Fast-food companies use free toys and popular movies to appeal to kids, and their ads are much more focused on promotions, brands and logos – not on the food," said study leader Dr. James Sargent, from the School of Medicine at Dartmouth College.

Bernhardt, A et al (2013) How Television Fast Food Marketing Aimed at Children Compares with Adult Advertisements

<http://www.plosone.org/article/info:doi/10.1371/journal.pone.0072479>

KIDS' TV

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

ABC 1

Lockie Leonard; Places to Dance; Play School; Milly, Molly; Zoo Mix; Gawayn; The Worst Witch; Five Minutes More.

ABC 2

Henry's World; Finley The Fire Engine; Thomas and Friends; Octonauts; Rob the Robot; Sesame Street; Chuggington; Little Princess; The Wot Wots; The Koala Brothers; Wiggle and Learn; Zigby; Pingu; Igfam Ogam; Waybaloo; Joe & Jack; Ha Ha Hairies; Maya the Bee; Kioka; Cloudbabies; In the Night Garden.

ABC 3

Monk; Fleabag Monkeyface; The High Fructose Adventures of Annoying Orange; Jibber Jabber; Old Tom; Rocket Power; Bugged; BTN Extra; Really Me; Masha and the Bear; Detentionaire; What's Up Warhogs!; Life with Boys.

7TWO

Match It; Toybox.

GO!

GASP!; Looney Tunes; Pixel Pinkie.

TEN

Wurrawhy; Totally Wild; Mako: Island of Secrets.

NICKELODEON

Drake & Josh; Figure it Out; Fred the Show; Monsumo; Bucket and Skinner's Epic Adventures; You Gotta See This; Victorious; Big Time Rush; iCarly; The Penguins of Madagascar; Fanboy & Chum Chum; Robot & Monster.

DISNEY CHANNEL

Stitch!; Sonny with a Chance; Phineas and Ferb; Good Luck Charlie; Jessie; Kickin' It; Wizards of Waverly Place; Lab Rats; Gravity Falls; G-Force; Shake it Up.

NITV

Raven Tales; P-Culture; Go Lingo; Tipi Tales; Yamba's Playtime; Bizou.