

ACCM small screen

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

Media for 21st century children

The 7th World Summit on Media for Children, and preconference workshops were held in Kuala Lumpur between 8 and 10th September. This was the first time the Summit had been held in Asia and it was attended by over 900 delegates from all over the world- from Kiribati to Norway.

The World Summit movement was founded by Australian Dr Patricia Edgar, who gave a challenging opening address.



Dr Patricia Edgar with Mike McClusky

She said:

The World Summit movement on Media for Children, since its inception in Melbourne in 1995, has fostered a positive, health-promoting model of quality media that will enhance child development and learning, and empower children to strengthen what they are already creating as 'producers' of media content. Children have become very active participants who are reshaping the media environment on their own terms, not just 'consumers' in need of adult protection.

Dr Edgar concluded:

Children have a right to the best that media can offer; they are the future citizens of a different, digital world most of us are struggling to understand. As a tool for the voice of children, as a tool for the education of children, as a tool for cultural identity the media are unequalled. They are a most powerful force affecting children's lives everywhere. Difficult as it may be it is our task to think this through.

No. 312 September 2014

An edited version of Dr Edgar's address can be found at

[http://www.onlineopinion.com.au/
view.asp?article=16688&page=2](http://www.onlineopinion.com.au/view.asp?article=16688&page=2)



Children perform at the Conference opening

The Summit was well supported by the Malaysian government, and the conference opening address was given by YA'Bhg. Datin Paduka Seri Rosmah Mansor, wife of the president of Malaysia and patron of Summit 2014. Young Malaysian dancers and singers provided an exciting opening performance.

Asian speakers and delegates, including Wivina Belmonte (Unicef Malaysia) were intent on finding ways to use new media to bring education to the many children who lacked proper access. International experts in the field of children and media included US Prof Ellen Wartella, Norway's Barbro Hardersen, UK Prof Jeanette Steemers, Germany's Dr Maya Gotz, NZ On Air's Jane Wrightson, and from UNESCO Paris Venus Jennings.



Barbro Hardesen from Norway (L) with Australian Olya Booyar

Australians were not only active in organisation of the conference, but also gave papers and moderated a number of sessions. Former ABC Executive and independent media consultant Mike McCluskey; former Deputy Director of the Classification Board and former ACMA manager Olya Booyar, CEO of The Cyber Guardian, Max Thomas; radio trainer Steve Ahern, and ACCM's Hon CEO Barbara Biggins all made significant contributions.

Barbara spoke at the pre-conference workshop and during the conference. Links to her papers can be found at:

[http://childrenandmedia.org.au/news/
news-items/2014/accm-ceo-at-world-
summit-on-media-for-children](http://childrenandmedia.org.au/news/news-items/2014/accm-ceo-at-world-summit-on-media-for-children)

The conference launched the Kuala Lumpur Declaration: Empowering Children in 21st Century which can be found at:

[http://www.wsmc2014.org/index.php/
wsmc-declaration](http://www.wsmc2014.org/index.php/wsmc-declaration)



The handover to Switzerland

The next World Summit held in in Davos, Switzerland in 2017. It will be hosted by the European Broadcasting Union (EBU), Storygeic, a boutique agency specializing in media brand strategy, and Keynes Turkey, a top tier conference organizer and travel specialist.

[http://www.wsmcf.com/next_summit/
next.htm](http://www.wsmcf.com/next_summit/next.htm)

MEDIA FOR 21ST CENTURY
CHILDREN
AWARD NOMINATION

EDITORIAL:
DOES MEDIA VIOLENCE
CAUSE VIOLENT CRIME?

PARENTS JURY
FAME & SHAME AWARDS
TRADE IN YOUR VIOLENT TOYS?



no. 312 September 2014
small screen

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EDITORIAL

Does media violence cause violent crime?

Whoever said it did? Not long term reputable researchers in the field, like Anderson, Gentile and Bushman.

Yet other researchers (and media journos) keep wanting to put words into their mouths.

The latest piece of research which finds that media violence does not cause severe forms of violent criminal behavior, (Markey et al 2014), is bound to be reported all over the place. It will be used to "prove" wrong those researchers who have shown that media violence, including violent video games can contribute to interpersonal aggression, raise the risk of the use of violence in a conflict situation, as well as cause desensitisation to the use of violence.

The new study investigates the links between homicides and aggravated assaults, video game sales, internet key word searches for violent video game guides and the release dates of popular violent video games, and concludes there was no evidence that violent video games are linked to real world violence in the US. As one longtime researcher has commented "this type of population – level analysis is largely irrelevant to what is an individual psychological effect".

Readers looking for more information about the impacts of media violence will gain useful insights by reading articles by other authors in the same journal issue :

National Award nomination for ACCM President.

ACCM President, Professor Elizabeth Handsley was recently nominated for a Children's Law Award. These awards recognise the achievements and commitment of those individuals and organisations who advance the legal rights and interests of children and young people across Australia.

Professor Handsley was nominated in the category 'Outstanding Contribution to Policy or Law Reform.' The media release which listed her as an honourable mention, said

A challenge facing Australia is the interaction of children and young people and the media. Given the ever-changing nature of the media, the legal regime surrounding this area is very new and developing.

Elizabeth Handsley, a Professor of Law at Flinders University and the President of the Australian Council on Children and the Media since 2010, has worked tirelessly in, among other things, the creation of children's media law as a recognised legal field including the amendment of the guidelines for MA15+ video games

<http://www.ncylc.org.au/>

<http://psycnet.apa.org/index.cfm?fa=browsePA.ofp&jcode=ppm>



Barbara Biggins OAM
Hon CEO ACCM

Also useful are Strasburger and Donnerstein (2014) and the very recently published piece by Alia-Klein et al.(2014) who found that individual differences in trait aggression strongly couple with brain, behavioral, and autonomic reactivity to media violence which should factor into debates about the impact of media violence on the public. This study also found further evidence to support the desensitization hypothesis.

References

Alia-Klein, N et al (2014) "Reactions to Media Violence: It's in the Brain of the Beholder" *Plos one*: September 10, 2014

<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0107260>

Markey, Patrick et al (2014) "Violent video games and real world violence: rhetoric vs data" *Psychology of Popular Media Culture*. Advance online publication Aug 18

<http://psycnet.apa.org/psycinfo/2014-33466-001/>

Strasburger, V; Donnerstein , E (2014) "The new media of violent video games : yet same old media problems?" *Clinical Pediatrics* 53(8) July 2014

<http://cpj.sagepub.com/content/53/8/721.short>

Fame and Shame Awards

Nominations are now open for the 2014 Parent's Jury Fame and Shame Awards. This is a chance to tell the food industry what you think about marketing tactics that target children.

The Parents' Jury Fame & Shame Awards aim to raise awareness of the marketing techniques that the food industry uses to promote unhealthy foods and drinks to children, and to recognise the campaigns that promote healthy food and activity to children in a fun and appealing way. This year they have introduced a new category highlighting junk food sponsorship of children's sport.

Awards will be given under the following four categories. Send in your nomination and tell them what annoys you and what you like!

- Pester Power- Shame Award
- Foul Play- Shame Award
- Digital Ninja
- Parents' Choice - Fame award

Nominations close on 3 October and the winners will be announced on 13 November

<http://www.parentsjury.org.au/fame-and-shame-awards>

Clips 'n' Cuts

small screen no. 312 September 2014

Tech giants vie for software wunderkind

DAISUKE WAKABAYASHI
PROGRAMMING

THE rivalry between Apple and Google to dominate the smartphone business is fuelling the technology industry's newest talent search: software prodigies as young as 13 who are creating apps for their mobile devices.

Grant Goodman, 14, sensed an opportunity when Apple removed the preloaded YouTube app from its iPhones last year.

He quickly built an advertising-free app called Prodigus to play online videos "fast with no compromises."

Prodigus, Grant explains, was his second iPhone app. He recently built a third, a game called "iTap That," and incorporated a company, Macster Software to manage the business.

"If you start young, you will have an advantage over people who start in their 20s," he said. "Your brain has more plasticity when you're younger."

Grant is among a generation of teenage developers seizing opportunities afforded by the spread of smartphones and the ready market for their work through the app stores. Overall, Google has paid developers more than \$5 billion over the last year, and Apple paid about \$US10bn over the same period — and \$20bn since it opened its app store in 2008.

Software wunderkinds are being courted by Apple and Google to write for their mobile-operating systems. Apple in 2012 lowered the minimum age to

attend its developer conference to 13, from 18, and made the younger teens eligible for scholarships that waive the \$1600 registration fee. Minors claimed roughly half of the 200 scholarships at this year's conference, where Apple introduced a new programming language, Swift, that streamlines the app-making process.

Google started its own youth program at its Google I/O developer conference in June. It hosted 200 children between the ages of 11 and 15 for a half-day, introducing them to some basic tools used by its developers.

Grant, an Apple scholarship winner, has created an app for Google Glass that displays remaining battery power of the web-connected eyewear. But he said he preferred making apps for Apple's iOS devices because he was "obsessed" with the iPhone maker and its emphasis on simplicity.

Mother Becky Goodman says paying for summer camps for programming and computer equipment is a financial sacrifice, but worth it to see Grant happy and fulfilled. "We're not emotionally invested in him being the next Mark Zuckerberg," she said. "We just want him to be happy."

Nick D'Aloisio is a hero to many of whiz kids. Now 18, Mr D'Aloisio last year sold his news-summarising app Summly to Yahoo for \$30 million. At Apple's June forum, Mr D'Aloisio won a design award for a different news-reading app he developed at Yahoo. "I hope that's me one day," said Douglas Bumby, 16, as he watched Mr D'Aloisio accept the

award. Douglas drove 14 hours from Langley, British Columbia, with his grandparents to attend the forum. He spent more than 70 hours honing the app about himself that was part of the scholarship application, adding features such as a counter that tracked his age to the second.

Douglas's first app — Just Go!, a stopwatch for runners — be-

'Age isn't a requirement to do well'

SARAH RUST
STUDENT AND DEVELOPER

came available in the App Store during the conference. The app is listed under his grandfather's name because he is only 16.

Developers younger than 18 years old can't publish apps in Apple's App Store, so many children register using a parent or guardian's name. Google has no age restrictions for its Google Play store, but a developer needs to register an account with a credit card — something that many children don't have.

Douglas said he was sometimes mocked at school as a nerd, but enjoyed being around tech-savvy teens at the forum. He also found a business partner in Jason Pan, 17, from Australia.

The pair quickly formed a company, Apollo Research, and set to work on a collaboration app they are calling Slate. But Douglas said it was still difficult for young

developers to get taken seriously by investors or customers. "I kind of wish I was older," he mused.

Sarah Rust, 21, stood out among Apple's mostly male student developers. Unlike her peers who are weighing whether to skip college, the University of North Carolina student and Apple scholarship winner is in no rush to start her career and is considering pursuing a master's degree in computer science. But she has been impressed by her peers' drive.

"They are incredibly smart, probably smarter than most adults," she said. "Age isn't a requirement to do well."

Ahmed Fathi, 15, said he taught himself how to create iPhone apps in Egypt. "Even my computer teacher has no idea what programmers do," he said. "My friends think I'm crazy. They often ask 'what the hell are you doing?'"

Ahmed said he became interested in programming after an uncle taught him how to create websites two years ago. He learned how to build mobile apps by watching YouTube videos and combed Stack Overflow, a question-and-answer site for programmers. This month, he published Tweader, an app that reads Tweets aloud for drivers or bikers, in the App Store.

The forum was an eye opener. He spent time touring San Francisco, Apple's campus and Stanford University. He also participated in local "hackathons" — intense collaboration sessions to create new software.

THE WALL STREET JOURNAL

The Australian, 2 September 2014

New watchdog for online bullying

FRAN FOO

AUSTRALIA'S new commissioner for children's online safety will have a direct line to Facebook and Twitter to order them to act on cyber-bullying complaints.

Nearly a third of teenagers in Australia say they have been victims of online harassment.

Communications Minister Malcolm Turnbull said the commissioner would act "very quickly, ideally (in) hours" instead of days, to contact large social-media sites once a complaint was lodged.

The Coalition hopes to introduce legislation by the end of the year, with the e-safety commissioner selected early next year.

Under the new framework, users younger than 18 who feel harassed online should first notify the relevant websites, said Parliamentary Secretary to the Minister of Communications Paul Fletcher.

If the sites failed to act then they should immediately contact the commissioner, Mr Fletcher said, during a visit to Strathfield Girls High School in Sydney's inner west yesterday.

"The e-safety commissioner will assess it, and if it is cyber-bullying material the commissioner will then go to the large social media sites and say 'you need to take this down,'" he said.

"In all the consultations that we've done, the No 1 message that comes back is people say, 'look

there's very nasty stuff about me online on this social media site and I don't seem to be able to do anything about it!'

The commissioner will have the power to direct authors of harmful material aimed at children to remove the content or risk being reported to the authorities.

Complainants could still go directly to the police should they wish, Mr Fletcher said.

Karen Flanagan of Save the Children welcomed the news, saying any initiative that did more to protect children online was good.

For help contact Kids Helpline 1800 55 1800, Lifeline Australia on 13 11 14 or your school counsellor
The Australian, 18 September 2014

Toymakers play nicely with apps

ANNE MARIE CHAKER

CAN toys and apps play nicely together?

Several big toy brands think they finally have the right formula for mixing digital play with tangible toys. They arrived at this point after years of struggling to devise new versions of traditional toys that would appeal to young children as much as a tablet or smartphone.

Mattel says it has a winner with Barbie Fashion Design Maker, for ages 6 and up. Girls design Barbie-size fashions on a computer or tablet and print them out on sticker-backed fabric. The \$US50 (\$54) kit, now hitting stores, comes with eight sheets of printer-friendly fabric, which girls mould to the Barbie. They can upload photos (a cat's face, a tennis racket) using the app or downloadable software and embellish Barbie's clothes with the images. And they can create a portfolio for storing and displaying the creations.

This toy "makes the digital a great tool for a major benefit, which is imagination and creativity," said Michael Shore, vice-president and head of global consumer insights at Mattel.

Hasbro has launched the N-Strike Elite Nerf Cam ECS-12 Blaster, an \$US80 toy gun with built-in video-camera that shoots foam darts. Children ages 8 and up record their best shots; afterwards they can upload the video to YouTube or send it to each other's phones.

The ECS-12 evolved from a \$US15 accessory Nerf sold last year, a holder for an iPhone or iPod Touch meant to be mounted on to a foam-dart blaster.

Brian Jablonski, Nerf design director, said he was concerned about potential iPhone casualties.

"It's an expensive device," he says. "You want to make sure kids are using it the right way." Another concern was that the toy wouldn't appeal to children who don't have smartphones.

It is hard to get the toy-tech formula right. Focus too much on the digital, and the toy feels like an afterthought. Focus too much on the toy, and the app feels like a distraction.

Toy industry analysts say the best combinations focus on what companies call "play pattern", whether it's creative design or imaginary combat. Both toy and app have equal importance. "The app has to have real play value," said Jim Silver, editor-in-chief of TTPM, a website that reviews and tests toys.

Experts say they see parents falling into one of two camps,

broadly speaking, when it comes to exposure to digital media. Some parents feel pangs of guilt when seeing a child mesmerised in front of a screen. Others are intrigued with digital possibilities and want to make more activities available to their children on phones and tablets.

Companies say the toy-app combination helps ease some parents' concerns about children and digital media.

"In the insights and research we did, what we heard from mums in particular was this phenomenon of the 'zombie gaze,'" said Michael McNally, senior director of brand relations at Lego Systems, the US unit of Denmark's Lego Group.

This past northern summer, Lego launched a game in the US called Fusion for ages 7 and up. Retailing for \$US35, it comes with Lego bricks, a corresponding app and what the company calls a "capture plate". Children respond to the app's prompts by building on the capture plate, which enables the app to import an image of the creation into the digital game.

What parents "really appreciate is that it's a way to break the zombie gaze", Mr McNally said. The player has to move back and forth between the screen and the real world.

Many toymarketers have seen tablets as a threat. In a Nielsen survey published in February 2012 of tablet-owning households with children under age 12, 77 per cent said the children used the tablet to play downloaded games.

"We are waging war," said Melissa Bernstein, co-founder of Melissa & Doug, maker of wooden and other types of toys. Young children are ageing out of toys faster than ever, she said. "We are fighting age compression. That's technology. There's no question it's impacting us."

More toymakers are seeing digital possibilities.

Jakks Pacific sells miWorld play sets, which are tiny stores children decorate and connect together. Using an app, girls ages 7 and up create an avatar of a teenage girl, who tosses her hair, checks her nails and says "Let's get ready to shop!"

Girls point the camera in their smart device at one of the stores, then view it on screen, where the teenage avatar magically appears.

Using the app, marketers can continue to observe consumers' behaviour after they buy the play-set and bring it home, said Jill Nordquist, senior vice-president of marketing.

"You can get analytics daily," Ms Nordquist added. "You don't have to call in a focus group of girls."

HEALTH

WHAT you watch on TV can make the adverse health effects of watching TV even worse. Researchers from Cornell University in the US compared eating habits of viewers who watched Hollywood action movie *The Island* to those who watched *Charlie Rose*, an American interview program. Those who watched the movie, with its high camera cuts and sound variation (and Scarlett Johansson), ate 98 per cent more grams of food and 65 per cent more calories than viewers who watched the interview program. "More distracting TV content appears to increase food consumption: action and sound variation are bad for one's diet," the researchers concluded. "The more distracting a TV show, the less attention people appear to pay to eating, and the more they eat."

SEAN PARNELL

The Australian, 5 Sept 2014



Reptiles rebooted

FILM
TEENAGE MUTANT NINJA TURTLES ★★

(M) General release
(101 minutes)

Reviewed by Jake Wilson

This year has seen a new generation of filmmakers seizing control of the Hollywood blockbuster machine – and setting a course straight for the 1980s, currently the era of peak childhood nostalgia.

In the wake of *The Lego Movie* and *Guardians of the Galaxy* comes 37-year-old Jonathan Liebsman's *Teenage Mutant Ninja Turtles*, which revives the weirdly durable premise of a quartet of pizza-loving reptiles, named for some reason after Renaissance artists, who live in the New York sewers and fight crime after dark.

The theme song for the original TV cartoon, which premiered in 1987, sums up their personalities concisely: "Leonardo leads/ Donatello does machines/ Raphael is cool but crude/ Michelangelo is a party dude."

All that holds good in this live-action reboot, although the word "dude" has been eliminated from the script, since the Turtles – brought to life via motion capture – no longer converse in Californian surfer slang.

Nor do they inflict damage on their enemies with quite their former glee. Michelangelo's once-



Action heroes: The Teenage Mutant Ninja Turtles.

legendary nunchucks are mostly for show, which is perhaps for the best given the alarm they caused parents and teachers back in the day.

The TV reporter April O'Neil, the Turtles' main link with the outside world, is played this time round by Megan Fox, essentially reprising her role as the Hot Girl in the first two Transformers films, directed by Michael Bay, who's credited as a producer here.

More than most Bay productions, this one seems squarely aimed at children. Still, there are traces of his usual penchant for grotesque innuendo: Michelangelo, voiced by Noel Fisher, flirts lewdly with April, who responds with understandable disgust.

This is frankly disposable entertainment, but to some degree it's a welcome parody of earnest superhero movies like those directed by Christopher Nolan, which for all their self-importance are fundamentally just as silly.

The Age, 11 September 2014

FAMILY

THEY may prefer to eat in front of the TV, but teenagers benefit from a family dinner. According to research published in journal *JAMA Pediatrics*, family dinners appear to moderate the link between teens being victims of cyber-bullying and having mental health and substance use problems. The research showed four or more family dinners a week had a fourfold difference between the rates of not being cyber-bullied and frequently being cyber-bullied. With no family dinners, the difference was more than sevenfold. For those who do have mental illness, SANE Australia online forums provide trusted and anonymous access to reliable mental health information.

SEAN PARRELL

The Australian, 4 Sept 2014

State's deal brings creativity to school

FRAN FOO
EDUCATION

THE Queensland Department of Education has inked a \$1 million-plus deal with Adobe for its creative software which will cover 770,000 students in public and independent schools.

Thousands of students will be given free access to enterprise-grade tools to design websites, create videos and build apps.

The students join three million primary and secondary students across the country who already have access to Adobe's creative tools.

Schoolchildren and teachers will have access to Adobe's Creative Cloud suite, including commercial-grade products such as Photoshop, InDesign, Illustrator and Dreamweaver.

Queensland Education Minister John-Paul Langbroek described the agreement as a "partnership" that would help the Newman government "deliver greater access to state-of-the-art

technology in the classroom". As I travel the state I am always interested to see how technology is integrated into everyday classroom activities, from spelling tests on iPads to marking the role on an interactive whiteboard," Mr Langbroek said in a prepared statement.

"Everything we do in education is about better student outcomes."

Already, Adobe's Certified Associate exams are recognised as credit towards the Queensland Certificate of Education.

NSW, Victoria, Western Australia, South Australia and the ACT governments have similar deals in place with Adobe.

The Australian,
9 September 2014

'Ensure kids watch suitable shows'

Programmes with good values vital for children's growth, says expert

KUALA LUMPUR: The majority of children's programmes are commercially driven and not educational, said children's TV and media consultant Dr Patricia Edgar.

"These less creative and cheaply produced programmes are made for entertainment with the intention to sell their merchandise."

"An effective educational programme is about good values, constructive messages and most importantly, contains local elements to help the social and emotional development of children."

"It is very important that children learn about their own cultures," said the former director of Australian Children's Television Foundation, who has produced numerous award-winning children's shows.

Dr Edgar was speaking to reporters on the sidelines of the 7th World Summit on Media for Children here yesterday.

Some 1,000 producers, broadcasters, media regulators, educators and community leaders from 61 countries are attending the three-day event, which began on Monday.

It is the first time that the summit, which Dr Edgar started, was being held in Asia - home to two billion



Vibrant colours: Rosmah, Dr Edgar (left) and Ahmad Shabery with children from the Permata Seni arts programme at the summit in Kuala Lumpur.

children, which is about 80% of the world's children.

Dr Edgar said it was important for children to understand the "real world" and to be taught the correct

way to deal with problems rather than overprotect them and let them live in a fancy world.

Interesting storylines, strong characters with humorous and touching

plots were among the elements in programmes that appealed to children, she said.

Datin Seri Rosmah Mansor, the patron of the summit, urged those in

the field to conduct more research to promote quality programming, better policy guidelines and better direction for the protection of the media for children.

Rosmah said in her opening speech that programmes for children should be designed to build knowledge while teaching them valuable lessons about living in a multi-racial and multi-religious community.

Rosmah, who is the wife of Prime Minister Datuk Seri Najib Tun Razak, urged parents to guide their children towards safe, balanced and responsible use of technology by familiarising themselves with the "new media".

Communications and Multimedia Minister Datuk Seri Ahmad Shabery Cheek said he hoped for a mechanism to monitor the negative influence of information technology (IT) on children.

"We hope that there is international consensus on efforts to check child pornography and violent programmes so that children are not influenced."

"(This will also help) parents to control their children's use of IT," he added.

Singapore Star, 10 September 2014

Teaching falls victim to bullies

**LAUREN WILSON
SOCIAL AFFAIRS WRITER**

SCHOOL principals and teachers are so swamped dealing with cyber bullying complaints they are losing hours of valuable teaching time each week.

Worrying new research shows Australian high schools are now dealing with an average of 22 cyber bullying incidents each year.

The Federal Government is set to escalate its response to

cont....

"Clearly there is only a finite amount of time in the day, the time spent responding to cyber bullying is time principals and teachers are not able to spend on the core business of educating kids," he said.

Matthew Keeley, the director of the National Children's and Youth Law Centre, who conducted research for the Federal Government, said about 463,000 Australian children were victims of cyber bullying last year, three-quarters of them aged 10-15.

the growing problem, by putting legislation to create a Children's E-Safety Commissioner to parliament before the end of the year.

Parliamentary Secretary for Communications, Paul Fletcher, has expressed concerns that cyber bullying is creating "a substantial new workload for principals and teachers".

He told *The Advertiser* the problem had become so bad that principals and teachers frequently spent Monday mornings intervening in a so-

cial media stoush that erupted between students over the weekend.

"The physical safety of children in school grounds is traditionally the responsibility of schools, but what has happened is children are now communicating very extensively online and on social media, and those engagements within the school boundaries have gone well beyond school boundaries, and schools have been faced with a very big new responsibility," he said.

Mr Keeley said the majority of Australian schools reported dealing with a cyber bullying case last year, and on average high schools grappled with about 22 incidents of cyber bullying last year alone, with one in three of those cases being so serious they were referred to the police.

"We are hearing that teachers are spending inordinate amounts of time managing these issues," he said.

He said principals and teachers had to inform and in-

volve parents in the issue, counsel and mediate students, issue warnings about inappropriate online behaviour, facilitate class discussions, discipline students and liaise with police in more serious cases.

"This vast array of strategies occurs in an already crowded curriculum and school environment and is seen to be a particular challenge for the generally older cohort of teachers who are less prone to using the technologies their students are using," he said.

FOOD YES, of course we know Barbie is a ridiculous role model for little girls — that unattainable figure, etc — so officially we can't approve of *The Langham's Barbie Fashionistas High Tea*, a spin-off from the Melbourne hotel's school holiday High Teas for children. Unofficially? Is my three-year-old too young to go? To be held in the Langham ballroom, the October 19 event will give the girls a chance to dress up, have their hair sprayed bright pink and their nails painted in between nibbling on neon cupcakes, shoebox-shaped lamingtons and lip gloss-inspired cookies. Let's face it, anything this much fun could not possibly be politically correct. Bookings: melbarestaurant.com.au

NECIA WILDEN

The Australian, 17 Sept 2014

NEW PUBLICATIONS

ADVERTISING

Scarborough, P; Payne, C; et al (2014) **How important is the choice of the nutrient profile model used to regulate broadcast advertising of foods to children? A comparison using a targeted data set.**

European Journal of Clinical Nutrition, Vol. 67, No. 8, Pp815-820

Tatlow-Golden, M; Hennessy, E; et al (2014)

Young children's food brand knowledge. Early development and association with television viewing and parents' diet.

Appetite, Vol. 80, Pp197-203

Folkvord, F; Anschutz, DJ; et al (2014) **Impulsivity, "advergames", and food intake.**

Pediatrics, Vol. 133, No. 6, Pp1007-1012

Opree, SJ; Buijzen, M; et al (2014) **Children's advertising exposure, advertised product desire, and materialism: A longitudinal study.**

Communication Research, Vol. 41, No. 5, Pp717-735

Wise, Jaqui (2014)

Unhealthy foods feature prominently on children's TV, study shows.

BMJ (Clinical Research edition), Vol. 349, Pp4416

COMPUTER & INTERNET

Patton, DU; Hong, JS; et al (2014)

Social media as a vector for youth violence: A review of the literature.

Computers in Human Behavior, Vol. 35, Pp548-553

Barnett, MA; Nichols, MB; et al (2013) **Factors associated with early adolescents' anticipated emotional and behavioural responses to ambiguous teases on Facebook.**

Computers in Human Behavior, Vol. 29, No. 6, Pp2225-2229

Moreno, Megan A (2014)

Cyberbullying.

JAMA Pediatrics, Vol. 158, No. 5, Pp500-500

Alvarez, M; Torres, A; et al (2014)

Attitudes and parenting dimensions in parents' regulation of Internet use by primary and secondary school children.

Computers & Education, Vol. 67, Pp69-78

Blackwell, CK; Lauricella, AR; Wartella, E; (2014)

Factors influencing digital technology use in early childhood education.

Computers & Education, Vol. 77, Pp82-90

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WORLD NEWS

Awards for Children's Television

Finalists in the Screen Producers Australia 2014 awards have been announced.

In the Children's Television Production section, the finalists are:

- *Bushwhacked!*, Mint Pictures
- *Buzz Bumble*, Blue Rocket Productions
- *Hoopla Doopla!*, Beyond Screen Productions
- *Nowhere Boys*, Matchbox Pictures
- *The Flamin' Thongs*, Media World Pictures

The award announcements will take place at the Palladium at Crown in Melbourne, on Tuesday, 18 November 2014 as part of the 29th SCREEN FOREVER Conference.

<http://screenforever.org.au/>

Trade in your violent toys?

Rather than trying to put legal barriers in place to prevent children from buying or playing violent video games, California's Marin County is taking a different tack, asking families to voluntarily trade in their violent video games for ice cream and raffle tickets.

The campaign is part of the county's efforts for Domestic Violence Awareness Month, which include weekly opportunities to trade in violent video games or toy guns. Participants will be provided with ice cream and parents of children participating will be entered in a raffle for further prizes.

The toy and game drive is being spearheaded by District Attorney Ed Berberian and the Center for Domestic Peace, who

teamed up two years ago in a real gun buy-back program that took in over 850 weapons.

<http://arstechnica.com/gaming/2014/09/california-program-asks-citizens-to-trade-violent-games-for-ice-cream/>

British teens porn survey

A survey of 500 British 18-year-olds has found that four in five thought it was too easy to accidentally view explicit images while surfing the internet, and seven in ten felt that pornography led to unrealistic views about sex. Two thirds said that "it would be easier growing up if pornography was less easy to access for young people". The survey was conducted by UK research group Opinium and commissioned by the Institute for Public Policy Research

Although the results showed a high awareness of the issue among teens, it also highlighted how widespread the problem is. Just under half (46%) said that sending sexual or naked photographs was "part of everyday life for teenagers nowadays", while 81% agreed that "most young men look at pornography".

<http://news.opinium.co.uk/survey-results/teens-think-porn-doing-damage-young-people>

Become a Superhero toy

According to Kidscreen, as a part of Marvel's new Super Hero September campaign, toy company Hasbro is offering US children the chance to actually become their favorite superhero.

The toymaker has partnered with Disney, Walmart and 3D printing company to run a new promotion in shops. Its 'Super

'Awesome Me' campaign lets kids put their faces onto Captain America and Iron Man action figures via 3D printing.

Children can visit an in-store scanning station installed at 12 locations in the US, where a 3D face scanner will capture their likeness to create a model. The resulting customized action figure (US\$45) will then be available for pickup four weeks later.

<http://kidscreen.com/2014/09/19/has-bro-lets-fans-become-superheroes/#ixzz3E6znqMUG>

Survey indicates increased mobile media use in US children.

Childrens' use of smartphones and media tablets outpaces their use of all other consumer electronic devices in U.S. households, according to *Kids and CE: 2014*, the latest report from global information provider, The NPD Group. The report was the result of an online survey completed by 3,028 individuals age 22 and older with a child in the house between the ages 4 and 14.

Seventy-one percent of households with a child aged from 4 to 14 reported owning a smartphone in 2014, up from 55 percent in 2012. Ownership of tablets doubled between 2012 and 2014, growing from 21 percent to 43 percent, respectively.

Among those with children in the household, 35 percent said that their child uses a smartphone, up from 21 percent in 2012. For media tablets, the figure was 31 percent, up from thirteen percent in 2012.

<http://www.prweb.com/releases/2014/09/prweb12187731.htm>