



No. 314 November 2014

Holiday movies- *Know Before You Go*

ACCM's movie reviewers have begun reviewing the movies which will be in the cinemas for the 2014-15 summer holidays. As usual the challenge for parents will be finding movies suitable for the whole family.

G rated movies include:

- *Paddington*
- *Penguins of Madagascar*
- *Paper planes*

However, even these movies on the G list may not be fright-free. Our reviewers often find it necessary to warn parents of under sixes about scary scenes in movies with this classification and the Australian Classification Board has itself given Consumer Guidelines for *Penguins of Madagascar* - "Some scary scenes."

Movies rated PG include:

- *Annie*
- *Alexander and the terrible, horrible, no good, very bad day*
- *Big Hero 6*
- *Into the Woods*

Parental guidance is definitely recommended for these films, as, according to ACCM reviewers, those reviewed so far vary quite widely in their suitability for different ages.

M rated films which are likely to appeal to children (but are not necessarily suitable for them) include:

- *The Hunger Games: Mockingjay-Part 1*
- *Dumb and Dumber To* (sic)
- *The Hobbit: The Battle of the 5 Armies*

Our reviewer found that, like its predecessors and in line with the M rating, the latest *Hunger Games* movie is unsuitable for under 13s, with parental guidance strongly recommended for the 13-15 age group because of violence, disturbing themes and scenes. It includes a public execution scene and a disturbing attack by one leading character on another.

The other two M rated films have not yet been seen by our reviewers. *Dumb and Dumber to* is rated M for "Crude and sexual references, violence, coarse language and drug references". Its predecessor, with

which many parents would be familiar, was rated PG.

The third *Hobbit* movie, *The Hobbit: The Battle of the 5 Armies* which is to be released on 26 December has an M rating for *Fantasy violence*.

Some of the listed movies are already reviewed on the ACCM website and others will be added as they are released. To read reviews of these and all G and PG movies, together with M rated films likely to be marketed, or to appeal, to children, go to the Movie Reviews section of the ACCM website.

<http://childrenandmedia.org.au/movie-reviews>

Fame and Shame Awards

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.

The Parent's Jury's 10th Annual Fame and Shame Awards go to:

- Pester Power: Nestlé, Wonka Golden Ticket Promotion
- Foul Play: Coca-Cola Amatil, Powerade Sports Loyalty
- Digital Ninja: Coca-Cola Amatil, Fanta Flavour Lab App & McDonald's Emlings
- Parents' Choice: Woolworths, Jamie's Garden

Watch a video compilation of the Awards at:

<https://www.youtube.com/watch?v=8L9WMuiXV9I&feature=youtu.be>

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

What not to buy for Christmas 2014

US organisation Campaign for a Commercial-Free Childhood (CCFC) has run its sixth annual contest for Worst Toy of the Year: the TOADY (*Toys Oppressive And Destructive to Young children*) Award.

From what they call the "multitude of 2014 toys promoting precocious sexuality, violence, branded entertainment, and/or seductive screen time at the expense of creative play", CCFC selected five finalists for public vote on their website.

The "winner" is the U-verse app by Baby-First, advertised as the first second screen experience for infants and toddlers. When a baby "draws" on a tablet or smart phone, the drawing appears on the TV screen over regular BabyFirstTV programming. It is advertised as being suitable for the 0-5 age group.

This beat the Girl Scout Barbie which features an impossibly thin body, pink capris, and high-heeled hiking boots!

For more information see:

<http://www.commercialfreechildhood.org>

Parent Seminar

Guidelines for Good Gaming

Physical and psychological effects of video and computer gaming

19 March, 2015

Mercedes College

Adelaide, South Australia

Speakers:

Professor Leon Straker, from Curtin University, WA
co-author of *Evidence-based guidelines for wise use of electronic games by children*

Dr Wayne Warburton, from Macquarie University, NSW
co-editor of *Growing up fast and furious: Reviewing the impacts of violent and sexualised media on children*

More information available soon on the ACCM website at:

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

HOLIDAY MOVIES

PARENT SEMINAR



Seasons Greetings from all at ACCM

FAME & SHAME AWARDS

WHAT NOT TO BUY



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small screen

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small screen is published at the beginning of each month and reports on the events of the previous month 11 issues per year (Dec/Jan double issue)

Published by
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ACCM is a national, non-profit community organisation. Its mission is to promote a quality media environment for Australian children.

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Contributions are welcome.

ACCM's movie and app review services are supported by grants from the
South Australian Government

ACCM's Website is designed and supported by



www.gocreate.com.au

ACCM acknowledges support from the Romeo Family

EDITORIAL**No such thing as a free app!**

Our guest editorialist is Kathy Frith, the project manager for ACCM's app review service, Know Before You Load.

It's been 12 months since the start of the ACCM *Know Before You Load* app review project, and as with so many things in this fast-moving age, much has changed in the app market.

This time last year, the biggest concern to consumers was bill shock which was triggered by in app purchases. In February 2014 the European Union held meetings with consumer groups and business with the aim of making the costs of in-app purchases clearer to consumers. After considerable public pressure, and paying out millions of dollars in law suits, both Apple and Google are now making the costs associated with apps clearer to consumers before they are downloaded.

Just this month Apple changed the text on their download button from "Free" to "Get." In-app purchases are now listed on the app description page, and consumers are now able to turn off or password-protect in-app purchasing features on their mobile devices to help prevent bill shock. It's no secret that money, or the threat of its loss has resulted in this action from retailers.

In our app reviews we look at advertising and product placement and, in many of the "no pay to play", "Freemium", or "Free" apps, users are bombarded with advertising for other apps by the same developer, or other products and services. At every break in the game play the user is forced to exit an ad screen before progressing to the next stage of the game. A slip of the finger and a click in the wrong field on your device and you're taken to a web page promoting the product or service.

While this is happening, we know very little about what is happening within the application behind the screen. Some users have begun to wonder if advertisers are extracting data from mobile devices, and using these stats to extend the reach of their marketing tools. Just how much is known about you as a consumer, and are they targeting ads to you because you fit into a certain demographic? Yes - the big advertisers may be watching you!

Google Apps for Education reached the news headlines in June 2014 over concerns that the corporation was data mining children's emails for commercial application.

<http://www.abc.net.au/news/2014-06-18/cyber-experts-say-google-data-mining-schools-for-targeted-ads/5533752>



In recent months the focus has moved towards privacy concerns and the fact that a high number of apps are accessing large amounts of personal information without adequately explaining how people's information is being used.

Apple seems to have this locked up within its operating system but Android devices, are not as fixed with their operating systems and many apps have questionable access to information on a device. These concerns gained greater attention when Facebook moved its messaging feature into a new app called Messenger. This app allows you to chat or message your Facebook friends, and those within your device's address book. It was the app's request to access to address book and location services which raised alarm bells with many people, who asked why an app required this type of information.

Fortunately there are some tech savvy people who have an interest in protecting consumers. Recently Carnegie Mellon University published a web site, grading apps on the basis of their privacy.

<http://privacygrade.org/home>

There have also been recent changes in the Google play store. Each app now has a field called 'Permissions' which details what permissions are required for an app to run on your android device. You can find more about your android device and permission settings via this link:

https://support.google.com/googleplay/answer/6014972?p=app_permissions&rd=1

So consumer beware! Mobile technology is a great tool and has many uses, from keeping us in touch with family and friends, to finding an address, or providing entertainment. Marketers of devices and apps like to promote these benefits to us, but remember that marketers also have the objective of extracting money from us.

Why would the makers of the most popular "Free" apps be advertising them on television if there wasn't a monetary pay off?

Free resource - Kids Unbranded: Tips for Parenting in a Commercial Culture

The purpose of this free guide from the *Center for a New American Dream* is to give adults a greater understanding of what children face today, and to offer resources to help parents and caregivers band together to protect children from intrusive and harmful advertising.

<http://act.newdream.org/page/s/kids-unbranded>

Clips 'n' Cuts

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School Holiday Stories

MY:24 FREE STORYTELLING APP

The school holidays are upon us and the ACTF's App is perfect to get students engaged, entertained and learning in the school holidays

The **MY:24 app** is a digital storytelling tool developed with creative kids in mind, putting them at the forefront of a short audio-visual recount of their own significant life-changing event.

Inspired by the stories told within the *MY:24* television series, the **MY:24 app** enables young people to creatively tell their own *MY:24* story through a series of basic templates, using the in-built capabilities of their own mobile device.

The app encourages creative learning through 'doing' and

through 'play', using new and accessible technologies. So encourage your students to download the free app and get cracking to create their own *MY:24* films during the summer school holidays!

If you'd like to integrate both the *MY:24* TV series and app into your 2015 learning program, the ACTF has developed a range of support materials for teachers. These free materials are available for download from **The Learning Centre** on the ACTF's website.

Education News, ACTF,
No. 73, November 2014

Awards and Nominations

AWGIES

Kym Goldsworthy won an Australian Writers' Guild (AWGIE) Award for his scriptwriting of "Snow Business" from *Hoopla Doopla!* in the Children's Television - P Classification category.

Craig Irvin won an AWGIE Award for his scriptwriting of Episode 3 from *Nowhere Boys* in the Children's Television - C Classification category.

CINÉFESTOZ

Paper Planes, directed and co-written by Robert Connolly, has been named the winner of the seventh annual CinéfestOZ \$100,000 Film Prize in Busselton in Western Australia.

WILDSCREEN FILM FESTIVAL

Bushwhacked 2! episode "Sea Eagle" is a finalist at the Wildscreen Film Festival in the UK.

JAPAN PRIZE INTERNATIONAL CONTEST FOR EDUCATIONAL MEDIA

MY:24 episode "Rida" is a finalist in the Youth Category at the Japan Prize.

Care for Kids, ACTF,
No. 130, November 2014

Two can play at language app game

PETER JEAN POLITICAL REPORTER

IT will be an education for teachers as well as students when preschoolers at the Warradale Community Children's Centre begin learning Mandarin next year.

As part of a \$9.8 million Federal Government trial, the children will begin learning the Chinese language using play-based computer apps.

The technology does not require teachers to have any prior knowledge of the lan-

guage they are helping students to learn.

Warradale centre director Ruth Crichton said learning new languages had many benefits for children.

"It opens up things such as creativity in other areas of the brain," Ms Crichton said. "At this age they will pick it up really quickly."

Federal Assistant Education Minister Sussan Ley said the trial was part of the government's plan to encourage more Australian school students to learn a language.

"The proportion of Year 12 students studying a language other than English has dropped from 40 per cent in the 1960s to about 12 per cent today," Ms Ley said.

Renmark Children's Services and Lake Windemere School preschools are also among the more than 1100 educational institutions that will participate in the program.

In addition to Mandarin, preschools will be able to use Early Languages Australia software to learn Japanese, Indonesian, Arabic and French.

The software is still being developed but the first apps are expected to be ready in time for preschools to begin participating in the trials early next year.



The Advertiser, 8 November 2014

Technology has turned us into a zombie nation

TECHNOLOGY. *The drug of the nation. Breeding ignorance and feeding radiation ...*

Specifically I'm talking about smart-phone technology.

Addicts continually try to justify the habit, preaching that our lives are easier, we have more time to ourselves, we're more informed and that our work/life balance is in check.

Garbage. We've never been more stressed, more time poor and more stupid. These devices also ensure there's no balance in our work life.

Remember the days of yore when (mostly Dad) would come home from the office at the end of the working week. He'd drop his briefcase at the door on Friday night and wouldn't pick it up (or think about it) until Monday morning.

Weekends were free from workplace distraction so you would do chores around the home, have picnics, go on Sunday drives, socialise around the Clark Rubber above-ground pool.

Families would talk to each other and play parlour games. Friends would pop around for a cup of tea, a spot of conversation and a Butternut Snap.

This world has been lost. Smart-phones now go with us everywhere 24/7, and should there be a spare few minutes (or even seconds) between school pick-up, crossing at the lights, checking the post box, queuing for sausages at the butcher, waiting at the ATM, watching the kids play sport or even when stopped at the traffic lights (sorry, SAPOL – we all do it), we're checking our bloody phones.

It's imperative to see if any important messages have come in that need urgent attention.

Alerts from Oz-Sale about a 40 per cent reduction on Birkenstocks, emails from work that could wait until we're back in the office or notifications that a Tweet got favoured. Life-changing stuff. The days of having a chat vis-a-vis with a friend are a thing of the past, too. So much bother and really, who has the time?

In between monitoring Facebook to

see if our status update got any likes and sending out tweets, we've just got time to text "Hope u r gr8. CU soon".

But we're not gr8 living like this. The only thing that's going to CU soon is a

We're not gr8 living like this

packet of anti-anxiety tablets, because being connected to work 24/7 is making us sick.

Gleaning news stories from 140 twitter characters does not make us more informed, and many parents reading this have heard "why are you always on the phone?" from the mouths of babes

and then felt sick with guilt at the realisation that they've put the wires before the weans – again.

Recently I was overseas and in another time zone. Nobody called me, and having turned off my data roaming I wasn't "connected" for the first time in years. Leaving my phone in my room when I went

out, I still nervously reached into my back pocket every 10 minutes.

But then something happened. I remembered life before the iPhone, the joy of being in the moment, free from the distraction of a message alert.

I looked up, not down to a screen, and noticed buildings, nature and the blue expanse of sky. My mind wasn't racing ahead to the next thing I had to do. I was focused and I was present. How wonderful it was.

iPhones have a place in the world. I'm not so stupid as to think they don't serve a valuable purpose and I do enjoy instant access to information (and the stopwatch timer – it's handy when boiling eggs).

I will still carry it, but I'm determined to create some boundaries around its use.

I want to turn it off when I come home. I want to end the addiction and instead fill my time with things and people that really matter.

I think ismart.

The Advertiser, 8 November 2014

HEALTH TEENAGERS who head to bed with a computer or mobile phone are more than twice as likely to be **sleep deprived**. A web-based survey of 11,500 young Australians by Sydney's Woolcock Institute of Medical Research found more than 70 per cent had two or more devices in their bedroom at night. "Teenagers who used their computers in bed almost every night of the week were 2.5 times more likely to have a short sleep on weekdays than teens who didn't use the devices," says lead researcher Nathaniel Marshall. "Heavy cellphone users were affected

too, with those who used these devices regularly in bed 2.5 times more likely to wake later in the weekends." While the link between electronic devices and sleep problems is well-known, its extent among so-called "digital devices" may come as a surprise. It may all come down to **FOMO — fear of missing out**. "We suspect that many of these overtired kids are driven to stay up late texting, chatting and gaming with mates on their phone, computer or tablet just so they're in the loop with what's going on," Marshall says.

SEAN PARNELL

The Australian, 17 November 2014

Hardly family viewing

The ABC makes full use of *QI*, but does not check the content, or make an editorial call on what a family wants to hear at 8pm on a weeknight. Comments about body fluids and intimate acts are not the thing that a family sitting down together wants to hear. Flog the horse, by all means, but also program content to a time that is appropriate.

David Rowe, Carnegie

The Age Green Guide, 23 October 2014

NEW PUBLICATIONS

ADVERTISING

Tatlow-Golden, M et al (2014)

Young children's food brand knowledge. Early development and associations with television viewing and parent's diet.

Appetite, Vol. 80, Pp197-203

Patil, S; Winpenney, EM, et al (2014)

Youth exposure to alcohol advertising on television in the UK, the Netherlands and Germany.

European Journal of Public Health, Vol. 24, No. 4, Pp561-565

Carlson, L; Clarke, B (2014)

Reassessing the current state of advertising to children.

Int Journal of Advertising, Vol. 33, No. 3, Pp429-436

Rifon, NJ; Quilliam, ET; et al (2014)

Age-dependent effects of food advergaming brand integration and interactivity.

Int Journal of Advertising, Vol. 33, No. 3, Pp475-508

Kemps, E; Tiggemann, M; Hollitt, S (2014)

Exposure to television food advertising primes food-related cognitions and triggers motivation to eat.

Psychology & Health, Vol. 29, No. 10, Pp1192-1205

Cornish, Lara S (2014)

'Mum, can I play on the Internet? Parents' understanding, perception and responses to online advertising designed for children.

Int Journal of Advertising, Vol. 33, No. 3, Pp437-473

An, S; Kang, H (2014)

Advertising or games? Advergaming on the Internet gaming sites targeting children.

Int Journal of Advertising, Vol. 33, No. 3, Pp509-532

Newman, N; Oates, CJ (2014)

Parental mediation of food marketing communications aimed at children.

Int Journal of Advertising, Vol. 33, No. 3, Pp579-598

Charry, K M (2014)

Product placement and the promotion of healthy food to pre-adolescents: When popular TV series make carrots look cool.

Int Journal of Advertising, Vol. 33, No. 3, Pp599-616

COMPUTER & INTERNET

Redondo-Sama, G ; Pulido-Rodriguez, MA, et al (2014)

Not without them: The inclusion of minors' voices on cyber harrasment prevention.

Qualitative Inquiry, Vol. 20, No. 7, Pp895-901

Gini, G; Espelage, DL (2014)

Cyberbullying: implications for the psychiatric nurse practitioner.

Child and Adolescent Psychiatric Nurses Inc, Vol. 27, No. 3, Pp142-148

Mueller, AR; Roeder, M; Fingerle, M (2014)

Child sexual abuse prevention goes online: Introducing "Cool and Safe" and its effects.

Computers & Education, Vol. 78, Pp60-65

Yust, K-M (2014)

Digital power: exploring the effects of social media on children's spirituality.

Int Journal of Children's Spirituality, Vol. 19, No. 2, Pp133-143

Mishna, F; Schwan, KJ; et al (2014)

Students in distress: unanticipated findings

Children and Youth Services Review, Vol. 44, Pp341-348

Vanderhoven, E; Schellens, T; et al (2014)

How safe do teenagers behave on Facebook? An observational study.

PLOS ONE, Vol. 9, No. 8, Art. No. e104036

MEDIA EFFECTS - EDUCATION

Piotrowski, JT (2014)

Participatory cues and program familiarity predict young children's learning from educational television.

Media Psychology, Vol. 17, No. 3, Sp. Iss. SI, Pp311-331

MEDIA EFFECTS - HEALTH

Vaala, Sarah E (2014)

The nature and predictive value of mothers' beliefs regarding infants' and toddlers' TV/video viewing: Applying the integrative model of behavioral prediction.

Media Psychology, Vol. 17, No. 3, Sp. Iss. SI, Pp282-310

Chaput, J-P; Leduc, G; et al (2014)

Electronic screens in children's bedrooms and adiposity, physical activity and sleep: Do the number and type of electronic devices matter?.

Candian Journal of Public Health, Vol. 105, No. 4, Pp e273-e279

TECHNOLOGY

Adachi-Mejia, AM; Edwards, PM; et al (2014)

TXT me I'm only sleeping, adolescents with mobile phones in their bedroom.

Family & Community Health, Vol. 37, No. 4, Pp252-257

VIDEO & COMPUTER GAMES

Przybylski, AK (2014)

Electronic gaming and psychosocial adjustment.

Pediatrics, Vol. 134, No. 3, PpE716-E722

Tortolero, SR; Peskin, MF; et al (2014)

Daily violent video game playing and depression in preadolescent youth.

Cyberpsychology Behavior and Social Networking, Vol. 17, No. 9, Pp609-615

Hull, JG; Brunelle, TJ, et al (2014)

A longitudinal study of risk-glorifying video games and behavioral deviance.

Jnl of Personality and Social Psychology, Vol. 107, No. 2, Pp300-325

VIOLENCE

Hartmann, T et al (2014)

How violent video games communicate violence: A literature review and content analysis of moral disengagement factors.

Communication Monographs, Vol. 81, No. 3, Pp310-332

Riddle, Karyn (2014)

A theory of vivid media violence.

Communication Theory, Vol. 24, No. 3, Pp291-310

Alia-Klein, N; Wang, G-J; et al (2014)

Reactions to media violence: It's in the brain of the beholder.

PLOS ONE, Vol. 9, No. 9, Art. No. e107260

CONFERENCES

Video Games: Violence & beyond

3 & 4 March 2015

The Royal on the Park Hotel
Brisbane, Australia

<http://www.griffith.edu.au/conference/video-games-violence-beyond>

