

No. 332 July 2016

## **Conference report - Brutal video games reward violence: Scipione**

NSW Police Commissioner, Andrew Scipione AO APM opened the *Violence in the media: the stories and the science* conference at the Parliament of New South Wales on July 18. In his remarks, Commissioner Scipione expressed his concerns about the role of violent media in making violent acts seem acceptable.



Commissioner Scipione

His remarks were given wide media coverage, including in Clarissa Bye's piece in the Daily Telegraph. Commissioner Scipione indicated that he believed that young people are being desensitised by spending hours acting out deadly scenarios on their computer screens.

"The thing that's concerning me is the prevalence of people who are at this stage not just prepared to carry a knife, but prepared to use it," Mr Scipione said.

"That has increased significantly." He said he had reached the conclusion that there was "nothing more potentially damaging than the sort of violence they're being exposed to, be it in movies, be it in console games they're playing."

"How can it not affect you if you're a young adolescent growing up in an era where to be violent is almost praiseworthy, where you engage in virtual crime on a daily basis and many of these young people (do) for hours and hours on end," he said.

Representatives from a wide cross section of government, industry, and community groups, politicians and academics, heard evidence from four well respected international researchers into the impacts of exposure to media violence.

Professor Barbara Krahé from Germany summarised the compelling research and risks to the young from ongoing exposure to glamorised violence, and described an ongoing program in schools in Germany which had been successful in encouraging students to moderate their exposure.



From left: Professors Gentile, Huesmann, Krahé and Anderson

Professors L Rowell Huesmann and Craig Anderson tackled the issues of why the research is not being fully believed and adequately acted upon. Prof Anderson said that it was the role of science to provide factual answers to key questions; to suggest potential policies which could work, and to test them. Evidence-based public policies were most needed when a significant risk was identified, a significant population was affected and was a public health issue. He was critical of what he called "situational science" where the controversies got most of the emphasis. The deniers were, in effect, repudiating major research methods, claiming major research domains are badly flawed, and that social and child psychology and meta-analyses lacked validity. He described the many tactics used by deniers to trash the findings of legitimate experts.



Professor Elizabeth Handsley with Noni Hazlehurst

In his review of the way violent massacres are reported in the news media, Professor Doug Gentile called for a

campaign to refuse notoriety for the perpetrators. This should include not publicising their names, photos, or beliefs, but rather show photos of victims, and how horrible their suffering and the damage was, and ways we can help.

Professor Elizabeth Handsley called for an evidence-based classification system which better protected children from risky portrayals of violence, and Dr Wayne Warburton discussed the way media coverage of domestic violence can have adverse social impacts.

The concluding panel, which included much-loved actor Noni Hazlehurst, ABC award winning journalist Sally Sara, and senior NSW Health adviser on child protection, Professor Graham Vimpani contributed their varied insights on the issues of children's exposure to violence. As Noni said "there is much more to offer children than we have on offer", and stressed the importance of the stories we tell them.



From left: Sally Sara, Professor Vimpani, Noni Hazlehurst and Dr Warburton

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**CONFERENCE REPORT -  
Brutal video games reward  
violence: Scipione**

**EDITORIAL:  
Not all cats are cats**

**STEVE BIDDULPH SEMINARS**

**LITTLE BIG SHOTS FILM  
FESTIVAL FOR KIDS**



no. 332 July 2016

**small screen****Editor:** Barbara Biggins OAM**Compiler:** Caroline Donald**Editorial Board:** Barbara Biggins, Jane Roberts, Judy Bundy, Elizabeth Handsley.

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**EDITORIAL****Not all cats are cats**

*Our guest editorialist, Dr Glenn C. Cupit, is a member of the ACCM executive and one of our media spokespeople.*

My granddaughter is obsessed with Warrior Cats. She buys every book, reads them over and over, uses computer graphics to design her own WC characters, writes WC stories of her own, and has her own WC persona; which means we have to get used to having greetings met with her trademark hissing growl. All good fun! But then we chanced to watch the WC webcasts she was also addicted to and her father immediately banned them. The content of the webcasts represented a level of graphic violence far beyond what was suggested by the rest of the material.

Have you noticed that very few contemporary children's narratives are created in only one platform? Whether they originate as books, films, television series, or toys, they are soon also available in a range of other platforms designed to maximise the producers' profits by clever cross-promotion. Many also generate a second generation of 'fan' produced materials, like my granddaughter's stories and characters, but produced by much older people.

This variety of vehicles creates a need for parents to be vigilant, particularly, but not exclusively, online. The impact of a read story is limited by the child's own imagination, but when transformed into a visual medium, the child is exposed to what the adult creator of the images can imagine. And while material created by the original owners of the narrative will be constrained by their need to avoid alienating potential parent purchasers, no such constraints limit fan fiction or fan imagery.

It is not that the effect is always negative, but it can be. So, just be a bit cautious when a child's loved book or television cartoon is made into a film; it may have a quite different impact on your child; or when your child asks to go onto websites the content of which you know as quite acceptable books or toys. In fact, be cautious whenever material you know in any form is recreated in another; it may not be quite what you imagined.



Dr C Glenn Cupit



**Australia's  
International Film Festival  
for Kids**

ACCM presents *Little Big Shots: Australia's International Film Festival for Kids* in Adelaide. There will be a festival atmosphere with entertainment before and after each film session (approx. 60 mins long) with local youth circus Cirkidz and others performing, you will have the chance to vote for your favourite short film and win prizes, there will be popcorn and refreshments available and much more.

Suitable for kids 3 and over, *Little Big Shots* features short films from all over the world that kids (and parents) will love!

Palace Nova Cinemas  
Rundle St, Adelaide

Friday 7th October 2016

Saturday 8th October, 2016

10am - *Mice and Moon* - Ages 3+

10am - *Cows and Circuses* - 3+

11:30am - *Pirates and Bunnies* - 5+

11:30am - *Critters and Rascals* - 5+

1pm - *Parrots and Robots* - 7+

1pm - *Heroes and Villains* - 7+

2:30pm - *Best of the Fest 2016* - 5+

2:30pm - *Best of the Fest 2016* - 5+

All tickets: \$12

More information and booking:

[childrenandmedia.org.au/events/little-big-shots-film-festival](http://childrenandmedia.org.au/events/little-big-shots-film-festival)

# Unplugging the online obsession

**Q** My 11-year-old seems addicted to YouTube, Instagram and Minecraft. He is skipping meals, staying in his room to play games, being really defiant and has started being aggressive to me and to his younger brother. A few times we have sent him to bed and hidden his games, only to wake up and find him in front of his screens in the middle of the night. Every time I turn around, he is on a device and it is especially bad in the mornings before school.

**A** This is an all-too-common challenge for so many parents of both boys and girls. If it's not gaming, it's social media or video-viewing. And screens seem to be taking over our children's lives (not to mention many adults' lives, too). So



## FAMILY TIES with dr justin

you're right to be concerned.

Increasingly, evidence indicates that excessive gaming is related to negative outcomes for children socially, cognitively, academically, physically, educationally, and even with things such as sleep, appetite, motor skills and eyesight. As a result, getting the balance right is crucial.

It's also critical to get this balance right early. When you want to uproot a seedling in the garden, it's easy. Once it is a sapling, it requires a lot more work. By the time it's a fully-grown tree, you need a team of specialists. In the same way, making positive changes early in the

process will make a huge difference for your son.

I've called in Dr Philip Tam, Australia's leading gaming expert, to work on this response with me. These are the best tips we can offer as a general guide:

### Start a conversation

The time to talk to your son is not when he is on screens, about to play or has just stopped playing. This is what we might call a hot time emotionally.

Instead, pick a time when emotions are cool.

No doubt you have tried talking numerous times. This time, however, just chat. Find out why it's becoming such an

issue. Ask him why he thinks it bothers you. And show that you get how he feels.

Your goal in this conversation is to help him feel you understand why it's so important to him (social pressures, enjoyment, rewards, and so on), and also get him to be able to explain to you what you are most worried about.

### Problem-solve together

In a perfect world, your conversation will lead you to an opportunity to work out "where to from here". The best solution should be one that your son develops autonomously.

Of course, he may not have the same frame of reference you do. After all, you're mature, experienced and thinking about the long-term. He's young, focused on immediate enjoyment and just wants to be allowed to do whatever he wants. So turn it over to him and when he suggests things you don't like, ask

him: "Why do you think I might be concerned about that?" And: "What can we do instead?"

The real goal here is just to start talking together, developing a strategy, and giving your son the chance to set up rules he really believes he can keep.

### Non-negotiables

You'll probably want to have a few non-negotiables, but leave the rest to him – within reason. The non-negotiables we usually recommend include devices out of bedrooms, no devices at meal times or family times, and devices switched off or on flight mode around an hour prior to bedtime.

Other things you might identify could include sport participation, time with friends face-to-face without devices, helping around the house, being on top of schoolwork, and so on.

### Minimise control

While controlling techniques

usually backfire, cause contention, and lead to sneaky behaviour, it is still important that your son knows what the expectations are and what will happen if he chooses not to follow the guidelines you have set up together.

Ask him to work things out, remembering that if he knows he'll lose his devices he might do the right thing or he might just make sure he isn't caught doing the wrong thing. Just remember that you should expect some initial pushback and challenge. That's normal. So, too, is failure, and fighting.

Think about how you feel when you want chocolate and you're told no. That's how he feels about this, too!

Finally, maintaining a healthy digital diet is all about balance. Just like treats we eat, too much of anything can be a bad thing; especially technology. But a little bit here and there is fine, and even enjoyable.

The Advertiser 23 July 2016

# It's not write when digital kids can't hold a pencil

BRUCE MCDUGALL  
CLARISSA BYE

DIGITAL generation five-year-olds are starting school unable to grip a pencil properly, cut with scissors or even hold a book up the right way because they are hooked on technology.

The techno-savvy kids can tap, swipe and pinch touch screens before they have learnt to tie their shoelaces – prompting health and education experts to worry they are failing to gain basic motor skills.

Teachers say children's saturation exposure to digital devices from an early age is stopping many from achieving

the vital physical dexterity developed through traditional hands-on activities.

Children's technology, learning and development researcher Dr Kristy Goodwin said there were "universal concerns among teachers that technology was displacing kids' basic motor skills".

Dr Goodwin, who runs workshops and seminars for teachers, health professionals and parents, said that many digital-age children were reaching technology milestones before they could do more traditional tasks.

"It's the modern reality, and teachers are seeing it first hand that children do not have the

fine motor skills of even five years ago," she said.

"Kindergarten teachers throughout the country say kids are entering school without the necessary pencil grip and they can't manipulate scissors.

"Children are spending more time tapping, sliding and pinching than on what they should be doing – crumpling with paper and all the traditional things kids used to do.

"This can hang over into primary school because they don't have the dexterity."

From next year, schoolchildren as young as eight will sit for national writing tests using a keyboard and computer in-

stead of the traditional pen and paper.

Trials conducted by the Australian Curriculum, Assessment and Reporting Authority show Year 3 students are now so proficient at typing they no longer need to do the NAPLAN tests in handwriting.

But Dr Goodwin, who has written a book called *Raising Your Child in a Digital World*, said handwriting would not become obsolete because it was a vital skill.

Child psychiatrist and internet addiction expert Philip Tam said there was a "pushback worldwide about too much technology in classrooms".

"Australia is a world leader

in using digital (technology) in classrooms and gets the worst results," Dr Tam said.

Mother-of-three Tierney O'Sullivan is acutely aware of the need to develop her kids' physical skills through hands-on activities.

She provides opportunities for her children to have learning experiences that do not involve a screen.

The O'Sullivan kids – aged five, three and nine months – are allowed to get messy sometimes with paint, glitter and Play-Doh, and they have a "dirt patch" outside in which to grow vegetables.

PAGE 49: KIDSPOT PARENTING COLUMN

The Advertiser 2 July 2016



## Mobile phone study rekindles safety debate

Four decades ago, an inspector at the Hartford Police Department raised questions about the safety of one of Motorola's walkie-talkies. Quirino Balzano, then a newly hired engineer at a Motorola lab in Florida, was asked to prove the devices were safe.

Walkie-talkies, similar to their mobile phone successors, emit radio frequency radiation, which in nominal amounts isn't known to affect people.

The only agreed effect of such energy is it can heat human tissue at high levels. The test Dr Balzano devised was to place the walkie-talkie near a human skull filled with mostly sugar water and measure the temperature of the liquid. That concept eventually evolved into the industry's primary method for testing radiation emissions from mobile phones.

Now every mobile phone model sold in the US is tested to ensure it doesn't exceed energy absorption levels set by the Federal Communications Commission. But a recent US government study challenges the notion heating is the only potential health effect, renewing a debate about whether the modern version of Dr Balzano's test adequately protects human health.

Last month, the National Toxicology Program released partial results from a \$US25 million (\$33m) study on rodents that found an association between RF radiation and cancer. Most rats in the study were exposed to levels beyond what any human would ever encounter from a mobile phone, but some rats were exposed to levels near federal safety limits for small amounts of tissue.

"It's a paradigm shift in my mind because this is the first study where tremendous care was taken to use nonionizing radiation, and not heat up tissue, and then find that nonionizing radiation caused tumours," said Otis Brawley, chief medical officer at the American Cancer Society.

In the 1970s, when Dr Balzano was designing his test, the only known biological effect from RF energy was heating.

Industry standards groups set exposure limits 50 times lower than that level.

"Motorola put in a substantial amount of research on the biological effects of radio frequency radiation," said Dr Balzano, who left Motorola in 2001 and is now at the University of Maryland. "We found absolutely no proof whatsoever of anything harmful."

David Andrews, a senior scientist at the Environmental Working Group, which has pushed for tougher safety regulations, said what the recent NTP study "indicates is that there are the potential for more subtle, but potentially much more damaging, health effects."

Even with the NTP study, many scientists still consider heating the only possible health effect and don't consider mobile phones harmful.

"Based on this study I don't think we should be running out and changing regulations," said John Boice, head of the National Council on Radiation Protection and Measurements, a congressionally chartered organisation in charge of monitoring radiation safety.

Dr Boice said he was sceptical of the study's results.

Mobile phones are tested at their maximum power level, which rarely happens, and only while talking on the phone with poor signal strength. Normal use emits much less energy.

The test produces a specific absorption rate score, known as SAR, for every mobile phone. SAR numbers are disclosed online and in user manuals.

Om Gandhi, a professor at the University of Utah, said the test underestimated how much energy humans absorbed from mobile phones.

Dr Gandhi, who was on the IEEE committee and voted against the test method in 2003, said mobile phones should be tested with far less separation from the body and without the 6mm ear. He has also pushed for a test for children.

"Every millimetre of spacing reduces the exposure," Dr Gandhi said. "Children have thinner skulls and thinner ears."

RYAN KNUTSON

## TV eats bone density

CHILDREN who stay glued to the idiot box will have weaker bones later in life, a new study has revealed.

Research conducted by Curtin University found children who watched more than 14 hours of television a week were likely to experience weaker bones as they grew older.

School of Occupational Therapy and Social Work lead researcher Joanne McVeigh said the study examined the TV viewing habits of 1181 young

adults through childhood and adolescence.

Those who spent more time watching television were found to have weaker bones at the age of 20 than those who spent less time in front of the TV.

"Over 40 per cent of study participants watched more than 14 hours of television a week, from ages five to 17," Dr McVeigh said. "It was this group that experienced between three and seven per cent less bone mass at age 20."

*The Daily Telegraph 22 July 2016*

## Focus on kids' long screen hit

BRUCE MCDOUGALL

CHILDREN as young as two are showing up at eye clinics with serious vision defects caused by prolonged exposure to electronic screens.

Two in every five children are being diagnosed with a vision problem as a result of the saturation use of digital devices before they start school, eye doctors say.

They are victims of the modern day condition called Computer Vision Syndrome (CVS) - strained eyes from long periods spent looking at blue light-emitting screens.

It is estimated that seven million Australian adults and children now suffer from CVS which can develop in people spending more than three hours a day in front of screens.

Doctors estimate that two-thirds of children aged five or under may be undiagnosed with short-sightedness that can be exacerbated by CVS.

Many babies begin their

digital life when they are just months old, peering at phone and tablet screens before they can even walk.

Australian eye clinic network PersonalEYES, which surveyed 770 patients, said more than half of its patients were children, and of those 41 per cent's vision problems were contributed to by prolonged screen time.

Chief executive Dean Powrie said: "A condition that has developed from screen time is usually brought to light when children come into the clinic for other reasons."

"Optometrists are talking about the 20-20-20 rule - a 20 second break ... every 20 minutes and look at something 20 feet away. Blue light-emitting screens are most known to have detrimental effects on sleep but CVS is ... a concern."

The survey found one-in-two Australian adults had reduced their screen use in the past 12 months to improve their vision.



## Play School's in for little Joey

SHANNON MOLLOY

ONE of television's most adored screen families gets a new addition this month in the form of an adorable marsupial.

Long-running children's television show *Play School* will welcome brand new resident Joey to its fold on the show's official 50th birthday on

July 18.

She permanently joins Bid Ted, Little Ted, Jemima and their array of other friends.

Host Miranda Tapsell said there are big things to come for the new addition. "I'll let you in on a little secret, I think Joey is *Play School's* next big star," the actress said.

Acclaimed kid's book illustrator Bruce Whatley, whose works include *Diary Of A Wombat* and *The Ugliest Dog In The World*, was enlisted to dream up Joey.

"*Play School* was such a sta-

ple part of our household when our children were growing up and as adults they still have fond memories of the presenters and toys," Whatley said.

The new arrival is one of many special tributes to the beloved series, which has entertained young Australian viewers for an incredible half-century.

*Play School* executive Jan Stradling said Joey is the first new character since Tippy the duck was added in 2010.

"We're very excited to welcome Joey to the *Play School* family and look forward to sharing her with viewers on the momentous occasion of the ... 50th birthday," she said.

"It's been a joy working with celebrated artist Bruce Whatley and watching him bring Joey to life. We know she will be warmly embraced by viewers all around Australia."

Joey makes her debut in the anticipated birthday episode *Come To The Party* on ABC KIDS and iView at 9.30am on July 18.

**VIDEO: 50 YEARS OF PLAY SCHOOL.**  
ADVERTISER.COM.AU

*The Advertiser* 9 July 2016

# Turning kids into killers

## Top cop warns of connection between violent games and behaviour

CLARISSA BYE

THE state's top cop has issued a stark warning to parents about the potential of video games to turn children into violent criminals.

Police Commissioner Andrew Scipione said there was now enough research about the unhealthy effects of "fantasy" or entertainment violence to concern parents.

Mr Scipione said his officers dealt with violence every day and there was growing concern at the effect on children of violent video games.

"There is enough research to suggest that we really should be concerned," he said. "Given that children and young people are large consumers of this sort of content, this is of great concern to me."

"When you see video games that reward behaviour — where

somebody's murdered, where somebody is abducted and raped and they get credits for that — what sort of messages are we sending our children?"

"In reality there's no reset button that can bring the player back to life. The real world is not a video game. Game over is game over. We deal with that every day."

Speaking at a conference titled *Violence In Media: The Stories And The Science*, he also

raised the issue of children having unfettered access to social media streams on their mobile phones showing gory terrorist events from around the world.

But the commissioner said if advertising can positively influence people, including children — such as the success of anti-smoking campaigns in recent years — "why wouldn't the reverse be true?"

Professor Barbara Krahe presented research that

showed people who watched a few minutes of R-rated films such as *Reservoir Dogs* were quicker to react with aggression in tests afterwards, whereas people who watched funny Monty Python clips didn't show the same response.

"People who watch a lot of violent media reported pleasant arousal when they see people shot, tortured and battered to death," Prof Krahe said. "And the more pleasant arousal

they report, the faster they are at recognising words with an aggressive meaning (one of the tests used)."

However, people who watched excerpts from *Life Of Brian*, as well as sad movies, did not show the same response, a German study found.

"That's an important finding because it shows that exposure to violent media does something to your evaluation of violence," Prof Krahe said.

*The Daily Telegraph* 19 July 2016

# Customers vote with their feet as Nintendo gives reality a makeover

STEPHEN BARTHOLOMEUSZ



The release of an augmented reality version of a two decades-old video game just over a week ago has created a rolling global phenomenon. It may also represent a watershed moment in the development of the various strands of virtual reality.

The launch of Pokemon Go in the US, Australia and New Zealand on July 6 has produced an extraordinary response from consumers. In the US, it had within days more than 20 million active users, making it the biggest mobile game in US history.

While the application of the augmented reality, or mixed reality, technology that underpins the game is relatively crude, the remarkable levels of initial acceptance could make it another of those "iPhone moments" that pre-empt mass acceptance of a new technology. If that were the case, then it has implications for a wide range of consumer-facing businesses, as well as software, hardware and telecommunications companies. In fact, the augmented reality/virtual reality technologies have the potential to transform not just B2C interactions, but business more broadly.

Pokemon Go is a simple example of complex technology. Augmented reality involves overlaying visual imagery and sounds — virtual material — over the real world surrounding the user. Its sibling technology, virtual reality, is quite different because it creates completely virtual environments and interactions.

The Pokemon Go version of a game that was originally developed for Nintendo's Game Boy in the 1990s is only possible because of the development and ubiquitous use of smart phones with their cameras and GPS receivers.

It enables the user/gamer to locate, capture, train and battle virtual "Pokemons" inserted into their real environments.

The wider significance of its success is that it highlights the near-term potential of AR as a practical tool for businesses.

It is the mobility — the ability to use smartphones or tablets and, for some applications, headsets — as well as the mix of virtual and real that creates the potential.

The most obvious consumer

application of AR is, as Pokemon Go has so dramatically illustrated, in location-based entertainment.

Nintendo's shares soared 55 per cent and added more than \$US9 billion (\$11.8bn) to its market capitalisation as the astonishing immediate success of the game became apparent, highlighting the commercial potential of AR-based entertainment.

There are, however, a host of players across a wide range of industries experimenting with AR as both a sales and marketing tool and to improve their own productivity.

It has obvious potential for retail — consumers could trial virtual cosmetics, or try on virtual clothing, or wander through virtual and 3D shops, malls and showrooms.

Restaurants could offer 3D menus. Real estate agencies and advertising businesses are looking at AR as a more sophisticated way of showcasing and marketing properties.

It could be deployed in the travel, tourism, music and events and hospitality spaces.

There are also applications for architects and developers but even more exciting implications for health, education and training. Companies like GE, Porsche, BP, Boeing and the US and Israeli air forces are using AR to improve design, maintenance and operations.

The size of the opportunity has attracted a host of major players — and massive investment.

Facebook acquired Oculus for \$US2bn in 2014. Google, Alibaba and Qualcomm are among the players that have invested \$US1.4bn in an AR start-up, Magic Leap. Apple bought Metaio. Google and Microsoft are also investing heavily in their own AR and VR technologies. Sony and Samsung are making major investments. Multiple billions of dollars have been poured into AR and VR development — Google invested more than \$US500 million in Magic Leap — and the interest of players like Facebook and Snapchat says they believe there is also a big social networking dimension to its potential.

As an industry, AR/VR does appear to have the potential to be quite massive and disruptive.

Goldman Sachs has estimated that, depending on the rate of adoption, it could generate revenues of between \$US80bn (Goldman's base case) and \$US182bn (if the uptake is accelerated) by 2025. That's not inconsistent with other analyst estimates of \$US120bn of revenues, mainly for AR, by 2020.

It is the flow-on effects, however, that could be dramatic and

transformative. GE's Jeff Immelt has said that AR could be worth \$US50bn a year to industrial companies like GE, through better productivity in engineering, maintenance and service functions, where AR could improve logistics, replace traditional service and user manuals, speed up processes and allow less-skilled workers to perform complex activities.

There are remote diagnostics applications that AR would open up, not just for industry, but for healthcare, a sector where there is already major investment in e-health technologies.

The Pokemon Go phenomenon, which relies on mobility, also points to the most obvious early beneficiaries/enablers of mobile AR. For AR to achieve anything remotely close to its perceived potential it would require the infrastructure to carry dramatically inflated levels of data.

Existing 4G networks wouldn't have the capacity to carry the amounts of data at the speeds AR's supporters believe will be needed.

The 5G technologies/concepts that the sector is developing/investigating would be fundamental to the rate at which AR applications can be deployed.

Some, including Facebook's Mark Zuckerberg, argue that AR, and social AR and VR in particular, will be the applications that actually underwrite the rollout of 5G. The next-generation networks would need a lot of spectrum and far denser network builds, with lots more base stations.

Pokemon Go has shone a spotlight on technologies that have been talked about and dreamt about for decades, but where most knowledge of the development and its potential has been largely held within the technology sector and its followers.

Despite the relative lack of sophistication in its particular use of AR, it may also have provided the breakthrough moment that creates the intense consumer consciousness and excitement that opens the door for its much wider deployment and take-up.

The launch of the first iPhone in 2007 changed the way consumers looked at mobile phones, and changed the nature of the device itself from a relatively simple communications device to an increasingly powerful handheld computer with a vast array of applications. It is the extent to which the smart phone has been developed that creates the opportunity for mobile AR.

Pokemon Go might signal the beginning of the process of realising and commercialising it.

## Chinese bet on Israeli games

A Chinese consortium led by Shanghai Giant Network Technology and joined by a private-equity arm set up by Alibaba's Jack Ma has agreed to purchase an Israeli games business for \$US4.4 billion (\$5.8bn) in cash.

The consortium of 11 investors will purchase a 100 per cent stake in Caesars Interactive Entertainment's subsidiaries, including mobile-games unit Playtika.

Caesars Interactive Entertainment has developed casino-style games including Caesars Casino, Bingo Blitz and World Series of Poker. The deal doesn't include World Series of Poker and CIE's real-money online gaming busi-

ness. Founded in 2010, Playtika is headquartered in Herzliya, Israel. It specialises in free-to-play, casino-style games such as Slotomania and Bingo Blitz that use virtual currency and are designed for mobile and social platforms. Caesars Entertainment spent about \$US100 million to buy Playtika in 2011.

Playtika's revenue hit \$725m in 2015 and \$456m in the first half of 2016. Playtika's Slotomania is currently the seventh highest-grossing game on Apple's US App Store. Like most mobile games today, it generates revenue from in-game transactions.

YIFAN XIE

*The Australian 2 August 2016*

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Eyal, K., Te'eni-Harari, T., 2016.

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Gordon, C.S., Jet al 2016.

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*Australian and New Zealand Journal of Public Health* 40, 231–232.

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*Computers in Human Behavior* 60, 451–462.

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## EVENTS

**Practising Positive Education:**

**A Healthy Digital Diet Conference**

Teachers, Psychologists, Academics,  
and School Leaders Day  
Friday 2 September 2016  
8am-4pm

Parents Day  
Saturday 3 September 2016  
8.30am-1.30pm

Knox Grammar School, Sydney

<https://healthydigitaldiet.net/>

