

## **SRCD special meeting - 'a game changer'**

*The US Society for Research on Child Development held its first ever special topic meeting on children and media at the UCLA Irvine campus from Oct 27 to 30. The event was a great success with over 400 researchers and others attending from across the US and many overseas countries. ACCM CEO Barbara Biggins travelled to the event and provided this preliminary report.*



Rebekah Richert (co-organiser), Michael Robb ( Commonsensemedia), Ellen Wartella.

The list of attendees at the *Technology and media in children's development* conference read like a Who's Who of research in this field. The breadth of topics and the numbers contributing to discussions were an indicator of the keen interest that the issues aroused.

Invited papers were delivered by Kathy Hirsh-Pasek, Roberta Golinkoff, Justine Cassell, Sonia Livingstone, Patrica Greenfield, and Ellen Wartella.



Stephanie Reich (Co-organiser) and Kentoki Ford (White House)

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Significant contributions were also provided by Dan Anderson, Sandra Calvert, and Stephanie Reich.



Sandra Calvert

The closing session received a message from the White House. Staffer Kentoki Ford stressed the importance of technology and media to the US Administration and the need to leverage media for social good and supported by evidence. She thanked the organisers for their work in this regard.

Ellen Wartella said in her closing address- the conference was the largest special theme meeting ever held by the SRCD, and was a game changer. She said that the field needed a multi disciplinary approach and the SRCD was the natural home for it and that the topic needed to be studied in the context of child development.

## **Australian content conversation**

16 and 17 May 2017

International Convention Centre, Sydney

How should governments and regulators to respond effectively to an ever-changing media environment marked by an abundance of content, constant innovation and rapidly evolving audience consumption patterns?

This event is a chance to join the conversation as the *Australian Communications and Media Authority (ACMA)* in conjunction with the *Department of Communications* and the *Arts and Screen Australia*, explores themes including the importance of

Australian content, the diversity of local voices and the regulatory challenges and opportunities in a world where citizens expect access to the content they want, when and where they want it.

[www.acma.gov.au](http://www.acma.gov.au)

## **ACCM wins Children's Week Award**

ACCM has received an award from the *Children's Week Association of South Australia* for "outstanding and consistent contributions to the needs, interests and welfare of children." The award was presented at an award ceremony at the City of Campbelltown Function Centre on 24 October.



ACCM President Professor Elizabeth Handsley receives the award from Peter Sanderson, CEO Anglicare SA

Children's Week is a national celebration of children's rights, talents and citizenship. It is celebrated around Universal Children's Day which is held on the fourth Wednesday of October in Australia. This year it ran from 22 to 30 October 2016. The Children's Week theme for 2016 was the UNCRF Article 17 which deals with the rights of children to have access to information from the media.

[www.childrensweek.org.au](http://www.childrensweek.org.au)

**CONFERENCE REPORT:  
SRCD SPECIAL MEETING  
ON CHILDREN AND MEDIA**

**EDITORIAL:  
UNIFYING THEMES FOR ACTION  
ON CHILDREN'S MEDIA USE**

**AWARD FOR ACCM  
AUSTRALIAN CONTENT  
CONVERSATION**



no. 335 October 2016

## small screen

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## EDITORIAL

### Unifying themes for action on children's media use

ACCM President, Professor Elizabeth Handsley reflects on recent conversations on children and the media.

ACCM engages with a range of people and organisations on a range of issues and just in the last few months my work for the organisation has brought me into contact with a diversity of players.

Government regulators in e-safety are trying to get the richest information they can about young people's digital participation. A parenting section in the mainstream media is wanting to support parents in choosing the best content for their children. Public servants in Canberra are looking into pornography use and its links to poor outcomes for families. One NGO is writing a digital policy for early childhood professionals, and another is interested in developing a digital TV guide for parents. A university is running a workshop on children's rights and poverty, including the fact that the burden of childhood obesity is disproportionately carried by children of low socioeconomic status.

Being involved in such a range of conversations is exciting and stimulating, of course, but it can also be daunting. The issues seem so diverse that you start to wonder how we can ever get on top of them. The answer has to lie, at least partly, in drawing out some themes and common principles on which to proceed.

One theme is parental responsibility. The Convention on the Rights of the Child confirms that parents have the primary responsibility for protecting their children. But it doesn't stop there. Parents need and deserve the support of the rest of the community in fulfilling their responsibilities, and again the Convention confirms this where it says in Article 18:



Prof. Elizabeth Handsley

*'For the purpose of guaranteeing and promoting the rights set forth in the present Convention, States Parties shall render appropriate assistance to parents and legal guardians in the performance of their child-rearing responsibilities and shall ensure the development of institutions, facilities and services for the care of children.'* (emphasis added)

This principle of supporting parents and caregivers is central to ACCM's work, not just because it's needed, but because it's the most effective way to ensure children's rights and interests are respected, in media use as in other fields.

The other theme is evidence. Interventions to support children's healthy media use should be informed by rigorous objective research, not by morality or ideology. This is the other important theme on which ACCM operates: we gather the research and we aim to build it into our practice and that of others.

### Adelaide seminars with Steve Biddulph



On November 1st & 2nd 2016 ACCM held two parenting seminars with popular family psychologist and parent educator, Steve Biddulph.

Steve presented *Raising Girls* and *Raising Boys*, based on his best-selling books, to sell-out crowds at Concordia College in Adelaide.

With over 1100 parents and educators attending over the two evenings the response was overwhelmingly positive, with many audience members staying on long after the seminars had finished to discuss what they had learned.

After attending *Raising Boys*, the mother of three boys who is also a pre-school educator said:

*'It was the most wonderful presentation I have attended. I learnt a lot about the history of the father's role in the children's lives, and how spending time with our kids is the best thing we can do for them. As a parent of 3 boys aged 7,6 and 3 years, as well as a Preschool teacher, I learnt that I am doing so many great things for my own children and the children in my care. I thank Steve for making me realise this'.*

After attending *Raising Girls*, the mother of two girls wrote

*'Thank you for the enlightening evening which I most thoroughly enjoyed! Good talk for parents of girls, thinking ahead to the impact of media and family on girls' personal values'.*

We would like to thank Steve for coming to Adelaide and for his generous support of the work we do at ACCM.

Thanks also to Concordia College for hosting the two seminars.

# Predator alert on kid apps

## Creeps targeting Minecraft

WENDY TUOHY

CHILDREN as young as 11 are being targeted by predators on the popular game Minecraft, others are being groomed on a Tinder-style app for teens and students as young as Year 5 are being sucked into using webcam sex sites.

Cyber safety experts are warning parents they must stay on top of what apps and sites their children are using as cases of strangers approaching children online for sexual content surface "more than weekly".

Cyber-safety educator and former Victorian policewoman Susan McLean was this week questioned by a Year 5 student about the webcam site Omegle, a video chat site that is a hit with American kids and hooks users up with random strangers.

Described by one US investigator as "the perfect platform for someone looking for children to meet online", Omegle's popularity has spread to Australian students. Ms McLean describes it as a "sex webcam" site where children can find themselves "looking at naked men doing what naked men do".

Its use among kids is now "common" and she hears direct reports of kids being groomed at least once a week.

Savvy predators are targeting "younger and younger kids" through sites as new apps

take off. "Parents don't want to believe their kids are using these things or would take any risks, but it can't be put into the too-hard basket any more," she said.

Leonie Smith, who consults nationally as The Cyber Safety Lady, was recently told by students and parents about young children being groomed while playing Minecraft online.

In one recent case a man using a voice-changer on Skype had convinced a child he was also a child and "friend". Ms Smith said such relationships often led to requests for personal information and images.

Mother Catherine Manning, who runs relationship/self-esteem work-shops, tells how, even though she pays close attention to cyber safety and only allows her son to play group games in the living room where his parents can watch him, her 10-year-old son was groomed on Xbox Live by a man in Canada.

Ms Smith said children were lured to messaging apps from Minecraft and then asked to send photos.

**PAGE 37: 10-POINT PLAN TO KEEP YOUR CHILDREN SAFE**  
**PAGE 54: EDITORIAL**

**HOW CLOSELY DO YOU MONITOR YOUR KIDS ON GAMES LIKE MINECRAFT? GO TO [ADVERTISER.COM.AU](http://ADVERTISER.COM.AU) TO COMMENT**

The Australian 14-10-16

### Daily double

It sounds like the new lobby group for corporate bookies Responsible Wagering Australia will soon be a bipartisan fresh pasture for two of the year's most senior departures from Canberra — unless the would-be recruits get cold feet.

Representing gaming challenger businesses, including Bet 365, Betfair, William Hill and James Packer's CrownBet, the new group was registered in August, weeks after anti-



Nick Xenophon

gambling Senator Nick Xenophon's strengthened role in the Senate became clear.

Unless the major parties stay on side, all sorts of industry

crackdowns look likely.

Former Labor senator Stephen Conroy has been flagged as the group's inaugural chief executive.

The gig would provide Conroy some needed cut and thrust as he pulls back from decades of factional warfare and political streetfighting. And it could be topped up with a range of director positions in the worlds of sports, media and technology.

As with all successful government relations projects, there is an acknowledgment of the need for balance.

Enter former Liberal senator Richard Colbeck.

Colbeck was the well-regarded minister for Tourism and International Education

until he lost his Tasmanian Senate spot thanks to the handiwork of Apple Isle powerbroker Eric Abetz.

He could be just the chairman to balance Conroy.



# Keeping up with Kardashian is driving girls to despair

**ALLISON PEARSON**

**H**ow much do I hate Kim Kardashian? Let me count the ways. I hate her to the width of her posterous posterior and the snow-globe swelling of her bumptious boobs. How many bees were sacrificed to sting those swollen lips, or whales boned to sculpt those hourglass hips? For turning conspicuous consumption into an art form, for making Narcissus look only mildly self-obsessed, for saying female empowerment is photographing your own backside (lol!), for fame without talent, shopping without end, being the mirror in which a billion young girls look and find themselves plain, for all these do I loathe thee, Kim.

Of course, you wouldn't wish an armed robbery on anyone. Not even someone daft enough to post a picture on Instagram of themselves wearing a \$4 million diamond ring.

NATAGE A018 BA

pressure to have "the perfect body". Two-fifths of girls between the ages of seven and 10 think they "need to lose weight" at a time when plump little infant bodies need strength to stretch and bloom. Kicking in younger and younger, those gnawing feelings of inadequacy soon harden into self-loathing. Over the past five years, there has been a horrifying increase in the number of girls, aged 17 to 21, who say they are dissatisfied with their appearance.

Invidious comparisons on social media and the cult of selfie-taking are driving the epidemic of mental health problems among adolescents. When a quarter of 16-to 24-year-old females in England are depressed, anxious and cutting and gouging their flawed selves, you know that we are living in a desperately sick society.

Lately, that sickness has reached my own home. I would say more, but it would mean heaving my heart into my mouth, and I'm not ready to do

Security experts believe the reality TV star's obsession with social media updates, allowing fans to keep track of her every movement, may have helped the masked gang that ransacked her Paris apartment.

If you are one of the few people lucky enough to be able to ask "Who is Kim Kardashian?", let me enlighten you. Kim first bounced to prominence when a sex tape of the pneumatic one and her then boyfriend went viral on the internet. In 2007, her entire family offered themselves up for public delectation in a reality series, *Keeping Up With the Kardashians* (KUWTK).

Anything is legitimate fodder for KUWTK. That includes the gender reassignment of Bruce Jenner (now known as Caitlyn), who is Kim's step-father/mother. The success of the show, in its 12th season, has led to numerous spin-offs – *Kourtney and Kim Take Miami*, *Kourtney and Khloe Take the Hamptons*. Producers must be rubbing their hands at the pro-

spect of Kim Taken Hostage in Paris. In fact, such is the cynicism surrounding allegedly fabricated "reality" scenes that critics have suggested the Paris heist was faked to grab attention. Surely not!

But I digress. All of this would just be a storm in an E cup, were it not for the fact that Kim Kardashian has become a phenomenally influential figure for young women of my daughter's generation. Approaching her 36th birthday, Kim has 84 million followers on Instagram, 48 million on Twitter and is a walking, pouting product placement. If a Kardashian wears it, girls buy it, even the "waist-training corset" designed to bully a normal female shape into the cartoon character that is Kim.

Why should those of us who are older, wiser and not on Instagram give a damn about this vacuous Betty Boop? Because of disturbing surveys like the one published by the Girl Guides this week, which says that girls as young as seven feel under

that. Besides, it's not my tale to tell. The glorious young woman whose story it is says she will tell it one day, when she is better: when she feels beautiful inside and out.

Just before the robbery in Paris, Kim Kardashian told her Twitter followers: "Think I'm gonna wear no make-up today to the Balenciaga show." Pictures that day show her with perfectly filled-in brows, impossibly long black lashes, flawless complexion and what seems an awful lot like lip gloss. And this is "no make-up", which vulnerable teenagers will look upon and despair.

How do I hate thee, Kim? You and others like you who have imprisoned the most liberated generation of young women who ever lived in a distorting hall of mirrors. Kim Kardashian had \$11 million of jewellery stolen from her. What has been taken from the girls who try, and fail, to copy her? That is beyond price.

Telegraph, London

The Age 6-10-16

## NEW PUBLICATIONS

## ADVERTISING

Aktaş A; Yaşare, I; İrem G (2016)

**The development of brand awareness in young children: how do young children recognize brands?**

*International Journal of Consumer Studies* 40:5 536-542.

del Mar Pàmies, M et al (2016)

**How intervention can empower children as consumers in dealing with advertising.**

*International Journal of Consumer Studies* 40:5, 601-609.

Huang, C. et al. (2016)

**Pester power and its consequences: do European children's food purchasing requests relate to diet and weight outcomes?**

*Public Health Nutrition* 19.13 2393-2403.

Kowalczyk, C; Royne, M (2016)

**Exploring the influence of mothers' attitudes toward advertising on children's consumption of screen media.**

*International Journal of Consumer Studies* 40:5, 610-617.

Preston, C. (2016)

**Pre-school children and marketing communications**

*International Journal of Consumer Studies* 40:5, 618-623.

Watkins, L, et al. (2016)

**Public and parental perceptions of and concerns with advertising to preschool children.**

*International Journal of Consumer Studies* 40:5, 592-600.

Watkins, L, et al. (2016)

**Advertising's impact on pre-schoolers' brand knowledge and materialism.**

*International Journal of Consumer Studies* 40.5 583-591.

## CLASSIFICATION

Gabrielli, J, et al. (2016)

**Industry television ratings for violence, sex, and substance use.**

*Pediatrics* e20160487.

## COMPUTERS AND INTERNET

Edwards, S, et al (2016)

**Developing a measure to understand young children's Internet cognition and cyber-safety awareness: a pilot test.**

*Early Years* 36.3: 322-335.

## HEALTH

Cole, D, et al (2016)

**Longitudinal and incremental relation of cybervictimization to negative self-cognitions and depressive symptoms in young adolescents.**

*Journal of Abnormal Child Psychology*, Volume 44, Issue 7, pp 1321-1332

Straatmann, V, et al. (2016)

**Changes in physical activity and screen time related to psychological well-being in early adolescence: findings from longitudinal study ELANA**

*BMC Public Health* 16:1, 977.

## EDUCATION

Aladé, F; Nathanson, A (2016)

**What preschoolers bring to the show: the relation between viewer characteristics and children's learning from educational television**

*Media Psychology* 19:3, 1-25.

Eisen, S ; Lillard, A (2016).

**Just Google it: young children's preferences for touchscreens versus books in hypothetical learning tasks.**

*Frontiers in Psychology*, 7: 1431.

Reich, S; Yau, J; Warschauer, M. (2016)

**Tablet-based ebooks for young children: what does the research say?**

*Journal of Developmental & Behavioral Pediatrics* 37:7, 585-591.

Schroeder, E. ; Kirkorian, H. L. (2016)

**When seeing is better than doing: preschoolers' transfer of STEM skills using touchscreen games.**

*Frontiers in Psychology*, 7.

## MEDIA USAGE

AAP Council on Communications and Media (2016)

**Media and Young Minds**

*Pediatrics* e20162591; DOI: 10.1542/peds.2016-2591

Carter, B., et al. 2016.

**Association between portable screen-based media device access or use and sleep outcomes: a systematic review and meta-analysis.**

*JAMA Pediatr.* doi:10.1001/jamapediatrics.2016.2341

Radesky, J; Christakis, D (2016)

**Increased screen time: implications for early childhood development and behavior**

*Pediatric Clinics of North America*, Volume 63, Issue 5, Pages 827-839

Sigmundová, D et al. (2016)

**Weekday-weekend patterns of physical activity and screen time in parents and their pre-schoolers**

*BMC Public Health* 16:1 898.

Zhang, K et al (2016)

**Reading aloud as performance and its representation on television programmes for children.**

*Social Semiotics* (2016): 1-21.

## SOCIAL

Ey, L (2016)

**Sexualised music media and children's gender role and self-identity development: a four-phase study.**

*Sex Education* 1-15.

Slater, A; Tiggemann, M (2016)

**Little girls in a grown up world: Exposure to sexualized media, internalization of sexualization messages, and body image in 6-9 year-old girls.**

*Body Image* 18 (2016): 19-22.

Slater, A; Tiggemann, M (2016)

**The influence of maternal self-objectification, materialism and parenting style on potentially sexualized 'grown up' behaviours and appearance concerns in 5-8year old girls.**

*Eating Behaviors* 22 (2016): 113-118.

## VIDEO GAMES

Amialchuk, A; Kotalik, A (2016)

**Do your school mates influence how long you game? Evidence from the US.**

*PLoS One* 11.8: e0160664.

Broekman, F, et al (2016)

**A parental perspective on apps for young children**

*Computers in Human Behavior* 63: 142-151.

Harrington, B; O'Connell, M (2016)

**Video games as virtual teachers: Prosocial video game use by children and adolescents from different socioeconomic groups is associated with increased empathy and prosocial behaviour.**

*Computers in Human Behavior* 63: 650-658.

Randy J; McCarthy, R et al (2016)

**Does playing video games with violent content temporarily increase aggressive inclinations?**

*Journal of Experimental Social Psychology* Volume 67, Pp 13-19

Pujol, J, et al (2016)

**Video gaming in school children: How much is enough?**

*Annals of Neurology* 80.3 (2016): 424-433.

## VIOLENCE

Boyd, R ; Swanson, W (2016)

**The evolution of virtual violence: how mobile screens provide windows to real violence**

*Pediatrics* e20161358.

Petranovich, K., et al (2016)

**Bullying on Television 1960-2010.**

*Clinical Pediatrics*, 55: 12, 1126-1131

