

## Government inquiries table reports.

November saw the tabling of:

- The Senate Finance and Public Administration Committee Report on *Domestic violence and gender inequality* (Nov 8)

[http://www.aph.gov.au/Parliamentary\\_Business/Committees/Senate/Finance\\_and\\_Public\\_Administration/DVgenderinequality/Report](http://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Finance_and_Public_Administration/DVgenderinequality/Report)

- The NSW Parliament Committee on Children and Young People Report on *Sexualisation of children and young people* (Nov 16)

<https://www.parliament.nsw.gov.au/committees/inquiries/Pages/inquiry-details.aspx?pk=2264#tab-reports>

- The Senate Environment and Communications References Committee Report on *Harm being done to Australian children through access to pornography on the Internet* (Nov 23).

[http://www.aph.gov.au/Parliamentary\\_Business/Committees/Senate/Environment\\_and\\_Communications/Onlineaccesstoporn45/Report](http://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Environment_and_Communications/Onlineaccesstoporn45/Report)

The Senate Domestic violence and gender inequality inquiry was led by Senator Jenny McAllister (Chair) ALP NSW and Senator James Paterson (Deputy Chair) LP Vic.

The terms of reference were:

- the role of gender inequality in all spheres of life in contributing to the prevalence of domestic violence;
- the role of gender stereotypes in contributing to cultural conditions which support domestic violence, including, but not limited to, messages conveyed to children and young people in: (i) the marketing of toys and other products, (ii) education, and (iii) entertainment.

The NSW Parliament Committee on Children and Young People is a joint committee of the Legislative Assembly and Council. It is chaired by Ms Melanie Gibbons (Lib, LA Member), with Mr Damien Tudehope (Lib, LA Member) as Deputy. Its Terms of reference were to inquire into and report

No. 336 November 2016

on the sexualisation of children and young people, with particular reference to:

- The sexualisation of children and young people in electronic, print and social media and marketing;
- The exposure of children and young people in NSW to sexualised images and content in public places, electronic, print and social media and marketing;
- The impact on children and young people of growing up in a sexualised culture;
- Adequacy of current measures at state and federal level to regulate sexualised imagery in electronic, print and social media and marketing, and effectiveness of self-regulation measures;
- Measures to assist parents in fulfilling their responsibility to protect and educate children;
- Measures to educate children and young people and assist them in navigating the contemporary cultural environment;
- Possible measures that the Children's Advocate can take to assist children and young people to navigate the cultural

The Senate Access to pornography on the internet Inquiry was led by Senator Larissa Waters (Chair) AG, QLD, and Senator David Bushby (Deputy Chair) LP, TAS and had particular reference to

- trends of online consumption of pornography by children and their impact on the development of healthy and respectful relationships;
- current methods taken towards harm minimisation in other jurisdictions, and the effectiveness of those methods;
- the identification of any measures with the potential for implementation in Australia; and
- any other related matters

The NSW Government response is required by Wednesday 17 May 2017, and the Federal Government responses are usually expected within 6 months.

For ACCM's response see the Editorial on page 2 of this issue.

## Fame and Shame Awards

Australian organization, Parent's Voice has awarded these annual which 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.

Coca-Cola Australia has taken out two of three shame categories, beating McDonald's Australia when it comes to using shameful marketing techniques to advertise unhealthy food and drink to children.

Coca-Cola's *Brotherly Love* television commercial took out the Pester Power award. It features a teenage boy and his relationship with his cool, coke-drinking older brother and "puts a question mark over the company's claim of not marketing directly to children".

The Foul Sport award sees Cola-Cola shamed for their Powerade Ion4 Olympic campaign. *Hydrating Our Olympians*. It was judged to be the worst for sending a misleading message that consuming unhealthy products is consistent with a sporting career and healthy lifestyle.

Nestlé's MILO picked up the final shame award, winning the Digital Ninja award for their *MILO Champions Band*. Aimed at children aged 6 to 12, the activity tracker syncs with the MILO Champions app, tracking activity and nutrition. The organisation says that this is likely to suggest to children that MILO is an integral part of healthy living despite being almost 50 per cent sugar.

On the positive side, two Woolworths campaigns were in line for the Food fame award and their *Free Fruit for Kids* campaign with Jamie Oliver was a clear winner with parents.

This year, for the first time, there was a special fame category for advertisements that encourage physical activity. The Australian Government's *Girls Make Your Move* campaign picked up the inaugural Parents' Choice – Physical Activity award.

<http://parentsvoice.org.au/media/media-releases/>

THREE GOVERNMENT INQUIRIES & WHAT TO SHOW FOR IT?



Season's Greetings  
from all at ACCM

FAME & SHAME AWARDS

TOADY AWARDS

NZ RESEARCH



no. 336 November 2016

## small screen

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

*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  
**Australian Council on Children and the Media (ACCM)**

PO Box 1240

Glenelg South 5045  
 South Australia

[info@childrenandmedia.org.au](mailto:info@childrenandmedia.org.au)  
[www.childrenandmedia.org.au](http://www.childrenandmedia.org.au)

Tel: +61 8 8376 2111

Fax: +61 8 8376 2122

Helpline: 1800 700 357

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

No part of this publication may be reproduced without permission of the Editor.

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](http://www.gocreate.com.au)  
 ACCM acknowledges support from the Romeo Family

## EDITORIAL

### Three government inquiries and what to show for it?

Three government inquiries into aspects of media representations of relationships and sexuality, and their impacts on the self-esteem and the socialisation of children, have been recently completed. One would hope, given the expertise and effort expended by the community in making submissions, and the expense to government, that the outcome would be a promising and productive path to improvement in such portrayals, and more effective protection of children. Whether that is the case in any of these three inquiries is debatable.

### So what have been the main outcomes?

The **Domestic Violence and Gender Inequality Report** seemed somewhat pleased with the progress already made on gender inequality as a driver of violence against women. It set out its main framework (para 2.52) and 5 main action and 5 supporting actions to address this. These included "challenge the normalisation of violence as an expression of masculinity or male dominance".

The report devoted considerable space to the role and achievements of the government funded group Our Watch, in working with the media to improve the reporting of violence against women. However, even while noting ACCM's and others' concerns about how gender roles and stereotypes can be reinforced and sustained through popular culture and media (para 3.52) eg through the continuing sexualisation of women and girls, and the prevalence of glorified and gendered violence, the Committee concluded only that "the media and entertainment industry play an important role in shaping and changing community attitudes, standards and behaviours, especially for young people. The committee supports the National Media Engagement Project, an initiative under the National Plan which engages the media to build awareness of the impacts of gender stereotyping and inequality. The committee commends the steps taken by the toy industry to address community concerns regarding toys and gender."

By limiting their comments to gender the Committee has failed to advance policy or government action to address the evidence regarding the role of glamorised violence. There is longstanding reliable evidence its role in promoting acceptance by the young of the use of violence as a solution to conflict.

Overall, the recommendations of the **NSW Inquiry into Sexualisation** reflect a deep concern about, and have a strong emphasis on, children's exposure to pornography, and harm to children from exposure to graphic material. There seems little emphasis on the sexualisation of children ie the promotion of a mindset that encourages children to aspire to look and behave in (adult) sexualised ways, nor on the ways in which this occurs, most often through ongoing exposure to TV, ad images, toys, music videos, and popular magazines.

The Committee accepted the definition of sexualisation proposed by the Royal Australasian College of Psychiatry (Para , and did accept that the evidence to date is sufficiently strong to take concrete steps to reduce its impact. (para 2.35).



Barbara Biggins  
 OAM  
 Hon CEO

However, the Committee's findings in relation to advertising were disappointing. It found that because "strong community concerns about advertising" (para 3.48) had not translated into a high number of complaints to the industry regulator (Para 3.49), there was no need for action. It made no recommendations at all about advertising.

There are a number of reasons why the number of complaints might be low. First, the advertising Code of Ethics addresses only exploitative and degrading images, and not the matters the community is concerned about, namely the exposure of children and young people to sexual imagery in general advertising. The Code on Advertising and Marketing Communications to Children does not cover it either, because it applies only to ads aimed at children, for children's products. Second, as Collective Shout argued, the major concern about advertising was not about individual ads but the many with similar themes.

ACCM proposed a legislative solution "to amend the Australian Consumer Law to include clauses prohibiting sexualisation of children in trade or commerce, and exposure of children to inappropriate sexual content".

The AANA has since indicated an intention to amend its Code "to ensure there is no doubt that there is an outright prohibition on the sexualisation of children in advertising and marketing communication", but because it has not released the wording ACCM has not been able to assess its potential effectiveness. However we do note that the change appears to be aimed at addressing depictions of children in advertising, which is distinct from the exposure of children (as the audience) to sexual themes and images in general advertising.

In relation to music videos , the Committee also appears to have accepted Free TV's argument that because these were all classified and they were suitable for their time slots. This ignores the fact that the guidelines used for classification do not cover sexualised depictions, only sexual activity and references. The Committee also accepted the industry body's claims of few complaints. With girls' magazines, the industry also cited few complaints and claimed that they give very responsible advice.

Unfortunately the Committee showed an overall tendency to accept industry's self-interested arguments, and the consequent recommendations (or lack thereof) fail to provide what is needed in

**Continued on P6**

# Clips 'n' Cuts

## small screen no. 336 November 2016

### Beat Bugs

7Two, 7.30am

It had to eventually. Of course it had to happen: a children's animation series utilising the music of the Beatles while sending a positive message about community and the environment to the next generation of Sony music customers. This week they hit *It Won't Be Long* in a multi-voice sing-a-long conveying the message that the impending rescue of several key characters will not, in fact, be long. The tinny synthesizer musical arrangement is the bigger crime bugging (tish-boom) this Canadian-Australian co-production than any literal appropriation of the Fab Four. Parents will probably like the nostalgia factor. Kids will probably like the big blue slug character. He's called Walt. That's probably all you need to know. LD



*Beat Bugs* is fun for parents as well as children.

*The Age Green Guide 24 November 2016*

### Even Play-Doh has an app. So is real play dead?

Play-Doh has just entered the 21st century - and civilisation, as we know it, might be about to end. Childhood is doomed. Or not.

The coloured modelling dough manufacturer is about to release its first app. Children can now take their Play-Doh creations, photograph them against a white background, and animate them on a screen, creating 3D characters they can manipulate. This will trouble some. "Screen time" has, after all, become the demon of our times.

Interestingly, the Play-Doh app arrives just as the American Association of Pediatrics (AAP) has revised its screen guidelines. Last month, for the first time, the AAP announced that up to an hour of screen time per day for preschoolers aged two to five is acceptable and even beneficial, depending on what they do with it.

Almost every summer since they were born, my daughter and my two nephews have spent time in a village with first no, and then mind-numbingly slow, internet access. These are kids who have grown up with devices, and they have never had a bored moment during their summers. Three savvy New York kids perfectly happy to play in the mud and watch fireflies with rapt concentration ... I don't think we've lost the magic of childhood. I think we've added to it.

Using an iPad to animate blobs of clay probably won't turn your two-year-old into an idiot, especially if you turn it into something you do together. He or she might surprise you and prefer the tactile pleasures of sticking Play-Doh up their nose anyway, leading to a nice teachable moment as you race to the paediatrician. **Sohaila Abdulali**

*The Guardian Weekly 11 November 2016*

# Porn on students' phones blocked

### BRUCE McDougall

SCHOOLS are the new front line in the fight against child pornography, with students' mobile phones now being wired to alert teachers and parents whenever kids look at harmful images.

A world-first cyber safety program, installed by schools and families to protect children, stops students from bypassing firewalls by using a "hotspot" to surf the internet.

Twenty South Australian schools have signed up to the program that can red flag internet searches for pornography, restrict access to social media and monitor children's online activity.

For an upfront \$89 fee plus \$4.95 a month, parents get peace of mind that their children are not accessing the wrong material. Horrifying data shows that 90 per cent of boys and 60 per cent of girls younger than 16 have visited a pornography site.

Research commissioned by the Australian Communications and Media Authority found 18 per cent of 16 to 17-year-olds reported that they or someone within their group of friends had received nude or nearly nude photos of someone else.

The Australian Childhood Foundation says the widespread online availability of pornography was shaping children's behaviour, while the Australian Medical Association also expressed strong concerns about the exposure

of young people to a "vast range of pornography".

The app designed by cyber security company Family Zone allows parents to remotely manage their children's mobile devices.

Web-based filters block adult-rated or unrated content and notify schools and parents. The technology can also disable a phone camera.

Family Zone managing director Tim Levy said child protection issues involving digital devices were now emerging in primary schools, which were ill-equipped to deal with them.

"In one private primary school parents were contacted after students were found searching for sex positions," he said.

"If a kid in the playground accesses a porn site it is reported to the school."

Clinical psychologist and child and adolescent behaviour expert Dr Rose Cantali said the number of compromising photos online displaying teenagers performing sexual acts was increasing.

"They (young females) want to model that type of behaviour by posing and selfies – sexting is reinforcing pornography with young females," she said.

Dr Cantali said a block on devices was best targeted at younger children but warned about imposing it on older teens.

"I would use it only as an extreme measure with older children as kids need to learn self-discipline," she said.

*The Guardian Weekly 3 December 2016*

# Sugar tax moralistic and ‘bonkers mad’, says Joyce

■ Matthew Knott

Nationals leader Barnaby Joyce has rubbished a Grattan Institute proposal to introduce a soft drink tax in Australia, saying it is a “bonkers mad” idea that would restrict individual freedom and harm the local sugar industry.

In a report released on Wednesday former Department of Health head Stephen Duckett called for the government to introduce an excise tax of 40 cents per 100 grams of sugar on all non-alcoholic, water-based drinks.

The tax, based on those implemented in countries such as Britain and Belgium, would raise an estimated \$500 million a year and generate a fall of about 15 per cent in the consumption of sugar-sweetened beverages.

Mr Joyce said the proposal was a “moralistic tax” that would cause “massive problems” for the sugar industry in Queensland and NSW.

“If you want to deal with being

overweight, here’s a suggestion: stop eating so much and do a bit of exercise,” Mr Joyce said.

“This is one of these suggestions right from the start we always thought was bonkers mad but now it’s getting more and more momentum so we have to say, ‘We are not going to be supporting a sugar tax.’”

Mr Joyce said it was appropriate for the government to increase the tobacco excise because all cigarettes were harmful but drinking the occasional soft drink was not.

“Take responsibility for yourself; the Australian Taxation Office is not going to save you. The ATO is not a better solution than jumping in the pool and going for a swim. I believe in the freedom of the individual . . . We the government are not going to moralise about what you take out of the fridge.”

Citing data he said had been provided to him by the sugar industry, Mr Joyce said sugar consumption had been declining in

Australia. Academic studies have found little to no change in sugar consumption over recent decades and that more than half of Australians exceed the World Health Organisation’s recommended daily intake of added sugars.

The Grattan Institute found that the soft drink tax would not significantly harm local sugar growers as most of the sugar they produced was exported.

David Gillespie, Assistant Minister for Rural Health and a former gastroenterologist, said he regularly told his patients to lose weight by going on the ELF (East Less Food) and the DME (Do More Exercise) program.

“You are what you eat but also a result of how often and how much you eat,” he said. “We are not food fascists, we let people choose what they eat. We are trying to help people make better, wiser, more nutritious choices. Cherry-picking one source of calories over all others just doesn’t make sense.”

*The Age 24 November 2016*

## Fears for children hooked on online games

■ Rob Walker  
Observer

Medical experts, charities and parents are increasingly concerned about the amount of time children are spending playing online games, as figures show that UK spending on titles such as League of Legends, World of Warcraft and Grand Theft Auto will top £3bn (\$3.7bn) this year.

Dr Aric Sigman, a lecturer in child health, said he had heard from a number of doctor’s surgeries that parents were asking for sleeping pills for their children. “Whether you call it an addiction or not, this is an enormous and growing problem,” he said.

The charity Action for Children says that a quarter of parents rank their children’s screen time, and how to control it, as their greatest challenge

- bigger than the traditional issues of homework or healthy eating.

“We were surprised it came top. We hadn’t picked up that it was such a big issue,” says the charity’s managing director, Carol Iddon. “With gaming, children get a lot of satisfaction and positive reinforcement, it can build their confidence. But that can make it become addictive.”

Ben Jones (not his real name) a gamer known by his online persona of Onibobo, is part of the growing subculture of young people, particularly male, who appear to have become hooked on internet gaming. “League of Legends is my poison. I play it until pretty late,” he said.

His gaming sessions normally last about nine hours, often running through the night. Aged 27, he’s been a heavy usage player since he was 15, and

it has taken its toll. At college he spent more time gaming than studying, and since leaving he has found it tough to keep a job. “It’s like smoking or drinking,” he said. “It’s a very bad habit.”

The gaming industry is a reluctant to acknowledge any social responsibility - brands are cashing in on growing demand. Data group Euromonitor says UK spending on games will top £3bn this year, 10 times more than households spend on traditional board games such as Monopoly or Scrabble.

“The games are designed to keep you playing,” said Peter Smith, a director at Broadway Lodge, an addiction treatment centre in Weston-super-Mare. Broadway has been helping people with drug- and alcohol-related problems since 1974, and for the past three years has opened its doors to people struggling with gaming dependency.

## NEW PUBLICATIONS

### ADVERTISING

Hudders, L., Cauberghe, V., Panic, K., 2016.  
**How advertising literacy training affect children's responses to television commercials versus advergames.**  
*International Journal of Advertising* 35, 909–931.

Pitt, H., et al 2016.  
**"It's just everywhere!" Children and parents discuss the marketing of sports wagering in Australia.**  
*Australian and New Zealand Journal of Public Health* 40, 480–486.

### HEALTH

Emond, J.A., et al. 2016.  
**Randomized exposure to food advertisements and eating in the absence of hunger among preschoolers.**  
*Pediatrics* e20162361.

French, S.A., et al 2016.  
**Physical changes in the home environment to reduce television viewing and sugar-sweetened beverage consumption among 5- to 12-year-old children: a randomized pilot study.**  
*Pediatric Obesity* 11, e12–e15.

Gerritsen, S., et al. 2016.  
**Physical activity and screen use policy and practices in childcare: results from a survey of early childhood education services in New Zealand.**  
*Australian and New Zealand Journal of Public Health* 40, 319–325.

Hoare, E., et al 2016.  
**The associations between sedentary behaviour and mental health among adolescents: a systematic review.**  
*International Journal of Behavioral Nutrition and Physical Activity* 13, 108.

Sadeghirad, B., et al. 2016.  
**Influence of unhealthy food and beverage marketing on children's dietary intake and preference: a systematic review and meta-analysis of randomized trials.**  
*Obesity Reviews* 17, 945–959.

### EDUCATION

Druick, Z., 2016.  
**The myth of media literacy.**  
*International Journal of Communication* 10, 20.

Kwok, K., et al. 2016.  
**Children can learn new facts equally well from interactive media versus face to face instruction.**  
*Front Psychol* 7.

Song, Y., Kong, S.C., 2017.  
**Affordances and constraints of BYOD (Bring Your Own Device) for learning and teaching in higher education: Teachers' perspectives.**  
*The Internet and Higher Education* 32, 39–46.

### MEDIA USAGE

Barr, E., Linebarger, R., Nichols, D., 2016  
*Media exposure during infancy and early childhood: the effects of content and context on learning and development*  
Springer

Chassiakos, Y. (Linda) R., et al 2016.  
**Children and adolescents and digital media.**  
*Pediatrics* v138; 5 2016-2593

Rosenqvist, J., et al 2016.  
**Relationship of TV watching, computer use, and reading to children's neurocognitive functions.**  
*Journal of Applied Developmental Psychology* 46, 11–21.

### MOBILE PHONES

Tapiro, H., Oron-Gilad, T., Parmet, Y., 2016.  
**Cell phone conversations and child pedestrian's crossing behavior: a simulator study.**  
*Safety Science* 89, 36–44.

### SOCIAL

Becker, S., Thomas, D., Cope, M.R., 2016.  
**Post-feminism for children: feminism "repackaged" in the Bratz films.**  
*Media Culture Society* 38, 1218–1235.

Nakandala, S., et al 2016.  
**Gendered conversation in a social game-streaming platform.**  
arXiv:1611.06459 [cs].

Rasmussen, E.E., et al. 2016.  
**Explaining parental coviewing: The role of social facilitation and arousal.**  
*Communication Monographs* 0, 1–20.

Vandenbosch, L., Eggermont, S., 2016.  
**The interrelated roles of mass media and social media in adolescents' development of an objectified self-concept a longitudinal study.**  
*Communication Research* 43, 1116–1140.

### COMPUTERS AND INTERNET

Wojniak, J.; Majorek, M. 2016  
**Children in internet space - the European Union policies on children's safety online**  
*SHS Web of Conferences* v 26,  
UNSP 01048

### VIDEO GAMES

Willett, R., 2016.  
**Online gaming practices of preteens: independent entertainment time and transmedia game play.**  
*Child Soc* 30, 467–477.

### VIOLENCE

Bushman, B.J., 2016.  
**Violent media and hostile appraisals: A meta-analytic review.**  
*Aggressive Behavior* 42, 605–613.

Çetin, Y., et al. 2016.  
**Effects of violent media on verbal task performance in gifted and general cohort children.**  
*Gifted Child Quarterly* 60, 279–286.

### EVENTS

#### SAVE THIS DATE

**Don't miss our 2017 conference on**

**Tots and tech:  
Growing up well with  
media and technology**

**Friday 5 May 2017**

**Telstra Conference Centre,  
242 Exhibition Street,  
Melbourne**

**[childrenandmedia.org.au](http://childrenandmedia.org.au)**

#### Generation Next 2017

##### **Mental Health and Wellbeing of Young People Seminar Series**

- Brisbane - Friday 26 May
- Perth - Friday 2 June
- Canberra - Friday 9 June
- Melbourne - Friday 16 June
- Adelaide - Friday 28 July
- Sydney - Friday 4 August
- Sydney Leadership Program - Friday 4 August

**[www.generationnext.com.au/educate/generation-next-seminars/](http://www.generationnext.com.au/educate/generation-next-seminars/)**

AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA  
**Membership/Subscription Application**  
**Tax Invoice**

Name: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Donations to ACCM of \$2 or more are tax deductible  
 Tel: 61.8.8376.2111    Fax: 61.8.8376 2122    Helpline: 1800 700 357  
 E: info@childrenandmedia.org.au    W: www.childrenandmedia.org.au

Membership rates(renewable on July 1st each year)	\$Aus (inc GST)
Organisational	
National	\$210.00
State	\$75.00
Individual	\$55.00
<b>small screen subscription (for non-members)</b>	
In Australia	\$66.00
Outside Australia	\$66.00
New membership	
Renewal	
small screen subscription	
Donation (tax deductible \$2 & over)	
Total	

Payment by:

- cheque
- bank transfer - BSB: 06 5109 ACC: 10008669
- credit card online - [www.trybooking.com/CXIM](http://www.trybooking.com/CXIM)

## EDITORIAL continued from P2

relation to the sexualisation of children in and by advertising, TV (especially music videos) and magazines.

The Senate Inquiry into harm from access to pornography on the Internet heard evidence of a significant body of research that demonstrates the risks from exposing children to pornography, including that it can hinder normal sexual development. Yet the central recommendation was for the Government to commission more research into the exposure of Australian children and young people to online pornography and other pornographic material (para 4.15), and then to commission an expert panel to make recommendations to the government regarding possible policy measures. (para 4.16)

In other words, the Senate is proposing the postponement of actual remedial action to prevent children's exposure, yet again.

Taking the three inquiries together, have the outcomes proposed progress or procrastination? Would any of them help with the 30% of teenagers for whom body image is in their top 3 concerns, and for the 5th year in a row? (Mission Australia surveys 2012-2016).

What could have been achieved by now if we had had a National Institute for Research on Child Rights and Media – that keeps up to date on world-wide findings on the impacts of media content on children, that informs government and parents, that supports and reviews a child-development-based classification system, and that would most likely have been blowing the whistle and calling for clear action, long before now?

## WORLD NEWS

### TOADY awards

US organisation Campaign for a Commercial-Free Childhood (CCFC) has just presented its annual TOADY (Toys Oppressive And Destructive to Young Children) Award for the Worst Toy of the Year, saying that

*"From thousands of toys that stifle creativity, lionize brands, and promote screen-based entertainment at the expense of children's play, CCFC and our partners ..... selected six 'exceptional' finalists".*

- View-Master Batman: The Animated Series Virtual Reality Pack by Mattel
- Play-Doh Hulk and Iron Man by Hasbro
- Shopkins Tall Mall Playset by Moose Toys
- Game of Life: Empire by Hasbro
- Pokemon GO by Niantic Labs
- Lulu's 11-Piece Makeup Set by Pink Fizz

Pink Fizz's Makeup Set, marketed to girls as young as three as the "the ultimate glam makeup collection in a box" – took the title with 33% of the vote. The Toys R Us website lists the target age as 3+ in spite of the fact that the small print under the ingredients list actually says: "Keep out of reach of children". CCFC points out that there are homemade videos on YouTube of very young girls using the kit.

The Game of Life: Empire was runner-up (17%), followed by the View-Master Batman: The Animated Series Virtual Reality Pack (16%), Shopkins Tall Mall Playset (16%), Pokemon GO (15%), and Play-Doh Hulk and Iron Man (2%).

[www.commercialfreechildhood.org/  
action/2016-toady-awards](http://www.commercialfreechildhood.org/action/2016-toady-awards)

### Research: Young New Zealanders viewing sexual violence

The latest research report from the New Zealand Office of Film and Literature Classification shows that New Zealand teenagers aged between 14 and 17 think that depictions or misrepresentations of sexual violence in entertainment media such as movies, TV shows and games, are potentially harmful. Harms identified included normalisation, perpetuation of harmful stereotypes, negative impacts on victim/survivors, and being negatively influenced by behaviour seen on screen.

Interestingly, most of the young participants expressed non-compliance with the New Zealand classification system in one form or another, principally by viewing higher restricted content. Reasons for non-compliance including personal choice, ease of access(particularly to online content), lack of supervision or enforcement and industry non-compliance.

The report is based on focus groups conducted with teenagers from Auckland and Wellington. It represents the first part of a research and consultation project exploring the effects – particularly on young people – of viewing sexual violence in entertainment media.

The project also explores the impact on the wider community, and builds on international research showing that repeated exposure to violent entertainment content can have significant negative effects on young people.

[www.classificationoffice.govt.nz/PDFs/  
research-young-people-sexual-violence-  
2016.pdf](http://www.classificationoffice.govt.nz/PDFs/research-young-people-sexual-violence-2016.pdf)