



Global Summit Report



ACCM President attended the Children's Global Media Summit (CGMS) 2017 which was held in Manchester, UK from 5-7 December, hosted by the BBC. This is her report.

The CGMS was organised around the themes of innovation, empowerment, freedom, entertainment and education. Each of the sessions was billed as relating to one of these positives, and preceded by a brief video featuring children's voices on a range of issues relating to media use and the world they are facing.

The speakers list was dominated by industry representatives, including Malik Ducard from YouTube, Jeffrey D Dunn and Stephen Youngwood from the Sesame Workshop, Rick Glankler from the Fremantle Media Group, Tracey Keenan from World Wrestling Entertainment, David Levine and Tricia Wilber from the Walt Disney Company, Simon Milner from Facebook and Lucy Murphy from Sky. There were also a number representing the not-for-profit sector, for example Josh Golin from the Campaign for a Commercial-Free Childhood (USA), Isabella Henriques from the Alana Institute (Brazil), Baroness Beeban Kidron from 5Rights (UK), Vicki Shotbolt from ParentZone (UK) and Jim Steyer from Common Sense Media (USA). The programme was rounded out with a range of academics, politicians, government officials and entertainers. Oh, and one prince!

Sessions featuring these speakers were held separately from the 'research stream' which covered matters such as 'Kindness, Empathy, Understanding', 'Emotion Recognition Software' and "Uncomfortable" Content, Pressure, Bullying and Banter:

No. 348 December 2017/ January 2018

A Child's Eye View of Online Risks'. This arrangement tended to sideline the discussion about how to ensure media use enhances children's wellbeing as distinct from the one about how best to engage the child audience. Nevertheless there were sessions on such matters as 'Thriving Online' (freedom panel) and 'Ca\$hing in on the Kids' (entertainment panel).

Australian presenters included Michelle Guthrie from the ABC, and Susan McLean from CyberSafety Solutions.

The most exciting thing I learnt was about the report *Digital Childhood – Addressing Childhood Development Milestones in the Digital Environment*, recently produced by 5Rights (mentioned above). The report aligns perfectly with ACCM's long-standing approach of using child development as a yardstick for the benefits of media use; it points out that the digital environment was designed without children in mind and therefore treats them equally to others when in fact they have special needs. I hope that we can use the report to get more traction on these ideas here in Australia.

Digital Childhood



As reported in the previous article, this report was launched at the CGMS. co-authors are Baroness Beeban Kidron, founder of 5Rights, and Dr. Angharad Rudkin, child clinical psychologist at University of Southampton.

The report considers how growing up in the digital environment directly impacts on a child's development trajectory. It concludes that a managed route from infancy to adulthood is as important in the digital environment as it is in the analogue world.

Research on child development has been used to inform education, policy and parenting practices for at least a generation. However, most child development research predates the digital age since digital technology is only 25 years old, and has only been ubiquitously in the hands of children over the last five years. With digital development occurring at a quicker pace than research, it is difficult to get an accurate picture of the impact.

The authors suggest that more longitudinal and detailed cross-sectional research is urgently required so that children can be helped to maintain their wellbeing in a digital world and can become empowered digital citizens.

They say that current research needs to broaden from an agenda of adult-identified harms to one that captures all the

Continued on P 4.....

Tots and Tech: challenges for early childhood in a digital age



Friday 18 May, 2018, 9am-4:30pm
Hedley Beare Centre
51 Fremantle Drive, Stirling ACT

MORE INFORMATION

childrenandmedia.org.au/events/accm-seminars



no. 348 Dec 2017/Jan 2018

small screen

Editor: Barbara Biggins OAM
Compiler: Caroline Donald
Editorial Board: Barbara Biggins, 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
 www.childrenandmedia.org.au
 Tel: +61 8 8376 2111
 Fax: +61 8 8376 2122

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

ACCM acknowledges support from the
 Romeo Family

GUEST EDITORIAL

Is children's TV really like brussels sprouts?

Our guest editorial this month is written by the CEO of the Australian Children's Television Foundation, Jenny Buckland. It is a response to what Bridget Fair, incoming head of the commercial television lobby group Free TV, wrote in The Australian Media section on 22 January, saying that that C (children's) and P (preschool) programming had become the brussels sprout of commercial television - kids refused to eat them and therefore the quotas should be scrapped.

Jenny Buckland responds:

In *The Australian* on Monday, Bridget Fair, of Free TV Australia, opened up about her difficulties getting children to eat their brussel sprouts. For that problem, I recommend this: don't cook them. Slice raw brussel sprouts very thinly, toss with grated carrot and finely sliced celery, toasted pepitas and a honey-mustard dressing. It's crunchy. My kids love it. But if you try and cook them the old fashioned way, well, the audience gets bored and moves on to something else.

The rest of the piece was about kids TV, which the commercial broadcasters are having trouble getting kids to watch.

The networks are being comprehensively trounced by the ABC, and want the regulations obliging them to screen minimum levels of children's content scrapped.

This suggests it could be time to serve Australian children's screen content a new way, too.

The ABC has built successful destinations for children's content, and it might be instructive to consider how they've done that. Their destinations are clearly branded and targeted for children. They market and promote both their children's destinations and the programs. They surround regular, tent pole programs (like Playschool and Behind The News) with high quality commissions like Little Lunch, Mustangs FC, Dance Academy, Nowhere Boys, The Flamin' Thongs and Dirt Girl World. These are distinctively Australian shows with high production values that parents are actually happy to watch with their kids. The ABC launches new children's shows with pride and fan fair. Finally, as they've invested so much in high quality content they make sure they get their money's worth by showing that content many times over on their digital channels and on iView, so that it builds a profile and today's kids can find them and enjoy them when and where it suits them.

A vibrant, balanced, outstanding children's content production environment, delivering quality Australian content to Australian children, requires competition for the audience and multiple players making a contribution. That's why it would not serve the best interests of children just to let the commercial players off the

hook and leave it to the ABC.



Jenny Buckland

Television is the great story telling medium of our age. And wonderful television is now coming from every corner of the globe. It's a crowded market. And kids get exposed to it all. They also get exposed to plenty of family and adult reality TV formats and all sorts of other stuff that they enjoy watching. But that's not an excuse, not to provide some space for shows that are just for them. That look at the world from a child's point of view.

We need to keep up, though. The current children's television regulations were developed 30 years ago. They require 260 hours a year of C content (for school aged children) and 130 hours a year of P content (for primary school aged children). Those figures were arrived at on the basis of an hour of kids tv per day for older children and half an hour a day for pre-schoolers. It's an older model from a linear age and doesn't encourage quality, innovation, or look at how the world, and storytelling with it, is changing. A new model would emphasise quality over quantity. The development of compelling, relatable stories that you just have to keep watching. It would put Australian kids content right on the menu where other content for kids is located and promote and market it.

Ideally, with so much interest in the subject (three separate government reviews are currently underway), everyone would come together to discuss how best to achieve an outcome which is in the best interests of children's audiences now and in the future. But the commercial broadcasters aren't interested in doing that. They don't really want to make the brussel sprouts interesting or easy to find. Their preferred solution is to take them off the menu.

Where is Clips and Cuts?

Regular readers of *small screen* will have noticed that our usual centre pages which feature cuttings from newspapers are missing. We have decided to discontinue this section.

To stay up-to-date with what the news media are saying about children and the media, make sure that you subscribe to our regular free E-Bulletin.

More information about the E-Bulletin and past copies can be found on our website :

www.childrenandmedia.org.au

NEW PUBLICATIONS

ADVERTISING

Herédia, A.M. et al 2017.

Fast-food marketing strategies and their impact on childhood obesity.

Journal of Spatial and Organizational Dynamics, 15, 296–315.

Soneji, S., et al 2018.

Online tobacco marketing and subsequent tobacco use.

Pediatrics, p.e20172927.

Thomas, T., et al 2018

10 Years On: New evidence on TV marketing and junk food eating amongst 11-19 year olds 10 years after broadcast regulations.

Cancer Research UK

Vandevijvere, S., Soupen, A., Swinburn, B., 2017.

Unhealthy food advertising directed to children on New Zealand television: extent, nature, impact and policy implications.

Public Health Nutrition 20, 3029–3040.

CHILD DEVELOPMENT

McClure, E.R., et al 2018.

Look at that! Video chat and joint visual attention development among babies and toddlers.

Child Dev 89, 27–36.

Naeemi, S., Tamam, E., 2017.

The relationship between emotional dependence on facebook and psychological well-being in adolescents aged 13–16.

Child Ind Res 10, 1095–1106.

Pavelka, J., et al 2016.

Country, age, and gender differences in the prevalence of screen-based behaviour and family-related factors among school-aged children.

Acta Gymnica, 46(3), pp.143-151

Zimmermann, L., et al 2017.

The ghost in the touchscreen: Social scaffolds promote learning by toddlers.

Child Development, 88(6), pp.2013-2025

HEALTH

Gentile, D. A., et al 2017

Bedroom media: One risk factor for development.

Developmental Psychology, 53(12), 2340-2355

Naderer, B., et al 2018.

Shaping children's healthy eating habits with food placements? Food placements of high and low nutritional value in cartoons, children's BMI, food-related parental mediation strategies, and food choice.

Appetite 120, 644–653.

Ponti, M., et al 2017

Screen time and young children: Promoting health and development in a digital world.

Paediatr Child Health 22, 461–468.

Rechichi, C., Mojà, G.D., Aragona, P., 2017.

Video game vision syndrome: a new clinical picture in children?

J Pediatr Ophthalmol Strabismus 54, 346–355.

Rodgers, R. F., et al 2017

Media exposure in very young girls: Prospective and cross-sectional relationships with BMIz, self-esteem and body size stereotypes.

Developmental Psychology, 53(12), 2356-2363

van den Broek, N., et al 2018

The longitudinal link between mothers' and adolescents' snacking: The moderating role of television viewing.

Appetite 120, 565–570.

MEDIATION

Brito, R., et al 2017.

Family dynamics in digital homes: The role played by parental mediation in young children's digital practices around 14 european countries.

Contemp Fam Ther 39, 271–280.

Daneels, R., & Vanwynsberghe, H. 2017 Mediating social media use: Connecting parents' mediation strategies and social media literacy.

Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 11(3), article 5

Davou, B., Sidiropoulou, A., 2017.

Family life around screens: some thoughts on the impact of ICTs on psychological development and the development of relationships.

Contemp Fam Ther 39, 261–270.

Rothman, E.F., et al 2017.

A qualitative study of what US parents say and do when their young children see pornography.

Academic Pediatrics

Smahelova, M., et al 2017

Mediation of young children's digital technology use: The parents' perspective.

Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 11(3), article 4.

RESEARCH METHODS

Miller, J., et al 2017

Looking beyond swiping and tapping: Review of design and methodologies for researching young children's use of digital technologies

Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 11(3), article 6.

Smith-Shank, D.L., 2017.

Once upon a time... fairy tales and other stories.

Chinese Semiotic Studies 13, 245–253.

SCREEN TIME

Elias, N., Sulkin, I. 2017

YouTube viewers in diapers: An exploration of factors associated with amount of toddlers' online viewing.

Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 11(3), article 2.

Lull, R. B., & Dickinson, T. M. 2018

Does television cultivate narcissism? Relationships between television exposure, preferences for specific genres, and subclinical narcissism.

Psychology of Popular Media Culture, 7(1), 47-60.

Mavoa, J., Carter, M. and Gibbs, M., 2017.

Children and Minecraft: A survey of children's digital play.

New Media & Society, 1461444817745320.

Nikken, P. 2017

Implications of low or high media use among parents for young children's media use.

Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 11(3), article 1.

Ofcom 2017

Research Report: Children and parents: Media use and attitudes

VIOLENCE

Bender, P.K., Plante, C., Gentile, D.A., 2018.

The effects of violent media content on aggression.

Current Opinion in Psychology 19, 104–108.

Gao, X., et al 2017

The influence of empathy and morality of violent video game characters on gamers' aggression.

Frontiers in Psychology, 8.

Lull, R., Gibson, B., Cruz, C., Bushman, B. 2018

Killing characters in video games kills memory for in-game ads.

Psychology of Popular Media Culture, 7(1), 87-97.

Ogders, C.L., Russell, M.A., 2017

Violence exposure is associated with adolescents' same- and next-day mental health symptoms.

J Child Psychol Psychiatr 58, 1310–1318.

