



Consultation ending: proposed new rules for online sports betting ads

May 10 2018 is the closing date for submissions to the Australian Communications and Media Authority (ACMA) re its proposed new rules to restrict gambling advertising during live-streamed sport online.

On 6 May 2017, the Australian Government announced a package of reforms that included restrictions on gambling advertising during live sporting events across broadcast and online platforms. The ACMA registered new codes of practice for radio and television broadcasting sectors on 12 March 2018, effective from 30 March 2018. (read more in *small screen* #350 March 2018)

Following the passage of relevant legislation in Federal Parliament in late March, the ACMA has released its proposed new rules for online services. The intention is for the draft online rules to be as consistent as practicable with broadcasting rules. ACMA says that "the operating environments for broadcasting and online content provision and advertising are not equivalent ... [and] so while the draft Online Rules are substantially similar to the broadcasting codes, there are areas where they are not expressed in identical terms."

The ACMA welcomes comments from stakeholders on the draft Online Rules. Once finalised, the draft Online Rules will be a legislative instrument. For more information see

www.acma.gov.au/theACMA/online-content-service-provider-rules

What is Fortnite: Battle Royale?

Fortnite: Battle Royale is a new online-gaming phenomenon which is attracting children from primary school age up. Since the game was released in September 2017, it has been downloaded 40 million-plus times globally.

It is a shooter game where players are dropped on to an island and then make their way around to find weapons and

use them to battle other players and zombie-like characters, as well as building shelters to protect themselves against enemies and deadly storms.

This version of the M-rated purchasable game *Fortnite* is free, easily accessible and downloadable. Players apply online for an invitation email to play before being able to download the game, but once they are invited and start playing, they are given weekly feature updates.

According to the Office of the eSafety Commissioner, one of the biggest dangers lies with the fact anyone playing *Fortnite* is directly connected to hundreds of strangers of all ages. For more information from the eSafety site go to:

<https://www.esafety.gov.au/esafety-information/games-apps-and-social-networking/fortnite>

Another danger appears to be the addictive nature of the game. This is something that has been remarked on by both parents and teachers who have noticed how preoccupied kids have become with the game. *Fortnite* has many features used by game designers to ensure that gamers are "hooked". It has brightly coloured graphics, features humour and is fast moving. But it also has an element of luck which is likely to make players feel that success is always just around the corner so that they want to play "just one more game". As well, fans are able to spend time watching streaming videos of highly-skilled players in action and highlights posted on YouTube. The game also has a strong social media presence.

An ACCM app reviewer has reviewed *Fortnite: Battle Royale* up to Level 8 and suggests that "Due to frequent violence, simulated substance/medication use, and online/social media connectivity this game is not recommended for children 12 years and under, and parental guidance is recommended for children 13 – 17 years. The full review can be read at

childrenandmedia.org.au/app-reviews/apps/fortnite

Notable children's digital media

The *American Library Association Notable Children's Digital Media Committee* has announced its inaugural list of 'great digital media for children'.

The committee has concentrated on apps for this year's selections but future lists will include a diverse array of digital media for children up to age 14.

The committee has selected fifteen apps which they feel introduce rich topics and engaging activities and provide a platform for play and imagination:

- ABC Kids-Tracing and Phonics.
- Breathe, Think and Do with Sesame.
- Daniel Tiger for Parents.
- Dr. Panda Train (and all other Dr. Panda apps).
- Martha Speaks Word Spinner.
- Moose Math.
- PBS Kids Games.
- PBS Parents Play & Learn.
- PBS Kids Scratch Jr.
- Sago Mini Forest Flyer.
- Stop, Breathe & Think Kids.
- Sushi Monster.
- Tales Untold.
- Todo Math.
- Toontastic 3D.

More information:

www.ala.org/alsc/awardsgrants/notalists/ncdm

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

9am - 4:30pm
Friday 13 July, 2018
QUT, Victoria Park Rd
Kelvin Grove
Brisbane, QLD 4059

MORE INFORMATION

childrenandmedia.org.au/events/accm-seminars



no. 351 April 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

EDITORIAL

Troubling trailers

ACCM and many parents have long been concerned about the too frequent intrusion of unsuitable trailers into TV programs chosen as OK for family viewing, and the occasional too scary trailer in cinemas.

In September and October last year, ACCM, armed with the huge response from parents to its online survey, successfully fought against the proposed relaxation of the trailer rules in cinemas. (see *small screen* Sep and Oct 2017).

So we read with considerable interest, the story by West Australian journalist David Allan-Petale of the screening of a trailer for a horror movie as an accompaniment to the school holiday movie Peter Rabbit.

www.watoday.com.au/national/western-australia/cover-your-eyes-kids-perth-families-shown-horror-flick-trailer-20180426-p4zbtn.html

This was a genuine mistake, and, we hope, unlikely to happen again.

What concerns us more is the ongoing issue of program and movie trailers on TV, and in particular, trailers for cinema films (M or MA15+) which are judged as meeting PG classification

Are the ABC and SBS competing unfairly with the commercial networks or?

The Department of Communications has announced an Inquiry to explore the practices of the national broadcasters, the ABC and the SBS, and advise the Government on whether they are operating in a manner consistent with the general principles of competitive neutrality. ie how they operate within the markets of which they are part and the basis on which they are competing with the private sector.

The panel will also make observations on the role of national broadcasters in the modern media environment.

The terms of reference can be found at:

<https://www.communications.gov.au/documents/inquiry-competitive-neutrality-national-broadcasters-terms-reference>

More information about making a submission can be found at:

<https://www.communications.gov.au/have-your-say/inquiry-competitive-neutrality-national-broadcasters>

There is some concern that the Inquiry will be used as a toll against the broadcasters and their online activities. Read more at:

<https://theconversation.com/the-politics-behind-the-competitive-neutrality-inquiry-into-abc-and-sbs-95925>

guidelines by the Commercials Acceptance Division (CAD) of FreeTV Australia. Such trailers can be shown almost everywhere on TV, barring a few exceptions. Further, complaints lodged against such trailers are usually sent to the Advertising Standards Board, whose level of upholding such complaints is very low.



Barbara Biggins
OAM
Hon CEO

ACCM has, in a recent meeting with the Australian Communications Authority, put the view that the PG classification guidelines for programs should be being applied more rigorously (with less excusing of scary content on basis of "context" or "brevity"), or should be replaced with a classification tool that would better protect children from brief but frightening or upsetting shots.

ACCM also queried why the ASB was handling complaints that were really issues about trailer placement, which the FreeTV Code 7.3.3. says should be directed to the station being watched.

We'll keep you updated on any progress, but in the meantime let us know about any trailers you see (with date time and program) that you consider are unsuitably placed.

ABC KIDS listen app



ABC KIDS listen is a new free children's digital radio station and app for preschoolers and their families.

The ABC website says that the app "provides children ages 0-5 and their families with a safe space to access trusted, educational and entertaining audio programs that feature music and stories from their favourite ABC KIDS characters".

A range of ABC KIDS personalities will host programs, music, and stories. Content will include news bulletins, a daily acknowledgement of country, language learning and music for sleep times.

www.abc.net.au/kidslisten/ideas/welcome-to-abc-kids-listen/9451266

NEW PUBLICATIONS

ADVERTISING

Harris, J.L., Kalnova, S.S., 2018.
Food and beverage TV advertising to young children: Measuring exposure and potential impact.
Appetite 123, 49–55.

Janssen, T., et al 2017.
Peer norms and susceptibility mediate the effect of movie alcohol exposure on alcohol initiation in adolescents.
Psychology of Addictive Behaviors.
Advance online publication.

HEALTH

Booker, C.L., Kelly, Y.J., Sacker, A., 2018.
Gender differences in the associations between age trends of social media interaction and well-being among 10-15 year olds in the UK.
BMC Public Health 18, 321.

Bozkurt, H., et al. 2018.
Internet use patterns and Internet addiction in children and adolescents with obesity.
Pediatric Obesity 13, 301–306.

Garmy, P., et al. 2018.
Insufficient sleep is associated with obesity and excessive screen time amongst ten-year-old children in Sweden.
Journal of Pediatric Nursing 39, e1–e5.

Genuneit, J., et al 2018.
Media consumption and sleep quality in early childhood: results from the Ulm SPATZ Health Study.
Sleep Medicine 45, 7–10.

Glover, J., Fritsch, S.L., 2018.
#KidsAnxiety and social media: A review.
Child and Adolescent Psychiatric Clinics of North America, Youth Internet Habits and Mental Health 27, 171–182.

Norman, J., et al. 2018.
Sustained impact of energy-dense TV and online food advertising on children's dietary intake: a within-subject, randomised, crossover, counter-balanced trial.
International Journal of Behavioral Nutrition and Physical Activity 15, 37.

Wolf, C., et al. 2018.
Children's environmental health in the digital era: Understanding early screen exposure as a preventable risk factor for obesity and sleep disorders.
Children 5, 31.

MEDIA & CHILD DEVELOPMENT

Curran, T.; Hill, A. P. 2017
Perfectionism is increasing over time: a meta-analysis of birth cohort differences from 1989 to 2016.

Psychological Bulletin.
Advance online publication.

Gerwin, R.L., Kaliebe, K., Daigle, M., 2018.
The interplay between digital media use and development.
Child and Adolescent Psychiatric Clinics of North America, Youth Internet Habits and Mental Health 27, 345–355.

Hinkley, T., et al. 2018.
Cross sectional associations of screen time and outdoor play with social skills in preschool children.
PLOS ONE 13, e0193700.

Huber, B., et al. 2018.
The effects of screen media content on young children's executive functioning.
Journal of Experimental Child Psychology 170, 72–85.

Limtrakul, N., et al. 2018.
Media use and psychosocial adjustment in children and adolescents.
Journal of Paediatrics and Child Health 54, 296–301.

Mendelsohn, A.L., et al. 2018.
Reading aloud, play, and social-emotional development.
Pediatrics e20173393.

Peebles, A., Bonus, J.A., Mares, M.-L., 2018.
Questions + answers + agency: Interactive touchscreens and children's learning from a socio-emotional TV story.
Computers in Human Behavior 85, 339–348.

Simonato, I., et al. 2018.
Prospective associations between toddler televiewing and subsequent lifestyle habits in adolescence.
Preventive Medicine 110, 24–30.

Solomon-Moore, E., et al. 2018.
Examining the challenges posed to parents by the contemporary screen environments of children: a qualitative investigation.
BMC Pediatrics 18, 129.

MEDIATION

Broekman, F.L., et al. 2018.
App features that fulfill parents' needs in apps for children.
Mobile Media & Communication 2050157918759571.

Gonzalez-Nahm, S., et al. 2018.
Media and young minds: comparing state screen media use regulations for children under 24 months of age in early care and education to a national standard.
Matern Child Health J 22, 445–453.

Hita, M.L.R., Kareklas, I., Pinkleton, B., 2018.

Parental mediation in the digital era: increasing children's critical thinking may help decrease positive attitudes toward alcohol.
Journal of Health Communication 23, 98–108.

MOBILE PHONES

Hughes, N., Burke, J., 2018.
Sleeping with the frenemy: How restricting 'bedroom use' of smartphones impacts happiness and wellbeing.
Computers in Human Behavior 85, 236–244.

VIOLENCE

Bushman, B.J., 2018.
Teaching students about violent media effects.
Teaching of Psychology 45, 200–206.

Reich, M.D., 2018.
The interplay of media violence effects and behaviorally disordered children and adolescents: Guidelines for practitioners.
Child and Adolescent Psychiatric Clinics of North America, Youth Internet Habits and Mental Health 27, 193–202.

EVENTS

The Children's Media Conference

3-5 July 2018
Sheffield UK

thechildrensmediaconference.com

ACEL Early Childhood Conference
Encourage tech support: from child to citizen

9 – 10 August 2018
Hilton, Sydney

acel.org.au

ECA National Conference 2018
Be the difference for children and families

19–22 September 2018
Sydney ICC

ecaconference.com.au

Digital Media & Developing Minds

October 15-18 2018
Long Island, New York USA

meetings.cshl.edu/

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

Name: _____
Organisation: _____
Address: _____

Postcode: _____
Fax: _____
Email: _____

Membership rates(renewable on July 1st each year)	\$Aus (inc GST)
Organisational	
National	\$210.00
State	\$75.00
Individual	\$55.00

small screen subscription (for non-members)	
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

Donations to ACCM of \$2 or more are tax deductible

Tel: 61.8.8376.2111 Fax: 61.8.8376 2122
info@childrenandmedia.org.au www.childrenandmedia.org.au

WORLD NEWS

Toddler TV watching and teen lifestyle habits

Canadian research has shown the possible effects of excessive TV watching in toddlerhood for lifestyle habits in early adolescence.

The participants in the study were 986 girls and 999 boys from the Quebec Longitudinal Study of Child Development birth cohort. Child self-reports of lifestyle habits at age 13 were matched with parent-reported televiewing at age 2.

Excessive early televiewing was associated with a later risk of:

- being overweight
- poor eating habits
- skipping breakfast
- being less engaged at school

The researchers suggest that these independent relationships, observed more than a decade later, suggest a need for better parental awareness of how the way children invest their limited waking hours could affect their long-term life course trajectories.

www.sciencedirect.com/science/article/pii/S0091743518300355

Children learning from screens – the importance of interactivity

US research has shown the importance of interactivity in young children's learning from screens.

This study examined the effects of successively adding three components - turn-taking, responsiveness, and agency - to a socio-emotional TV narrative for a preschool-aged audience. Ninety-seven 3- to 5-year-olds were randomly assigned to watch one of four versions of an animated show teaching the virtues of honesty (with

0-3 interactivity components) or to watch a control episode.

Relative to non-interactive viewing, full interactivity (but not partial interactivity) improved children's recognition and labeling of characters' emotions and lies/truths, and it indirectly enhanced their comprehension of the narrative's moral lesson. This effective interactivity, which focused on key emotional moments in the plot, involved questions, feedback, and device control.

However, interactivity only minimally improved children's ability to transfer episode-specific learning of socio-emotional content to novel and more realistic contexts.

www.sciencedirect.com/science/article/pii/S0747563218301444#

TV still the most popular pastime for children

Watching television remains the activity to which children aged three to 16 dedicate the most time, according to the latest Kids Tech Consumer Survey by the company, Futuresource Consulting.

In the countries surveyed, including the UK, France, Germany, US, China, South Korea, Indonesia, Mexico and Brazil, children overall spent an average of 4.8 hours per week watching TV. This compared to 3.9 hours participating in active play and 3.5 hours screen time on mobile devices.

Children in the US were found to watch most TV at close to one hour per day, while Chinese children still spent more time in active play.

However, while TV overall remained the top activity for children, 63% of children across the surveyed countries also used

other electronic devices while watching TV, with this figure rising to 75% among 13-16 year-olds. Half of these said they play mobile games while watching TV, while close to a third watch other video content. Among older children 55% were involved with social media and online chat.

www.digitaleurope.com/2018/04/25/futuresource-tv-still-most-popular-pastime-for-children/

Challenges for parents in today's screen environments.

The revised American Academy of Pediatrics screen viewing (SV) guidelines encourage families to identify an appropriate balance between SV and other activities. A recent British study explored parents' views of their child's SV time.

The study involved telephone interviews with parents of 8-9-year-old children, along with questionnaires about week day and weekend screen use. Interview data revealed that because SV is considered the 'norm', parents struggle to limit it, partly because they want their children to be equipped for the modern technological world.

Parents did not see all SV as equal. Watching television and engaging in educational SV were likely to be encouraged, while 'playing' on tablets is discouraged.

Most parents were found to feel that it is important for their family to achieve a digital balance, primarily to spend more quality family time together.

bmcpediatr.biomedcentral.com/articles/10.1186/s12887-018-1106-y