



British Board of Film Classification (BBFC) publishes new Classification Guidelines

The British Board of Film Classification (BBFC) recently conducted a public consultation (with 10,000 people) and the findings suggests that young people and parents want to see an increase in classification guidance, particularly around online content, as well as more consistency across all platforms.

In a media release on 28th February, 2019, the BBFC suggest that 97% of both young people and parents want guidelines in place for online content. They claim more people than ever before want tougher classification. New guidelines will seek to address the changing needs of the British public, and bring order to ever-increasing content from non-traditional media.

David Austin, Chief Executive Officer at the BBFC, said: "Over the last five years the way we consume film and video has changed beyond all recognition.

That's why it's so important that there is consistency between what people watch on and offline. The research shows that parents and teenagers want us to give them the information and guidance that they need to view what's right for them." Violence, sexual references, discrimination, real-life scenarios, and effective age enforcement are areas that the consultation highlighted as needing particular attention in the new guidelines.

The new guidelines and more information will be released on February 28 (2019) and can be found at www.bbfc.co.uk/about-bbfc/

Visiting Scholar from USA

Dr. Susan Linn will be visiting Australia in May 2019 to talk about the commercialisation of childhood – paying particular attention to the corporate takeover of childhood. She is a Research Associate at Boston Children's Hospital, Lecturer on Psychiatry at Harvard Medical School and Founding Director of Campaign for a Commercial-Free Childhood.

Her book, *Consuming Kids: The Hostile Takeover of Childhood*, has been praised in publications as diverse as *The Wall Street Journal*, and *Mother Jones* and helped launch the movement to reclaim childhood from corporate marketers.

An award-winning ventriloquist and children's entertainer, Dr. Linn is internationally known for her innovative work using puppets in child psychotherapy. She pioneered this work at Children's Hospital Boston and the Children's AIDs Program, where she used puppets to help children cope with illness, hospitalization, death, loss and other life challenges.

She has lectured on the importance of creative play, the impact of media and marketing on children, and the use of puppetry as a therapeutic tool in venues throughout North and South America, Europe, Asia, the Middle East.



Dr. Linn is speaking at the Fourth Annual ACEL Early Childhood Conference in Sydney on 2nd-3rd May, 2019 at Shangri-La Hotel, and in Adelaide at a parenting seminar presented by ACCM and sponsored by M&M Wireless on Tuesday 7th May, 2019. SAVE THE DATE... there will be more details in the next edition of Small Screen.

UK Chief Medical Officers advice on children and young people's screen and media use

The UK Chief Medical Officers have published advice for parents and carers on Children and Young People's screen and social media use. See main message below:

Technology can be a wonderful thing but too much time sitting down or using mobile devices can get in the way of important, healthy activities. Here are some tips for balancing screen use with healthy living.

- > Sleep matters
- > Education matters
- > Safety when out and about
- > Family time together
- > Sharing sensibly
- > Keep moving!
- > Talking helps
- > Use helpful phone features

The full report can be found at: www.assets.publishing.service.gov.uk/system/uploads/attachment_data/file/777026/UK_CMO_commentary_on_screentime_and_social_media_map_of_reviews.pdf



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EDITORIAL

“Screentime”: a vexed concept

Recognising that children are growing up in a media-saturated environment, paediatric professional associations in several countries, have over the past few years reviewed the evidence about the impact of screen use in early childhood and produced guidelines for parents.

Since the early 90s, the American Academy of Pediatrics' guidelines had been a much quoted source of the amount of screen time appropriate for different ages.

In late 2016, the AAP released revised guidelines, with those for younger children entitled *Media use and young minds*.

www.pediatrics.aappublications.org/content/138/5/e20162591

These put less emphasis on the amount of time that children use screens, and more on how they are being used.

In 2017, the Canadian Paediatric Society produced its position statement *Screen time and young children*.

www.cps.ca/en/documents/position/screen-time-and-young-children.

This is a practical well founded useful set of guidelines.

In Jan 2019, the (UK) Royal College of Paediatrics and Child Health produced its *Screentime guide for professionals and parents*, with the release receiving international coverage.

www.rcpch.ac.uk/resources/health-impacts-screen-time-guide-clinicians-parents

What the headlines said, in essence, was that parents didn't need to worry too much about screen time.

Here at ACCM, we keep very close tabs on the research in this field, and such headlines aroused our interest. The RCPCH media release probably lent itself to such interpretation by reporters by saying up front “There is not enough evidence to confirm that screen time is in itself harmful to child health at any age, making it impossible to recommend age

appropriate time limits”.

Looking further, we found the RCPCH had claimed “To inform this guide, we undertook a comprehensive review of the evidence on the impact of screen time on children's physical and mental health, largely looking at television screen time”.



Barbara Biggins
OAM
Hon CEO

www.bmjopen.bmj.com/content/9/1/e023191.

We have reviewed the strategy used to produce that review and found it wanting responses. See my critique published recently in the BMJ.

www.bmjopen.bmj.com/content/9/1/e023191.

I conclude “A search strategy designed for an important mission, such as providing reliable screen use guidelines for parents, deserves to be very carefully designed and fully set out in an Appendix so we can all see its framework and essential detail. However, even without this information, the serious flaws in the strategy are clear”.

Others are also unimpressed by the RCPCH's effort at producing research-based guidance.

www.bbc.com/news/health-46758809?eType=EmailBlastContent&eId=d3a369b1-2861-425c-8339-576d965c6f67

www.bmj.com/content/364/bmj.l60/rhttp://www.sciencemediacentre.org/expert-reaction-to-new-guidance-on-childrens-screen-time/

A much more comprehensive review has just been published by the UK Chief Medical Officers “Children and Young People's screen and social media use.”

www.assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/777026/UK_CMO_commentary_on_screentime_and_social_media_map_of_reviews.pdf

NEW PUBLICATIONS

CHILD DEVELOPMENT

Przybylski, A et al. 2019.
Digital screen time and pediatric sleep: evidence from a preregistered cohort study

American Journal of Pediatrics.
Vol 205, pp. 218–223

Madigan, S, Browne, D, et al. 2019.
Association Between Screen Time and Children's Performance on a Developmental Screening Test.

AMA Pediatrics
doi:10.1001/jamapediatrics.2018.5056

Kotaman, H. 2019.
Impact of exposure to television and types of animations on children's task persistence

European Journal of Dev. Psychology,
Vol. 16, Issue. 1, pp.82-96.

Mourlam, DJ; Strouse, GA et al. 2019.
Can they do it? A comparison of teacher candidates' beliefs and preschoolers' actual skills with digital technology and media.

Computers and Education
Volume: 129, pp. 82-91

Rasmussen, EE; Strouse, GA;
Colwell, MJ; et al. 2019.
Promoting preschoolers' emotional competence through prosocial TV and mobile app use.

Media Psychology,
Vol 22, Iss. 1, pp. 1-22

Cingel, DP; Sumter, SR et al. 2019.
The role of social context during television viewing on children's moral judgments about social exclusion and stigmatization of others.

Media Psychology
Vol. 22, Iss. 1, pp. 133-151

Krcmar, M; Cingel, DP. 2019.
Do young children really learn best from the use of direct address in children's television?

Media Psychology
Vol. 22, Iss. 1, pp. 152-171

Kearney, MS; Levine, PB, 2019.
Early Childhood Education by Television: Lessons from Sesame Street.

American Applied Economics
Journal, Vol. 11, Iss. 1, pp. 318-350

Chen, J, Guangshuai, W. 2019.
A pilot study on evaluating children with autism spectrum disorder using computer games.

Computers in Human Behavior
Vol. 90, pp. 204-214

GAMBLING

Nyemcsok, C, Thomas, S et al. 2019
Young People's recall and perceptions of gambling advertising and intentions to gamble on sport.

Journal of Addictive Behaviours
Vol. 7, Issue. 4, pp. 1068-1078

Shibuya, A; Teramoto, M et al. 2019
Long-Term Effects of In-Game Purchases and Event Game Mechanics on Young Mobile Social Game Players in Japan

Simulation & Gaming
DOI: 10.1177/1046878118819677

MOBILE PHONES

Henfer, D, Schmitt, K, Vorderer, P.
2019

Rules? Role Model? Relationship? The impact of parents on their children's problematic mobile phone involvement Media Psychology,

Vol 22, Issue 1, pp. 82-108

ADVERTISING

Kent, M, Pauze, E et al. 2019.
Children and adolescents' exposure to food and beverage marketing in social media apps.

Pediatric Obesity
doi.org/10.1111/ijpo.12508

Donaldson, A, Reimers, J et al. 2019.
Barriers to rejecting junk food sponsorship in sport—a formative evaluation using concept mapping.

ANZ Journal of Public Health.
Vol. 166, pp. 1-9

Vergeer, L Vanderlee, L et al. 2019.
The problem of voluntary policies and commitments in restricting unhealthy food marketing to Canadian children on food company websites.

Applied Physiology nutrition and metabolism, Vol. 44, Issue 1, pp. 74

Lapierre, MA. 2019
Advertising literacy and executive function: testing their influence on children's consumer behavior.

Media Psychology, Vol 22, Issue 1,
pp. 39-59 Kojima, R; Sato, M;
Akiyama, Y; Shinohara, R; Mizorogi,
S; Suzuki, K; Yokomichi, H;
Yamagata, Z. 2019.

MEDIA MANAGEMENT

Kassim, M. 2019
Developing digital parenting program using blended learning approach.

Advanced Science Letters
Vol. 24, Issue. 11, pp. 8483-8487,

ADDICTION

Problematic Internet use and its associations with health-related symptoms and lifestyle habits among rural Japanese adolescents.

Psychiatry and Clinical
Neurosciences
Vol. 73, Iss. 1, pp. 20-26

Domoff, S. E., Harrison, K.,
Gearhardt, A. N., Gentile, D. A.,
Lumeng, J. C., & Miller, A. L. 2019.
Development and validation of the Problematic Media Use Measure: A parent report measure of screen media "addiction" in children. Psychology of Popular Media Culture.

Vol. 8, Iss. 1, pp. 2-11.

HEALTH

Karsay, K; Schmuck, D, 2019.
"Weak, Sad, and Lazy Fatties": Adolescents' Explicit and Implicit Weight Bias Following Exposure to Weight Loss Reality TV Shows.

Media Psychology
Vol. 22, Iss. 1, pp. 60-81

Cocorada, E, Maican, C, 2018.
Assessing the smartphone addiction risk and its associations with personality traits among adolescents.

Children and Youth Services Review
Vol. 93, pp. 345-354

WORLD NEWS

Screen time and children over 2 years

A recent article in JAMA Pediatrics has reported on new research suggesting that children under 2 years of age are using screens for, on average, 3.05 hours.

One of the significant findings was that TV is still making up a large percentage of this time, even despite the array of other choices now available.

For children under the age of 2, daily screen time went from 1.32 hours in 1997 to 3.05 hours in 2014, with television accounting for over 2½ hours of screen time in 2014, compared to half an hour in 1997.

For children ages 3 to 5, screen time averaged 2.47 hours in 1997 and did not change significantly by 2014, but TV also came to represent the majority of the screen time; going from just over an hour in 1997 to over two hours in 2014.

The study suggests that in 1997, screen time was defined as TV time, video games and computers. By 2014, however, screen time also included cell phones, tablets, electronic readers and learning devices. Five years later, the list of devices is even longer, and the data used in the study might be somewhat dated.

As the media landscape changes for children, especially from a young age, parents are looking for advice on how to manage their children's screen time more effectively.

ACCC releases preliminary report into Google, Facebook and Australian news and advertising

With Google and Facebook transforming the way consumers communicate, access news and view advertising online, it is critical that governments and regulators consider the potential issues created by the concentration of market power and the broader impacts of digital platforms.

www.accc-releases-preliminary-report-into-google-facebook-and-australian-news-and-advertising

The release of the UK Ofcom report

Children's online time has settled at just over two hours per day, as a new study by Ofcom uncovers the reasons young people are drawn to video services such as Netflix and YouTube.

www.ofcom.org.uk/about-ofcom/latest/media/media-releases/2019/why-children-spend-time-online?fbclid=IwAR0BraMTjZK5zyv1t9RYWQoMKjL-jy6y6szLo9KkNbUWIEi-FO2prtVzflk

Sign up to end alcohol advertising in sport

A range of individuals and organisations are calling for alcohol companies to stop deliberately targeting Aussie children through sport...join the campaign!

www.endalcoholadvertisinginsport.org.au

EVENTS

Free student wellbeing webcasts from GenerationNext
Free programs streamed live in your school

March 8 and 9, 2019

www.generationnext.com.au/seminars/student-programs/

3rd National Social & Emotional Wellbeing Forum
13 - 15 March 2019 | Cairns Hilton

akolade.com.au/events/3rd-national-social-and-emotional-wellbeing-forum/

The Science Behind Mass Media's Influence of People
July 14-14, 2019
Greece

<http://unboundprometheus.com/program-two/>

Early Childhood Australia (ECA) National Conference
From vision to action
Hotel Grand Chancellor, Hobart, Tasmania
25–28 September 2019

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- Providing a link to our website, or mentioning our services, on your website or in your publication.
- Writing to your local and federal Members of Parliament.
- Liking us on Facebook or following us on Twitter

For more information see:

childrenandmedia.org.au/accm/support-us

Taking your kids to the movies?

Not sure which movies are suitable?

Check out ACCM's KNOW BEFORE YOU GO movie reviews

