

Digital Environments and Developing Minds



ACCM needs your support

At risk: award-winning movie and app review services that support healthy media choices for families.

ACCM will have no funds to continue its important child-friendly movie and app review services after June 30. Both the South Australian and national governments have refused to fund these.

Know Before You Go movie reviews and *Know Before You Load* app reviews provide parents and carers with tools that support them to choose films and apps that their children will enjoy, are age-appropriate and are unlikely to result in nightmares or unnecessary fears and anxieties.

Such information is not available via the present classification system. ACCM's services are unique in Australia, in that they are provided by a team of people with child development expertise. The reviews are free, accessible on ACCM's website and receive 35,000 visits a month.

The loss of funds results from:

- a decision in December by the SA Attorney General, Vickie Chapman, to discontinue SA funding for these services, and
- a very recent decision by the Federal Minister for Communications, Mitch Fifield, stating that he has no funds.

Fifield also claims that "Australians are supportive of the classification scheme [NCS] and the classification categories generally", the implication being that ACCM's services are not needed. ACCM's 2017 survey shows parents/carers want more information than they are presently getting from the NCS.

ACCM's services are valuable tools for many parents/carers in today's increasingly complex media environment.

Therefore, ACCM is seeking public support to continue these services; donations can be made via the trybooking website:

trybooking.com/book/event?eid=490715&

This conference, planned for 3 June in Sydney, will give educators and other children's professionals, as well as media producers and policy makers, direct access to researchers and experts in children's healthy development as media users. There will also be stimulating reflections by two Australians of the Year, Richard Harris and Suzanne Packer, all woven together by Kim Le, child psychiatrist and standup comedian, as compere.

Two overseas keynotes will be Dr Angharad Rudkin (UK) and Irwin Reyes (USA). Rudkin, a psychologist, is a co-author of *Digital Childhood* (Kidron & Rudkin, 2017), an important report that lays bare the implications of digital technologies for children's chances of meeting their developmental milestones, and her talk to the conference will develop this theme. Reyes, from the *International Computer Science Institute* at the University of California at Berkeley, will discuss work uncovering potential privacy issues prevalent in large numbers of children's apps, and in a complex third-party ecosystem (Wijesekera et al, 2018).

Other speakers will be researchers and professionals from a range of disciplines including education, psychology, nutrition, paediatrics and physiotherapy. They will address the main areas of development, that is, physical, cognitive and socio-emotional, covering such matters as posture, obesity, sleep, eyesight, attention, language and engagement.

Socio-emotional development will be addressed in a third keynote, to be delivered by Dr Lisa Mundy, Project Manager of the *Childhood to Adolescence Transition Study* (CATS) at the *Murdoch Children's Research Institute*. She will discuss findings from this unique longitudinal study of over 1200 Victorian children in the middle years of school, which began in 2012, and aims to improve understanding of emotional development in late childhood.

There will also be papers addressing broader policy issues that can have a profound impact on families, children and the people who deal with them, for example gambling promotion, which is a significant concern to Australian families, especially when it occurs in connection with sport.

Another session addresses the vexed question of how to advise and engage parents and carers regarding their children's use of technology in a complex environment, and whether as a community we provide enough support for parents in managing children's media use.

All sessions have allowed time for questions, so that there can be a two-way discussion and delegates will be able to get information and feedback specific to the opportunities and challenges they face in their context.

The Conference is the first collaboration between ACEL and the Australian Council on Children and the Media (ACCM), and builds on a shared recognition of how important each organisation's work is to the other

We hope to see you in Sydney on 3 June; further information about the conference is available at:

www.ancel.org.au/ACEL/ACELWEB/Events/2019/Children_and_The_Media/About.

References:

- Kidron, B. & Rudkin, A. (2017). *Digital Childhood: Addressing Childhood Development Milestones in the Digital Environment*. United Kingdom: 5Rights Foundation.
- Wijesekera, P., et al. (2018). *Contextualizing Privacy Decisions for Better Prediction (and Protection)*. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '18).



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EDITORIAL

A letter to the minister

Our editorial this month is part of the letter that ACCM sent to Minister Fifield in response to his advice that he couldn't find any funds to support our review services in his portfolio.

.....We are deeply disappointed by your decision. This lack of funding will force the closure of these award winning services at the end of June, and remove a valuable and much appreciated tool from parents and carers who are wanting to choose healthy viewing and gaming experiences for their children in an increasingly complex media environment..

We are very concerned at some of the statements in your letter.

These statements implied the ACCM review services are not needed: viz "Research from my Department has consistently found that Australians are supportive of the classification scheme and the classification categories generally."

ACCM finds this complacency about the current classification system astounding. Your office was sent the findings from ACCM's 2017 survey of parents' satisfaction with the current classification categories that found the opposite. This link to ACCM's media release includes some of the parents' comments. <https://childrenandmedia.org.au/assets/files/news/latest-news/classification-survey-mr-april-2017.pdf>

The survey received 940 responses from parents from all states. ACCM found that:

- 82% of respondents thought that Australia's National Classification Scheme (NCS) did not give them enough information;
- 89% thought that an age-based system would suit their needs better; and
- 86% thought that too many young children are exposed to M films.

Data for all questions can be found at:

[childrenandmedia.org.au/assets/files/news/latest-news/piecharts\(1\).pdf](http://childrenandmedia.org.au/assets/files/news/latest-news/piecharts(1).pdf)

Your letter also states " My Department is also working on redevelopment of the classification website to make it more user-centric and

to provide more accessible classification information to Australians".

ACCM notes that while this may help make the current classification scheme more accessible to the general public, the real problem is the nature of the information itself. Many parents say that the PG classification in particular is useless as the content it contains is far too broad to enable a judgment about suitability for children of differing ages within this band.

Your inability to find funding for these review services sits oddly with your recent announcement of \$24m to enable the production of another Marvel movie in Australia: this when you can't find \$125,000 pa to fund a service which supports parents to identify age-appropriate movies for impressionable young viewers.

During the 13 years, in which these quality services have had (SA) government support they have received the following awards:

2005: National Child Protection award: *Know before You Go* program- "an outstanding and significant contribution to child protection in Australia"

2011: Children's Week award: *Know Before You Go* program

2016: Children's Week award: *Know Before You Go* and *Know before You Load* for outstanding and consistent contributions to the needs, interests and welfare of children.

2016: NAPCAN: *Know before You Load*: National Child Protection award for an inspiring national prevention initiative.

ACCM has served parents and carers Australia-wide exceedingly well and in a most cost-effective manner.

A very real loss.

Yours sincerely

Barbara Biggins OAM CF
Hon CEO



Barbara Biggins
OAM
Hon CEO

Dr Susan Linn: *The hostile takeover of childhood -protecting children from hidden online marketing*

7:15pm - 8:45pm, 7th May, 2019
Concordia College Chapel
24 Winchester St, Highgate, SA 5063

FREE event (but audience must register)

childrenandmedia.org.au/events/accm-seminars

NEW PUBLICATIONS

ADVERTISING

Beaufort, M., 2019.

How candy placements in films influence children's selection behavior in real-life shopping scenarios—an Austrian experimental field study.

Journal of Children and Media, 13(1), pp.53-72.

Gesualdo, N. ; Yanovitzky, I., 2019.

Advertising susceptibility and youth preference for and consumption of sugar-sweetened beverages: findings from a national survey.

Journal of Nutrition Education and Behavior, 51(1), pp.16-22.

McKelvey, K., et al, 2019.

Youth say ads for flavored e-liquids are for them.

Addictive Behaviors, 91, pp.164-170.

Pierce, H., et al, 2019.

Regulation of alcohol marketing in Australia: A critical review of the Alcohol Beverages Advertising Code Scheme's new Placement Rules.

Drug and Alcohol Review, 38(1), pp.16-24.

Soule, E.K., et al, 2019.

Content analysis of internet marketing strategies used to promote flavored electronic cigarettes.

Addictive Behaviors, 91, pp.128-135.

CHILD DEVELOPMENT

Lanna, L.C, Oro, M.G., 2019.

Touch gesture performed by children under 3 years old when drawing and coloring on a tablet.

International Journal of Human-Computer Studies, 124, pp.1-12.

CYBERBULLYING

Baldry, A.C., Sorrentino, A., Farrington, D.P., 2019.

Cyberbullying and cybervictimization versus parental supervision, monitoring and control of adolescents' online activities.

Children and Youth Services Review, 96, pp.302-307.

Cowie, H.A., 2011.

Coping with the emotional impact of bullying and cyberbullying: How research can inform practice.

International Journal of Emotional Education, 3(2), pp.50-56.

Midamba, N., Moreno, M., 2019.

Differences in parent and adolescent views on cyberbullying in the US.

Journal of Children and Media, 13(1), pp.106-115.

Milosevic, T., Livingstone, S., 2018.

Protecting children online?: Cyberbullying policies of social media companies.

MIT Press

EDUCATION

Çetintaş, H.B. and Turan, Z., 2018.

Through the Eyes of Early Childhood Students: Television, Tablet Computers, Internet and Smartphones.

Central European Journal of Communication, 11(1), pp.56-70.

List, A., 2019.

Defining digital literacy development: An examination of pre-service teachers' beliefs.

Computers & Education. April 2

Marín-Díaz, V., Morales-Díaz, M., Reche-Urbano, E., 2019.

Educational possibilities of video games in the primary education stage according to teachers in training. A case study.

Journal of New Approaches in Educational Research (NAER Journal), 8(1), pp.42-49.

HEALTH

Belmon, L.S., et al, 2018.

What are the determinants of children's sleep behavior? A systematic review of longitudinal studies.

Sleep Medicine Reviews. Nov 12

Carson, V., et al, 2019.

Physical activity and sedentary behavior across three time-points and associations with social skills in early childhood.

BMC Public Health, 19(1), p.27.

Chen, B., et al, 2019.

Screen viewing behavior and sleep duration among children aged 2 and below.

BMC Public Health, 19(1), p.59.

Khouja, J.N., et al, 2019.

Is screen time associated with anxiety or depression in young people? Results from a UK birth cohort.

BMC Public Health, 19(1), p.82.

Kobel, S., et al, 2019.

Cross-sectional associations of objectively assessed sleep duration with physical activity, BMI and television viewing in German primary school children.

BMC Pediatrics, 19(1), p.54

Lin, Y.C., et al 2019.

Insufficient physical activity and overweight: does caregiver screen-viewing matter?

Journal of Child and Family Studies, 28(1), pp.286-297.

Poulain, T., et al, 2019.

Reciprocal longitudinal associations between adolescents' media consumption and psychological health.

Academic Pediatrics, 19(1), pp.109-117

Przybylski, A.K. and Weinstein, N., 2019.

Digital screen time limits and young children's psychological well-being: evidence from a population-based study.

Child Development, 90(1), pp.e56-e65.

Venezia, A.P., Wirth, C.K., Vinci, D.M., 2019.

Active families at home: The development of a Let's Wiggle With 5-2-1-0 App.

Physical Educator, 76(1), pp.224-237.

MOBILE DEVICES

Kılıç, A.O., et al, 2019.

Exposure to and use of mobile devices in children aged 1–60 months.

European Journal of Pediatrics, 178(2), pp.221-227.

Thomé, S., 2018.

Mobile phone use and mental health. A review of the research that takes a psychological perspective on exposure.

International Journal of Environmental Research and Public Health, 15(12), p.2692.

VIDEO GAMES

Hodge, S.E., Taylor, J., McAlaney, J., 2019.

It's doubled edged: the positive and negative relationships between the development of moral reasoning and video game play among adolescents.

Frontiers in Psychology, 10, p.28.

Sampogna, G., et al, 2018.

Is Internet gaming disorder really a new form of mental disorder? A critical overview.

Journal of Psychopathology, 24(3), pp.141-147.

Wichstrøm, L., et al, 2019.

Symptoms of internet gaming disorder in youth: predictors and comorbidity.

Journal of Abnormal Child Psychology, 47(1), pp.71-83.

VIOLENCE

Signorielli, N., Morgan, M., Shanahan, J., 2019.

The violence profile: five decades of cultural indicators research.

Mass Communication and Society, 22(1), pp.1-28

Access to green space in childhood associated with happier adults

A new nationwide study from Aarhus University in Denmark, which covered over 900,000 people from the Danish Civil Registration System, shows that children who grew up with the lowest levels of green space had up to 55% higher risk of developing a psychiatric disorder, independent from effects of other known risk factors.

This strong association between cumulated green space and risk during childhood provides evidence that prolonged presence of green space is important. The authors say that their findings affirm that integrating natural environments into urban planning is a promising approach to improving mental health and reducing the rising global burden of psychiatric disorders.

www.pnas.org/content/116/11/5188

Bluey to keep Australian accents if series goes global

The producers of Bluey, one of Australia's most popular children's cartoons, have refused requests to replace the Australian accents for overseas markets. The cartoon follows the adventures of a family of blue heelers, comprising two working parents and their two daughters

Bluey is one of the most popular shows ever for ABC TV. and more than 23 million episodes have been downloaded. The producers are pitching the program to overseas broadcasters, but only on condition that the Australian accents are kept.

www.abc.net.au/news/2019-04-09/bluey-set-to-go-global-but-only-with-australian-accents-intact/10968268?smid=Page:%20ABC%20Australia-Facebook_Organic&WT.tsrc=Facebook_Organic&sf210697994=1&fbclid=IwAR0SR36Jy5Kj3c1xGHHwtHIJsz-tExKnpUPIEsF_2XcgKxwEbAN8hk7Ssz7U

ACMA finds Seven breaches children's privacy

An Australian Communications and Media Authority (ACMA) investigation has found that Channel Seven Melbourne Pty Ltd breached the Commercial Television Code of Practice in Seven News and Sunday Night episodes broadcast on 5 July and 5 August 2018. Broadcasts containing mobile phone footage of alleged schoolyard bullying were ruled to have invaded the privacy of several children.

Although ACMA acknowledged that public interest issues such as school bullying, should be explored on news and current affairs programs, it stated that it was inappropriate to disclose children's personal information. Although the broadcast episodes did not name children and attempted to blur their faces, the footage was seen as highly sensitive, as it

identified children engaged in anti-social and violent behaviour.

The ACMA has requested Seven remove copies of the mobile phone footage from its website and social media pages. Seven will also bring the breach to the attention of its staff and include it in future code training.

www.acma.gov.au/theACMA/channel-seven-breaches-childrens-privacy

Social media marketing and children's food intake

A new UK study examined the impact of social media influencer marketing of healthy and unhealthy foods on children's food intake. 176 children aged 9-11 years were randomly assigned to view mock Instagram profiles of two popular YouTube video bloggers (influencers) with unhealthy or healthy snacks, or with nonfood products.

Children who viewed influencers with unhealthy snacks had significantly increased overall food intake, and significantly increased intake of unhealthy snacks, compared with children who viewed influencers with nonfood products. Viewing influencers with healthy snacks did not significantly affect intake.

The researchers concluded that increasing the promotion of healthy foods on social media may not be an effective strategy to encourage healthy dietary behaviors in children. They suggested that more research is needed to understand the impact of digital food marketing and inform appropriate policy action.

pediatrics.aappublications.org/content/143/4/e20182554.full

Concerns about Australian government response to Christchurch attacks.

Legislation passed hurriedly through Federal parliament provides for social media executives to face jail if their platforms broadcast a terrorist attack or other violent material.

The Federal Government's crackdown on social media companies is a response to the Christchurch mosque massacre being broadcast live on Facebook.

Considerable concerns have been expressed about passing such complex legislation in a rush.

For example, the President of the Law Council of Australia, Arthur Moses, points out that the laws include no defences for whistle blowers or media companies who broadcast images in the public interest.

www.abc.net.au/radionational/programs/breakfast/rushed-social-media-legislation-is-seriously-flawed/10969482

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Digital environments & developing minds

**3 June 2019
Sydney Masonic Centre,
Goulburn St, Sydney NSW**

www.acel.org.au/ACEL/ACELWEB/Events/2019/Children_and_The_Media/About.aspx

**Early Childhood Australia (ECA) National Conference
*From vision to action***

**Hotel Grand Chancellor,
Hobart, Tasmania
25-28 September, 2019**

www.eaconference.com.au/

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ACCM is a national, community-based, not-for-profit organisation. We rely on your generous support to continue our work

You can support us by:

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- **Making a donation today.** (Donations of \$2 or more are tax deductible).
- **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