



# SMALL SCREEN

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# 35



## Marking *small screen's* print milestone

ACCM's monthly review of children and media news, *small screen*, celebrates 35 years in print this month. We published our first issue on July 31 1986. Barbara Biggins OAM has edited the news review continuously since its first edition. We at ACCM are very proud of this achievement, and thank the many regular readers of *small screen* across Australia and the world.

The Australian Film Commission, and later Nickelodeon Australia, supported the publication with funding initially. But since 2013, we have funded the publication from our own scarce resources.

The 386 issues published provide a very valuable catalogue of the changing issues related to an ever changing media environment for children and families. *small screen* has recorded what has been attempted by many of us to try to ensure a healthy media environment for children, and to prevent exploitation by commercial issues.

The provision of quality children programs, intrusion of scary ads that ambush children and too much violence were issues dominating early editions, that still persist. The most pressing issue today is **Persuasive Design**. **Persuasive Design** techniques are used by big tech that develop and market apps and other content for children, keep them glued to devices (and create screen dependence), collecting their personal data (and invading their privacy), and then confronting them with ads that make them anxious about themselves, and undermine their body image and a whole lot more.

Such techniques are increasingly coming under close scrutiny by those wanting to ensure a non-exploitative media environment for children.

UK's 5rights group has published [an important study](#) of those techniques. ACCM recommends this to our readers. The study reported: *the interviews with [content] design professionals reveal the commercial objectives that put innovators under pressure to produce features that maximise time spent, maximise reach and maximise activity.*

*These features shape children's behaviour. They make it hard for children to put down their devices . . . . They push network growth to the extent that children find themselves introduced to inappropriate adults, often with provocative or sexual content. And they encourage children to post, share and enhance to such a degree that many children feel that their 'real selves' are inadequate . . . . Every part of [the digital world] is built by a series of conscious choices to determine one outcome over another. The unavoidable conclusion of the Pathways report is that the choices these designers make are harming children. Children are trapped in highly automated systems that maximise attention, maximise spread and maximise interaction at any cost, even when the user is a child. This is a scandalous situation and all Australians who care for kids need to demand that our government observes its obligation under the UN Convention on the Rights of the [Child Article 17e](#), steps up to the plate and ensures that Big Tech drops this business model and replaces it with [Safety by Design](#).*



**Facebook to limit what ads children see**

World News | P4



**Read our latest movie reviews [here](#)**

## small screen

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Contributions are welcome.

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## editorial

Scary images remain with us for a long time (50+ years)

**BARBARA BIGGINS**  
**ACCM CHIEF EXECUTIVE**

Way back in the 1970s, when the SA division of the Australian Council on Children's Films and TV (the forerunner of ACCM) was formed, it surveyed mothers attending school parent clubs about their concerns about what was on TV.

One of those concerns was the intrusion of scary and/or violent promotions into the programs their children or they had chosen to watch. Parents felt ambushed by these unexpected and often inappropriate advertisements.

Fast forward to September 2020, when the AANA announced a review of its Code of Ethics.

As we reported in our editorial for the June 2021 issue of *small screen*, the AANA made big claims – *The Code will introduce additional restrictions for advertising containing violent or menacing content so that harmful content is not displayed where children form part of the audience.*

But analysis by ACCM's President and Professor of Law, Elizabeth Handsley, showed the issues were [far from fixed](#).

Images that are violent or menacing because of their connections with violent actions might not pass scrutiny, but images that are scary but not violent



(think scary clowns It, scary dolls Annabelle, scary reptile faces Venom) are unlikely to contravene the Code.

And here's another twist! This month, an ACCM member showed us the outcome of a complaint they had lodged with the

Ad Standards Board, about the large scary poster advertising film *Venom 2*, (pictured) displayed prominently in the foyer of a local cinema where they had taken their children.

In response, the Ad Standards Board said:

*We note the concern that you have raised about an advertisement. We also note that the issue you*

*raise does fall within the issues that the Panel can consider. However, the Chair of the Panel has determined that your complaint and the advertisement about which you have concerns will not be forwarded to the Panel for consideration. The Chair's decision is made on the basis that, although offensive to you, the issue you raise is about a theme/concept commonly used in advertisements and one which has been considered by the Panel on many occasions which the Panel has consistently determined does not breach any of the provisions of the Codes. On this basis the Chair considers that the advertisement about*



*which you have raised concerns would not breach the Code.*

So this certainly means scary images don't contravene the AANA Code.

So much for their community consultation, and care for kids left with images that can stay with them for years and cause present and ongoing problems.

***"We note the concern that you have raised about an advertisement. We also note that the issue you raise does fall within the issues that the Panel can consider."***

**- Ad Standards Board**

## ADVERTISING

Pinto, A; Pauze, E; Roy-Gagnon, MH; Dubois, L; Kent, MP  
**The targeting of preschoolers, children, adolescents and adults by the Canadian food and beverage industry on television: a cross-sectional study**  
 APPLIED PHYSIOLOGY NUTRITION AND METABOLISM JUN 2021 VL 46 (6) 651-660

Thomas, RJ; White, GRT; Samuel, A  
**Exploring the motivations to participate in an online brand community: a study of 7-11-year-old children**  
 EUROPEAN JOURNAL OF MARKETING JUN 2021

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**Near work, screen time, outdoor time and myopia in schoolchildren in the Sunflower Myopia AEEC Consortium**  
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## GAMBLING

Rossi, R; Nairn, A; Smith, J; Inskip, C  
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 SCIENTIFIC REPORTS JUN 8 2021 VL 11 (1)

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**Naturalistic observations of caregiver - child dyad mobile device use**  
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Merkas, M; Peric, K; Zulec, A  
**Parent distraction with technology and child social competence during the covid-19 pandemic: the role of parental emotional stability**  
 JOURNAL OF FAMILY COMMUNICATION JUN 2021

Holvoet, S; Hudders, L; Herrewijn, L  
**How to empower parental responsibility: parents' views on personalized advertising and online data collection targeting their teens**  
 YOUNG CONSUMERS JUN 2021

## PRIVACY

Finkelhor, D; Jones, L; Mitchell, K  
**Teaching privacy: A flawed strategy for children's online safety**  
 CHILD ABUSE & NEGLECT JUL 2021 VL 117

## SCREEN TIME

Moller, S; Poulain, T; Korner, A; Meigen, C; Jurkutat, A; Vogel, M; Wessela, S; Hiemisch, A; Grafe, N; Kiess, W  
**Motor skills in relation to body-mass index, physical activity, TV-watching, and socioeconomic status in German four-to-17-year-old children**  
 PLOS ONE MAY 17 2021 VL 16 (5)

Nagata, JM; Iyer, P; Chu, J; Baker, FC; Gabriel, KP; Garber, AK; Murray, SB; Bibbins-Domingo, K; Ganson, KT  
**Contemporary screen time usage among children 9-10-years-old is associated with higher body mass index percentile at 1-year follow-up: A prospective cohort study**  
 PEDIATRIC OBESITY JUN 2021

Nielsen, P; Favez, N; Rigter, H  
**Parental and family factors associated with problematic gaming and problematic internet use in adolescents: a systematic literature review**  
 CURRENT ADDICTION REPORTS SEP 2020 VL 7 (3) 365-386

Hansen, J; Hanewinkel, R; Goecke, M; Morgenstern, M  
**Prevention of excessive media use in childhood and adolescence**  
 MONATSSCHRIFT KINDERHEILKUNDE JUN 2021

## SCREEN CONTENT

Naderer, B; Peter, C; Karsay, K  
**This picture does not portray reality: developing and testing a disclaimer for digitally enhanced pictures on social media appropriate for Austrian tweens and teens**  
 JOURNAL OF CHILDREN AND MEDIA JUN 2021

## SLEEP

Charmaraman, L; Richer, AM; Ben-Joseph, EP; Klerman, EB  
**Quantity, content, and context matter: associations among social technology use and sleep habits in early adolescents**  
 JOURNAL OF ADOLESCENT HEALTH JUL 2021 VL 69 (1) 162-165

Kristensen, JH; Pallesen, S; King, DL; Hysing, M; Erevik, EK  
**Problematic gaming and sleep: a systematic review and meta-analysis**  
 FRONTIERS IN PSYCHIATRY JUN 7 2021 VL 12

Cavalli, E; Anders, R; Chaussoy, L; Herbillon, V; Franco, P; Putois, B  
**Screen exposure exacerbates ADHD symptoms indirectly through increased sleep disturbance**  
 SLEEP MEDICINE JUL 2021 VL 83 241-247

Rodrigues, D; Gama, A; Machado-Rodrigues, AM; Nogueira, H; Rosado-Marques, V; Silva, MRG; Padez, C  
**Home vs. bedroom media devices: socioeconomic disparities and association with childhood screen- and sleep-time**  
 SLEEP MEDICINE JUL 2021 VL 83 230-234

## VIOLENCE

Huesmann, LR; Dubow, EF; Boxer, P; Bushman, BJ; Smith, C; Docherty, MA; O'Brien, M  
**Longitudinal predictions of young adults' weapons use and criminal behavior from their childhood exposure to violence**  
 AGGRESSIVE BEHAVIOR JUN 2021

## US: Facebook to prohibit companies from serving behaviourally-targeted ads to minors

Facebook [plans to prohibit companies from targeting ads to minors](#) based on their web and app activity, as well as their expressed interests.

Instead, the company will restrict targeting categories for users under 18 to age, gender and location.

The new restrictions, which will apply across Facebook.com, Instagram and Messenger, will take effect in several weeks, the company said. Facebook added that made the move after hearing from advocates that young users

“may not be equipped” to decide whether to opt-out of interest-based advertising

“We agree ... which is why we’re taking a more precautionary approach in how advertisers can reach young people with ads,” the company stated. The social networking platform plans to reach out to young users who already have a public account and tout the benefits of changing the setting to private.

*NOTE: the legal age for users of facebook is 13+*



### US: New bill would ban behavioural targeting of minors

Rep. Kathy Castor, of Florida, [is behind a push](#) to prohibit website and apps likely to be accessed by users under the age of 18 from serving ads to those people based on their behaviour or personal information.

The move comes as US lawmakers increasingly call for greater protection for kids online. The bill would update decades-old law governing children’s privacy online, adding protection for teens.

### AUS: Facebook ad revenue soars as it looks to develop its under 13’s offering

Facebook’s advertising revenue for the second quarter of 2021 [topped \\$29 billion](#), a 56 per cent increase on the same period in 2020.

Facebook’s daily active users were 1.91 billion on average for June, an increase of 7 per cent year-on-year.

Facebook says it is developing an Instagram offering for users under 13.

### US: FTC suggests agency will scrutinise behavioural advertising

The US Federal Trade Commissioner, Rebecca Slaughter, [suggested the agency could crackdown](#) on businesses models that rely on harvesting data.

### AUS: Examining the link between TikTok and vaping

A [University of Queensland study](#) looks at the rising popularity of TikTok among teens, and how the social media site may influence their perceptions of e-cigarette use via user generated content.

### US: New study into ‘princess culture’ shines light on gender stereotypes, poor body image

A [Society for Research in Child Development article](#) examines the associations between engagement with princess culture during early childhoods and gender stereotypes, body esteem, and adherence to hegemonic masculinity in early adolescence

### US: Product placement, now starring in the streaming era

Brands are [increasingly spending big money to get their goods featured in television shows and movies](#) as the rules of marketing change and viewers’ attention fades.

### US: Disney was right about streaming new movies

On top of the \$80 million Disney earned from the opening weekend of its blockbuster Black Widow, [it also took in \\$60 million in streaming revenue](#) under its Disney+ Premier Access pay-per view effort.

### US: Playing with privacy? Privacy and cybersecurity considerations in esports

Some of the [key questions](#) to think through to assess issues related to data use (privacy) and cybersecurity in esports.

### US: DuckDuckGo, Vivaldi, call for ban on surveillance advertising

Search engine DuckDuckGo and browser developer Vivaldi are [urging lawmakers to prohibit so-called ‘surveillance advertising’](#) which involves serving ads to users based on their activity across websites and apps.

### AUS: School routes swimming in junk food adverts

Perth children are exposed to thousands of junk food ads every year on their way to and from school, [a Telethon Kids Institute study](#) has found.

### AUS: Umurangi Generation wins highest honour at the IGF awards

Napthali Faulkner’s Umurangi Generation, a antifascist photography game, has [won the Indie Games Festival’s greatest honour, the Seamus McNally Prize](#). The game, rated M, also got a gong for Excellence in Narrative.