



ACCM is turning...

... and we are marking the milestone with a new name

CHILDREN
& MEDIA
AUSTRALIA

65

The Australian Council on Children and the Media is 65 on March 30.

And is celebrating with a new name – Children and Media Australia (CMA), new slogan *Thriving in a digital world* and logo.

This national organisation will continue a long-standing role as Australia's peak body representing children's interests as digital and screen media users.

ACCM's forerunner, the Australian Council for Children's Films and Television was formed in Victoria on March 30, 1957.

At that meeting there were representatives of state groups (VIC, SA, NSW, TAS, and WA) that had in various ways already been promoting the need for, and providing, screenings of films made for children.

These groups supported the need for a national approach to advocate for more children's films.



Lady Alice Paton, 15 December 1973,
University of Melbourne Archives,
Photographer: Norman Wodetzki

Lady Alice Paton, a science graduate of the University of Melbourne, and former teacher was elected the first President of the ACCFT. She was later awarded an Hon. Doctorate of Laws from that university to acknowledge her significant contribution of time and talent to its work.

In a fitting

coincidence, ACCM's President on its 65th birthday is Professor of Law, Elizabeth Handsley.

The ACCFT and its state and territory Councils, promoted film culture to children across Australia in many ways, from running film-making clubs (TAS), and libraries of films made for children obtained from the Children's Film Foundation in the UK (VIC), with WA members personally taking these films to the outback (WA), and to establishing internationally accredited Children's Film Festivals (SA), and lobbying to have children's films made in Australia.

The ACCFT has strongly advocated for more and higher quality children's TV programs (especially Australian-made) in many forums over many years. In 1976/77, only half way through the round of Self-regulation for TV hearings held in every state of Australia, Chairman Bruce Gyngell said "concern about children's TV has shone out like a beacon light".

And the government of the day acted in the late 70s, setting up quality age-specific quotas for commercial children's TV programs (including Australian).

These were dispensed with last year. ACCM has also long argued for an evidence-based classification system, and [one that reflects the impacts](#) of different types of content on children at different developmental stages under the age of 15 years, and wait with growing impatience for that to happen.

In the meantime, we'll be directing all your birthday donations to keeping ACCM's movie and app review services free. [Donate here](#)



Prof Elizabeth Handsley

EDITORIAL: Not quite ready for a cottage on the Isle of Wight | P2

small screen

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CONTENTS

- 2 - EDITORIAL
- 3 - NEW PUBLICATIONS
- 4 - WORLD NEWS

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editorial

"Not quite ready for a cottage on the Isle of Wight"

PROF ELIZABETH HANDSLEY
ACCM PRESIDENT



Sixty-five. One after sixty-four, an age when human beings are usually starting to slow down, or to make way for the youngsters.

Not so with our organisation, however.

Rather we are going through a process of energising renewal.

You will have read about our new name, motto and logo, but these are just the beginning.

Most exciting for me has been the addition of a number of new members to our Board over recent years.

If the brand refresh is like a facelift, the addition of a new Director is like a joint replacement – not that we aren't grateful for the contributions of past incumbents of course, but there is nothing like a fresh perspective to keep the organisation moving forward, facing new challenges and coming up with new approaches to the depressingly familiar ones.

It certainly means there is no danger of slowing down.

Nor are there any youngsters to make way for.

Our organisation is unique and unchallenged as the peak body on children's rights and interests as media users.

At the same time, there are newer organisations that focus on specific issues under our umbrella – food advertising, for example, or privacy – and I'm proud of the way we have been able to develop and maintain positive relationships of mutual respect with those.

I'm also pleased to note that there always seem to be new groups emerging who see the same things we do.

It's one of the great privileges of my position as President to be able to reach out and start conversations, representing a body like this.

So we're looking good, and our limbs are popping – but as the song would ask, a year on from our 64th birthday, do they still need

us?

To answer this it's almost amusing to imagine Lady Alice Patton and her friends, boarding a time machine in 1957 and seeing what the world has become since then.

Only a profound visionary could have foreseen the important role that media use would come to play in children's lives; maybe that's precisely what the organisation's original members were, but either way it's clear that the need for an independent, evidence-led organisation to advocate for children as media users has never been greater.

When I first started in the organisation in 1998, we were talking about violence and commercialism, and we're still talking about those, but now it's across hand-held devices on WiFi, Web 2.0 technology (including social media) and the internet of things, with all the added challenges those create, not just for content selection but most importantly, and urgently, for children's privacy.

The song has another line, of course, and one that reflects something never far from our minds as an NGO: will they still feed us?

It was a huge blow in 2019 to have our funding cut by the SA Marshall government, but we have kept going by dint of the efforts of our office team, especially. 'Hard work' doesn't even begin to cover what our CEO Barbara Biggins, administrator Kate Martin and Reviews Coordinator Deb Bradley contribute every day and I look forward to the time when the organisation is running more on solid funding and less on goodwill. Not that we ever want less goodwill!

Please keep that coming. But anyone who'd like to provide some of the other element can do so [here](#).

ADVERTISING

Martino, F; Ananthapavan, J; Moodie, M;
Potential financial impact on television networks of a ban on alcohol advertising during sports broadcasts in Australia

AUSTRALIAN AND NEW ZEALAND JOURNAL OF PUBLIC HEALTH MAR 2022

Tsai, KA; Pan, P; Liang, C; Stent-Torriani, A; Prat, L; Cassidy, O; Pomeranz, JL
Food and beverage product appearances in educational, child-targeted YouTube videos

CHILDHOOD OBESITY MAR 2022

Turnwald, BP; Anderson, KG; Markus, HR; Crum, AJ
Nutritional analysis of foods and beverages posted in social media accounts of highly followed celebrities

JAMA NETWORK OPEN JAN 12 2022 VL 5 (1)

Avery, RJ; Brown, A; Mathios, A
Does industry self-regulation work to protect consumers? An evaluation of the children's food and beverage advertising initiative

JOURNAL OF CONSUMER AFFAIRS FEB 2022

Watkins, L; Gage, R; Smith, M; McKerchar, C; Aitken, R; Signal, L
An objective assessment of children's exposure to brand marketing in New Zealand (Kids'Cam): a cross-sectional study

LANCET PLANETARY HEALTH FEB 2022 VL 6 (2) E132-E138

Boniface, S; Critchlow, N; Severi, K; MacKintosh, AM; Hooper, L; Thomas, C;
Underage adolescents' reactions to adverts for beer and spirit brands and associations with higher risk drinking and susceptibility to drink: a cross-sectional study in the UK

ALCOHOL AND ALCOHOLISM APR 2021

BODY IMAGE

Pedalino, F; Camerini, AL
Instagram use and body dissatisfaction: the mediating role of upward social comparison with peers and influencers among young females

INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH FEB 2022 VL 19 (3)

COVID-19

Marciano, L; Ostroumova, M; Schulz, PJ; Camerini, AL
Digital media use and adolescents' mental health during the covid-19

pandemic: a systematic review and meta-analysis

FRONTIERS IN PUBLIC HEALTH FEB 1 2022 VL 9

Bergmann, C; Dimitrova, N; Alaslani, K; Almohammadi, A; Alroqi, H; Aussems, S; Barokova, M; Davies, C; Gonzalez-Gomez, N; Gibson, SP; Havron, N; Horowitz-Kraus, T; Kanero, J; Kartushina, N; Keller, C; Mayor, J; Mundry, R; Shinsky, J; Mani, N
Young children's screen time during the first COVID-19 lockdown in 12 countries

SCIENTIFIC REPORTS FEB 7 2022 VL 12 (1)

Nilsson, A; Rosendahl, I; Jayaram-Lindstrom, N
Gaming and social media use among adolescents in the midst of the COVID-19 pandemic

NORDIC STUDIES ON ALCOHOL AND DRUGS FEB 2022

DATA HARVESTING

Jibb, L; Amoako, E; Heisey, M; Ren, L; Grundy, Q
Data handling practices and commercial features of apps related to children: a scoping review of content analyses

ARCHIVES OF DISEASE IN CHILDHOOD FEB 2022

EARLY CHILDHOOD

Thompson, LA; Liberty, R; Corr, A
"Does your baby watch TV?": The associations between at-home TV watching and laboratory challenge cortisol are different for young infants and their mothers

DEVELOPMENTAL PSYCHOBIOLOGY MAR 2022 VL 64 (2)

Vanderloo, LM; Janus, M; Omand, JA; Keown-Stoneman, CDG; Borkhoff, CM; Duku, E; Mamdani, M; Lebovic, G; Parkin, PC; Simpson, JR; Tremblay, MS; Maguire, JL; Birken, CS

Children's screen use and school readiness at 4-6 years: prospective cohort study

BMC PUBLIC HEALTH FEB 23 2022 VL 22 (1)

Taylor, G; Kolak, J; Bent, EM; Monaghan, P
Selecting educational apps for preschool children: How useful are website app rating systems?

BRITISH JOURNAL OF EDUCATIONAL TECHNOLOGY FEB 2022

Kerai, S; Almas, A; Guhn, M; Forer, B; Oberle, E

Screen time and developmental health: results from an early childhood study in Canada

BMC PUBLIC HEALTH FEB 15 2022 VL 22 (1)

Shah, PE; Hirsh-Pasek, K; Kashdan, TB; Harrison, K; Rosenblum, K; Weeks, HM; Singh, P; Kaciroti, N
Daily television exposure, parent conversation during shared television viewing and socioeconomic status: Associations with curiosity at kindergarten

PLOS ONE OCT 28 2021 VL 16 (10)

Nomkin, LG; Gordon, I
The relationship between maternal smartphone use, physiological responses, and gaze patterns during breastfeeding and face-to-face interactions with infant

PLOS ONE OCT 8 2021 VL 16 (10)

GAMING AND GAMBLING

Wright, MF; Wachs, S
Problematic online gaming, subjective health complaints, and depression among adolescent gamers from the United States: the role of console-gaming aggression

JOURNAL OF CHILDREN AND MEDIA FEB 2022

MEDIATION

Nimrod, G; Lemish, D; Elias, N
Grandparenting with media: patterns of mediating grandchildren's media use

JOURNAL OF FAMILY STUDIES JAN 2 2022 VL 28 (1) 70-88

SCREEN USE

Sampasa-Kanyinga, H; Hamilton, HA; Goldfield, GS; Chaput, JP
Problem technology use, academic performance, and school connectedness among adolescents

INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH FEB 2022 VL 19 (4)

de Lamas, C; Sanchez-Pintos, P; de Castro, MJ; de Pípaon, MS; Couce, ML
Screen time and bone status in children and adolescents: a systematic review

FRONTIERS IN PEDIATRICS DEC 1 2021 VL 9

SLEEP

Burnell, K; George, MJ; Jensen, M; Hoyle, RH; Odgers, CL
Associations between adolescents' daily digital technology use and sleep

JOURNAL OF ADOLESCENT HEALTH MAR 2022 VL 70 (3) 450-456

AUS: Social media and internet safety Inquiry report finds serious levels of harm

After a two month inquiry, the Joint House of Representatives Select Committee [reported](#) its findings on March 15, 2022.

The inquiry received 90 submissions, and undertook 11 public hearings.

In its unanimous report, the Committee found that the safety of people online is being threatened by individuals who engage in harmful behaviour and conduct.

Read the media release [here](#)

US: "Create the internet American children and teens deserve"

Tech and health advocacy organisations, including Fairplay, have written to Congress calling on lawmakers to pass legislation to protect kids and teens broadly online, not just on "child-directed" sites; to pass bills to ban targeted advertising to young people, prohibit algorithmic discrimination of children and teens, require platforms to turn on the most protective settings for minors by default and provide greater resources for enforcement by the Federal Trade Commission.

[Read more](#)

US: Privacy advocate wants outright ban on behavioral advertising

The digital rights group Electronic Frontiers says lawmakers should ban any company that delivers online ads by targeting people based on their web searches, sites visited, content created, geolocation or fitness tracker data, among other factors. [The call comes](#) as the Federal Trade Commission and Congress are considering separate proposals to prohibit behavioral advertising.

Ireland: Google collects phone user data with each call

A research paper "[What Data Do The Google Dialer and Messages Apps On Android Send to Google?](#)" by Douglas J. Leith, professor at Trinity College Dublin, finds Google has been collecting data from Android devices and sending the information to its servers each time a call or message is sent or received. [In](#)

[this news story](#), Google says data only used to "diagnose and resolve product functionality issues and ensure message delivery is consistently reliable" .

US: Google offers opportunities for ads in games

The latest features offered by Google aim to help game developers and brands reach more players and increase app revenue. Players spent more time in games last year. Google data shows that players increased their time in the apps by 42% in 2021.

[Read more](#)

US: Common Sense Census: Media Use by Tweens and Teens, 2021

Commonsense Media says "this is our first opportunity to see kids' media use during the pandemic and compare the numbers to previous years. And we learned that media use has grown faster since the start of the pandemic -- over a two-year period -- than it has over the four years prior.... But [this report](#) goes a few steps further by exploring the content behind those numbers: how kids are spending that time, and which media activities they enjoy most.

Australia: Disney+ getting into bed with advertisers

Mumbrella reports that [Disney+ is set to introduce an ad-supported offering](#).

With reported growth of streaming services slowing, it seems some are considering taking on advertising to support content. As author Ben Willee says something worth considering is Disney's majority ownership of Hulu. The US platform offers hybrid

subscriptions with ads giving viewers the option to subscribe for less. In recent months, Disney-owned programs have been moving across from Hulu to Disney+ so it would make sense for the ads to follow."

Australia: School buses no place for junk food ads

Cancer Council NSW is joining forces with 13 health experts and organisations to [call on the NSW Government](#) to remove junk food marketing from public transport, after growing concerns of their impact on children's diets. They say Food marketing influences children's food choices and their eating habits, and advertising of unhealthy foods, particularly on public

UK: Impacts covid on children

Researchers in The Netherlands and Australia reviewed the international literature on the impacts of Covid on children. Findings include that children had increased mental health conditions, were significantly less active, with increases in screen time and sleep duration. Sadly [researchers find](#) limited insight into the protective factors for young people's health and wellbeing.

UK: Impacts covid on children

The Federal Trade Commission may have found a new standard for penalizing tech companies violating privacy and use deceptive data practices: algorithmic destruction. [Commissioners say](#): *The premise is simple: when companies collect data illegally, they should not be able to profit from either the data or any algorithm developed using it.* ... *This innovative enforcement approach should send a clear message to companies engaging in illicit data collection in order to train AI models: Not worth it.*"