



**7:30 report**  
on data breach  
[World News | P4](#)

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## Rowland new Comms minister

With the Australian Labor Party taking government after last month's federal election, Australia now has a new Minister for Communications in Michelle Rowland. Ms Rowland (pictured right) has been Shadow Minister for this portfolio for some years, and so will be familiar with many of the issues that have been under discussion, review, and inquiry for some time. CMA can't find much relevant in Labor policy that

will specifically benefit the child audience re content issues.

CMA will be pushing for some better measures to promote provision of quality Australian children's programs and dramas. We will also be urging action to introduce an evidence- and age- based classification system for all major forms of media screened in Australia. We've waited too long for this need to be recognised!



## Norwegian Consumer Council reports on loot

The BBC reports that loot boxes in games have come under attack with the release of a new report, *Insert Coin: How the gaming industry exploits consumers using loot boxes* from the Norwegian Consumer Council (NCC).

The BBC says the report is backed by 20 consumer groups in 18 countries, who are all calling for governments to take action through regulation. This includes the European Consumer Organisation, which represents consumers in Europe - including those in the UK. Finn Myrstad, director



of digital policy at the NCC, said: "The sale and presentation of loot boxes often involve exploiting consumers through predatory mechanisms, fostering addiction, targeting vulnerable consumer groups and

more."

[The report](#) says that deceptive design, aggressive marketing, and misleading probabilities in loot boxes present consumers with an array of problematic practices. The problems are made worse by the fact that many of the games are targeted to children. CMA took part in the Australian [Senate inquiry](#) into loot boxes in 2018 . Tasmanian Independent [Andrew Wilkie](#) has kept up the pressure for action. Another issue for Michelle Rowland to consider and act on.

## Another gun massacre in US school

Australians shake their heads in disbelief and are thankful [such shootings](#) rarely happen here. But our children are not immune from the impacts of such events which are given huge prominence in our media. Children everywhere are exposed to the coverage. Those impacts may not be short term or trivial.

**EDITORIAL | P2**

**Remember when...**  
Proud achievements from  
CMA's 65-year history.

In 1976, ACCFT gave compelling evidence to the Self regulation Inquiry (chaired by Bruce Gyngell) resulting in the long-standing Children's TV Standards and quality quotas (finally axed in 2021)

## small screen

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# editorial

## Massacres, media coverage and mending the hurt

### BARBARA BIGGINS OAM

CMA  
HON CEO



In the wake of yet another mass shooting in the US, the questions about why and what must be done to stop them always arise.

[Many psychologists and psychiatrists](#) point to the role of alienation from society, anger and desire for revenge among young, mostly male, individuals. In their desire to seek vengeance for the their perceived hurt, they see a chance to make a name for themselves - to go out in a blaze of glory as others have done.

Others point to the [marketing of guns](#) in the US, saying: "gun makers depend heavily on marketing to sell their wares. Smith & Wesson's parent in its fiscal year 2021 annual report wrote that it crossed the \$1 billion threshold in sales for the first time in its history—which spans over a century and a half. ... more than one company markets to young people by glorifying guns in videogame-style ads".

Rutgers University Professor of Psychology, [Paul Boxer offers five ways](#) to reduce school shootings, including reducing the exposure of the young to media violence.

He says: "Exposure to and participation in virtual violence might not lead to aggressive behavior for all children and adolescents. But watching violent programs and playing violent video games can lead to [increased hostility](#), [aggressive feelings](#), emotional [desensitization to violence](#) and ultimately [aggressive behavior](#).

These effects can potentially be lessened by reducing the amount of screen

violence to which children and adolescents are exposed over time, particularly early in development."

What we should **not** be doing as a society is giving

massive publicity to the perpetrators of massacres: we should name and mourn the victims, and give due honour to the rescuers who helped them.

In the words of the late Australian journalist Paddy McGuinness "no one knows what makes berserkers go berserk, but we should not be promoting them" (or words to that effect).

While we in Australia are exposed to few such events in real life, our media are saturated with the images, discussion, and photos of the perpetrator.

Our children become anxious and worried about such events happening to them. And often these worries are long lasting.

So how can we best help them to deal with exposure to such tragedies?

Many children's organisations offer useful resources for parents in talking to their children about what they've seen or heard.

The US [Zero to Three](#) organisation offers a range of free downloadables for use with children up to age three and/or their parents and carers.

The [US Public Broadcasting Service](#) offers advice on helping young children cope with tragic events in the news.

Australia's [Raising Children Network](#) offers advice aimed at 3 different age groups.

For parents: here's a few thoughts from [Sammy J.](#)

If you have found our newsletters useful, please consider a tax-deductible donation to help us continue

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## ADVERTISING

Coleman, PC; Hanson, P; van Rens, T; Oyeboode, O

**A rapid review of the evidence for children's TV and online advertisement restrictions to fight obesity**  
PREVENTIVE MEDICINE REPORTS  
APR 2022 VL 26

Barker, AB; Bal, J; Ruff, L; Murray, RL  
**Exposure to tobacco, alcohol and 'Junk food' content in reality TV programmes broadcast in the UK between August 2019-2020**  
JOURNAL OF PUBLIC HEALTH MAY 2022

Alfayad, K; Murray, RL; Britton, J; Barker, AB

**Population exposure to alcohol and junk food advertising during the 2018 FIFA world cup: implications for public health**  
BMC Public Health (2022) 22:90. [Read more](#)

## BODY IMAGE

Revranché, M; Biscond, M; Husky, MM  
**Investigating the relationship between social media use and body image among adolescents: A systematic review**  
ENCEPHALE-REVUE DE PSYCHIATRIE CLINIQUE BIOLOGIQUE ET THERAPEUTIQUE  
APR 2022 VL 48 (2) 206-218

## CHILDREN'S PROGRAMS

Davies, Maire Messenger  
**Bitesizes, battlegrounds and bedtimes: Children at the BBC**  
CRITICAL STUDIES IN TELEVISION  
APR 2022

## CYBERSAFETY

Harfath, M; Amrith, R; Dulanaka, N; Perera, P; Rupersingha, L; Liyanapathirana, C  
**Intelligent cyber safe framework for children**  
IEEE 12TH ANNUAL UBIQUITOUS COMPUTING, ELECTRONICS & MOBILE COMMUNICATION CONFERENCE (UEMCON) DEC 01-04, 2021 23-29

## EARLY CHILDHOOD

Radesky, JSS; Seyfried, JLL; Weeks, HMM; Kaciroti, N; Miller, AL  
**Video-sharing platform viewing among preschool-aged children: differences by child characteristics and contextual factors**

Cyberpsychol Behav Soc Network 2022 Apr;25(4):230-236

Zhang, ZG; Adamo, KB; Ogden, N; Goldfield, GS; Okely, AD; Kuzik, N; Crozier, M; Hunter, S; Predy, M; Carson, V  
**Associations between screen time and cognitive development in preschoolers**  
PAEDIATRICS & CHILD HEALTH AUG 2021

Yu, YT; Hsieh, TL; Lin, GH; Lee, SC; Huang, CY; Chen, KL  
**High levels of screen time were associated with increased probabilities of lagged development in 3-year-old children**  
ACTA PAEDIATRICA MAY 2022

## GAMING

Montiel, I; Basterra-Gonzalez, A; Machimbarrena, JM; Ortega-Baron, J; Gonzalez-Cabrera, J  
**Loot box engagement: A scoping review of primary studies on prevalence and association with problematic gaming and gambling**  
PLOS ONE JAN 27 2022 VL 17 (1)  
PRIVACY

Irie, T; Shinkawa, H; Tanaka, M; Yokomitsu, K  
**Online-gaming and mental health: Loot boxes and in-game purchases are related to problematic online gaming and depression in adolescents**  
CURRENT PSYCHOLOGY MAY 2022

## PRIVACY

Hillman, V  
**Data privacy literacy as a subversive instrument to datafication**  
INTERNATIONAL JOURNAL OF COMMUNICATION 2022 VL 16 767-788

## SCREEN USE

Dalene, KE; Kolle, E; Steene-Johannessen, J; Hansen, BH; Ekelund, U; Grydeland, M; Anderssen, SA; Tarp, J  
**Device-measured sedentary time in Norwegian children and adolescents in the era of ubiquitous internet access: secular changes between 2005, 2011 and 2018**  
INTERNATIONAL JOURNAL OF EPIDEMIOLOGY APR 2022

## SLEEP

Miller, EB; Canfield, CF; Wippick, H; Shaw, DS; Morris, PA; Mendelsohn, AL  
**Predictors of television at bedtime and associations with toddler sleep and behavior in a medicaid-eligible, racial/**

**ethnic minority sample**  
INFANT BEHAVIOR & DEVELOPMENT  
MAY 2022 VL 67

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Hassanein, ZM; Barker, AB; Murray, RL; Britton, J; Agrawal, S; Leonardi-Bee, J  
**Impact of smoking and vaping in films on smoking and vaping uptake in adolescents: systematic review and meta-analysis**  
HEALTH EDUCATION & BEHAVIOR  
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## SOCIAL MEDIA USE

Sina, E; Boakye, D; Christianson, L; Ahrens, W; Hebestreit, A  
**Social media and children's and adolescents' diets: a systematic review of the underlying social and physiological mechanisms**  
ADVANCES IN NUTRITION FEB 2022

Achterberg, M; Becht, A; van der Cruisen, R; van de Groep, IH; Spaans, JP; Klapwijk, E; Crone, EA  
**Longitudinal associations between social media use, mental well-being and structural brain development across adolescence**  
DEVELOPMENTAL COGNITIVE NEUROSCIENCE APR 2022 VL 54

## research highlight

**US: early adolescence is a vulnerable time for social media**

[Researchers](#) at University of California and and Sacramento State University say "Early adolescence is an important inflection point around digital media use, with (1) increasing access and autonomy over mobile devices (particularly in higher income countries (HIC) and social media), (2) lack of effective regulations, and (3) lack of supervision and scaffolding, particularly in lower and middle income countries."

In HICs it has been shown that digital media also introduces new risks for adolescents, particularly in relation to body image, sleep, cyberbullying and digital reputation. In adolescence, peer interactions contribute to psychopathology onset and maintenance, and influence risk taking.

## AUS: ABC TV 7:30 report on data breach

[This reveals](#) the results of an exclusive investigation revealing how education technology treated the data of millions of Australian school children during Covid lockdown. Online education companies

promised that no data would be sold, but a joint investigation by 13 international media organisations across 16 countries reveals they were selling access to children's locations, browsing history and keystrokes. [Read more](#)



## NZ: How to regulate alcohol ads

The World Health Organization's [newly released report](#) on regulating cross-border alcohol marketing raises the alarm for countries like Australia and New Zealand, given their light touch towards alcohol advertising. Australia and New Zealand are at the unrestrained end of the marketing continuum. Both countries rely on industry-led policy in the form of voluntary codes – an approach identified as insufficient by the WHO report. [Sally Casswell](#) of Massey University, NZ says “These products are significant causes of reduced well-being, and this marketing increases consumption and therefore harm. The messages of the WHO report are timely and should be heeded”.

**Read more about Australian's concerns:** [Alcohol advertising has no place on our kids' screens](#)  
**Read more on NZ concerns:** [NZ children see more than 40 ads for unhealthy products each day. It's time to change marketing rules](#)

## UK: California has opportunity to shape how world protects children online

Baroness Biban Kidron (5Rights) and Jonathan Haidt (New York University's Stern School of Business) [writing in Fortune](#) say “A proposed bill for an ‘Age Appropriate Design Code’ ... [recently approved](#) by the Privacy Committee of the California Assembly by a vote of 10-0 with one abstention closely tracks the U.K.'s Age Appropriate Design Code that came into law six months ago... If it pressures the platforms to roll out

these changes everywhere, it would be a giant leap toward protecting children around the globe.”

## US: California bill could allow parents to sue over social media addiction

The [Social Media Platform Duty to Children Act](#) [passed the state assembly](#) on May 23. This bill, which was submitted in March by state lawmakers, would allow parents to sue companies such as TikTok and Instagram for up to \$25,000 if a child is determined to be “addicted” to the app.

## US: Federal Trade Commission to hold seminar on stealth ads

[The Federal Trade Commission](#) will host a virtual event on October 19, 2022, to examine how best to protect children from a growing array of manipulative marketing practices that make it difficult or impossible for children to distinguish ads from entertainment in digital media. The event will examine practices such as the rapidly growing “kid influencer” marketplace in which the line between paid promotions and unsponsored influencer videos is often blurred.

## US: Advertising Watchdog Urges FTC to Investigate Roblox

[At the heart of the complaint](#) is the charge that Roblox blurs the line between marketing and entertainment such that a reasonable consumer—and specifically children—cannot distinguish organic Roblox content from advertising or promotional content. For example, the platform permits users to create

“advergames,” which combine advertisements with gaming experiences; however, the complaint alleges that it is almost impossible for an adult (much less a child) to distinguish between games that are created or sponsored by advertisers and those that are just created by individual users (without any promotional content).

## UK: OfCom reports on children's media use and attitudes 2022

[OfCom](#) (UK's communications regulator) says that “Some 99% of children aged three to 17 used the internet in 20 21. YouTube was the most popular platform, with 89% of children using it. Meanwhile, half of kids used TikTok, a popular site which allows users to watch and share short videos.”

Most social media platforms require users to be aged 13 or older. Nonetheless, the report found that a majority of children under 13 had their own profile on at least one social media app or site. One-third of parents of children aged five to seven said their child had a profile, which rose to 60% among children aged eight to 11.

## UK: UK government under fire for delaying promised action on food ads

The British Medical Journal says public health experts and campaigners [have accused](#) the UK government of turning its back on child health after ministers announced that a ban on multibuy deals for junk food would be delayed by a year in response to the cost of living crisis. [Read more here](#)