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July 2022



**Check out Wayne Warburton's latest research**

[World News | P4](#)

**Read our new reviews**

[Read here](#)



## 20 years of movie reviews

Sydney 2002: Steve Biddulph launched CMA's new website and announced that it would include our reviews of new movies. These were to be reviews with a difference - child development based and providing much more detail about movies' story lines, themes and content - which would enable parents and carers to guide their children's choices with confidence. The award-winning service known as *Know Before You Go* (KBYG) has now reached the significant milestone of 20 years of continuous reviews, surviving the ups and downs of funding and no funding, with more



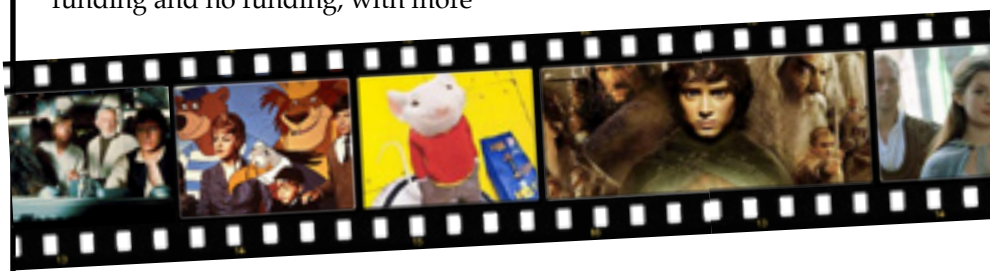
achievement by spreading the word in your networks. We reckon KBYG is a more useful and relevant tool for Australian parents than similar international ones.

*Read our editorial on page 2*

than [1500 free reviews](#) in its database, receiving over 40,000 visits per month, and many appreciative comments along the way. Help us celebrate the

### Know Before You Go THE NUMBERS

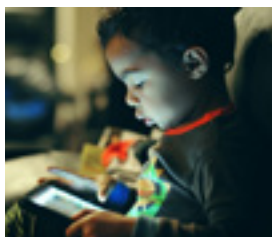
- **1500 reviews**
- **40,000 visits per month**
- **300 G-rated movies reviewed**
- **750 PG-rated movies**
- **450 M-rated movies**
- **10 MA15+ movies**



## CMA's App tracking audit released

CMA's [app tracking audit](#) was released on July 21 showing data transfer activity occurring with popular children's Android apps. These findings were an important outcome of its 18 month [Apps Can Trap project](#). This project, funded by the Australian Communications Consumer Action Network, produced privacy resources for parents as well as a

[database of over 200 apps](#) where parents can check out the tracking activity of popular apps. The news was released by the ABC which provided an [extensive backstory](#), as well as a special [7pm News report by Conor Duffy](#), and [numerous radio interviews](#)



conducted by president Elizabeth Handsley. [Seven Network also covered the story well](#). CMA awaits

the outcome of its grant application to the eSafety Commissioner for funds to continue and expand the app tracking service.

## AANA deadline approaching

The Australian Association of National Advertisers (AANA) has launched a review of the Children's Advertising Code. The code will come into effect in 2023. [Submissions close](#) on August 5, 2022.

## small screen

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# guest editorial

## CMA patron celebrates 20 years of "Know Before You Go" movie reviews

### STEVE BIDDULPH

We all know that erkk feeling in the stomach - we've taken the trouble, expense, and time to get our kids along to the movies, for a big family treat. (or just at home with a rented or streamed video). We are settled in, popcorn in hand, and after just a few seconds, it's clear this was a terrible choice. Crass and degrading kinds of humour, or scary violence, or just way too grown up and complex, or so jangling and disconnected, you hover between sitting it out, hoping it doesn't get worse, or taking the nuclear option and saying "sorry kids, we chose the wrong film" and doing the walk of shame, hoping that an icecream on the way out will wipe it from their memories.

Sure, you obviously check the ratings, but kids vary in their understanding, and their apparent thick or thin-skinnedness. But even the most unflappable-seeming child has a tender heart. And seeing scary images or storylines can contribute to trouble sleeping, nightmares when they do sleep, aggressive behaviour, lack of ability to pay attention. It can take a kid weeks to get over something that made their world feel less safe. We want our kids to see their world, at least until they are teenagers, as somewhere exciting, interesting, and beautiful. Dealing with the horrors of life is something that can only be done with care, and when they have the mental tools to handle it.

But don't despair. There are people who have been navigating this stuff for over 50 years, and at Children and Media Australia, the best experts, lobbyists, researchers and parents themselves have combined efforts to give you an up to date guide. The CMA movie reviews cover all newly released G, PG and those M films promoted to children, in theatres, especially focussing on ones that children or parents might want to watch. Right now, someone from CMA's team is watching a movie so you don't have to! And writing a snappy summary of what is good, what is perhaps not what your child would enjoy or benefit from.

*Know Before You Go* is now a database of 1500 reviews with new movies usually added faster for Australia and UK parents than



other review services. In five seconds you can find and decide if a movie is right for your five year old, twelve year old, or any age. Children and Media Australia do a superb job with these professional reviews, I am proud to be their ambassador. You are in charge of what your kids see, and you are responsible, but this is a great starting point.

So you have less erks, and far more wow!!s and come out of the movies feeling like their hearts are soaring, their imaginations firing, and their lives enriched.

Go [have a look](#), and you will be so glad you did.

### Know Before You Go user testimonials

"You do great reviews - I find them more useful than Common Sense Media. Especially appreciate the breakdown of what would be scary for different age groups; the way you list every scary things makes it easy for me to quickly scan and see if there's any red flags there for me/my kids."

"The reviews are super helpful with the level of detail and information - perfect to help me decide whether a movie is appropriate or not for my kids. Thank you!"

"Thank you, thank you, thank you for a wonderful service. I don't know how I will manage if you end up needing to close down. The standard movie classifications are utterly useless and I would need to watch every movie in full before I can decide whether it is suitable for my children. There are so many inappropriate things even in movies rated G that I don't think are helpful for healthy child development."

## ADVERTISING

Ngqangashe, Y; Phulkerd, S; Collin, J; Schneider, CH; Thow, AM; Friel, S  
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 BMC WOMENS HEALTH JUN 27 2022 VL 22(1)

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 BMC PRIMARY CARE JUN 28 2022 VL 23 (1)

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 JOURNAL OF PEDIATRIC HEALTH CARE JUL-AUG 2022 VL 36 (4) 339-346

Nagata, JM; Singh, G; Sajjad, OM; Testa, A; Jackson, DB; Assari, S; Murray, SB; Bibbins-Domingo, K; Baker, FC  
**Social epidemiology of early adolescent problematic screen use in the United States**  
 PEDIATRIC RESEARCH JUN 2022

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 CHILD AND ADOLESCENT PSYCHIATRY AND MENTAL HEALTH JUN 23 2022 VL 16 (1)

## SURVEY REMINDER:

Please take 3 mins to [help us improve small screen](#)



## AUS: Wayne Warburton President-elect of International Society for Research on Aggression

The 2022 International Society for Research on Aggression's (ISRA) Annual Meeting held July 18-22, 2022, in Ottawa, Canada, has elected Assoc Professor of Developmental Psychology, Wayne Warburton of Macquarie University, and Vice-President of CMA, as its President-elect. ISRA president until 2024 is



[Tracy Vaillancourt](#), Canada; [Cara Swit \(NZ\)](#) is a returning ISRA Council member. Warburton's [latest research](#) on how too much screentime is hurting our kids was released mid July and gained extensive media coverage. In this [3AW interview](#) Adelaide child psychiatrist, Dr Kim Le, sees similar impacts on thousands of children.

## US: The US needs two laws to protect children

On July 27th, the Senate Commerce Committee approved both the Kids Online Safety Act and the Children and Teens' Online Privacy Protection Act, seen as a major milestone for children's safety advocates. Children's [advocacy groups](#) say that together, the Senate measures would give parents greater control over their children's online activity, ban companies from collecting the data of users 13 to 16 years old without their consent and require that companies identify and mitigate risks that their products may pose to children. But the [Washington Post 28/7](#) reports the Senate and House of Representatives as on a collision course over children's privacy bills, saying the Senate approach stands in sharp contrast to the House [American Data Privacy and Protection Act](#), the nation's first comprehensive data-privacy standards for all consumers — not just children and teens.

## UK: The UK government won't regulate loot boxes

Gamedeveloper's newsletter [Informa](#) says "Laying out its response to the [call for evidence on loot boxes in video games it issued in June 2020](#), the UK Department for Digital, Culture, Media & Sport said it has found an "association between loot boxes and harms" but can't determine whether there is a causative link. Despite that conclusion, [the government said](#) it's important that children and young people are protected from those potential harms, but wants game developers

and publishers operating in the UK to take the lead and implement their own safety measures....children and young people shouldn't be allowed to purchase loot boxes without parental approval."

But *Wired* says that loot boxes and predators are everywhere, and even if the UK government had banned loot boxes, app developers would find other ways of monetising their games. Its article notes that "The correlative evidence between loot box engagement and problem gambling symptoms is robust. The thin line between gambling and gaming is a burgeoning academic field." *Wired* drew attention to [a study by Zendle et al](#) which found 35 different techniques over eight domains: "game dynamics designed to drive spending, product not meeting expectations, monetization of basic quality of life, predatory advertising, in-game currency, pay to win, general presence of microtransactions and other."

## US: Early childhood settings and use of screens

From July 1, students in publicly funded early education classrooms in Minnesota can't use a screen without teacher engagement. Early Education Consultant [Lisa Venable said](#) that "little kids learn best through live interaction, sensory experiences, touch, taste smell, and live interaction with human beings. Screens don't give you that ...Research shows the detriment it can be to development if left unsupervised....We really wanted to be mindful that teachers - if they're using a screen - that they're engaged in it."

## UK: Advertising rules flouted by Chinese vaping giant

[The Guardian reports](#) "A leading e-cigarette brand is flouting rules to promote its products to young people in Britain, an Observer investigation has found, as experts warn that brightly coloured, sweet-flavoured vapes are being used by children as young as seven. Elf Bar, a Chinese-owned vaping giant that has seen the use of its products by under-18s soar in the past year, is being promoted by social influencers, who in some cases claim to be paid for the promotions and benefit from free products. The videos – many of which show influencers vaping on camera – are not age restricted and are not always clearly marked as ads. Some have attracted hundreds of thousands of views on the short-form video app TikTok, which is used by [half of eight to 11-year-olds](#) and three-quarters of 16 to 17-year-olds.

## US: parents need to understand the impact on children of "unboxing"

[Deseret News reports](#) that "Unboxing videos on YouTube are just what the name implies: videos of packages being opened to reveal a toy or other "surprise." Often the videos are shot in unremarkable home settings not unlike those of the average person who's watching, making the videos feel relatable. Children — including very young ones — are sold on the magic of the big reveal as entertainment. And they're sold, too, on the products being pulled from those boxes.