



Kids watching too much TV is bad for parents: study

[[WORLD NEWS]]



A week without a smart phone: uses and abuses

[[NEW PUBLICATIONS]]



Our latest movie reviews

[CLICK HERE](#)



First published 1986

Issue No.380

NOVEMBER 2020

PROTECT OUR KIDS

ACCM: Greater attention to children's privacy protections is needed



Submissions to the Federal Attorney-General's review of the Privacy Act (1988) closed on Nov 29. ACCM's response notes that "the Issues Paper did not explicitly or adequately acknowledge children as a specific and vulnerable group of persons in relation to privacy law, as has been recognised internationally. The UN Convention on the Rights of the Child, Article 16 provides for a specific right to privacy for children. Children's privacy differs both in scope and application from adults'

privacy and as a result, children under 15 should be offered even more robust protection by Australian privacy law". ACCM's submission lists its key concerns and provides comment on specific issues (*see editorial on page two*) Overall, ACCM calls for an explicit child-focussed, rights-based lens to be applied to the Review into Australian Privacy Law and it calls for this to be reflected in the upcoming Discussion Paper (in early 2021).

Read our submission by following the link [here](#)

Government directs ACMA on Australian and Kids' TV standards

As noted in ACCM's eBulletin of November 27, the Federal Government has directed the Australian Communications and Media Authority (ACMA) to draft new standards reflecting a significant policy shift. ACMA set up a short consultation period which closed on December 7. The outcomes for the supply and screening of Australian children's TV are not likely to be good. The Media Reform Green Paper sets out the government's proposals for a new media landscape and is calling for submissions by

March 7. Its proposals include:
• OFFERING commercial broadcasters a one time, irrevocable choice to operate under a new commercial television broadcasting licence, with a reduced regulatory burden, provided they agree to move at a future point to using substantially less radiofrequency spectrum
• PROMOTING the public interest derived from spectrum by encouraging multiplex sharing by broadcasters
• INTRODUCING an investment obligation for subscription and advertising

Continued page two

Kids' personal data unprotected, digital marketing increases

Australia is falling behind the rest of the world in protecting kids from predatory digital marketing of harmful products like alcohol, unhealthy food and gambling, according to a new report. The *Under the Radar* report from VicHealth, the Foundation for Alcohol Research and Education (FARE) and the Obesity Policy Coalition (OPC) reveals how the personal data of Australian children is under-protected and how data can be made available for harmful

industries to target children with aggressive marketing tactics. The report highlights during the coronavirus pandemic, 1 in 2 Australian children increased their time on screens and digital media for entertainment (online gaming, social media and watching video content). Three in four school-aged children spending more than 3 hours on screens each day, the survey reports.

[Read the news story here](#)
[Read the full report here](#)

small screen

issue 380 - November 2020

small screen is published at the beginning of each month and reports on the events of the previous month. 11 issues per year (Dec/Jan double issue)

Published by
Australian Council on
Children and the Media
(ACCM)

ACCM is a national, non-profit
community organisation.
Its mission is to promote a
quality media environment for
Australian children.

No part of this publication
may be reproduced without
permission of the Editor.

Contributions are welcome.

CONTENTS

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

CONTACT US

Editor: Barbara Biggins OAM
Compiler: Kurtis Eichler
Editorial Board: Barbara Biggins, Judy Bundy, Elizabeth Handsley.

Address: PO Box 1240
Glenelg South Australia 5045
Email: info@childrenandmedia.org.au
Website: www.childrenandmedia.org.au
Telephone: +61 8 8376 2111

ACCM acknowledges
support from



ACCM's website
is designed by



Click to donate

SUPPORT US

editorial

Improving Australia's poor privacy protections

BARBARA BIGGINS
CHIEF EXECUTIVE, ACCM

ACCM's submission to the Attorney-General's review of the Privacy Act (see page one) included the following concerns:

- **THE 'digital footprint' of children under 15:** Privacy law must regulate what data may be collected, used and disseminated by entities that engage directly with children and also provide for a pro-consumer right to erasure of data.
- **RELIANCE on 'consent' provisions for children under 15:** Children under 15 are not able to consent to disclose information, in spite of a community understanding in Australia that many children from age 13 are regularly independently engaged online.
- **THAT enforcement of privacy law only responds to, but does not prevent, breaches of privacy;** there must be explicit dissemination of information to community groups about exemptions to privacy law and transparency about information collected, used and disseminated.

ACCM also noted:

- **THE Act does not currently strike**



the right balance between the use of personal information in relation to direct marketing, particularly in relation to direct marketing to children. The vulnerability of children to direct marketing needs to be

acknowledged and fully weighted when redrawing this balance.

- **THE** act or practice of entities collecting, using and disclosing personal information in relation to persons under 15 for the purpose of direct marketing should be prohibited, regardless of consent.
- **THERE** is a greater need for harmony of privacy protection under Commonwealth law with all state law provisions in relating to children under 15.

ACCM will be working intensively in the field of children's online privacy issues over the next six to 12 months.

As part of our current projects, we are surveying parents' views of the apps that their children play, with special reference to privacy issues. You can assist us by [completing this survey](#) by Dec 14.

Watch this space for updates.

Government directs ACMA on Australian and Kids' TV standards

from page one

video-on-demand services, with details to be further developed over the next 12 months

- **INVESTING** in the future, by using the proceeds raised through the reform process to fund public policy initiatives that deliver value for the Australian public and support the media sector, and
- **FORMALISING** the role of national broadcasters as key providers of Australian content.

[Read the green paper here](#)

[Read a comment on the reforms here](#)

[Read Screenhub's take on the reforms here](#)



Take our
survey
here

ADVERTISING

Jensen, ML; Carpentier, FD; Adair, L; Corvalan, C; Popkin, BM; Taillie, LS
Examining Chile's unique food marketing policy: TV advertising and dietary intake in preschool children, a pre- and post- policy study
 PEDIATRIC OBESITY OCT 2020

Mytton, OT; Boyland, E; Adams, J; Collins, B; O'Connell, M; Russell, SJ; Smith, K; Stroud, R; Viner, RM; Cobiac, LJ
The potential health impact of restricting less-healthy food and beverage advertising on UK television between 05.30 and 21.00 hours: A modelling study
 PLOS MEDICINE OCT 2020 VL 17 (10)

Saha, N
Advertising food to Australian children: has self-regulation worked?
 JOURNAL OF HISTORICAL RESEARCH IN MARKETING OCT 2020

Tatlow-Golden, M; Parker, D
The devil is in the detail: challenging the UK government's 2019 impact assessment of the extent of online marketing of unhealthy foods to children
 INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH OCT 2020 VL 17 (19)

Fleming-Milici, F; Harris, JL
Food marketing to children in the United States: Can industry voluntarily do the right thing for children's health?
 PHYSIOLOGY & BEHAVIOR DEC 1 2020 VL 227

MOBILE DEVICES

Gonzalez-Cortes, E; Cordoba-Cabus, A; Gomez, M
A week without a smartphone: uses, abuse and dependence on mobile phones among young people
 BORDON-REVISTA DE PEDAGOGIA 2020 VL 72 (3) 105-121

SOCIAL MEDIA USE

Sadagheyani, HE; Tatari, F
Investigating the role of social media on mental health
 MENTAL HEALTH AND SOCIAL INCLUSION OCT 2020

Steinsbekk, S; Wichstrom, L; Stenseng, F; Nesi, J; Hygen, BW; Skalicka, V

The impact of social media use on appearance self-esteem from childhood to adolescence - A 3-wave community study
 COMPUTERS IN HUMAN BEHAVIOR JAN 2021 VL 114

SCREEN USE

Weigle, P; Hurst-Della Pietra, P
Children and screens research update: how new media habits impact mental health
 JOURNAL OF THE AMERICAN ACADEMY OF CHILD AND ADOLESCENT PSYCHIATRY OCT 2020 VL 59 (10 S MA 47) S337-S337 [67th Virtual Annual Meeting of the American-Academy-of-Child-and-Adolescent-Psychiatry (AACAP) OCT 12-24, 2020]

Granic, I; Morita, H; Scholten, H
Beyond screen time: identity development in the digital age
 PSYCHOLOGICAL INQUIRY JUL 2 2020 VL 31 (3) 195-223

Granic, I; Morita, H; Scholten, H
Young people's digital interactions from a narrative identity perspective: implications for mental health and wellbeing
 PSYCHOLOGICAL INQUIRY JUL 2 2020 VL 31 (3) 258-270

Adelantado-Renau, M; Beltran-Valls, MR; Monzonis-Carda, I; Bellmunt-Villalonga, H; Linares-Ayala, N; Moliner-Urdiales, D
Associations between screen media usage and academic performance in adolescents: DADOS study
 JOURNAL OF SPORT AND HEALTH RESEARCH SEP-DEC 2020 VL 12 (3) 338-348

Wong, RS; Tung, KTS; Rao, N; Leung, C; Hui, ANN; Tso, WWY; Fu, KW; Jiang, F; Zhao, J; Ip, P
Parent technology use, parent-child interaction, child screen time, and child psychosocial problems among disadvantaged families
 JOURNAL OF PEDIATRICS NOV 2020 VL 226 258-265

EARLY CHILDHOOD DEVELOPMENT

McHarg, G; Ribner, AD; Devine, RT; Hughes, C
Screen time and executive function in

toddlerhood: a longitudinal study
 FRONTIERS IN PSYCHOLOGY OCT 22 2020 VL 11

Xie, LH; Wang, ZD; Yu, Z; Fong, FTK
Relationship between SES and preschoolers' sociality: the mediating effect of household screen media experience
 EARLY CHILD DEVELOPMENT AND CARE OCT 2020

Li C; Cheng G; Sha T; Cheng W; Yan Y
The relationships between screen use and health indicators among infants, toddlers, and preschoolers: a meta-analysis and systematic review
 INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH OCT 2020 VL 17 (19)

Operto, FF; Pastorino, GMG; Marciano, J; de Simone, V; Volini, AP; Olivieri, M; Buonaiuto, R; Vetri, L; Viggiano, A; Coppola, G
Digital devices use and language skills in children between 8 and 36 month
 BRAIN SCIENCES SEP 2020 VL 10 (9)

VIDEO GAMES

Charmaraman, L
Social and behavioral health factors associated with violent gaming in early adolescence
 JOURNAL OF THE AMERICAN ACADEMY OF CHILD AND ADOLESCENT PSYCHIATRY OCT 2020 VL 59 (10 MA 47.3) S338-S338 [67th Virtual Annual Meeting of the American-Academy-of-Child-and-Adolescent-Psychiatry (AACAP) OCT 12-24, 2020]

PRO-SOCIAL CONTENT

Zhang, Q; Cao, Y; Tian, JJ; El-Lim, K; Gentile, DA
Effects of prosocial cartoon models on aggressive cognitions and aggressive behaviors
 CHILDREN AND YOUTH SERVICES REVIEW NOV 2020 VL 118

CLASSIFICATION

Gruosso, M; Capece, N; Erra, U; Lopardo, N
A deep learning approach for the motion picture content rating
 10TH IEEE INTERNATIONAL CONFERENCE ON COGNITIVE INFOCOMMUNICATIONS OCT 23-25, 2019 NAPLES, ITALY 2019 137-142

Kellogg's and Britvic attack plan to ban junk food ads online

UK | BBC

Some of the UK's biggest food companies have attacked a plan that could see all online junk food advertising banned to tackle childhood obesity. In a letter to the prime minister, bosses of firms including Britvic, Kellogg's and Mars said they supported government efforts to tackle obesity. But they said the plans were "disproportionate" and lacked evidence. The government has said it is determined to help children and families make "healthier choices".



[Read more here](#)

Study shows kids watching too much TV is bad for their parents' health

US | Fatherly | By [Lizzie Francis](#)

Plopping your kid in front of the television is a good way to buy time to clean, cook, or exercise. But it might be contributing to your overall stress levels, a study says. The study found that when kids watch lots of television, they're also being exposed to tons of ads.

[Read the news story here](#)
[Read the research here](#)

Frequently asked questions on violent video games

US | Amazon

Game ON!: Sensible Answers about Video Games and Media Violence condenses 50 years worth of scientific research into one book. While written in FAQ format, the authors also "show their work"

with detailed explanations and scientific references for those who want that



level of detail. This is a handy reference guide that bridges the gap between media researchers and those who want scientifically accurate and informed answers stripped of the polarizing rhetoric.

[Read more here](#)

Popular online games a 'honey pot' for child predators, parents warned

AUS | news.com.au | By [Ally Foster](#)

Parents have been issued a warning about their children's online activity, with an expert revealing some popular online games have become a "honey pot" for predators. Online games like *Fortnite* are extremely popular with Australian kids but there are now growing reports of adults using these platforms to get in contact with and groom young children.

[Read more here](#)

First Day and *Are You Tougher Than Your Ancestors?* receive top prizes at Chicago film festival

AUS | Australian Children's Television Foundation

Australian children's series *First Day* (Epic Films) and *Are You Tougher Than Your Ancestors?* (Flying Kite Pictures, Sticky Pictures) have taken out first and second prize respectively in the Live Action Television category at the 37th Chicago International Film Festival (CICFF). Episode two of *First Day* and Episode 5 of *Are You Tougher Than Your Ancestors?* were awarded top gongs by CICFF's professional jury.

[Read the news story here](#)



Name change to help Adelaide tech company walk the talk

AUS | InDaily | By [Andrew Spence](#)

MGM Wireless shareholders last week voted to change the company's name to Spacetalk Ltd to reflect its move into the market for smartphone watches designed to keep families safe and connected.

[Read the news story here](#)

White-collar criminality within the video game industry

US | SAGE Journals | By [Allen Copenhagen](#), [Hayden Griffin](#)

The video game industry has garnered tremendous influence over society and until recently, has seemed to escape criminological critique (other than for that of the potential negative effects of violent games) and white-collar crime theoretical inquiry. This study aims to change that, as we analyze the video game industry for its involvement in many traditional (and some more contemporary) forms of white-collar crime. More specifically, we discuss overpromising, broken games, and price gouging.

[Read the research here](#)

The future of digital advertising in the post-digital platforms inquiry world (part two)

AUS | Mumbrella | By [Stephen Von Muenster](#)

What will be the consequences of the Digital Platforms Inquiry? Stephen von Muenster of von Muenster Legal continues his explanation.

[Read more here](#)

Tickets for the 2020 People's Choice Community Lottery are now on sale!

We at ACCM are raising money to support our child development-based, award-winning movie review services and keep them free.

[Buy tickets now](#)