



# small screen

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No. 366 August 2019

## Digital environments are different: what's the research say?

Digital devices *are* different. They differ from "old media" devices in that they are portable, easily accessible, and very persuasive. Digital content grabs children's attention, and doesn't want to let it go. How do we ensure that these environments support, and don't hinder, children's development? What's the research telling us?

These issues are the focus of the *Digital environments and developing minds: research and strategies for professionals, producers and policy makers* conference at the Sydney Masonic Centre on October 28.

This one day event will be packed full of information about the ways that children's physical, social and emotional and cognitive development can be impacted (both positively and negatively) by digital environments. The 18 speakers will provide overviews of the latest research and also discuss strategies for supporting healthy use and provision of content.

The conference aims to encourage and provoke decision-makers and producers to understand the ways in which media use can interfere with the attainment by children of their developmental milestones; as well as promote enjoyment and expand their horizons. It's a whole of society responsibility to support children's welfare in this area, not just something that is left to parents.

The Australian Council for Educational Leaders and the Australian Council on Children and the Media have partnered to present this event and to bring to Australia keynote speakers Dr Jessica Piotrowski from the University of Amsterdam and its Centre for Research on Children, Adolescents and the Media, and Dr Serge Egelman, a Research Director at the International Computer Science Institute at the U. of Berkely, California.

### Dr Jessica Piotrowski (top)

Jessica is Director of the Center for



Research on Children, Adolescents, and the Media (CcaM), the Program Group Leader for Youth & Media Entertainment at ASCoR, and recently completed a 4-year term as the Chair of Children, Adolescents, and the Media division of the International Communication Association. An award-winning scholar, Dr. Piotrowski's research investigates how youth process and comprehend media content, with specific attention to the potential benefits of media.



### Dr Serge Egelman (left)

Serge's research focuses on the intersection of privacy, computer security, and human-computer interaction, with the specific aim of better understanding how people make decisions surrounding their privacy and security, and then creating data-driven improvements to systems and interfaces. His paper describes the outcomes of their system which automatically evaluates the privacy behaviors of Android apps popular with children.



The conference will be compered by child psychiatrist and standup comedian **Dr Kim Le**. (left)

Kim is an Australian Child and Adolescent Psychiatrist, specialising in video game addiction or "gaming disorder". He founded CGI Clinic, a website to increase Internet awareness in the community. Kim is also

a blackbelt, speaks multiple languages, is an awarded keynote speaker, and now he's excelling in stand-up comedy.

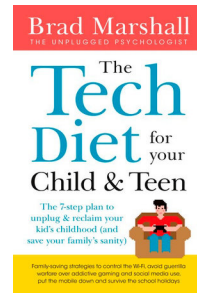
A range of related issues will be covered in a series of short papers across 5 panel sessions.

[MORE INFORMATION & REGISTRATION](#)

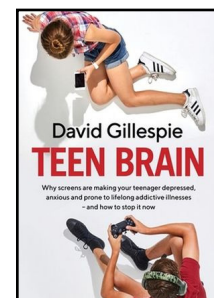
[PROGRAM DETAILS](#)

## Two authors speaking at the conference

Brad Marshall, Psychologist and Director of The Internet Addiction Clinic @ Kidspace, is a speaker at the Digital environments conference on Oct 28. He recently (June) published *The Tech Diet for your child and teen: 7-step plan to reclaim your kid's childhood (and your family's sanity)*. Brad is a panellist in the session 'Screentime, screen use, supporting parents'.



David Gillespie, author and father of 6 children, is contributing to the session 'Technology: traps for young players'. His most recent book, *Teen Brain :why screens are making your teenager depressed, anxious and prone to lifelong addictive illnesses - and how to stop it now*, was published in March



DIGITAL ENVIRONMENTS ARE DIFFERENT

EDITORIAL:ACCC DIGITAL PLATFORMS INQUIRY

NEW ACCM SURVEY: CLASSIFICATION SYSTEM



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## EDITORIAL

### ACCC Digital Platforms Inquiry: will we get the regulation children deserve?

In 2018/19, the Australian Competition and Consumer Commission (ACCC) has been conducting its Digital Platforms Inquiry. The ACCC was responding to a request from the then Treasurer Scott Morrison to inquire into issues such as

- the market power of digital platforms
- the implications of digital platforms for media content creators, advertisers and consumers
- longer term trends in the media and advertising services markets
- the effectiveness of existing regulation and proposals for change.

[The ACCC received submissions](#) from a range of industry and consumer groups to its Feb 2018 Discussion Paper. The ACCC then issued a [Preliminary Report](#) in December. In this they noted that:

*The preliminary report, published today, contains 11 preliminary recommendations and eight areas for further analysis as the inquiry continues.*

*The ACCC has reached the view that Google has substantial market power in online search, search advertising and news referral, and Facebook has substantial market power in markets for social media, display advertising and online news referral.*

*The report outlines the ACCC's concerns regarding the market power held by these key platforms, including their impact on Australian businesses and, in particular, on the ability of media businesses to monetise their content.*

*The report also outlines concerns regarding the extent to which consumers' data is collected and used to enable targeted advertising.*

Following receipt of further submissions (including from ACCM) early in 2019, the ACCC released its [final report](#) and recommendations in July 2019.

The ACCC said:

*The dominance of the leading digital platforms and their impact across Australia's economy, media and society must be addressed with significant, holistic reform, according to the final report of the ACCC's [Digital Platforms Inquiry](#) released today.*

*The report contains 23 recommendations, spanning competition law, consumer protection, media regulation and privacy law, reflecting the intersection of issues arising from the growth of digital platforms.*

The Government is now consulting on the ACCC's Final report. ACCM is asking the government to observe 4 principles:

1. Children should be safe online. A strong regulatory framework to protect children from unhealthy marketing, including alcohol, unhealthy food and gambling, should be applied to all media formats, including digital platforms.



Barbara Biggins  
OAM  
Hon CEO

2. Children should not be tracked, surveilled and monetised, and nor should children's data should be collected, disclosed or used for any profiling or marketing purposes.

3. Digital platforms must comply with the law and societal standards and an independent regulator should ensure proactive monitoring of platforms to ensure compliance, backed by strong enforcement with meaningful sanctions.

4. Public interest journalism, including health journalism, is important to Australia and it should it be supported and fostered.

As the UK's 5Rights founder, Baroness Beeban Kidron [observed recently](#), about the imbalance of power between technology companies and the young.

*Children ... are no match for the turbocharged influence tactics, and often stay glued to the services even if doing so makes them unhappy.*

*"The idea that it's O.K. to nudge kids into endless behaviors, just because you are pushing their evolutionary buttons — it's not a fair fight,"*

*... "It's little Timmy in his bedroom versus Mark Zuckerberg in his Valley."*

**Take our new online survey about the Australian Classification System**

**We'd like to hear your views about how useful Australia's classification system is to you and your children.**

**[Take our four minute survey here](#)**

## NEW PUBLICATIONS

## ADVERTISING

Daems, K., et al. 2019.  
**Personalized and cued advertising aimed at children.**  
*Young Consumers*. June 19

Folkvord, F., et al. 2019.  
**Children's bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: an explorative study.**  
*Young Consumers*. June 3

Hurwitz LB, et al. 2019.  
**Crowd pleasers: media characters in food company websites and apps for children.**  
*Young Consumers*. May 13.

Jones K, Glynn M. 2019  
**How children use social media for brand interactions.**  
*Young Consumers*. June 3.

Kelly, B., et al. 2019.  
**Children's exposure to television food advertising contributes to strong brand attachments.**  
*International Journal of Environmental Research and Public Health*, 16(13), p.2358.

## CHILD DEVELOPMENT

Meeus, A.; Beullens, K. ; Eggermont, S., 2019.  
**Like me (please?): Connecting online self-presentation to pre-and early adolescents' self-esteem.**  
*New Media & Society*, p.1461444819847447.

van der Schuur, W.A., et al. 2019.  
**Exploring the long-term relationship between academic-media multitasking and adolescents' academic achievement.**  
*New Media & Society*, p.1461444819861956.

## HEALTH

Bener, A., et al.2018.  
**Internet addiction, fatigue, and sleep problems among adolescent students: a large-scale study.**  
*International Journal of Mental Health and Addiction*, pp.1-11.

Chen, S., et al. 2019.  
**Daredevils on social media: A comprehensive approach toward risky selfie behavior among adolescents.**  
*New Media & Society*, p.1461444819850112

Mahapatra, S., 2019.  
**Smartphone addiction and associated consequences: role of loneliness and self-regulation.**  
*Behaviour & Information Technology*, p.1-12.

Stuart, J. ; Kurek, A., 2019.  
**Looking hot in selfies: Narcissistic beginnings, aggressive outcomes?.**  
*International Journal of Behavioral Development*, p.0165025419865621.

Tiggemann, M., Brown, Z.; Anderberg, I., 2019.  
**Effect of digital alteration information and disclaimer labels attached to fashion magazine advertisements on women's body dissatisfaction.**  
*Body Image*, 30, pp.221-227.

Wang, T.H. ; Cheng, H.Y., 2019.  
**Problematic Internet use among elementary school students: prevalence and risk factors.**  
*Information, Communication & Society*, pp.1-22.

## MEDIA USAGE

Elias, N. and Sulkin, I., 2019.  
**Screen-assisted parenting: the relationship between toddlers' screen time and parents' use of media as a parenting tool.**  
*Journal of Family Issues*, p.0192513X19864983.

Maher, C., et al. 2019.  
**Physical activity and screen time in out of school hours care: an observational study.**  
*BMC Pediatrics*, 19(1), pp.1-10.

Rek, M. ; Kovačič, A., 2018.  
**Media and preschool children: The role of parents as role models and educators.**  
*Medijske Studije*, 9(18), pp.27-42.

## MOBILE PHONES

Kim, J.-H. 2019.  
**Longitudinal associations among psychological issues and problematic use of smartphones: A two-wave cross-lagged study.**  
*Journal of Media Psychology: Theories, Methods, and Applications*, 31(3), 117-127.

Noë, B., et al. 2019.  
**Identifying indicators of smartphone addiction through user-app interaction.**  
*Computers in Human Behavior*, 99, pp.56-65.

## REGULATION

Keen, C.; France, A. ; Kramer, R., 2019.  
**Exposing children to pornography: How competing constructions of childhood shape state regulation of online pornographic material.**  
*New Media & Society*, p.1461444819872539.

## VIDEO GAMES

Bekir, S. and Çelik, E., 2019. **Examining the factors contributing to adolescents' online game addiction.**  
*Anales De Psicología/Annals of Psychology*, 35(3), pp.444-452.

Brand, J et al 2019  
*Digital New Zealand 2020*  
Eveleigh, NSW: IGEA.

Chang, J.H. ; Bushman, B.J., 2019. **Effect of exposure to gun violence in video games on children's dangerous behavior with real guns: a randomized clinical trial.**  
*JAMA network open*, 2(5), pp.e194319-e194319.

Classification Board (Australia) 2019  
**Computer games content Research: final report prepared for the Department of Communications and the Arts.**  
[www.classification.gov.au/Public/ Resources/Documents/computer-games-content-research-final-report.pdf](http://www.classification.gov.au/Public/Resources/Documents/computer-games-content-research-final-report.pdf)

DeCamp W. 2019  
**Parental influence on youth violent video game use.**  
*Social Science Research*. Apr 19.

Dowsett, A. ; Jackson, M., 2019.  
**The effect of violence and competition within video games on aggression.**  
*Computers in Human Behavior*, 99, pp.22-27.

Perks, M.E., 2019.  
**How does games critique impact game design decisions? A case study of monetization and loot boxes.**  
*Games and Culture*, p.1555412019865848.

## VIOLENCE

Dillon, K. P., & Bushman, B. J. 2017  
**Effects of exposure to gun violence in movies on children's interest in real guns.**  
*JAMA Pediatrics*, 171(11), 1057-1062.

Zhang, Q., et al.2019.  
**Effects of cartoon violence on aggressive thoughts and aggressive behaviors.**  
*Aggressive Behavior*. April 8

**The Australian Association of National Advertisers Code of Ethics review**

Submissions close October 18, 2019

Click [here](#) to read the discussion paper

**Physical activity and screen time in OHSC**

A recent Australian study found that physical activity and screen time practices in Out of School Hours Care (OHSC) services are currently variable and differ widely between services.

The study involved interviews with directors and observations of children in 23 randomly selected services. The interviews revealed a lack of formal policy on either screentime or time spent in physical activity. For example, screentime varied between 0% and 41% of the time children were in care in the services studied.

The authors concluded that development of guidelines, policy and intervention programs may help improve physical activity and screen time in the OHSC setting.

Maher, C., et al 2019. **Physical activity and screen time in out of school hours care: an observational study.** *BMC Pediatrics*, 19(1), pp.1-10.

**Using economics to argue for our kids**

Playgroups Australia has released an independent cost-benefit analysis of community playgroups. The work, performed by independent economists, Emeritus Professor Anne Daly, Greg Barret and Rhiân Williams, shows a return of \$3.60 for every dollar invested in playgroups.

The Australian Research Alliance for Children and Youth (ARACY) has welcomed this report, firstly because it highlights the importance of playgroups and play-based learning for children in the early years, and secondly because it does so by making the economic case.

Penny Dakin, CEO of ARACY points out that arguing for a better deal for children purely on humanitarian grounds is failing to cut through to those who matter. She says that it's time to reframe the debate in terms of economics which is 'a form of evidence governments (and a large section of the public) can clearly understand'.

[READ MORE](#)

**Media exposure and gun use**

Recent US research tested the hypothesis, derived from social learning theory, that children who see media characters use guns are more likely to use real guns themselves. Researchers led by Professor Brad Bushman conducted two experiments, one depicting gun violence in movies and one depicting gun violence in video games.

In experimental conditions children were placed in a situation in which they found

a gun in a drawer while playing with toys after playing violent or non-violent video games or watching similarly different movies. The results of the studies suggest that exposure to violence in the media can increase children's dangerous behavior around real firearms. Importantly, it appears that even what might be seen as "age-appropriate" depictions of media violence can produce these effects - and after only 20 minutes of exposure.

Professor Bushman says that his research has two important messages: Firstly, the obvious one that gun owners should secure their weapons and secondly that parents should monitor the media their children consume, because children who see media characters use guns may be more likely to use real guns themselves if they have the chance.

[READ MORE](#)

**Irish studies show worrying online activities of very young children**

A study of almost 4,000 children by CyberSafeIreland also shows that 12% of eight-year-olds are spending more than four hours online every day, with 43% speaking to strangers online. More than a third of eight-year-old boys are playing games designated as over-18, while a majority of teachers now say they are struggling to cope with online safety issues, such as cyberbullying, in the classroom.

A separate UCD study, prepared for CyberSafeIreland, recently showed that the 10 most popular social networks do not effectively police age restrictions, despite tightening EU rules over the digital age of consent. Children are able to get around restrictions by using false ages and half of eight-year-olds are signed up to social media, rising to two-thirds of 11-year-olds.

[READ MORE](#)

**Digital alteration information and body dissatisfaction**

A recent Australian study of undergraduate women has found that labels warning about digital alteration offered no benefit for body satisfaction and, in fact, that reading news articles containing information about digital alteration led to higher levels of body dissatisfaction. The researchers suggest that extensive and thorough evaluation is required and that policy makers might better direct their attention to other forms of cost-effective universal intervention.

Tiggemann, M., Brown, Z.; Anderberg, I., 2019. **Effect of digital alteration information and disclaimer labels attached to fashion magazine advertisements on women's body dissatisfaction.** *Body Image*, 30, pp.221-227.

**APA Technology, [Mind and Society Conference](#)**

3-5 October 2019  
Washington D.C.

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**[Digital Environment and Developing Minds: Research and Strategies for Professionals, Producers and Policy Makers](#)**

28 October 2019  
Sydney Masonic Conference Centre

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**[AIFS Family Conference](#)**

10-12 June 2020  
Melbourne

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