



Greens response

Federal election 2007: survey of selected candidates' views on media and children

Media impact on Australian children, especially the very young, is a current topic of concern to many parents and professionals. They believe that media experiences impact on the social, emotional and physical development of children in ways that are not being adequately addressed at present.

As a candidate in one of the 10 most marginal seats in Australia, we invite you to complete this questionnaire. We anticipate that it should take no longer than 15 mins of your time.

Please return your response by email to admin@youngmedia.org.au, or fax to (08) 8376 2122, no later than 10.30am EST Monday November 12th. Your responses will be posted on the Young Media Australia website and printed in *small screen*, and may receive some media coverage.

Young Media Australia (YMA) has developed this questionnaire on behalf of our extensive national membership of organisations connected with children's education, health and welfare. Those members support YMA as the peak body representing children's interests in the area of media and children. YMA's mission is to promote healthy choices and support stronger voices in children's media, and our core activity is the collection, review and provision of information about media impact on children.

YMA wishes to determine you or your party's position on the issues below. Please indicate your degree of agreement with each of the following statements by placing an X in the relevant box.

1. The importance of media experiences and their impact on children

1.1 Children's media experiences have a significant impact on their healthy development.

	Strongly agree	Moderately agree	No opinion	Moderately disagree	Strongly disagree
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1.2 Marketing products to children under the age of 10 yrs is an unfair practice

	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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2. The impact of media violence

2.1 The "glamorisation" of violence (performed well by an attractive hero who is rewarded for it) is wide spread in our media.

	Strongly agree	Moderately agree	No opinion	Moderately disagree	Strongly disagree
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.2 Children (under 12 yrs) are put at risk by frequent exposure to media violence

	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3. The techniques used to market violence to children

3.1 Producers who market M rated movies and games to children under 10 yrs (for eg via cereal packets and fast food meals) are misleading children.

	Strongly agree	Moderately agree	No opinion	Moderately disagree	Strongly disagree
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. The impact of sexualised images of children

4.1 The portrayal of children in sexualized poses and clothing in the media creates risks for the health and welfare of Australian children.

	Strongly agree	Moderately agree	No opinion	Moderately disagree	Strongly disagree
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. The impact of food ads

5.1 Advertising for foods of low nutritional value adversely influences children's eating preferences, and makes parents' jobs harder

	<i>Strongly agree</i>	<i>Moderately agree</i>	<i>No opinion</i>	<i>Moderately disagree</i>	<i>Strongly disagree</i>
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. The need for better support for parents

(Parents are increasingly being asked to be responsible for choosing healthy media experiences, in a rapidly expanding media environment)

6.1 Marketing to children places undue pressures on parents.

	<i>Strongly agree</i>	<i>Moderately agree</i>	<i>No opinion</i>	<i>Moderately disagree</i>	<i>Strongly disagree</i>
Your view	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.2 Existing regulation is effective in protecting children ...
... in the "old" media such as TV, movies, videos, and DVDs

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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6.3 Existing regulation is effective in protecting children ...
... in "new" media such as videogames, the internet, mobile phones

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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6.4 Parents need more support in choosing healthy experiences in the old, as well as the new media

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7. The importance of these issues to you

How much importance do you place on the provision of support to families in the areas listed below?

7.1 Marketing to children

	<i>Very important</i>	<i>Somewhat important</i>	<i>Neutral</i>	<i>Of little importance</i>	<i>No importance</i>
Importance to you	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.2 Exposure to violent media

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7.3 Exposure to marketing for violent media

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7.4 Exposure to junk food advertising

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7.5 Exposure to sexualised images of children

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7.5 Media awareness programs and strategies for avoiding harm

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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