

The Australian Council on Children and the Media (ACCM) presents

Dr Susan Linn: The Hostile takeover of childhood - protecting children from hidden online marketing

A great opportunity for parents and teachers to engage with a leading expert on the commercialisation of childhood

Tuesday 7th May, 2019 7:15pm - 8:45pm

FREE event (but audience must register)

[BOOK HERE](#)



One of the most pervasive and troubling problems associated with children's screen time is that most of the platforms and media aimed at kids incorporate overt and covert advertising. In this seminar, Dr. Susan Linn, founder of the Campaign for Commercial-Free Childhood and author of Consuming Kids will talk about how apps, games and digital devices benefit marketers at the expense of children.

In addition, Susan will discuss:

- the ways in which children are developmentally vulnerable to advertising
- the sophisticated data collection and marketing techniques corporations routinely use to target kids on digital devices
- why children need us to create better policies to protect them from corporate marketing
- practical steps families can take to limit the harmful effects of commercialism on their children

Venue:

Concordia College Chapel
24 Winchester St
Highgate
Adelaide, SA 5063

This event is proudly supported by MGM Wireless and Concordia College



More information: www.childrenandmedia.org.au 8376 2111