

# What Parents & Carers Need to Know about

# TIKTOK

AGE RESTRICTION  
**13+**

TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It now has around a billion users worldwide.

## AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and alcohol abuse, themes of suicide and self-harm, or young teens acting in a sexually suggestive way. The sheer volume of uploads is impossible to moderate entirely – and since TikTok Jump's introduction in mid-2021, users can view third-party content outside the app.

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CENSORED

## EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and then be inclined to imitate any explicit language or suggestive actions.

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## TIKTOK FAME

The app has created its own celebrities: Charli D'Amelio and Lil Nas X, for example, were catapulted to fame by exposure on TikTok – leading to many more teens attempting to go viral and become "TikTok famous". While most aspiring stars hoping to be 'the next big thing' will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.



## HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok – including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but – because of its abundance of teen users – TikTok has experienced problems with predators contacting young people.

## ADDICTIVE NATURE

Like all social media, TikTok is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the punchy nature of the short video format, the app's ability to keep users intrigued about what's coming next mean it's easy for a 5-minute visit to turn into a 45-minute stay.

## IN-APP SPENDING

There's an in-app option to purchase 'TikTok coins', which are then converted into digital rewards for sending to content creators that a user likes. Prices range from 99p to an eye-watering £99 bundle. TikTok is also connected with Shopify, which allows users to buy products through the app.

## Advice for Parents & Carers

### TALK ABOUT ONLINE CONTENT

Assuming your child is above TikTok's age limit, talk to them about what they've viewed on the app. Ask their opinion on what's appropriate and what isn't. Explain why they shouldn't give out personal details or upload videos which reveal information like their school or home address. In the long run, teaching them to think critically about what they see on TikTok could help them to become social-media savvy.

### MAINTAIN PRIVACY SETTINGS

The default setting for all under 16s' accounts to 'private'. Keeping it that way is the safest solution: it means only users who your child approves can watch their videos. The 'Stitch' (which lets users splice clips from other people's videos into their own) and 'Duet' (where you build on another user's content by recording your own video alongside their original) features are now only available to over 16s. This might clash with your child's ambitions of social media stardom, but it will fortify their account against predators.

### LEARN ABOUT REPORTING AND BLOCKING

With the correct privacy settings applied, TikTok is a relatively safe space. However, in case something does slip through, make sure your child knows how to recognise and report inappropriate content and get them to come to you about anything upsetting that they've seen. TikTok allows users to report anyone breaching its guidelines, while you can also block individual users through their profile.

### ENABLE FAMILY PAIRING

'Family Pairing' lets parents and carers link their own TikTok account to their child's. Through your mobile, you can control your child's safety settings remotely – including limiting screen time, managing their ability to exchange messages (and with whom) and blocking a lot of age-inappropriate content. TikTok's Safety Centre also provides resources for parents and carers to support online safety among families. These resources can be found on their website.

### USE RESTRICTED MODE

In the app's 'Digital Wellbeing' section, you can filter out inappropriate content (specific content creators or hashtags, for instance) using 'Restricted Mode'. This can then be locked with a PIN. You should note, though, that the algorithm moderating content isn't totally dependable – so it's wise to stay aware of what your child is watching.

### MODERATE SCREEN TIME

As entertaining as TikTok is, you can help your child to manage their time on it in the 'Digital Wellbeing' section. Under 'Screen Time Management', you can limit the daily permitted time on the app (in increments ranging from 40 minutes to two hours). This preference can also be locked behind a PIN. That way, your child can get their regular dose of TikTok without wasting the whole day.

## Meet Our Expert

Parven Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience in the social media arena and is the founder of Kids N Clicks: a web resource that helps parents and children thrive in a digital world.



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SOURCES TikTok.cpm



# What parents need to know about NETFLIX



**18+**  
The account holder must be 18 or older.

Launched in 1997, Netflix is now one of the world's leading online streaming services, providing users with unlimited access to a huge selection of TV shows and films. It's available on any internet-connected device that supports the Netflix app, from smart TVs and games consoles to tablets and smartphones, and is becoming increasingly popular with a younger audience. This is unsurprising given consumer attitudes are changing more towards video-on-demand (VoD) services. That's why we've created this guide to help parents and carers understand exactly what Netflix is about.

## Inappropriate content

Netflix hosts and produces content for all ages. It has a wide variety of films and TV programmes for young children, teens and adults and its extensive catalogue can provide hours of entertainment. Children can search for almost anything but if they share the same account as an adult, it can also open them up to viewing material that is adult themed or inappropriate. Netflix doesn't check who's watching so children could access films or tv shows that contain violence, nudity or foul language.



## Risk of hacking

With millions of users in over 190 countries, Netflix is often targeted by hackers and phishing scams which try to illicit usernames and passwords to gain access to accounts. If successful, hackers can steal payment details or try to sell your data on the dark web, providing others with the opportunity to profit. Given Netflix doesn't provide 2-factor authentication, it's important to ensure your login details remain secure.



## Binge-watching

With the ability to access Netflix on almost any device, it can be easy to fall into 'binge-watching' TV series, with users finding it difficult to turn it off without knowing what happens next. The autoplay function also means that the next episode usually plays within seconds of the last ending and the Netflix algorithms mean that recommended programmes are very often similar to those you've just watched. This can easily lead to spending hours in front of the TV through the day or staying up through the night, potentially affecting sleep, mood and the ability to concentrate the next day.



## Screen addiction

In addition to binge-watching, the fact that Netflix is available on almost any device with an internet connection means that parents may find it difficult to prize children away from a screen. With a huge collection of children's TV programmes and the latest film titles, children could start watching on the TV, continue on the tablet and finish on their games console. Increased screen time means that they may spend less time learning, playing outside, find it difficult to sleep or communicate less with family and friends.



## Netflix party

Netflix Party is a free extension on Google Chrome that gives users the ability to watch a film or TV show online simultaneously with friends or family in different locations. It also provides the ability to chat to each other during the stream. Users can create a party and send a link to people they want to invite however the link can be copied and distributed further, meaning children could potentially be open to a group chat with people they don't know. It should be noted that Netflix Party isn't an official Netflix product and needs to be downloaded separately to the app.



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## Safety tips for parents & carers

### Create a Netflix Kids experience profile

One of the biggest advantages of Netflix is the ability to control what content your children can watch. Setting up a Netflix Kids experience profile means that children only have access to TV shows and movies which have been carefully selected for kids. The look and feel of the app is simpler and children can't access any account settings.



### Set maturity ratings & block content

If your child is a little older, parents can create a separate profile to their own and set a maturity rating that means children will see only TV shows and movies that fit that rating. The three categories of rating for the UK are kids (all, U, PG), teens (12, Guidance, Teen) and adult (15, 18, mature, adult). You can also block specific TV shows and movies from individual profiles which means they don't show up in the browse or search results.



### Have an open & honest conversation

Parents can review the TV shows and films that have been watched on each profile under their account. If your child seems upset or shocked by something they have seen or if you are concerned about anything they've viewed, try to talk to them about it and have an open and honest conversation to help understand any concerns.



### Switch off autoplay

Netflix has two autoplay features that can be switched on and off across different accounts and takes effect across all devices. Parents can disable the ability for consecutive episodes to play automatically and for previews to play when browsing. Both can help to limit the amount of time children spend on the app.



### Lock your profile

It's important to keep your own account secure so that children can't freely switch between profiles and potentially access more adult-themed content or change access levels. Parents can set-up a Profile Lock PIN which means only they can access their own Netflix account.



### Set screen time limits

Although switching off autoplay will help to stem programmes playing continuously, children can just as easily choose to play the next episode themselves. Whilst Netflix has no options to help limit viewing time, many devices now allow parents to set screen time restrictions, so you can switch off the app automatically when you think they've had enough.



## Meet our expert

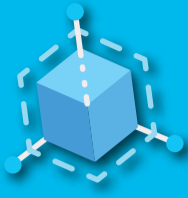
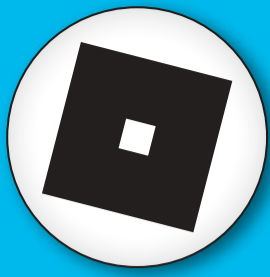
Pete Badh is a writer with over 10+ years in research and analysis. Working within a specialist area for West Yorkshire Police, Pete has contributed work which has been pivotal in successfully winning high profile cases in court as well as writing as a subject matter expert for industry handbooks.



## Create a strong password & always log out.

Given that Netflix doesn't use 2-factor authentication, the need for a unique username and strong password is even more important. Try to use a different password to ones you've used before and use a mixture of numbers, letters (uppercase and lowercase) and symbols, with a minimum of 8 characters. Always log out when not using your account so that if your device is lost or stolen, your account remains inaccessible.





## What Parents & Carers Need to Know about

# ROBLOX



With more than 150 million users worldwide, Roblox is one of the most popular video games of recent times. Roblox allows users to create their own gaming experiences using Roblox Studio: building levels and games then allowing other people to play them. Similarly, players can play each other's creations, either on their own or with other people online. While it's a tool that can help foster creative thinking, Roblox is also intermittently in the news amid concerns over young users' safety.

### No Age Rating

Roblox is rated 7+ by PEGI, but the platform itself doesn't have a minimum age requirement. It does ask for a date of birth when registering, but this can be easily fabricated. The sheer quantity of games available on Roblox means that some will fall into teen/adult categories. Users can also interact with each other freely – and the game has, historically, attracted scammers, griefers and online predators.



### Chat Functionality

Users can join group chats with almost anyone through the Chat & Party function. While the chat has some filters, predators still try to find ways around these to prey on young children. There have been recent reports of adults pretending to be children, attempting to groom younger players and encouraging them to chat privately in an unmoderated environment away from the game.

### In-App Purchases

Robux is the in-game currency used to buy things like special outfits or emotes, and to play certain sections of the game. A subscription service (costing £4.99 per month) called Roblox Premium offers more privileges and more in-game currency. Robux can also be purchased in batches, for up to £4.99. Children can easily pay for these, or purchase a membership, without realising it.



### ODers

An 'Oder' (online dater) joins Roblox to find someone to 'date' online. While there's nothing inherently wrong with finding love on the internet, it becomes an issue in a space that's populated by children and young teens, like Roblox. Online dating is against Roblox's community guidelines, but certain player-built games on the platform are specifically for 'ODers' and should be avoided by children.

### Online Predators

Roblox's developers aim to maintain a safe place for children; they employ human moderators for their players' protection. But there will, sadly, always be individuals who try to bypass these safeguards so they can chat to children and attempt to communicate outside the game. Anyone asking for your child's personal information or to talk privately should be blocked and reported.



## Advice for Parents & Carers



### Take Note of Ratings

Recent press reports drew attention to Roblox's issues with potentially offensive content. Some players were using Roblox Studio to create games featuring nudity, sexual activity and extreme political views. In response, Roblox is introducing a ratings system which will rank content by age appropriateness, with clear warnings if a game is not suitable for younger players.



### Set Parental Controls

Roblox has controls that allow parents to moderate who their children can talk to and which games they can play. To enable these, add your email address to your child's account through the Security menu, and create a secure PIN to stop settings being tampered with. Then head into the Privacy menu where you can apply moderation to in-game chat, personal messages, invites and more.

### Disable Messages

It's advisable to block all messaging if you have concerns over your child's safety. If they're playing with friends they know in real life, encourage them to chat in another way (like on the phone), so you know exactly who they're talking to and how. Accounts can be tweaked to allow messages from specific groups of people, such as friends or users that your child follows.



### Block and Report

To report players in a game, find the Roblox symbol on screen (or the 'Settings' button on some devices). Identify the offending player and click the flag icon. Clarify why the player is being reported by choosing a reason from the list. If you think a particular game is inappropriate, you can also flag it for a moderator to check by following the same steps but selecting 'Game' instead of 'Player'.



### Encourage Creativity

It could prove a little too complex for younger children, but Roblox Studio is a great place to start learning the fundamentals of game design. Many budding developers have created Roblox games which have become popular among the community. There are plenty of tutorials on making games on sites like YouTube. You never know, your child's creation might be the next big thing!



### Meet Our Expert

Mark Foster has worked in the gaming industry for several years as a writer, editor and presenter. He is the gaming editor of two of the biggest gaming news sites in the world, UNILAD Gaming and GAMINGbible. Starting gaming from a young age with his siblings, he has a passion for understanding how games and tech work, but more importantly, how to make them safe and fun.



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<https://corp.roblox.com/parents/>  
<https://www.cbsnews.com/news/roblox-condo-games-kids-exposed-pornographic-scenes-sex-acts/>

# What Parents & Carers Need to Know about

# YOUTUBE

YouTube is a video-sharing social media platform that allows billions of people around the world to watch, share and upload their own videos with a vast range of content – including sport, entertainment, education and lots more. It's a superb space for people to consume content that they're interested in. As a result, this astronomically popular platform has had a huge social impact: influencing online culture on a global scale and creating new celebrities.

## INAPPROPRIATE CONTENT

YouTube is free and can be accessed via numerous devices, even without creating a YouTube account. Some content is flagged as 'age-restricted' (requiring the user to be logged into an account with a verified age of 18), but children can still view some mildly inappropriate material. This can include profanity and violence, which some young users may find upsetting.

## CONNECT WITH STRANGERS

YouTube is a social media platform which allows people to interact with other (usually unknown) users. Account holders can leave comments on any video they have access to, as well as messaging other users directly. Connecting with strangers online, of course, can potentially lead to children being exposed to adult language, to cyberbullying and even to encountering online predators.

## SUGGESTED CONTENT

YouTube recommends videos related to what the user has previously watched on their account, aiming to provide content that will interest them. This is intended to be helpful but can also lead to binge-watching and the risk of screen addiction, especially if 'auto-play' is activated. Users without an account are shown popular videos from the last 24 hours, which might not always be suitable for children.

## HIGH VISIBILITY

Content creators can also be put at risk – especially young ones who try to make their online presence as visible as possible. Creating and uploading content exposes children to potential harassment and toxicity from the comments section, along with the possibility of direct messaging from strangers. Videos posted publicly can be watched by anyone in the world.

## TRENDS AND CHALLENGES

YouTube is teeming with trends, challenges and memes that are fun to watch and join in with. Children often find these immensely entertaining and might want to try them out. Most challenges tend to be safe, but many others may harm children through either watching or copying. The painful 'salt and ice challenge', which can cause injuries very quickly, is just one of many such examples.

## SNEAKY SCAMMERS

Popular YouTube channels regularly have scammers posing as a well-known influencer in the comments section, attempting to lure users into clicking on their phishing links. Scammers impersonate YouTubers by adopting their names and profile images, and sometimes offer cash gifts or 'get rich quick' schemes. Children may not realise that these users are not who they claim to be.

## Advice for Parents & Carers

### APPLY RESTRICTED MODE

Restricted Mode is an optional setting that prevents YouTube from showing inappropriate content (such as drug and alcohol abuse, graphic violence and sexual situations) to underage viewers. To prevent your child from chancing across age-inappropriate content on the platform, we would recommend enabling Restricted Mode on each device that your child uses to access YouTube.



### TRY GOOGLE FAMILY

Creating a Google Family account allows you to monitor what your child is watching, uploading and sharing with other users. It will also display their recently watched videos, searches and recommended videos. In general, a Google Family account gives you an oversight of how your child is using sites like YouTube and helps you ensure they are only accessing appropriate content.

### CHECK PRIVACY SETTINGS

YouTube gives users the option of uploading videos as 'private' or 'unlisted' – so they could be shared exclusively with family and friends, for example. Comments on videos can also be disabled and channels that your child is subscribed to can be hidden. If your child is only uploading videos that are protected as 'private', they are far less likely to receive direct messages from strangers.

### CHECK OTHER PLATFORMS

Influential content creators usually have other social media accounts which they encourage their fans to follow. Having an open discussion about this with your child makes it easier to find out how else they might be following a particular creator online. It also opens up avenues for you to check out that creator's other channels to see what type of content your child is being exposed to.

### MONITOR ENGAGEMENT

YouTube is the online viewing platform of choice for billions of people, many of them children. Younger children will watch different content to older ones, of course, and react to content differently. You may want to keep an eye on how your child interacts with content on YouTube – and, if applicable, with content creators – to understand the types of videos they are interested in.

### LIMIT SPENDING

Although YouTube is free, it does offer some in-app purchases: users can rent and buy TV shows and movies to watch, for example. If you're not comfortable with your child purchasing content online, limit their access to your bank cards and online payment methods. Many parents have discovered to their cost that a child happily devouring a paid-for series quickly leads to an unexpected bill!

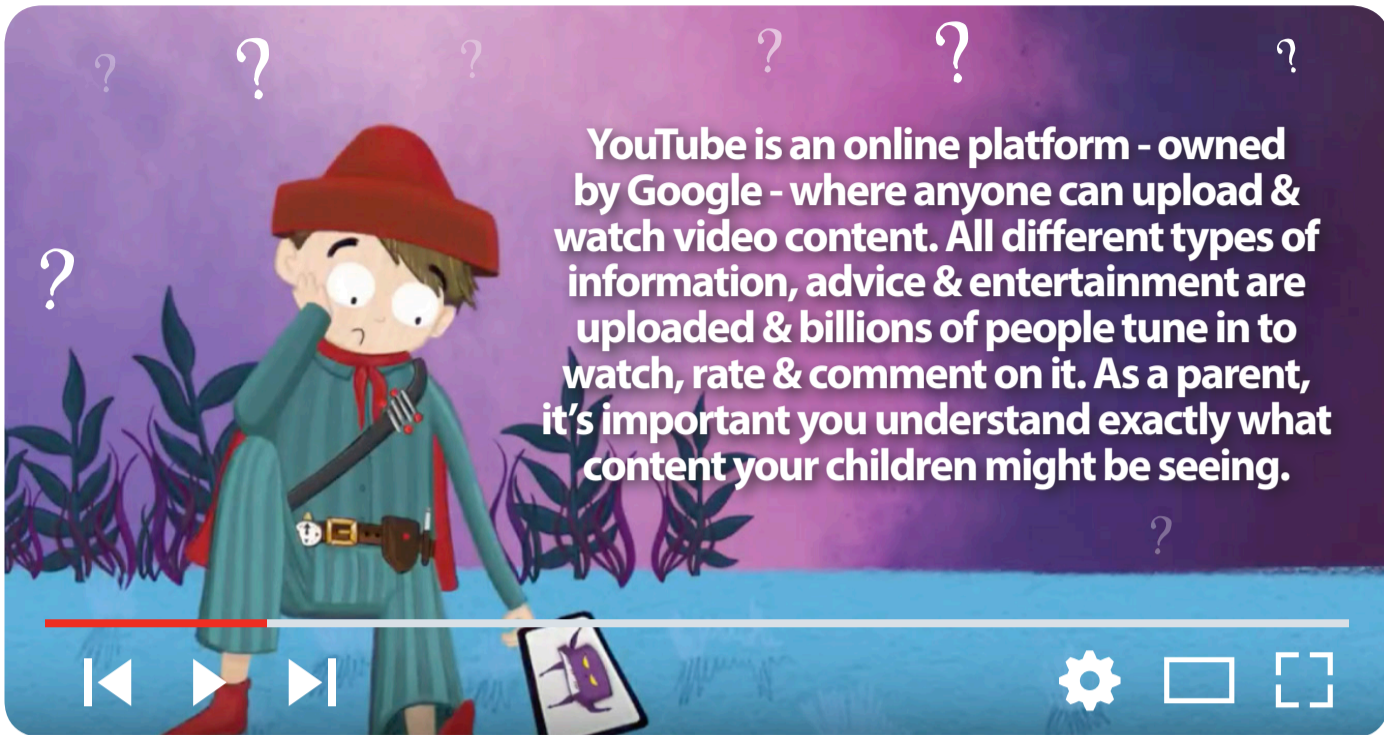
## Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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YouTube is an online platform - owned by Google - where anyone can upload & watch video content. All different types of information, advice & entertainment are uploaded & billions of people tune in to watch, rate & comment on it. As a parent, it's important you understand exactly what content your children might be seeing.

## Tips To Protect Your Child

### APPLY 'RESTRICTED MODE'

Restricted mode helps to hide any mature or unpleasant videos from your children. It uses YouTube's own automated system & looks at what other users flag as inappropriate content. It must be enabled in the settings menu on each individual device.

### CHANGE WHO CAN SEE VIDEOS

You can change who can view your child's content in the settings. Options include Public (available to all), Private (only available to people you share it with & cannot be shared) or Unlisted (available to people you share it with & can be shared further).

### BLOCK CONCERNING USERS

To help protect your child from cyber-bullies, harassment or persistent offensive comments, you can 'block' individual users. Doing so hides your child's videos from the user & stops the user being able to contact your child in any way.

### CUSTOMISE THEIR EXPERIENCE

Influence & control what your child watches using features such as Playlists (your videos play continuously rather than videos YouTube recommends) & Subscriptions (you choose channels your child can watch). It's also good to turn off auto play by toggling the blue button alongside the 'Up Next' title when viewing a video.

### CREATE A 'FAMILY' GOOGLE ACCOUNT

Create a Google account to be used by the whole family. This will allow you to monitor exactly what your child is watching, uploading & sharing. Plus, your child's YouTube page will display their recently watched videos, searches, recommended videos & suggested channels.

### GET YOUR OWN ACCOUNT

Create your own account so you can explore features yourself. Learn how to flag inappropriate videos, how to moderate comments & how to block users. This will help you feel more confident when providing advice & guidance to your children.

### BE MINDFUL OF CYBERBULLYING

Once your child has posted a video, a worldwide audience can see it. Strangers may choose to comment on the video, both positively & negatively. So, be careful to check comments & any other interactions your child is making through the platform.

### GET TO KNOW POPULAR CHANNELS

It's good to know which channels are most popular with your children. Some of the most popular channels right now are: PewDiePie, NigaHiga, Zoella, KSI, JennaMarbles, Markiplier, Smosh, ThatcherJoe & Casper Lee.

### DON'T ASSUME YOUR CHILD IS TOO YOUNG

YouTube and YouTube Kids are quickly becoming the chosen viewing platforms for children between the ages of 3-15 & it's likely this trend will only increase. It's also possible children will become familiar with the platform at a younger & younger age. So it's important to understand the positives & negatives of the platform.

# What parents need to know about YOUTUBE

## INAPPROPRIATE CONTENT EASY TO ACCESS

Any child with a Gmail account can sign into YouTube & access videos. Some content is flagged 'age-restricted', but the platform relies on self-verification, meaning kids can get around the rules with a fake date of birth. This could enable access to vulgar, violent & dangerous videos.



## USERS CAN PRIVATELY CONTACT YOUR CHILD

When your child is signed-in to YouTube with their Gmail account, there are various ways they can send & receive messages. This could be via the messages icon, or via the 'About' tab. There is scope here for users who your child does not know to make contact.



## YOUTUBE SUGGESTS RELATED CONTENT

YouTube will often 'auto play' videos based on your child's viewing habits. The aim is to show related & appropriate content. But the problem is: it's possible your child will be exposed to inappropriate content that isn't accurately related.



## 'CHALLENGE VIDEOS' CAN GO TOO FAR

Challenge videos refer to a stunt you're encouraged to recreate & film. Many challenge videos can be harmless & for a good cause, like the Ice Bucket Challenge. But some are dangerous & even life threatening, such as the Bird Box Challenge.



## SHARING VIDEOS RISKS YOUR CHILD'S PRIVACY

If your child has a Google account, they can upload their own videos. To do this, they must create a personal profile page known as a 'YouTube Channel'. The videos uploaded here can be viewed, commented on & shared by anyone. This could put your child's privacy at risk.



## Meet our expert

Pete Badh is a writer with over 10+ years in research and analysis. Working within a specialist area for West Yorkshire Police, Pete has contributed work which has been pivotal in successfully winning high profile cases in court as well as writing as a subject matter expert for industry handbooks.



# What Parents & Carers Need to Know about YOUTUBE KIDS

YouTube Kids is a child-friendly version of YouTube which offers a colourful and easy-to-navigate environment that's suitable for young children. This app is easily accessible and available for mobile devices, which can be downloaded without needing the YouTube app on the device. Despite YouTube Kids seeming like a very child-friendly platform, it has raised concerns over its advertising and inappropriate content seeping through the curation process.

## SETTING UP

1 Download the YouTube Kids app and connect your own YouTube channel.

2 Input your child's name, age and birth month.

3 Select the types of videos you want to include for your child based on their age and your own personal choice.

4 If you decide to approve the content yourself, the app will present you with sample videos for you to accept and reject.

5 Once you've made your choice, you're ready to use the app!

## Advice for Parents & Carers

### REMOVE ADVERTISEMENTS

Like YouTube, adverts on YouTube Kids are also quite pervasive. If you decide you don't want your child being exposed to adverts, you can subscribe to YouTube Premium which will remove adverts on YouTube Kids. However, it's worth remembering that this doesn't block adverts that content creators decide to make as part of their content, and children are still able to access channels from branded fast food or toy companies.

### RESTRICT VIEWING TIME

The YouTube Kids app provides you with the option of setting up a timer to monitor and limit your child's daily usage, which automatically stops the video when it reaches the set time. It may be best to make use of this feature to prevent screen addiction - which can potentially lead to children staying up too late, affecting their mood and concentration the following day.

### BE WARY OF UNSUITABLE CONTENT

YouTube Kids has a far lower chance of showing unsuitable material than YouTube, but there are still reports of malicious users deliberately uploading inappropriate content. It's important that your child feels able to talk to you if they were ever exposed to upsetting content in the future. It's also safest to report inappropriate videos: tap the three dots in the corner of the video and select 'Report'.

### MONITOR WATCH HISTORY

YouTube Kids has also made it possible for parents and carers to see what their children are watching on the app by clicking on the 'Recommended' icon on the top right of the home screen. It may also be worth having a look at what your child has recently watched by clicking on their history tab. The red bar on the video shows how much of the video has been watched.

### DISABLE SEARCH OPTION

YouTube Kids allows you to disable the search feature, which you may find useful in preventing your child from unintentionally finding age-inappropriate content. Doing this will also give you more control over what your child is watching. It's also worth noting that setting an age limit will ensure that your child is only exposed to recommended videos that are deemed suitable for their age group.

### WATCH TOGETHER

It's important to make YouTube Kids a fun and positive experience for your child. This may require spending time finding channels and content that you and your child will enjoy and benefit from. Try introducing family sessions where you can share the most enjoyable videos that you and your child have recently watched. This can be a great way of giving you and your child many new things to talk about with each other.

## Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



# What Parents & Carers Need to Know about SOCIAL MEDIA & MENTAL HEALTH

An estimated one-third of children have a social media account, so it's important that trusted adults know what content young people are consuming, what they're posting and the interactions they're having. On social media, it can be easy to go down 'rabbit holes' that aren't beneficial to our wellbeing. As platforms grapple with managing such 'legal but harmful' content, lives are being impacted – sometimes to tragic effect. We might be daunted by the scale of the tech giants and their content which so entrails young people, but we can still help children to be aware of their mental wellness: recognising when something isn't OK... and knowing what to do about content that upsets them.

## 1. UNDERSTAND THE ALGORITHM

Algorithms rank content by user interest; someone who regularly interacts with sports news, say, will see the latest results at the top of their feed. Likewise, if a user browses content that can cause harm, that's what will be recommended to them in future. Someone who's had a bad day and looks for posts which reflect their mood will find similar content being suggested to them more and more.

## 2. AVOID THE MAIN FEEDS

Avoiding the default feeds on social media platforms limits the amount of recommended content that's shown. Users can opt to only scroll through the accounts they follow, use restricted modes, or highlight posts that they don't want to see more of. Explore the platform safety settings to see how you can take control of what your child's phone shows them when they open the app.

## 3. DISCUSS WHAT THEY'VE SEEN

Chatting about what your child's seen online keeps you aware of the content they're interacting with. Don't assume that platforms are screening out inappropriate material, or even that your child would recognise content as being harmful. Discuss who they follow, what posts they like and what comes up in their feeds: if alarm bells ring, it could be time for a more in-depth talk or to seek support.

## 4. LEARN HOW TO HIDE CONTENT

If your child stumbles across unsuitable content on social media, there's the option to hide that post as well as indicating you'd prefer any similar material not to be suggested in future. On some platforms, you might also be able to block posts that contain specific words, which is an excellent way to start taking control of what your child sees online.

## 5. SET DAILY LIMITS

Phones and most apps can tell you how much they're being used. Spending too long online can mean a child misses out on other activities that are important to all-round wellbeing. You could set some family rules – for everyone to follow – around device use, such as screen time limits and tech-free spaces: involving your child in creating this agreement makes them more likely to stick to it.

## 6. MONITOR THEIR ACTIVITY

Keeping a discreet eye on how your child is using social media can help ensure they're not entering potentially dangerous situations. As they grow up, of course, children need space to exercise their independence – but you can still occasionally ask to see what they're looking at. Be transparent about your own social media use and try not to sound judgemental about your child's.

## 7. TURN OFF PUSH NOTIFICATIONS

Even for adults, it's tempting to check an email or message as soon as the alert sound pings. Push notifications encourage people to open their apps and spend time on their device, so turning them off will help your child to practise mindful use of tech. Most of us have other things that we need to focus on as a priority – and those notifications will still be there later, when we have more time.

## 8. USE DEVICES TOGETHER

Giving children internet-enabled devices and complete freedom to explore platforms on their own can result in exposure to hugely damaging content. You could consider making a particular area at home a designated space to use phones, tablets and so on – making it much easier to monitor what content your child is viewing and (if necessary) steer them away from any potentially harmful paths.

## 9. ENCOURAGE OTHER ACTIVITIES

Mental health professionals often highlight the importance of exercise, quality time with loved ones, a balanced diet and restful sleep for our mental wellbeing. Spending hours on social media can cause us to sacrifice other activities that our brains need to feel well – so encouraging your child to put down their phone and enjoy something that doesn't involve a screen can be immensely beneficial.

## 10. TALK ABOUT PEER PRESSURE

Most platforms default children's accounts to private, so only people they've accepted as friends can see their posts. This reduces the risk of bullying or unkind comments, but – just like offline life – the digital world can still make children feel as if they need to act or look a certain way to fit in. Talk to your child about peer pressure, and listen to any concerns so you can provide the support they need.

## Meet Our Expert

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Sources: <https://www.bbc.com/news/technology-63224825>  
<https://sproutsocial.com/insights/social-media-algorithms/>

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# What Parents & Carers Need to Know about MICROTRANSACTIONS

Microtransactions (often abbreviated as "MTX") are digital purchases made within an app or game to unlock extra features or additional content such as new levels. A popular sub-set of these are loot boxes, which contain a selection (usually random) of virtual items: from character skins to game-changing equipment like better weapons. Microtransactions (and loot boxes in particular) are now widespread in apps and games, but concerns persist that they normalise gambling and can foster addictive behaviours – especially among younger players.

## WHAT ARE THE RISKS?

### GATEWAY TO GAMBLING?

Microtransactions have been criticised for promoting gambling-adjacent behaviour in children. Research has also suggested that exposure to the loot box system could affect the likelihood of a young person suffering gambling harms later in life: children who purchased or used loot boxes in the last 12 months were found to be more likely to have gambled during the same period, as well.

### ADDICTIVE NATURE

Microtransactions (and loot boxes especially) could lead to young people displaying compulsive behaviours. Loot boxes are designed to be addictive, and the sought-after prizes they contain are dispensed at random. This means that young gamers might not get what they want straight away, causing them to spend more money as well as additional time gaming.

### PAYING TO WIN

In many popular games (the FIFA series being a notable example), microtransactions make it far easier to succeed – which is a concern because children can often find it difficult to keep track of their spending. Once a child starts making in-game purchases, they may continue buying to keep up with their friends and other players – sometimes without recognising the mounting real-world cost.

## EXCLUSIVE CONTENT

### DATA COLLECTION

To allow a young person to complete microtransactions, many app and game developers collect personal data such as their name, address, email, geolocation information, photos, payment details and so on. Even if this data remains secure (which is by no means guaranteed), there's always the chance that it will be used – and possibly sold on to third parties – for marketing purposes.

### AFFECTING DAILY ROUTINE

Online games tend to revolve around repeated loops of activity that can affect purchasing decisions and potentially influence children's spending patterns. This could lead to your child not only handing over more money but also adjusting their daily routine to match the game's schedule – potentially impacting more important elements of their day, such as homework and family time.

### SATELLITE SPENDING

If you've linked a payment method like a debit card or a PayPal account to your child's game or app, it's wise to keep a close eye on their microtransactions to ensure they aren't racking up a large bill. Letting a child have access to your card (if they're still too young to have their own) or other means of payment could also lead to them spending beyond the apps and games they normally use.

## Advice for Parents & Carers

### DO YOUR RESEARCH

It's important to have a serviceable idea of whether the games your child plays use the loot box system (even if it goes by a different name) or include the option of buying items, equipment and so forth. If so, it's crucial to help your child understand that this costs actual money, and that they shouldn't feel pressured into making any purchases.

### CHAT ABOUT 'CHANCE'

It may help to explain to your child that many microtransactions involve an element of chance: they could pay money and still not get what they want in return. Emphasise that – while not usually costing much individually – these in-app and in-game purchases can soon add up. Talk to your child about how spending their money in a game or app means they have less to use in the real world.

### (GIFT) CARDS ON THE TABLE

Investing in an in-game currency gift card can be a useful way of helping your child get to grips with budgeting. If you buy, say, a £10 V-bucks Fortnite gift card, monitor how long it takes them to spend it. When they come to you asking for more, you could make it the starting point for a conversation about how quickly that money went and how they could earn their next gift card.

### STOP SPENDING AT SOURCE

You might decide that the wisest strategy is to remove the potential for spending money on microtransactions. If so, most games, apps and devices have options in their settings to help you manage what your child can spend – or to disable that function altogether, preventing them from buying additional items for their games or boosted functionality for certain apps.

### WATCH FOR THE SIGNS

If you're worried that your child's passion for a particular game or app may tempt them into habitual spending on microtransactions, it's important to remember the indicators of addictive behaviour. Irritability, a lack of concentration and prioritising recreational screen time ahead of homework or mealtimes could all be signs that you need to have a conversation about a more balanced routine.

## Meet Our Expert

Carly Page is an experienced technology journalist with a track record of more than 10 years in the industry. Previously the editor of tech tabloid The Inquirer, Carly is now a freelance technology journalist, editor and consultant.



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