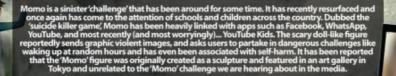
It's important to note that new challenges are arising on the internet all the time. We have created to this guide to raise awareness of the issue and offer advice on helping parents to talk to their children about making safer decisions online. See also our '7 conversation starters' guide for more tips on better communication with your child.



## What parents need to know about

## CHILDREN'S VIDEOS BEING'HIJACKED'

There have been recent reports that some seemingly innocent videos on YouTube and YouTube Kids (such as 'surprise eggs', unboxing videos and Minecraft videos) have been edited by unknown sources to include violence provoking and/or other inappropriate content. Even though YouTube monitor and remove videos that include inappropriate content, clips can be uploaded and viewed thousands of times before they get reported and removed. As a parent, it's difficult to spot these videos as the harmful content doesn't appear until partway through the video.

## DISTRESSING FOR CHILDREN

Popular YouTubers and other accounts have been uploading reaction videos, showing their experience of the MOMO challenge. Some of the videos include a disclosure message warning that the content may be "inappropriate or offensive to some audiences" and that "viewer discretion is advised" but these videos are still easily accessed by clicking "lunderstand and wish to proceed. The image of the "Momo" character can be deeply distressing to children and young people and its important to note that it may slip through parental settings and filters.

## SUGGESTED VIDEOS ON YOUTUBE

Video apps such as YouTube include an 'up next' feature which automatically starts playing another video based on the video just watched. Due to YouTube's algorithm, users are shown 'suggested videos' that they may be interested in. The thumbnails used on suggested videos are purposefully created in a way to encourage viewers to click them. During our research, we found that when watching one Momo related video, we were shown countless other Momo themed videos and other scary content which would be age-inapropriate for children under 18.



# Top Tips for Parents

#### TELL THEM IT'S NOT REAL

#### **BE PRESENT**

#### TALK REGULARLY WITH YOUR CHILD

## DEVICE SETTINGS & PARENTAL CONTROLS

#### PEER PRESSURE

### **REAL OR HOAX?**

#### REPORT & BLOCK

#### **FURTHER SUPPORT**

The Childline phone n 0800 1111.