

# What Parents & Educators Need to Know about YOUTUBE KIDS

YouTube Kids is an easily accessible, child-friendly version of YouTube, offering a colourful and easy-to-navigate environment which is suitable for young children. Although YouTube Kids is obviously intended to be an extremely child-friendly platform, it's still raised concerns over its advertising policy, as well as inappropriate content seeping through the curation process.

## SETTING UP

- 1 Download the YouTube Kids app and connect to it with your own YouTube account.
- 2 Input the child's name, age and birth month.
- 3 Select the type of videos you want to include for them, 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 to accept and reject.
- 5 Once you've made your choices, the app is ready for the child to use!

## Advice for Parents & Educators

### REMOVE ADVERTISEMENTS

Adverts on YouTube Kids are as pervasive as they are on its parent app. If you'd prefer a child wasn't exposed to ads, a paid subscription to YouTube Premium removes adverts on YouTube Kids. It's worth remembering, though, that this won't block adverts or promotions which creators include in their videos – and children are still able to watch channels belonging to fast food or toy companies.



### BE WARY OF UNSUITABLE CONTENT

YouTube Kids has a lower chance of showing unsuitable material than YouTube, but there have still been reports of malicious users deliberately uploading inappropriate content. It's important to communicate openly with children if they're exposed to any inappropriate content, to help them feel more comfortable coming to you in the future. It's also a good idea to report inappropriate clips, which can be done by tapping the three dots in the corner of the video.



### DISABLE THE SEARCH OPTION

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



### RESTRICT VIEWING TIME

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



### 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 the child has recently watched by clicking on their history tab. The red bar on the video shows how much of the video they've watched.



### WATCH TOGETHER

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



## 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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