

Parents' Decision Guide to YouTube for Young Kids

Is your kid:

A regular user of the YouTube site or app?

Yes

No

Also a regular user of YouTube Kids?

No

Yes

A regular user of YouTube Kids?

Yes

No

Unwilling to use YouTube Kids?

Yes

No

Make a deal with your child to use only YouTube Kids, which doesn't have behavioral advertising and has safer content—but you'll still need a lot of the YouTube sleuth skills on the YouTube Kids app.

That's OK. There are a lot of other good platforms out there for kids!

Guiding your child around the YouTube site or app takes more effort. Follow our steps to become a YouTube sleuth so you can help your child navigate to the good stuff.

Follow These Steps to Be a YouTube Sleuth

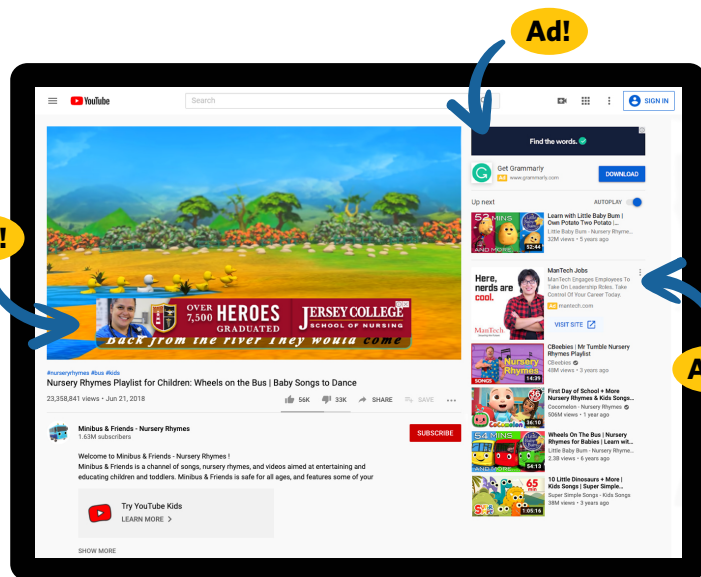
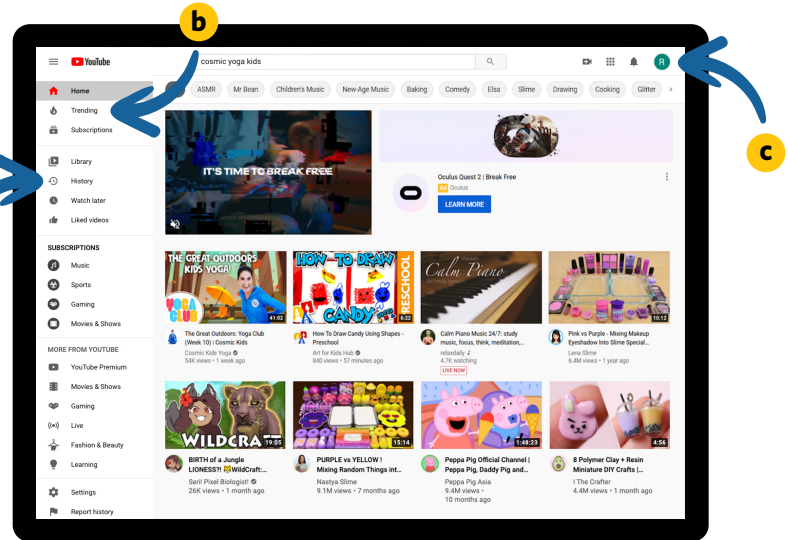
STEP 1: What's being fed to my child? Why?

The YouTube algorithm combines:

- a** what you've watched
- b** videos currently getting the most attention
- c** other information about you that YouTube has

= your feed.*

*Ads will also appear mixed in with the recommended video feed—suggested videos in your feed may be inappropriate for kids!



STEP 2: What's with all the ads?

- Ads are how YouTube and YouTubers make money from your viewing.
- Some ads appear in predictable ways (before the video, on the sidebar), while others pop up and disrupt viewing (ad breaks, banner ads).
- Ads can have content similar to what your child is watching (which is called "context-based advertising"), but others may seem inappropriate for kids (such as political ads).
- Kids should know that YouTubers make money through paid promotions and sponsored content by big brands, which often isn't acknowledged visually or verbally, or through selling merchandise.

STEP 3: Are my children's favorite videos appropriate for them?

Your family is the best judge of what's appropriate for your kids. However ...

- It's important to watch along with your kids to see whether you like the messages and role models in the videos they watch.
- YouTubers do not always plan for kids to watch their videos, or they purposely avoid saying their videos are not for kids so that they can get more ad revenue.
- Many videos are designed to grab children's eyeballs (and more ad profits) by featuring toys or branded products. They're essentially long commercials.
- We found lots of problematic content in videos kids watch, including physical violence in about a third, and meanness/bullying in 1 out of 5.

Percent of videos watched that included problematic content

