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.



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.

BE WARY OF UNSUITABLE CONTENT

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.

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.

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.

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 hav

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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