

**THERE IS
SO MUCH
PARENTS
DON'T
UNDERSTAND...**

**TIPS FOR GETTING
INVOLVED IN YOUR
CHILD'S DIGITAL LIFE**

For parents of 7–12-year-old children

10 TIPS FOR PARENTS

- 1** Take an interest in your child's digital life by asking them about it. Research the apps and games on which your child wants to have a profile.
- 2** Remember that children basically use digital media for the same things as adults: to search for information, for entertainment, to play, relax and keep in touch with friends.
- 3** Consider introducing screen-free times for your child and the rest of the family. Help your child find alternative activities that do not involve a screen.
- 4** Comply with age limits and age recommendations for apps and games to reduce the risk of your child encountering non-age-appropriate content.
- 5** Teach your child good habits such as writing/speaking nicely to others, reporting unpleasant content and not sharing private information online.
- 6** Help your child deal with conflicts that arise online. Discuss how conflicts with friends are best resolved offline and that it's okay to end conversations with strangers.
- 7** Establish rules about buying apps and games and making in-app and in-game purchases.
- 8** Help your child set privacy settings and talk to them about why they should never share private information.
- 9** Talk to your child about the importance of telling an adult if they are upset about something that happened online.
- 10** Talk to other parents about children's digital lives and make joint agreements with the class's parent group – for example, about the first phone.

BE A GOOD ROLE MODEL



Consider your own digital habits. Children mirror their parents

Do you have sound or notifications enabled so that you are constantly disturbed by your phone? Or do you look at your phone when you are eating or watching movies together?



Always ask your child for permission before taking or sharing their photo or video

And respect it, if they say “no”. This will teach your child that you should always ask others for permission and to respect other people’s boundaries.



Establish rules about screen use that apply to the whole family and stick to them

If you can’t stick to them, explain why not to your child.

THE FIRST PHONE AND AGE LIMITS

As a parent, it can be difficult to decide when your child should have their first phone and which apps and games they are allowed to use.



4 recommendations

- Consider when your child is ready to have a phone. What needs should it fulfil? Which phone would be appropriate? Consider whether the phone should be a smartphone or a phone with no Internet access.
- Comply with age limits for apps and games and set your child's profiles so that there is the least possible risk that your child will encounter non-age-appropriate content. You could, for example seek information in PEGI's age ratings of video games and the Danish Media Council's platform guides.
- Consider the content of each game or app when deciding which apps and games your child is allowed to use.
- Try to reach common agreements in the parent group at school about children's phones and screen use, for example at parent meetings.



PEGI age ratings is a common European system that provides recommended age guidance for game usage by children and young people.

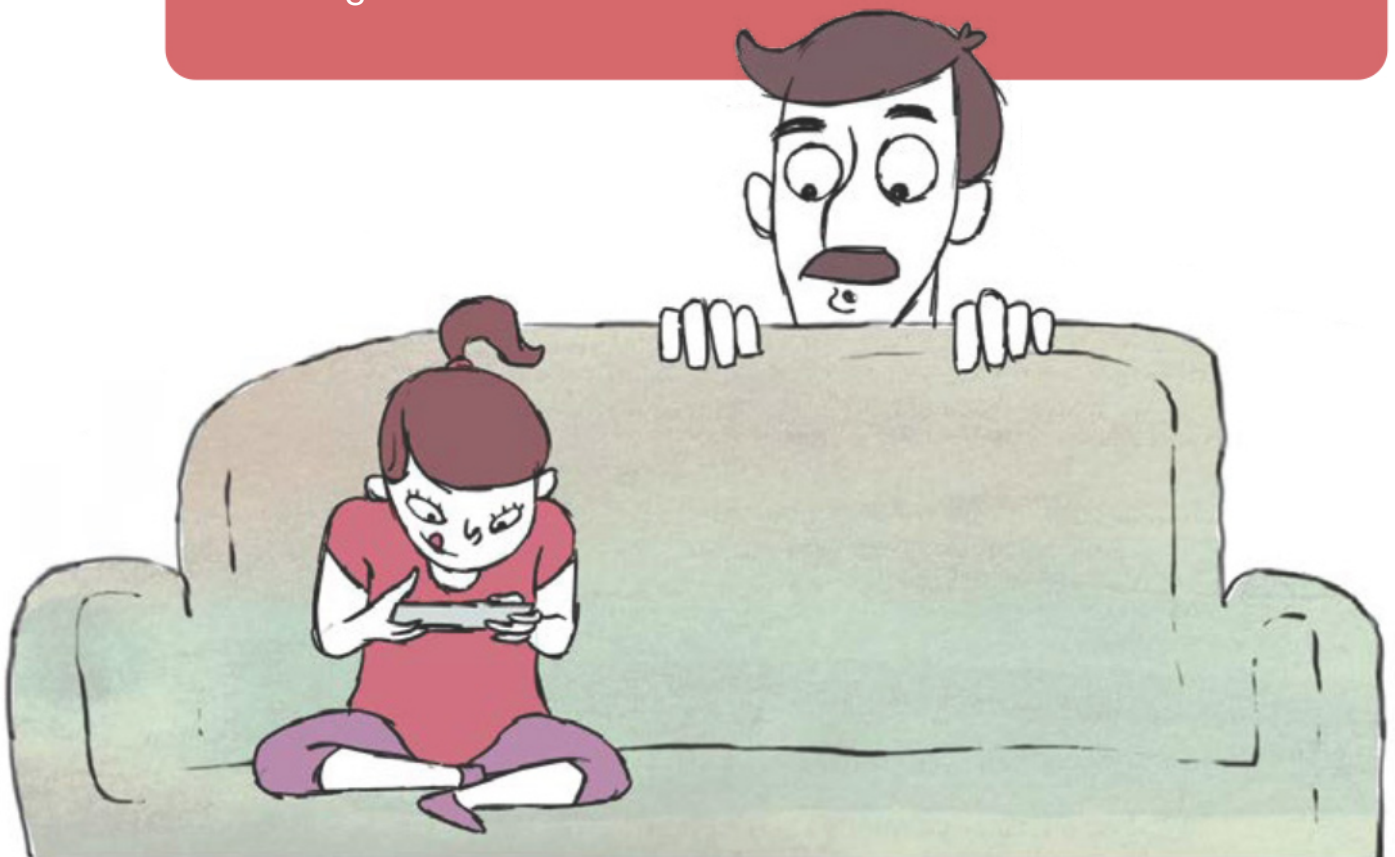
SCREEN TIME

How much screen time is too much screen time? What is good or bad screen time? Parents should always consider what their child is using the screen for. This is about finding a good balance between the child's screen use and everything else that you as a parent know is important for your child's well-being, such as a good night's sleep, a varied diet, exercise and cultivating an offline social life.



Help your child balance their screen use

- Establish clear rules for your child's screen use, preferably in dialogue with your child. And demand that these rules are adhered to.
- Talk about how apps and games are often designed to maintain our attention, through mechanisms such as notifications, autoplay or recommended content.
- Help your child find alternative activities that do not involve using a screen.



SPENDING MONEY ON APPS AND GAMES

Many apps and games can be downloaded for free without having to pay money for them. Often, however, this means that you instead “pay” with your data and attention, because money is made by showing advertisements to the user. It may also be possible to spend money in the app or game itself, even if it is free to download.



Be aware of

- Whether the apps or games your child downloads cost money or not and whether advertisements are displayed.
- Whether it is possible to buy things in the game or app itself. Set a limit for purchases if in-game/app are available, or agree an amount that your child is allowed to spend.
- You often get a better, more transparent product if you pay money for it.



INFLUENCERS AND HIDDEN ADVERTISING

Your child encounters advertising in many places online, such as in games, in videos and as banners on websites. Children find it especially difficult to understand that advertising can also take the form of, for example, a YouTube influencer raving about a certain product. So-called “influencer marketing” like this is when an influencer is paid or receives a product for free in exchange for reviewing or advertising a product.

Talk to your child about

- What advertising is, and how to tell if something is an advertisement or not.
- How to tell if an influencer is advertising something. Examples can be if the words “paid partnership” or “advertisement” appear in the video.
- How to be critical of advertising in general, even when a product is recommended by an influencer.



The Danish Marketing Act prohibits hidden advertising. Any commercial mention of a product must therefore be clearly marked as, for example, “advertisement”, “sponsored by” or “paid partnership”.

CONFLICTS AND BULLYING

Conflicts will always arise in a group of children. This is true both online and offline. Online bullying features some special mechanisms, however. And you need to be aware of them as a parent. For example, bullying can occur around the clock because the internet never “shuts down”. It can also be difficult to understand who the sender is, or the sender’s true intent in a message. Are they joking or do they mean it?



Three pieces of good advice

- Acknowledge the feelings that may arise from something your child experiences online. Your child’s online experiences are just as real as your child’s offline experiences.
- Tell your child that they can always come to you if they experience something unpleasant online.
- Talk to the other parents in your child’s class about how you can prevent bullying (online and offline), and what to do if you become aware of situations (e.g. someone is having nasty things said to them or is being excluded).

PRIVACY AND SECURITY

Protecting online privacy and security can be complicated and seem unmanageable. It is therefore important that, as a parent, you consider your child's online privacy and security and do what you can to protect them. One way of doing this is by helping your child to understand and enforce their rights online.

Talk to your child about

- The right to decide for themselves which information, photos, or videos about or of them are shared.
- What personal data is, and that they should be critical about who they share this information with. Passwords are private and should never be shared with anyone.
- How they can limit the information that is shared with others by using privacy settings. Help your child configure these.
- The risk of exposure to online fraud and scams. Tell your child that they can always come to you if they are in doubt about something or if they have been scammed.

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