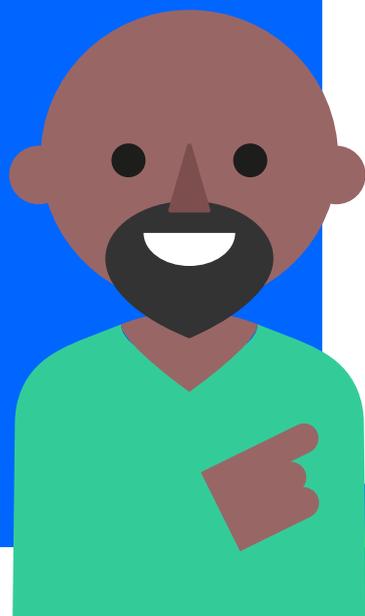


Parents' guide to live streaming and vlogging

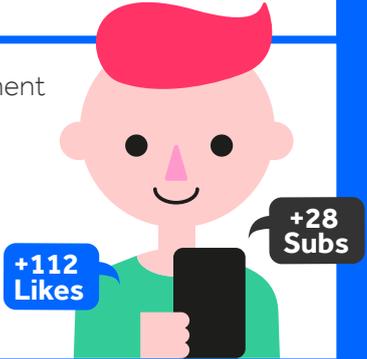
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	Live streaming	Vlogging
What is it?	Live streaming or 'Going live' is the broadcasting of live video on the internet from a specific location in real-time, like live TV. It differs from video chat services like Skype, as videos can be watched by many more people.	Vlogging involves publishing pre-recorded videos on social networks like YouTube on a regular basis. Both brands and individuals or YouTubers / Vloggers do this.
What is the difference between Live streaming, Vlogging and Let's Play videos?	Live streaming videos are live and cannot be edited, vlogs are pre-recorded and edited before being posted and Let's play videos feature screens shots of someone playing a game with audio commentary and pre-recorded.	
What age do children start?	Between 8 – 9 years old with parental permission	Between 8 – 9 years old with parental permission
Why do children do it?	<ul style="list-style-type: none"> • To connect with family and followers - It is a quick and easy way to share updates and special moments about their lives online • To get immediate feedback - With the comment functionality children are able to get immediate feedback on what they are sharing and communicate with a range of people • To be more creative - It allows them to be more creative and express themselves to a larger audience • To build a following or a brand - in light of 'Vlogging' becoming a career of choice, many children simply want to gain the same status as the most popular vloggers have achieved • To experience the 'in the moment' thrill that anything can happen when 'going live' • To be part of larger event - You can watch live events and share comments with like-minded people • To aspire to be more like their online heroes and attract interest on how their lives are developing 	





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Where do they do it?	<p>Most popular platforms being used: YouTube, Facebook, Instagram and Snapchat</p>	<p>Also being used but to a lesser extent: Twitter, Music.ly, Twitch and Vimeo</p>
What are the benefits?	<ul style="list-style-type: none"> • Building confidence - Getting a sense of achievement as audience and engagement of content grows • Connecting with like-minded people - Being able to be less socially isolated by building bonds with people with similar interests • Financial reward - monetising on views and likes on channel 	
What are the risks?	<ul style="list-style-type: none"> • Exposure to inappropriate content • Negative comments / cyberbullying • Potential of 'Live Grooming' 	<ul style="list-style-type: none"> • Sharing too much information • Impact on self-esteem and behaviour
What do parents think?	<p>Most parents of those who don't already create livestreams would not permit their child to do so</p>	<p>Many parents are concerned about suitability of the content for children and the responses they may get from other people</p>



Five Practical tips to keep kids safe



1. **Stay engaged** with what they do online and with who
2. **Use tools to help them** manage what they see and share
3. **Make them aware** of reporting functions to flag people or content
4. **Encourage them** to 'Go live' or record video in a public place to limit the personal information they share
5. **Watch vlogs and live streams with younger children** to make sure they are age-appropriate and encourage older children to evaluate what they watch to make sure it has a positive impact on them