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What is Inappropriate Online Content?



Inappropriate online content refers to online materials (e.g. games, text, ads or images) that:

- ✓ promote self-harm, violence and illegal or dangerous activities;
- ✓ are age-inappropriate, overly sexualised or pornographic; or
- ✓ encourage hate or discrimination based on factors such as gender, race, religion, culture or nationality.

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Why is it a Concern?



Regular exposure to inappropriate online content may negatively influence children to:

- ✓ Follow harmful or dysfunctional behaviours, e.g. online gambling, pornography, extremist ideologies, or self-harm;
- ✓ Create or post inappropriate content; or
- ✓ Have a distorted understanding of relationships.

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How can Parents Help?

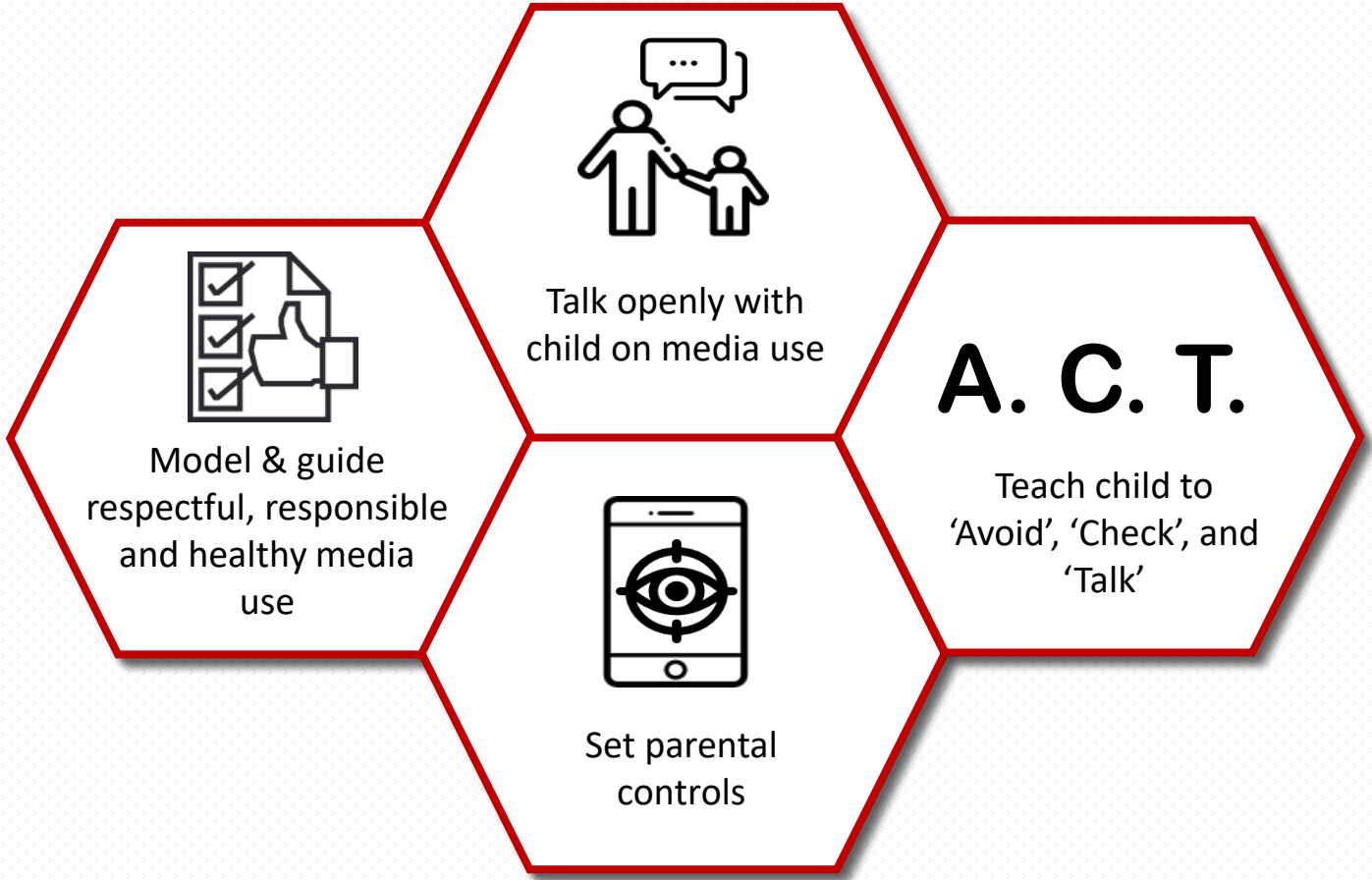


Parents can help reduce the risks and harm caused by inappropriate online content by:

- ✓ Setting and enforcing family guidelines and parental controls on *what* the children view and post online; *how* long they are online; and *who* they meet online / offline;
- ✓ Conversing regularly, openly, and empathetically with children on their media use;
- ✓ Modelling and guiding responsible, respectful and healthy media use;
- ✓ Teaching children to **A.C.T.** i.e. '**Avoid** inappropriate content; **Check** feelings; and **Talk** to a trusted adult'.



Key Messages



A. C. T.

Teach child to 'Avoid', 'Check', and 'Talk'



Resources



Internetmatters.org

A web portal that supports parents and professionals with comprehensive resources and expert guidance to help them understand online content.

<https://www.internetmatters.org/issues/inappropriate-content/learn-about-it/>



Cyber Sara | Episode 2: Staying Safe Online

This video provides practical tips for parents to help their children stay safe online.

<https://www.digitalforlife.gov.sg/home/learn/resources/all-resources/cyber-sara-episode-2-staying-safe-online>