

## Generation Tagged and the Global You Tube Family:

Helen Ryan and Emma Nottingham, University of Winchester. UK.

Even very young children are highly adept at using digital technology. From Smartphones to 'intelligent personal assistants' such as Alexa or Siri children are surrounded almost from birth. However, children are far less aware of the potential consequences of engaging with technology and of the harms that may result.

Very young children are participating in social media platforms to a greater extent than ever before, often at the instigation of others. In such situations children are at risk of becoming the target of comment, sometimes of a cruel and unwarranted nature that remains discoverable long beyond its publication date and far exceeding the traditionally safer environs of family and friends. We refer to these children in our recent strand of research as 'Generation Tagged'. In the UK recent and current examples of broadcast programmes include programmes such as Channel 4's 'science entertainment' programmes in the 'The Secret Lives' series, 'Born Naughty?' 'My Violent Child' and 'Child Genius'.

The portrayal of children on social media platforms such as 'YouTube Families' is also becoming increasingly popular and causes concern. Regular 'vlogging' of family life is not a new concept. However over the last few years increasing numbers of parents are prepared to record the daily lives of their children. Families can often make significant sums of money through the product placement and advertising that accompanies such videos. Even in the face of anonymous threats to the health and welfare of their children many remain undeterred.

Building on our recent published work we will consider issues that surround the protection of the privacy of very young children in this environment. How, for instance, should the 'reasonable expectation of privacy' test be applied when parental consent may diverge from the child's best interests? How should children's privacy be treated when there is a public interest? How far should the legal, regulatory and ethical framework protect the child's 'digital person' in light of technological developments?