

What Parents & Educators Need to Know about MEMES

WHAT ARE THE RISKS?

Memes may look like simple jokes, but, for many teenagers, they form a shared cultural language. Quickly created and reworked, they spread across social media platforms as images with text or short videos. Nearly eight in ten teenagers share memes (79%, YPulse), making them part of daily life. While memes encourage creativity and participation, they can also spread misinformation or reinforce harmful stereotypes.

SPREADING MISINFORMATION

While memes help to communicate complex topics, they can also spread misinformation. Memes may sometimes include content presenting false facts or biased viewpoints, especially around health, politics, or current events and, as they're designed to be shared quickly, young people may not question their accuracy.

EXPOSURE TO INAPPROPRIATE CONTENT

Memes are widely circulated, and not always age-appropriate, meaning young people may encounter explicit language, sexual content, or graphic images, even without searching for it. As memes spread fast on platforms like Instagram, TikTok, or Snapchat, it's nearly impossible to filter them completely.

MASKED MESSAGES

Some memes are designed to be confusing or layered with hidden meanings, making them hard for parents, and, sometimes, other young people to understand. Online groups often create these memes to look like inside jokes, but they can sometimes conceal offensive, harmful, or misleading content.

HIDDEN HARMS & LOSING SENSITIVITY

When serious topics like violence, racism, or mental health are turned into jokes, children and young people may become less sensitive to these issues over time. While a funny meme may seem light-hearted, it can carry messages that belittle certain groups, encourage risky behaviour, or mock personal struggles. Repeated exposure through memes can make harmful behaviour seem normal or less important. Over time, this can blur their understanding of what is funny versus what is discriminatory, harmful, or damaging to themselves and others.

PERMANENT DIGITAL FOOTPRINT

Unlike spoken jokes, memes leave a trail. Created or shared, memes can resurface later and be misunderstood, seen, or misused as harmless. Once online, memes may be copied, saved, or spread beyond a young person's control – digital actions can follow them into their future, shaping how they are perceived by peers, teachers, or even employers long after the original meme has been shared.

Advice for Parents & Educators

ENCOURAGE OPEN CONVERSATIONS

Talk regularly with young people and try to understand their on-line world – discuss what they find funny about the memes, and why. By listening without judgement, you build trust, making it easier for them to come to you if they see something harmful. Open conversations also help children and teens think critically about the messages behind memes rather than simply accepting them at face value.

MODEL HEALTHY BOUNDARIES

Show children and teens positive online behaviour, such as taking breaks from screens, avoiding late-night scrolling, and engaging in offline activities. Setting clear routines around screen time at home can help to reinforce healthy boundaries and reduce the risks of overuse. By modelling balanced technology use, adults can help children and young people see that digital entertainment, including memes, should be just one part of life.

TEACH DIGITAL LITERACY

Help children and young people learn to question where information comes from and whether it's reliable – developing media literacy skills prepares young people to understand and navigate through their future online lives. Show them how memes can sometimes exaggerate or misrepresent facts for laughs, and encourage them to check credible sources when memes claim to present truth.

FOSTER EMPATHY ONLINE

Remind children and young people that memes should never come at someone else's expense. Encourage them to think about how a meme might make another person feel before sharing or creating it. Highlight examples of positive memes that celebrate creativity without hurting others. Fostering empathy, respect, and kindness in digital spaces will help them become more aware of promoting a safer, more supportive online culture.

AI-GENERATED VIDEOS

WHAT ARE THE RISKS?

AI-generated videos are increasingly difficult to spot and easy to share. From fake news clips to deepfake abuse, children and young people face new risks every day online. These videos can imitate real people, spread false narratives or even generate harmful content from scratch. Understanding these dangers is crucial for schools and families who want to protect children in a fast-evolving digital world.

DEEPPAKE ABUSE CONTENT

Shockingly, artificial intelligence is now being exploited to create child sexual abuse material (CSAM). These synthetic images and videos are a form of digital abuse, often generated by manipulating real children's photos, including ones shared innocently online. Shockingly, the Internet Watch Foundation (IWF) has identified a sharp rise in this disturbing trend. Whether real or AI-generated, this content causes lasting trauma – and its creation or possession remains a criminal offence under UK law.

BLURRED REALITY

Regular exposure to fake content can erode a child's trust in real-world evidence. If everything can be faked, they may begin to question genuine videos – including actual abuse or injustice. This is known as the 'tarnish dividend', where real harm is dismissed as fake news. It can discourage victims from coming forward or speaking up.

USED FOR BULLYING

Deepfake technology is already being used by peers to create embarrassing or explicit clips of classmates. These videos can be edited to appear as though a child said or did something they never did. Once shared, they are almost impossible to delete completely. AI-generated bullying adds a new layer of harm that is deeply personal and difficult to prove.

EMOTIONAL MANIPULATION

AI-generated videos can be used to provoke strong emotions, including fear, anger or guilt. False footage of crying children, injured animals or burning buildings may be created purely for clicks, donations or political influence. Children may feel upset or powerless, unaware that what they are watching has been digitally invented to manipulate their reaction.

DISINFORMATION

AI-generated videos can spread false news, making it harder for children to separate fact from fiction. False clips may include deepfake interviews, false warnings or fabricated health claims. AI is already being used to produce misleading or persuasive material that appears authentic. If they don't develop media literacy, children may accept false content as truth.

IMPERSONATION AND SCAMS

With just a few photos or voice clips, AI tools can imitate someone's appearance or speech. This makes it easier for scammers or bullies to create fake videos of children, teachers or celebrities. These impersonations can be used for fraud, harassment or humiliation – and can spread quickly through social media or group chats, due to the viral potential of video, in particular, on social media.

Advice for Parents & Educators

TEACH HOW IT WORKS

Explain to children that videos can be faked – and show them how. Demonstrating side-by-side examples of real vs. AI-generated clips helps to build awareness. Discuss how faces, voices and even movements can be copied by machines. Understanding the technology reduces fear and builds confidence in navigating digital content safely.

TALK ABOUT TRUST

Always keep lines of communication open. If a child sees something upsetting or unbelievable, they should feel safe discussing it without judgement. Create an environment where they know they will not get in trouble for asking questions. This also helps you step in quickly if harmful content has been shared. Trust is vital and needs to be nurtured.

ENCOURAGE CRITICAL QUESTIONS

Help children question what they watch. Who made this? Why was it made? Is it trying to persuade me? These habits encourage digital thinking, especially when videos seem too shocking or convenient. Reinforce that not everything shared by friends or influencers is true, even if it looks convincing at first, and that the initial approach should always be one of speculation.

STRENGTHEN PRIVACY SETTINGS

Advise children not to share voice notes, selfies or personal videos on public platforms. At least often scrape content from social media to create deepfakes. Use privacy controls to limit who can see their content and turn off facial recognition where possible. Fewer public images means fewer opportunities for misuse.

POKEMON TCG POCKET

AGE RESTRICTION
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WHAT ARE THE RISKS?

ADDICTIVE PACK OPENING

Booster packs rely on probability to provide rare or powerful cards. The excitement of opening them – and the dopamine rush when finding a sought-after card – can become addictive. Unlike purely cosmetic loot boxes, the cards here are integral to competitive gameplay, adding extra pressure for serious gamers to collect more.

QUICK BUT ABSORBING

Card battles last around five to six minutes, making it easy to fit in "just one more game". This quick format, combined with the drive to win, can lead to prolonged play sessions and increased screen time without noticing. With limited-time ranked match seasons constantly being refreshed – an opportunity to accumulate points and earn profile emblems – players may find themselves drawn into this game mechanic repeatedly.

PREMIUM PASS PRESSURE

A monthly subscription gives players access to exclusive missions, rewards, and an extra daily booster pack. Missions and rewards are replaced each month, providing an incentive to stay subscribed. While some premium rewards are exclusive, others are available through free play – making the pass more about faster progression and obtaining cosmetic items than true necessity.

ENDLESS PACK LOOPS

New themed sets of cards are released each month, ranging from around \$5 to over 270 cards per expansion. This constant cycle encourages players to keep opening packs in an effort to complete collections or improve their battle decks, potentially promoting unhealthy spending habits. With the introduction of limited-time booster packs, some players may feel increased pressure to collect these cards while they're still available.

COST OF BOOSTER PACKS

Although free to play, with set rewards and free booster packs given daily, players can exchange Poké Gold if they wish to open more, and a small amount of Poké Gold is rewarded for free as the player levels up. Poké Gold is also sold in bundles that are often just short of what players need to open extra packs, encouraging them to buy additional bundles.

COMPETITIVE ONLINE PLAY

Interactions in Pokémon TCG Pocket are relatively safe – there's no messaging between players, friend requests require player approval, no real names are used, and card trading is restricted to fair trades between friends. On the other hand, the competitive nature of online play can still cause frustration, over-investment, and isolation if children spend too much time focused on the game.

Advice for Parents & Educators

MONITOR SPENDING HABITS

Set clear boundaries around in-game purchases. Treat Poké Gold as an occasional rather than routine reward, helping children develop healthier attitudes towards digital spend.

SET REALISTIC EXPECTATIONS

Talk about the unpredictable nature of booster packs and prepare children for disappointment when duplicates appear or rare cards don't surface. Understanding probability can help minimise disappointment – use the game's built-in offering rates guides to find out more about it.

PLAY TOGETHER

Card battles can help children learn tactics, problem-solving, and rule-following, as well as numeracy skills. Playing alongside them is a great way to share in their enjoyment, while also modelling balanced play and keeping an eye on how much they're investing in the game.

TEACH FAIRNESS

Using a battle can be discouraging, especially when money has been spent on collecting the cards to build a deck. Support children in recognising the importance of fairness, learning from both wins and losses, and making considered choices when trading cards.