

Digital Safety Squad

How Kids Interact with AI Every Day

AI isn't just in tech labs anymore. It's woven into your child's daily digital life, often invisibly.

Social Media & Entertainment



TikTok's 'For You' Page

AI studies watch patterns to serve endless personalised content, designed to keep them scrolling.



YouTube Recommendations

Algorithms suggest next videos based on viewing history. Can lead down inappropriate rabbit holes.



Snapchat Filters

Facial recognition AI that transforms faces in real-time. Fun, but trains comfort with surveillance tech.



Gaming Suggestions

Roblox and similar platforms use AI to recommend new games based on play history.

Learning & School



ChatGPT for Homework

Students use AI for research, writing help, and explanations. Can aid learning or enable shortcuts.



Educational Apps

Adaptive learning tools adjust difficulty based on performance, helping dyslexic or struggling learners.



Creative Tools

AI art generators and music apps unlock new ways for kids to express creativity.



Text-to-Speech Tools

Helps children with reading difficulties access written content more easily.

Home Devices



Voice Assistants

Alexa, Siri, Google Home answer questions, play music, and control smart devices. Always listening.



Smart Toys

Talking toys that 'remember' your child's name and preferences using AI learning.



Streaming Services

Netflix, Disney+ use AI to suggest shows based on viewing history and family profiles.



AI Companions

Chatbot 'friends' on Character.ai, Replika offering emotional support and conversation.

⚠ The Hidden Cost

Every interaction creates data. AI tracks searches, messages, viewing time, and behaviour patterns to build detailed profiles. This data shapes what your child sees, experiences, and believes online.

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More resources at digitalsafetysquad.com

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