

# Safe Use of AI for Children and Parents

Guidelines for secure and responsible AI interactions

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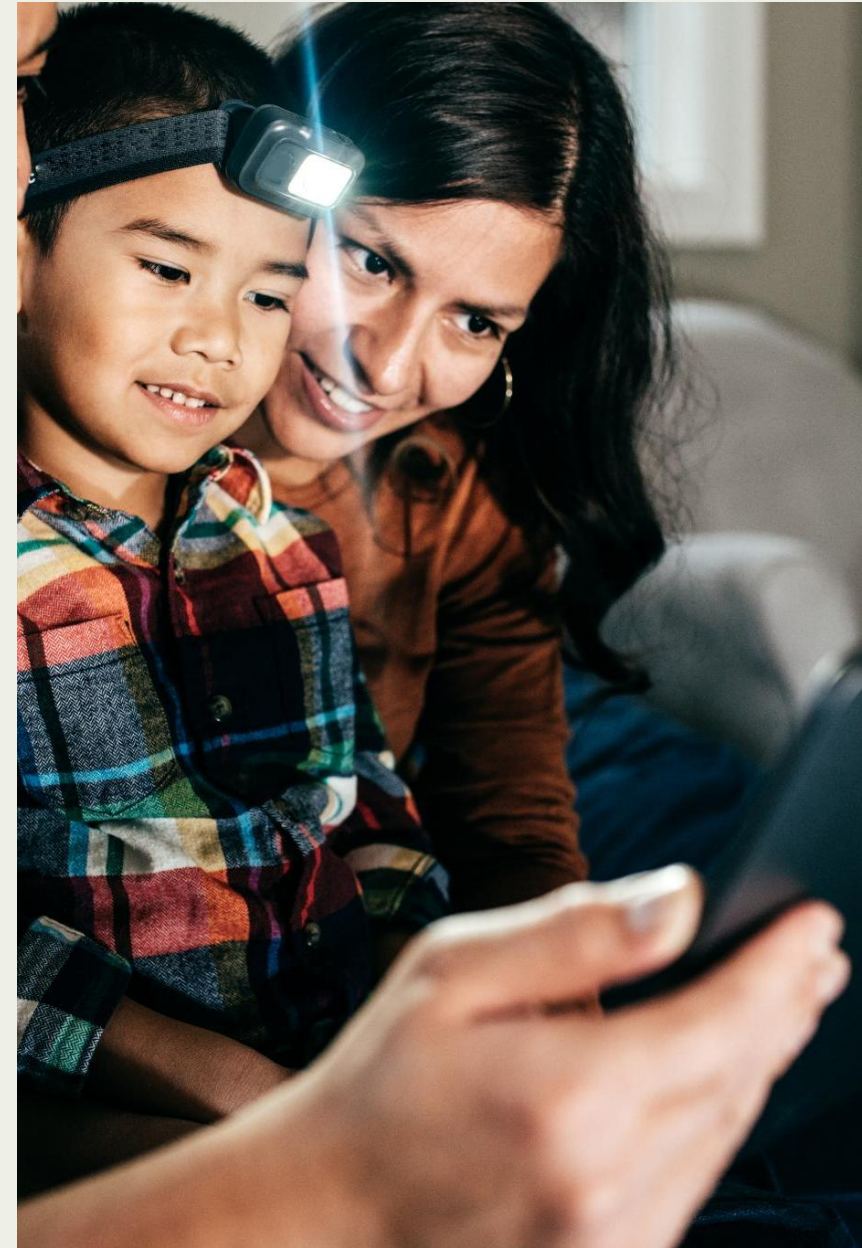


# Agenda

- Introduction to AI Safety
- Current Trends & Facts
- AI Generated Video
- Guidance for Parents

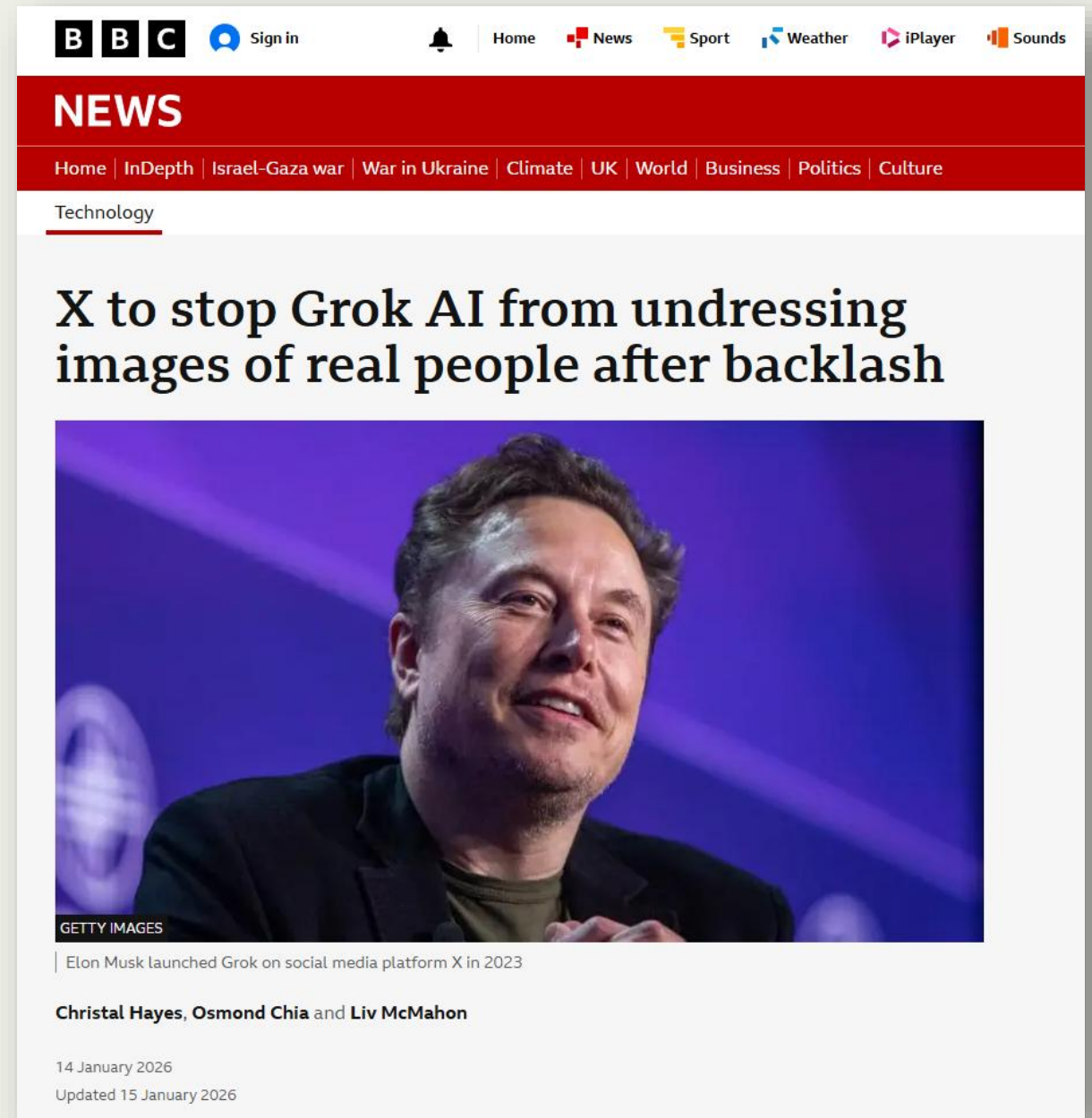
# Why AI Safety Matters for Families

- **AI in Everyday Life** - AI technologies like smart toys and apps are common but bring risks for children aged 4–8, including exposure to harmful content.
- **Risks of AI Use** - AI can amplify biases, spread misinformation, and increase screen time, posing challenges for young users' safety and well-being.
- **Parental Guidance Importance** - Families should guide AI use like teaching safety rules, helping children understand AI's limits and encouraging balanced screen time.
- **Fostering Safe AI Use** - Educating families on AI functionality and data privacy empowers informed decisions and safe digital engagement.



# AI in Children's Daily Lives

- **AI-Powered Smart Toys** - Smart toys use voice recognition and adaptive algorithms to personalize experiences but collect sensitive data.
- **AI in Educational Apps** - Educational apps tailor lessons using AI but risk exposing children to ads and biased content.
- **AI-Powered Virtual Influencers** - Synthetic AI influencers on social media blur reality, influencing children's emotions and preferences.
- **Challenges and Risks** - AI chatbots may provide inappropriate responses, raising concerns about safety and content moderation.



The image shows a screenshot of a BBC News article. At the top, the BBC logo is on the left, and navigation links for 'Sign in', 'Home', 'News', 'Sport', 'Weather', 'iPlayer', and 'Sounds' are on the right. Below the navigation is a red banner with the word 'NEWS' in white. Underneath the banner is a secondary navigation bar with links for 'Home', 'InDepth', 'Israel-Gaza war', 'War in Ukraine', 'Climate', 'UK', 'World', 'Business', 'Politics', and 'Culture'. The article is categorized under 'Technology'. The main headline reads 'X to stop Grok AI from undressing images of real people after backlash'. Below the headline is a photograph of Elon Musk, smiling and looking slightly to the right. The photo is credited to 'GETTY IMAGES'. Below the photo, there is a sub-headline: 'Elon Musk launched Grok on social media platform X in 2023'. The author information is 'Christal Hayes, Osmond Chia and Liv McMahon'. At the bottom, the date is '14 January 2026' and it says 'Updated 15 January 2026'.

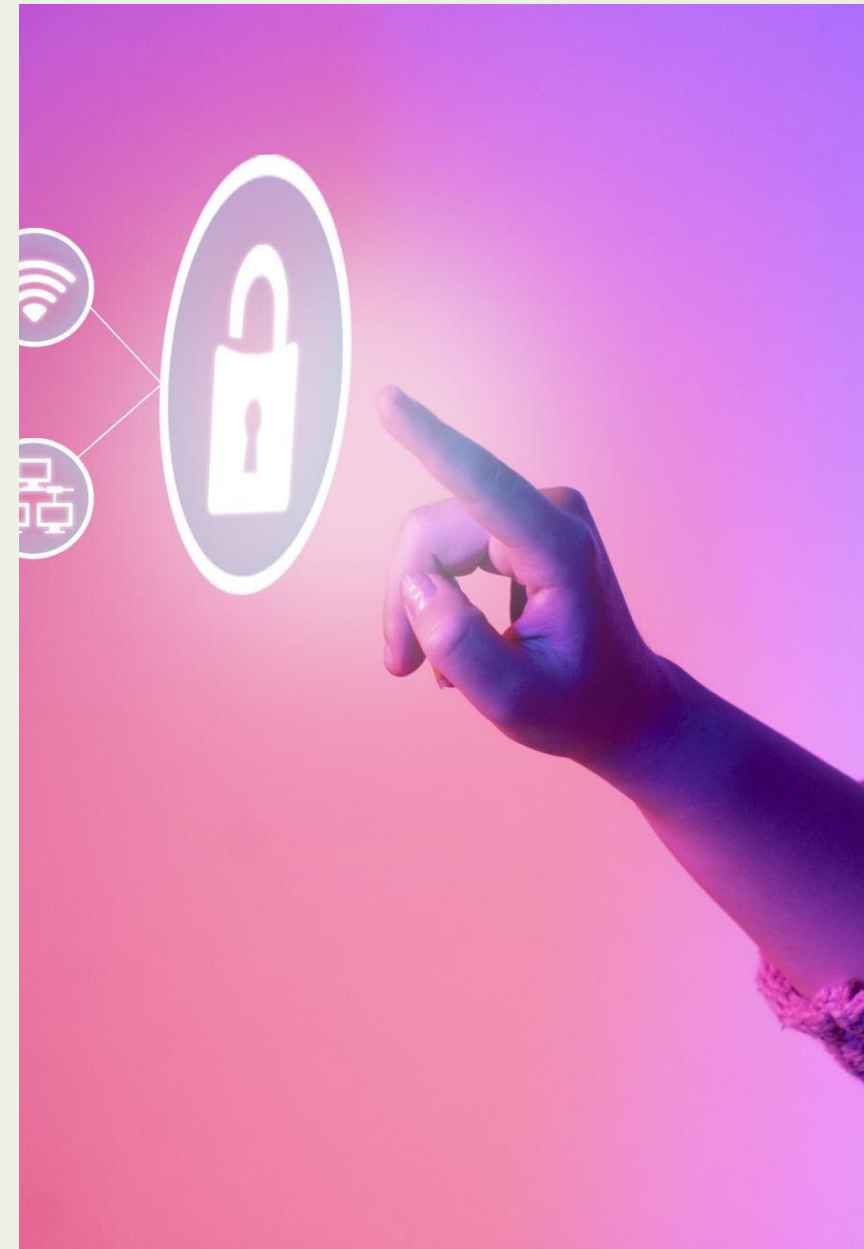
# Deepfakes and Misinformation Risks

- **Advances in Deepfake Technology** - AI-driven deepfakes create nearly indistinguishable fabricated videos and audios, increasing risks for families and children.
- **Risks to Children and Families** - Manipulated media can cause reputational harm, emotional distress, and cyberbullying, especially affecting children online.
- **Challenges in Media Literacy** - Young children often struggle to differentiate real from synthetic media, impacting their understanding of truth.
- **Combating Misinformation** - Encouraging verification from trusted sources and fostering critical thinking are key to countering misinformation.



# Data Privacy and Behavioral Tracking

- **Behavioural Data Collection** - AI collects children's interaction data to personalize experiences but raises privacy concerns.
- **Privacy Risks** - Stored recordings and data can be vulnerable if servers are compromised, risking misuse.
- **Unauthorized Data Sharing** - Some AI apps share user data with third parties without consent, violating privacy norms.
- **Parental Safeguards** - Parents should review app permissions, use privacy settings, and educate children about data privacy.



# What is AI - Yr 2 in 2025



# What Is AI-generated video?

- A type of AI-generated, fast-paced video that mixes:
  - Chaotic visuals
  - Rapid scene changes
  - Loud sounds
  - Bright flashing text
- Designed to be **hyper-stimulating** so children keep watching.  
Hyper-stimulating content triggers:
  - **Dopamine spikes** → “I want more!”
  - Difficulty stopping without adult help.
- Children’s brains are still developing **self-regulation**.
- Feels exciting, unpredictable, “fun”—even if it’s not meaningful.
- Content often has **no storyline** - just constant sensory hits.



# How It Affects Attention & Learning

## 1. Shortened Attention Span

- Fast cuts + constant novelty teach the brain to expect high-speed thrills.
- Real life feels “boring” by comparison.

## 2. Harder to Focus. Children struggle to:

- Follow simple instructions
- Stay with tasks that require patience
- Tolerate quiet play or reading

## Reduced Deep Learning. Learning at ages 4–7 requires:

- Repetition
  - Slow thinking
  - Imaginative play
- Hyper-stimulating videos **disrupt these processes.**



The **UK House of Commons** Education Committee report “Screen time: impacts on education and wellbeing” (2024) stated that:

*High screen use can impact **attention, sleep, wellbeing, and educational outcomes.***

*Passive screen use (e.g. scrolling) is more strongly associated with poorer outcomes than active/learning-based use.*

# Parents Might Notice Behaviour

- Restlessness after screen time
- Frustration or boredom with toys/books
- Trouble sitting still at school
- Asking for screens more often
- Tantrums when turning videos off



Research has discovered that digital media features such as autoplay, endless feeds and rapid-fire stimulation can contribute to attention difficulties, poor sleep and emotional regulation problems.

American Academy of Pediatrics (2026 guidance)



# Why AI-Generated Content Is Different

- Not made by humans → no pacing, emotional rhythm, or story arc
- Algorithms optimize only for:
  - Retention
  - Addictiveness
- Leads to:
  - Sensory overload
  - Content loops with no educational value
  - Exposure to inappropriate themes due to unpredictable generation



# What's Healthy for Ages 4–7

- Screen time *can* be positive when it's:
  - Slow-paced
  - Predictable
  - Story-based
  - Educational
  - Co-viewed with an adult
- Examples:
  - Bluey; Daniel Tiger; nature programmes such as BBC Earth kids; old Mister Rogers-style pacing, and programmes on Cbeebies and CBBC.





# Guidance for Parents

# Practical Tips

## 1. Curate, Don't Ban

- Block AI-generated video channels.
- Choose trusted kids' media sources.

## 2. Use “Reset Activities”

- After screens → go outside, draw, build blocks.

## 3. Create Clear Rules

- Screens only at certain times (e.g., after school, weekends).
- No autoplay.
- Watch in shared family spaces.

## 4. Teach Self-Regulation

- Timers
- Let children help choose quality content
- Praise when they turn screens off calmly



# Practical Steps to Monitor and Control AI Use

Action	Purpose
Enable parental controls	Restrict access to unsafe content
Review app permissions	Prevent unauthorized data sharing
Discuss AI with children	Build awareness and trust
Choose approved tools	Ensure compliance with safety standards
Monitor trends	Stay ahead of emerging risks

# Older siblings?

- ✓ Set **family rules** about what older siblings can and cannot share
- ✓ Teach older siblings that “**not everything online is real**”
- ✓ Encourage older siblings to be **positive digital role models**
- ✓ Keep **devices in shared spaces** so you can supervise interactions
- ✓ Set expectations about **appropriate humour** and “shock content”
- ✓ Monitor what **older siblings are consuming** – adult language/themes
- ✓ Teach **privacy and safety boundaries** as a family rule
- ✓ Encourage older siblings to **come to you if unsure**
- ✓ Address **concerning content immediately** and calmly

# Key Takeaways

- AI generated videos are engineered to be **over-stimulating**.
- They can impact **attention, focus, and learning** in young children.
- Healthy screen time is possible with **curation, pacing, and limits**.
- You are the **gatekeepers** of your child's digital environment.





**Thank you**