

Live Streaming Culture

Parent Guide — Everything you need to know about the culture surrounding live streaming

What is it?

'Live streaming' is the online broadcasting of **video** content in **real-time**. There are many platforms where people can either **host** streams themselves or participate solely as **viewers**.

Some platforms have niche audiences (like **Twitch**, which heavily features video game content) and others (like **YouTube** or **Facebook Live**) have broader audiences.

'Live streaming culture' refers to the **norms** of live streaming, including the **behaviours** of streamers, how viewers **interact** and **communicate**, and the **nature** of the streaming platforms themselves.

Are there any risks?

Irrespective of whether **children** are **presenting** or **viewing** their live streams, there are things to be **mindful of**.

Young streamers might feel compelled to act impulsively in front of **audiences**, or they could accidentally reveal **personal information** – for example, by wearing easily identifiable school uniforms.

A platform's '**live chat**' can negatively impact both streamer and viewer, as it's difficult to **moderate hurtful** or **explicit** messages when audiences are large.

Some **popular content creators** ask for financial **donations**, and offer personalised **shout-outs** or **requests** for money. Alongside this, '**influencer**' streamers can be paid to endorse **products**.

This can create a psychological **pressure** to **spend**, especially among younger audiences.

How can my child stream more safely?

Ultimately each platform has its own **safety settings**. Generally speaking however, you can **mute** or **leave** live chats, and prevent **unauthorised spending**.

It's best to look into the **specific platform** your child wants to use for details about its safety settings, **age-rating**, or the **general culture** of the site.

What else should I know?

Despite the risks, live streaming (and the **culture** surrounding it) can be fun, build confidence, and **connect audiences**.

It's important to have **open discussions** with your child about engaging with live streaming.

If they want to present streams, talk about what might be **inappropriate** to say, share, or do online. As viewers, make sure they're aware that streamers can get paid to **promote** and say things.

As always, suggest they come to you if they see something which upsets them online.