At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about YOUTUBE KIDS

AGE RESTRICTION 4+

WHAT ARE THE RISKS?

As its name suggests, YouTube Kids is a child-friendly version of Google's online video-sharing platform. Its colourful user interface is designed with young people in mind, and it offers a curated, family-friendly experience with features like age-based content settings and parental controls.

INAPPROPRIATE CONTENT BYPASSING FILTERS

18 CENSORED

YouTube Kids is less likely to show inappropriate material than YouTube, but there have been reports of the app showing age-inappropriate content to young viewers. One investigation found that YouTube Kids had shown videos that promote skin bleaching, weight loss, drug culture and firearms to children as young as two, as inappropriate content had bypassed the platform's algorithms and human moderators.

SETTINGS CAN BE CIRCUMVENTED

YouTube Kids offers built-in parental controls, enabling you to set screen time limits and curate the content children are able to view; however, children are often more tech-savvy than we think. They can easily bypass or tweak these settings if they have access to the associated Google account password, thereby exposing themselves to age-inappropriate and potentially dangerous content.

BE WARY OF ADVERTISING

BUY NOW!

Like Google's regular YouTube app, YouTube Kids features pervasive advertising before a video plays. While these adverts are designed to be family friendly and are subject to a strict review process, it's worth noting that YouTube Kids collects information around children's viewing to inform targeted content and advertisements.

AI-GENERATED MISINFORMATION

There is also a risk of children accessing videos that contain disinformation and misinformation. A BBC investigation found that some YouTube channels are using artificial intelligence (AI) technology to create misleading 'scientific' videos that are recommended to children as educational content. These videos included conspiracy theories and ideas that lack scientific backing.

DESIGNED TO BE ADDICTIVE

YouTube Kids is designed to be addictive. The platform's design features, such as the constant stream of new videos and the reward system of points or virtual stickers, can be very engaging and make it difficult for children to switch off. Research has shown that spending too much time using digital services such as YouTube can lead to screen addiction, affecting children's daily routines, studies, and even their social lives.

DATA COLLECTION RISK

While there are limits on the data that YouTube can collect on children under 13, children can still inadvertently give away sensitive information when using YouTube Kids. The platform collects data on children's viewing habits, content searches and location, which YouTube and third-party advertisers can use.

Advice for Parents & Educators

PARENTAL CONTROLS

YouTube Kids offers several settings that allow you to manage what content children can view. For example, you can choose what level of content you want them to access, such as 'Preschool' or 'Younger'. You can also turn off the search function, so that only those videos approved by the YouTube Kids team themselves will appear on a child's recommendations list.

SET TIME LIMITS

The built-in parental controls let you keep a tab on how long children spend watching videos. You can set a timer that limits screen time and disables the YouTube Kids app once a specified length of time has been reached. It's also worth speaking to children about the dangers of spending too much time on YouTube, to ensure they remain focused on other, more important activities.

CHECK WATCH HISTORY

YouTube Kids has made it easy for you to keep an eye on what the children in your care have been watching on the app. By clicking on the 'Recommended' icon at the top right of the home screen, you can see which videos they've been viewing, and how much of each. If a child watches YouTube Kids while signed into a Google account, you can check their history through Google's 'My Activity' page.

WATCH TOGETHER

It's important that you try to make YouTube Kids a fun and positive experience for children. One way to do this is by introducing watching sessions, where you all gather around and share the most enjoyable videos that you have recently watched. This can be a great way of giving you both new things to talk about and of keeping an eye on what they're watching.

Meet Our Expert

Carly Page is an experienced journalist with more than 10 years of experience covering the technology industry. Previously a senior cybersecurity reporter at TechCrunch, Carly is now a freelance journalist, editor, and copywriter. Her bylines include Forbes, TechRadar, Tes, The INQUIRER, The Metro, Uswitch, and WIRED.

#WakeUpWednesday®

The National College®

Source: See full reference list on guide page at: https://nationalcollege.com/guides/youtube-kids-2025

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 18.06.2025