

SUPPORT THE

Kids Internet Design and Safety (KIDS) Act

Introduced by Senator Markey (Mass), Senator Blumenthal (Conn), and Rep. Castor (FL-14)

Facts

Digital media and popular social media platforms are increasingly embedded in young people's lives. Research shows that children under the age of 8 consume digital media for almost two and a half hours a day, and over two-thirds of 5- to-8 year-olds have their own tablet or smartphone. Teens use an average of more than seven hours of digital media — not including time spent using screens for school or homework!

Pew Research Center, July 2020, "Parenting Children in the Age of Screens"

Rideout, V., & Robb, M. B. (2020). The Common Sense census: Media use by kids age zero to eight, 2020. San Francisco, CA: Common Sense Media

About our coalition

This bill is supported by children's advocacy organizations, health care professionals and privacy experts, including: Fairplay, Accountable Tech, American Academy of Pediatrics, Center for Digital Democracy, Center for Humane Technology, Common Sense, ParentsTogether, RAINN (Rape Abuse and Incest National Network), and Exposure Labs, the producers of *The Social Dilemma*.



"The handful of powerful online platforms where kids and teens spend most of their online time are inherently harmful to them. Big Tech continues to blatantly prioritize raking in revenue over protecting children and teens, and that must stop."

-Senator Markey, co-author of the Children's Online Privacy Protection Act (COPPA)

As young people increasingly live their lives on screens, studies have highlighted the risks they face online including design elements that keep kids plugged in, damaging mental health effects, and exposure to inappropriate content. The KIDS Act will create a safer internet for children and families.

Key elements of the KIDS Act include:

- Banning design elements like autoplay, push alerts, and reward badges that keep kids online.
- Preventing recommendations of dangerous challenges, violent, inappropriate, and drug and alcohol-centered content.
- Banning features such as follower counts or "like" buttons that quantify popularity.
- Prohibiting recommendation of unboxing videos and other influencer marketing.
- Requiring mechanisms for reporting when harmful content is recommended to kids and young teens.

In the case of teen girls and things like self harm, [engagement-based ranking] develops these feedback cycles where children are using Instagram to self-soothe, but then are exposed to more and more content that makes them hate themselves. This is a thing where we can't say 80% of kids are okay.

We need to say how do we save all the kids?

- Frances Haugen, Facebook whistleblower

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