



Unboxing, Loot Boxes... 5 Internet terms that your children use every day and you don't know

→ Qustodio, the leading digital security and well-being platform for families, has analyzed some expressions that minors use on the internet every day and whose meaning is unknown to their parents, to help bring digital natives and analog natives closer together.

Madrid, June 30, 2020 - The universe of the internet and social networks continues to grow and innovate, and with it all new terminology by those who spend hours online. **#Ad** for advertising, **#Nofilter** for those photos without retouching, are just some examples of a language that digital natives use regularly and that to many parents may seem like another language. And they are not misguided, since many of these expressions are acronyms. And, if families do not understand what their children are doing, how can they guarantee that they are carrying out a safe use of the internet?

We at Qustodio, the digital safety and well-being platform for families, have analyzed some of the terms that children use daily and that create the most doubt or confusion for their parents, to help bridge the gap between digital natives and analog natives, and to highlight the risks related to some of these terms:

1. **Unboxing:** People use it to refer to those types of videos on YouTube in which you see how they extract a product or toy from its original

packaging to see what it contains, how it works ... It is usually content widely used by brands to publicize news of their articles and increase consumerism in minors. However, in most cases these are expensive products, causing children to feel bad if they cannot have them.

- 2. Challenge:** these are memes that flood social networks in which recognized profiles or influencers carry out a challenge and invite their followers to repeat it, often in favor of a charitable cause. And while this is not a new thing, with the rise of TikTok, the **#challenge** hashtag has become even more popular. With confinement, many families have joined these challenges. However, **not all are positive**. In recent months, very popular challenges have emerged among the little ones, such as the **Kiki challenge**, which consists of jumping from a moving car and dancing with it, while the car continues to move; the **Bird Box Challenge**, where minors emulate the characters in the film who must perform each task blindfolded, causing many to end up in the hospital due to blows or falls, or the well-known **Vacuum Challenge**, or "trash bag challenge", which involves putting your body into a trash bag while another person uses a vacuum to suck the air out of the bag.
- 3. Grooming:** refers to the harassment of a minor by an adult. In most cases, it begins with a contact through the Internet in order to gradually gain his trust and then engage him in a sexual activity: from talking about sex and getting intimate material, to having a sexual

encounter. It is very important that families warn of this type of practice so that they know how to detect them and ask for help.

4. Loot Boxes: surprise boxes from video games, in which they ask you for a handful of gems (investment) to be able to open them and see what character, sword or armor you will play with, and without which it would be impossible for you to continue playing or complete a certain mission. This is the "scratch and win" of video games, but the bottom line is the only winner is the game itself. Experts assure that loot boxes increase addiction to gambling in minors.

5. MMOs o MMOGs: technically they are "Massive Multiplayer Online-Games" and they allow children to play against their friends and other people they don't know online. In addition, most of these games have chat or instant messaging. This is where Qustodio warns that parents must pay more attention and prevent interactions with strangers, to avoid harassment and so on. We recommend reviewing the privacy settings offered by the game and talking with children about responsible online communication, especially about not sharing personal information.

For María Guerrero Moya, an expert psychologist at Qustodio, "reducing the digital gap between children and parents is necessary to guarantee good use of the internet, and to increase the Digital Well-being of minors. They are digital natives, but not digital experts. Parents must teach them,

even though this sometimes means parents have to do some learning as well.”

About Qustodio

Created in 2012 in Barcelona, **Qustodio** is the leading platform for digital safety and wellbeing for families, with 2 million users worldwide in 180 countries. The Qustodio app works on different operating systems (Windows, Mac OS, Android, iOS and Kindle) and is available in 8 languages (English, Spanish, French, Italian, Portuguese, German, Japanese and simplified Chinese).

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