

## Tasks for distance learning on 8.01.23

### Grade level 10

#### Reading: Is it safe to turn your children into YouTube stars?

- Read the text and the statements.



By now, you know the famous fashion vlogger Zoella. When you hear the word “vlogger”, her squeaky-clean, baby-faced brand is exactly what comes to mind. But vloggers are varied. Older, rounder and balder individuals have also amassed millions of views, subscribers, and pounds on YouTube. But they don’t do it by filming 20-minute lipstick reviews. Instead, they film their children.

The daily vlogging of family life is nothing new. The Shaytards, an American family with five children and over 3.7 million YouTube subscribers, have recorded every day of their lives for the past eight years. But family vlogging is on the rise and hundreds of Britons are now copying the Shaytards.

Jonathan and Anna Saccone-Joly have been filming their children Emilia and Eduardo literally since the moment of their births. Their daily videos, viewed by 1.1 million subscribers, showcase the realities of family life: cooking, shopping, bathing and eating. Loyal fans follow every move and some younger viewers even write fan fiction about being adopted by the family.

At first glance, it all seems harmless enough. The family earns thousands of pounds a year from adverts and product placements in their videos, neither Jonathan nor Anna need to work traditional full-time jobs. What parent wouldn’t want to get paid to spend time with their young children? [...]

However, “parents need to think very carefully about how the material they are filming is available for the world to see in perpetuity,” says Prof John Oates, a Senior Lecturer in the Child and Youth Studies Group at the Open University. [...] “Some children are bullied simply because they’ve been shown on TV,” he says. “Footage of a child that might be fine aged two or three could be very distressing if it was available on the blogosphere when they were 12 or 13.” [...]

It’s worth noting that the children of YouTube probably don’t face the same risks that made traditional child stars like Lindsay Lohan or Macaulay Culkin lose control of their lives. Oates explains that the stress of being a child star doesn’t necessarily cause this kind of destructive behaviour. He adds if a child has a “secure attachment”, meaning they trust the adults around them to be a secure base in times of distress, potential harms can be reduced. Unlike traditional child performers, however, the children of YouTube are currently not protected by any laws or psychological guidelines. [...]

75 When asked why legal regulations do not apply to YouTubers, a Department of Education spokesperson said: "We trust parents to act in the best interests of their children." Though a nice sentiment, it seems 80 perhaps a little naive, especially when there are financial gains to be made. Without legal protection, there is no guarantee that a child will see a share of these earnings. 85 Nor is there any requirement for a child to consent to being filmed. Jonathan believes his children do want to be part of his videos, though he admits Emilia, who is three, is 90 more extroverted than one-and-a-half-year-old Eduardo. He talks happily about a recent clip he filmed of her singing in a restaurant. "If she didn't want to do it, 95 she wouldn't have," he says, "My filming isn't directional, it's observational ... I don't make the children do anything." In the Shaytards' video entitled 100 DAD! CUT THAT PART OUT! from April 2014, nine-year-old Avia begs her father to remove part of the video where she talked about flirting with a classmate. "But this is good 105 footage!" her father replies, before

she gives in with an exasperated "FINE!". "I promise you, listen, in 10 years from now, you will look back on this video and you'll be like 'that was so cute ... I'm so glad I have that 110 memory'," he continues. Hopefully, he's right. But will she be equally happy that 3,108,012 strangers now share that memory with her? [...] Jonathan also rejects the idea he 115 isn't doing this for his children. "Obviously we're their parents ... they have trust funds," he says. "I want my children to have a better life than me." 120 Oates recognises some of these benefits, that children "may acquire status, financial rewards, and enjoyable exciting experiences", but adds that some form of regulation 125 is needed. [...] YouTube itself could regulate its users, but as yet it's too early to know what the long-term effects on the child stars will be. 130 Are the parents worried about any impact on their children's futures? "Come back and speak to me and Emilia in 10 years," says Jonathan Saccone-Joly. "I'll put it in my cal- 135 endar. We'll see then."

Adapted from: Amelia Tait: "Is It Safe to Turn Your Children into YouTube Stars?", *The Guardian*, 30.3.2017

<https://www.theguardian.com/technology/2015/sep/16/youtube-stars-vlogging-child-safety-saccone-jolys-katie-and-baby.30.03.2017> (letzter Zugriff 30.9.2019)

1. Family vlogging	A	is usually done by younger people.
	B	promotes beauty and fashion products.
	C	is becoming more and more popular.
	D	started eight years ago.

2. Jonathan and Anna	<b>A</b>	have adopted a boy and a girl.
	<b>B</b>	show how hard it is to raise children.
	<b>C</b>	earn part of their living with their family vlogs.
	<b>D</b>	are going to publish a book based on fan letters.
3. According to Prof John Oates, parents who film their children should	<b>A</b>	think about the long-term consequences.
	<b>B</b>	stop filming them after they have turned 12.
	<b>C</b>	talk to their children about problems at school.
	<b>D</b>	both B + C
4. Oates believes that compared to traditional child stars, YouTube children	<b>A</b>	may develop fewer behaviour problems.
	<b>B</b>	get more professional psychological help.
	<b>C</b>	have better chances of becoming famous.
	<b>D</b>	know more about marketing.
5. According to the Dept. of Education laws to protect YouTube children are not necessary because	<b>A</b>	the children do not earn any money for being filmed.
	<b>B</b>	parents know what is best for their children.
	<b>C</b>	the vlogging takes place in the private sphere.
	<b>D</b>	parents make agreements with their children.
6. Jonathan says that	<b>A</b>	his video producing skills are getting better.
	<b>B</b>	his children will learn to edit their own videos.
	<b>C</b>	he wouldn't force his children to act in front of the camera.
	<b>D</b>	he isn't interested in making his children famous.
7. The scene from „DAD! CUT THAT PART OUT!“ shows that	<b>A</b>	Avia is a perfectionist.
	<b>B</b>	the father plays down his daughter's worries.
	<b>C</b>	viewers feel embarrassed when watching family fights.
	<b>D</b>	both B + C
8. What does Oates state at the end of the text?	<b>A</b>	Family vloggers should form a network.
	<b>B</b>	Children should learn how to manage their money.
	<b>C</b>	Rules regarding family vlogging need to be introduced.
	<b>D</b>	all of them (A + B + C)
9. Which statement sums up the idea of this article best?	<b>A</b>	Sharing is caring.
	<b>B</b>	Vlogging: Just another distraction.
	<b>C</b>	Get paid for raising your kids.
	<b>D</b>	Children need protectors, not employers.

## Answer Sheet

- Put a tick in the correct box.
- Only one answer is correct in each case.

Number	A	B	C	D
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				