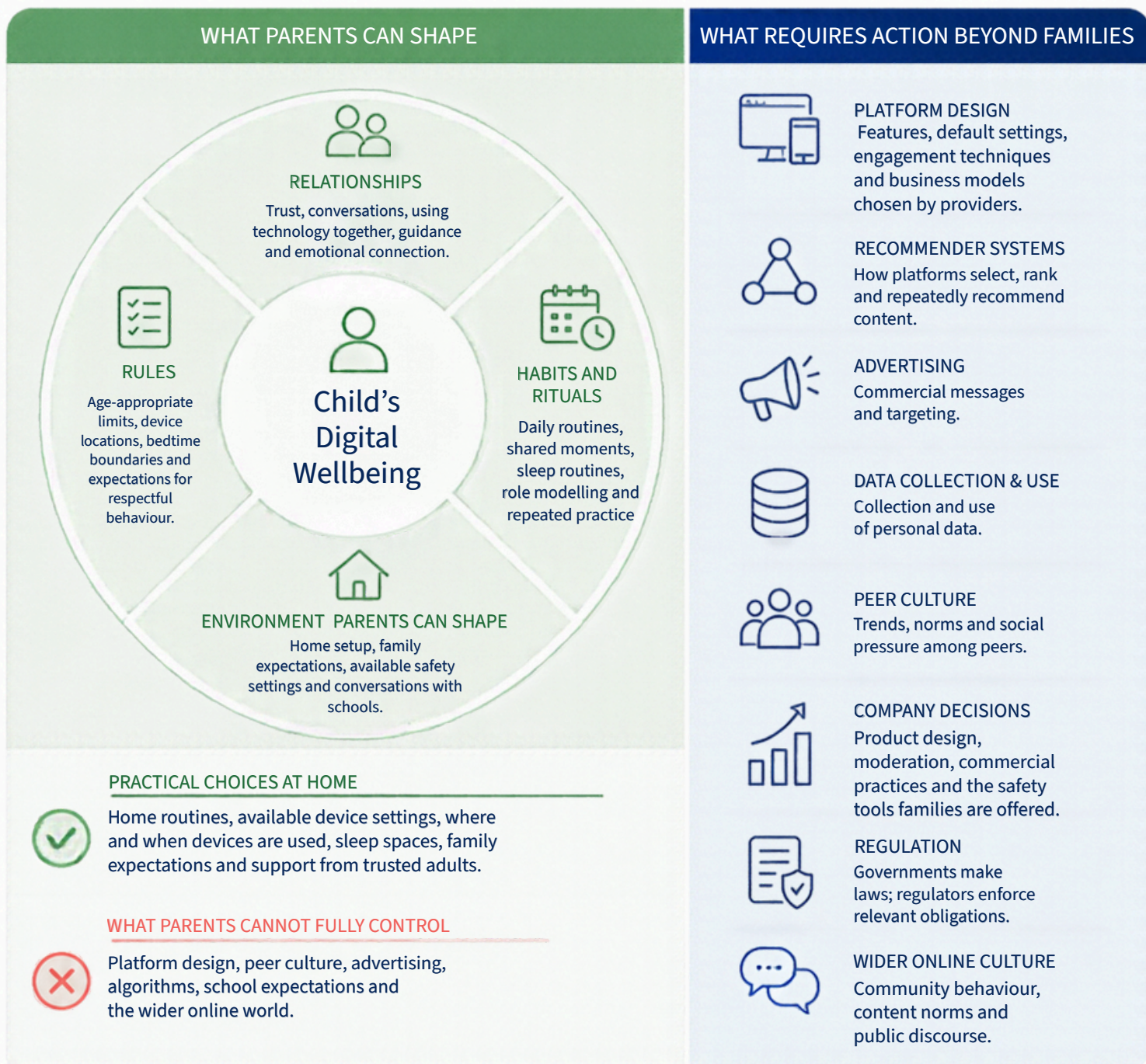


Children's Digital Wellbeing:

What Parents Can Shape, and What Requires Wider Action

Children's digital wellbeing is shaped by many forces.
Parents have real influence — and some things are outside their control.



THE BOTTOM LINE



Parents matter. Their choices are shaped by commercial products, social pressures and public policy.



Some risks arise from product design and commercial practices. Families cannot remove these risks through parenting alone.



The goal is not total control.
The goal is to support children's wellbeing and make digital environments safer.