

call to action

Big Tech is targeting babies, toddlers, and preschoolers!

Why we must expand the youth tech accountability movement to include protecting young children



THE FACTS

75%

of children under 6 exceed daily recommended screen time limits.

52%

of parents of children under 6 say screen time is essential to their child's development.

80%

of apps used by 3- to 5-year-olds contain manipulative design, hooking them to the screen.

67%

of families with children under 6 say app design makes it harder to set screen time limits.

3 in 5

parents of young kids agreed that officials should pass regulations that limit manipulative design.

Sources available in "Big Tech's Youngest Targets": bit.ly/youngtechtargts.



WHAT'S THE PROBLEM?

The same business model that hooks teens to social media is now targeting young children.



DESIGN

Apps, platforms, and toys are engineered to maximize children's attention and spending.



DATA

Companies collect massive amounts of data on young kids and their families.



MARKETING

Tech is marketed as beneficial, "educational," and "safe" without evidence.



AI

New products like AI toys and chatbots are designed to form emotional attachments with young children.

THE BUSINESS MODEL IS THE PROBLEM.

Young children need tech companies to be held accountable.

WHY IT MATTERS



Birth through age 5 is a critical period of development. What happens during these early years impacts a person's lifelong well-being. To support their development, young children need time to play, explore, imagine, and interact with caregivers and peers.

But tech companies are increasingly competing for that time and attention, putting their development and well-being at risk. Families should not have to outsmart products designed by billion-dollar companies to protect their children.

FAMILIES NEED SYSTEMIC CHANGE, NOT BLAME.

JOIN THE MOVEMENT!

CHECK OUT THE NEW WHITE PAPER

Read "Big Tech's Youngest Targets" to learn more about the tactics used by the tech industry that harm young children and how to protect early childhood by organizing around a shared agenda for change. bit.ly/youngtechtargts



JOIN OUR ACTION NETWORK

The Screen Time Action Network at Fairplay is a global collaborative of practitioners, educators, advocates, and parents working to reduce excessive and harmful screen use in childhood and keep kids safe online. screentimenetwork.org

GET IN TOUCH

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