

SCROLL SAFE

UNDERSTANDING ALGORITHMS



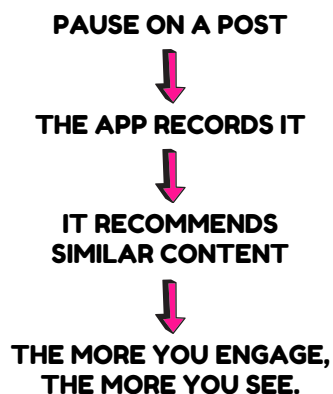
WHAT IS AN ALGORITHM?

An algorithm is a prediction system used by social media platforms like TikTok, Instagram and YouTube. It learns from how someone uses an app and predicts what content they're most likely to engage with. It notices what people pause on, watch, like, comment on, share or search for, then shows them more of it.

Algorithms don't know whether content is healthy or harmful; they only learn what keeps our attention.

HOW IS A FEED BUILT?

Every interaction helps shape what appears next.



Over time, a feed can become heavily focused on one topic without someone actively searching for it. **Your attention trains your feed.**

WHY DOES THIS MATTER

If someone regularly engages with body image or diet & fitness content, their feed may become filled with similar posts.

This can increase exposure to:

- Body comparison
- Diet culture
- "What I eat in a day" videos
- Weight-loss advice

Seeing the same messages repeatedly can make them feel normal, even when they don't reflect healthy or realistic behaviours.

SO, WHAT CAN PARENTS DO?

KEEP CONVERSATIONS OPEN AND CURIOUS. TRY ASKING:

- ✿ **"WHAT KIND OF CONTENT HAVE YOU BEEN SEEING LATELY?"**
- ✿ **"HOW DOES IT MAKE YOU FEEL?"**
- ✿ **"DOES YOUR FEED REFLECT REAL LIFE?"**

ENCOURAGE YOUR CHILD TO:

- ✿ **FOLLOW POSITIVE, DIVERSE CREATORS.**
- ✿ **USE 'NOT INTERESTED' OR 'HIDE' ON HARMFUL CONTENT.**
- ✿ **UNFOLLOW ACCOUNTS THAT NEGATIVELY AFFECT THEIR WELLBEING.**
- ✿ **TAKE REGULAR BREAKS FROM SCROLLING.**

Remember: Social media isn't the problem, but understanding how algorithms work can help young people build healthier online habits. Scroll with awareness. Scroll with balance. Scroll Safe.