

Who is the target?

Activity 5.1



Role Play Cards - Roles for The Late Afternoon Show Role Play

Sammy Smiles – The Host of The Late Afternoon Show

Welcome to the The Late Afternoon Show. Recently Social Media companies across the world have decided to work together to limit the access of young people to social media. Today we have gathered some people who are interested in children’s access to social media so we can get their views on it. Our panellists are:

- Tom Tone, Chairperson of Social Time - the largest social media network in the world
- Rick Rodgers, Irish Youth Promotion Group
- Mary Maloney - Ireland’s Parents’ Group
- June Jones - Blogger and social media commentator

We also have people in the audience who have points of view that they would like to share. Let’s start with our panellists.

Tom Tone - Head of SocialTime - the largest social media network in the world

Children should not have access to social media. There are strict regulations on advertising to children on television and we want to make sure that these regulations apply to all social media networks. Therefore, we have decided that we will limit the use of all social media to children over 16 years old.

Rick Rodgers - Irish Youth Promotion Group

Young people are far better at understanding technology than their parents. They have been using social media for years and have a greater understanding of the uses and advantages of social media. They know that companies as well as people have social media pages. This is how they read and get their information. This is how they talk to their friends.

Mary Maloney - Ireland’s Parents’ Group

We are delighted that children no longer have access to social media. They spend way too much time glued to their phones when they should be outside playing. They see so many things on the internet and social media and then they pester us parents to buy them these things.

June Jones - Blogger and social media commentator

Some of the most creative users of social media are people under the age of 20. If we restrict young people from using social media we will be holding social media back from growing and developing as it has done in about 15 years.

Barry Byrne - owner of “Technology This” the largest technology superstore in Ireland

Children should be allowed to have phones. They are constantly breaking their phones and buying new phones from me. It is absolutely wonderful for business. I encourage children to use social media and break their phones as much as possible.

Cathy Conroy - Protect our Children from Technology Group

Technology is the worst thing that ever happened to children. Children spend all their time on their phones, they don’t read books anymore and they don’t go outside to play. I am delighted that children will no longer have access to social media. It is much better that they live in the real world with real people. Social media is not healthy for young people.

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Dan Doyle - creator of The Kids App and the richest 16 year old in Ireland

Children are the future of technology. I created my app when I was 12 years old. I created an app that I wanted to use when I was 12. Only children understand how other children want to use technology. Social media helps us keep in touch with one another. If we restrict young people from using social media not only are we saying that they are stupid, we will be holding back their understanding of technology. Children are smart. Don't hold them back.

Amy Andrews - Owner of "SmileCam" one of the most popular social media networks in the world

As the owners of social media companies we are worried that children are exposed to information and content that is not appropriate. It is our responsibility to protect the Next Generation as they are not able to protect themselves.

Gena Goolden - host of The Fun Time Kids Afternoon Show

We're constantly getting messages from children at our television show. Many children are telling us that they don't like our television shows as they feel they are too childish. As children are exposed to more and more adult content on social media, we feel that they are becoming too grown up too quickly.

Kyle Kander - host of the Kids Learning Show

Children learn from social media. They also learn from the Internet. When children want to know something they just go online and they can learn about it. This is making children independent learners. They are able to decide what they want to learn about rather than waiting for a teacher to teach them.

William Wonder - National Teacher's Group

Children don't understand the way advertising works on social media. They don't realise that the stories and pages that companies have on social media work in the same way as advertising. They don't know that companies on social media are trying to sell them things by running competitions, special offers and showing celebrities using their products

Zoë Zanders - Teachers for Technology Group

Children are learning so much from technology. Children use technology very naturally and are able to make use of the information that they can access online for their own learning. There are negative aspects to children using technology but we feel that the positive aspects outweigh the negative.

JacksToysReview - 6 year old VideoTube Unboxing star

Kids love toys. That's why they love to watch me and my Dad unboxing new awesome toys. I get loads of free toys and I get to show all the kids what they look like and how I play with them. It's so much fun.

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Eddie Egmondson – LGBTI Ireland representing Lesbian, Gay, Bisexual, Transgender/Transsexual and Intersexed young people

Many Lesbian, Gay, Bisexual, Transgender/Transsexual and Intersexed young people don't have any information or support in their home communities, and rely on social media to find people who are similar to them. If they don't have access to social media, they will feel alone and isolated at a time in their lives when they need, support, understanding and kindness. LGBTI young people need to access this support to help them develop the confidence to ask their family and friends for support and understanding.

Further information about Lesbian, Gay, Bisexual, Transgender/Transsexual and Intersexed people is available in the All Together Now Resource for Primary Schools - <http://www.belongto.org>

Nicola Nagle - Tech Kids

Although we think that technology is a wonderful thing, the problem is that children are exposed to a lot of adult things on the Internet that they shouldn't be seeing. The answer is not to ban children from social media; the answer is to encourage safer use by teaching children how to use social media in a safe way.

Kevin Kanga – Ability Ireland – Promoting Differing Abilities

People of different abilities use social media to get in touch with other people in wheelchairs, with learning issues, and other support groups for people with different abilities. Taking access to social media away from people will limit the support they can access, and could lead to isolation, particularly for people with mobility issues. Social media is a social outlet for people who can't leave the home independently and can provide important information on people's conditions.

Avril Walsh – Health for Ireland

There has been a drastic increase in obesity, and we have found that children are very influenced by what they see on social media. We know that junk food companies target children with fun videos, competitions and special offers. They share them with their friends. While we acknowledge that there are lots of good aspects to technology, we know that this advertising is affecting the decisions that children make. We know that it makes them want to eat treat products too frequently. They don't realise that these companies are 'selling' to them.

Frances Ford - Film star

Social media is amazing it allows all my fans to follow me online. I love to share photos of my life. I put up lots of photos of myself every single day, showing what I wear, what I eat, where I go. I have a wonderful life, and I want to share it with my millions of fans. Lots of my fans are young people and I think they would be very sad if they didn't see all the photos that I put up of myself every day.

Vienna Vans - Rising music star

I got my start on social media. I started to record some of my songs and put them on social media. Most of the people who like my songs are under 16 and they are the ones who made me a success. I think that if you prevent young people from using social media then you are preventing young people who have talents from sharing with those young people as well.