

# CHILDREN BEING TYPECAST INTO ONLINE ROLES



## WHY IT MATTERS

### When a recurring role becomes an identity

Audiences quickly recognize recurring personalities within family content. A child may become known as “the naughty one”, “the dramatic one”, “the clever one” or “the shy one”. Repeating these identities for entertainment can influence how the child sees themselves and how others treat them.

### How typecasting takes hold



### A child is always more than a recurring role

Curious • changing • complex  
Free to grow beyond old descriptions  
Deserving of parenting unaffected by comments

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## PRACTICAL SAFEGUARDS • 1-5

1

### DON'T LABEL CHILDREN

Avoid turning personality traits into permanent identities.

2

### DON'T CREATE A "NAUGHTY CHILD" CHARACTER

Behavioural difficulties shouldn't become recurring entertainment.

3

### ALLOW PERSONALITY TO CHANGE

Children develop rapidly and shouldn't be trapped by old descriptions.

4

### DON'T SCRIPT REACTIONS

Allow children to respond naturally.

5

### AVOID COMPARING SIBLING ROLES

One child shouldn't become "the clever one" while another becomes "the silly one".

GROW

IDENTITY IS ALLOWED TO CHANGE

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## PRACTICAL SAFEGUARDS • 6-10

6

### DON'T LET COMMENTS DEFINE THEM

Audience perceptions shouldn't shape parenting.

7

### REMOVE OUTDATED CONTENT

Old portrayals may become increasingly unfair as children grow.

8

### ENCOURAGE DIFFERENT INTERESTS

Children should be free to explore identities that don't fit the channel.

9

### LET THEM REJECT THE CHARACTER

Older children should be able to distance themselves from previous portrayals.

10

### SEE THE CHILD, NOT THE BRAND

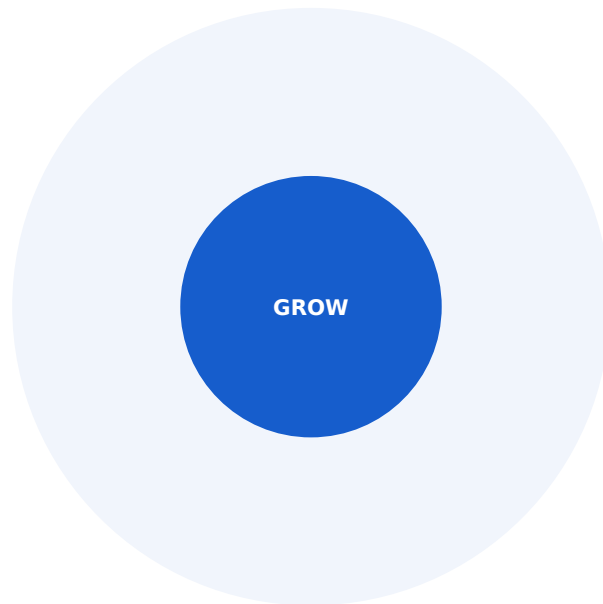
Real people are more complicated than recurring characters.

GROW

IDENTITY IS ALLOWED TO CHANGE

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BOTTOM LINE



**CHILDREN ARE DEVELOPING  
HUMAN BEINGS**

**NOT CHARACTERS IN AN ONGOING  
TELEVISION SERIES.**

**SEE THE WHOLE, CHANGING CHILD**

Labels simplify. Respect leaves room for growth.