

CHILDREN LOSING NORMAL CHILDHOOD EXPERIENCES TO CONTENT CREATION



WHY IT MATTERS

When ordinary childhood becomes production

Childhood contains experiences whose value comes partly from being spontaneous, private and free from adult commercial expectations. Constant filming can transform ordinary play, holidays, celebrations and family time into production opportunities.

Two very different experiences



PRODUCTION

Scripts and retakes
Schedules and scenes
Audience expectations



CHILDHOOD

Spontaneous play
Private relationships
Offline memories

The protective choice

Leave substantial parts of childhood camera-free.

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PRACTICAL SAFEGUARDS • 1-5

1

PROTECT FREE PLAY

Children need time with no filming, scripts or objectives.

2

LET HOLIDAYS BE HOLIDAYS

Trips shouldn't become continuous production schedules.

3

KEEP SOME BIRTHDAYS PRIVATE

Celebrations should primarily belong to the child, not the audience.

4

PROTECT FRIENDSHIPS

Children need social experiences that aren't automatically filmed.

5

DON'T RECREATE MOMENTS

If the camera missed something, allow the moment to remain missed.

PLAY

LIFE BEYOND THE CAMERA

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PRACTICAL SAFEGUARDS • 6-10

6

KEEP FAMILY MEALS NORMAL

Ordinary routines shouldn't constantly become scenes.

7

ALLOW BOREDOM

Children don't need to be entertaining all the time.

8

PROTECT SPONTANEITY

Not every adventure needs planning around thumbnails and footage.

9

CREATE COMPLETELY OFFLINE MEMORIES

Some experiences should exist only in the family's memory.

10

REMEMBER CHILDHOOD IS FINITE

There is no opportunity to repeat these years once they're gone.

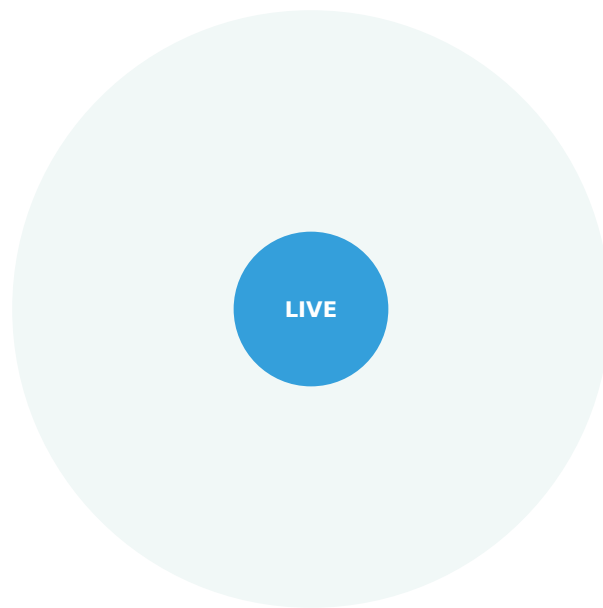
PLAY

LIFE BEYOND THE CAMERA

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BOTTOM LINE



**A CHILDHOOD SPENT CREATING
MEMORIES FOR STRANGERS
CAN LEAVE TOO LITTLE CHILDHOOD
SIMPLY LIVED FOR ITSELF.**

PROTECT TIME THAT BELONGS TO THE CHILD

Free play, private relationships, ordinary routines and offline memories.