

Chris McCarty, Representing the Organization “Quit Clicking Kids”: FAV HB0645

Why is HB0645 Necessary?

Picture this: a family is gathered for a holiday. Someone is holding a camera, and everyone laughs and waves. Years later, they gather and watch the video that documents their happiness. The children in the family have grown, and while they may be embarrassed at their younger selves, the event stays in the family. That was then.

Now, imagine a similar family— similar, but not the same. This family is gathered for a holiday too, but this time someone pulls out a smartphone. This time, the children who embarrass themselves must live with antics that will be recorded, shared, and may **live forever**. The content shifts from home videos to grades, mental and physical health struggles, and other compromising situations. Their parents then use these antics as clickbait to generate intrigue and revenue for their monetized family channel. These accounts are known as family vlogging accounts, and they **diminish children’s privacy while using private moments as clickbait**. One family even **monetized one of their children being born**— introducing a child to this world who will grow up in front of a camera, lose the privacy of childhood, and generate revenue for their family without a guarantee of financial compensation.

What does HB0645 Entail?

HB0645 is a bill tailored specifically to prevent this type of monetization. HB0645 states that family vlogging accounts that generate revenue equal to or greater than \$0.10 per view from their account and at least 30% of the vlogger’s content produced within a 30-day period features their kids **must set aside a certain percentage of the money generated from those videos for the children featured in escrow**. The bill also protects minors’ privacy by allowing them to request the deletion of a video they are in once they reach the age of majority.

The bill requires both thresholds to be met to ensure that **smaller, non-monetized family accounts or accounts that only occasionally feature children will not be subject to this legislation**.

This Issue is Gaining Traction.

The issue of children monetized on family social media accounts is receiving more attention now than ever, and once these kids start growing up, the true extent of the damage of monetized family channels will be realized. My work concerning this issue has been documented by **several technology publications** ([GeekWire](#), [TechCrunch](#)), **nationally by the New York Times** (print-only, June 26th 2022 edition, [April 4th](#), [October 10th](#)), and **internationally** by the [Dutch Financial Times](#).

I am basing my advocacy off of real research: among my colleagues are Jessica Maddox, assistant professor at University of Alabama specializing in digital media technology; Dr. Mary Jean Amon, distinguished assistant professor at University of Central Florida with a masters and Ph.D in experimental Psychology, along with a masters in psychology in education; Stacey Steinberg, an expert in child privacy whose research has been cited by countless well-known publications including NPR, NYT, WP, CNN, and UNICEF; and Leah Plunkett, Harvard professor and author of “Sharent hood: Why We Should Think before We Talk About Our Kids Online”.

I hope you will join this growing coalition to protect children online— they’re depending on you.

Address: Quit Clicking Kids Headquarters (Seattle, Washington)