DUBSMASH: A Parent's Guide

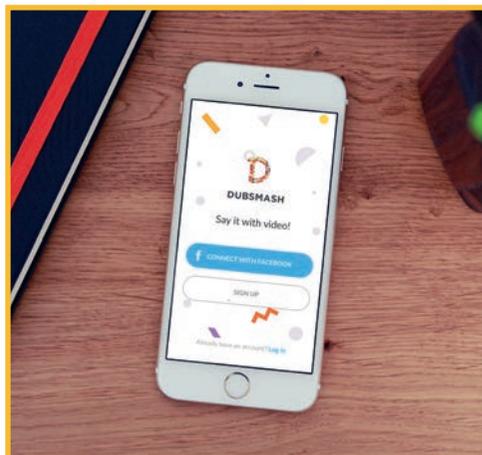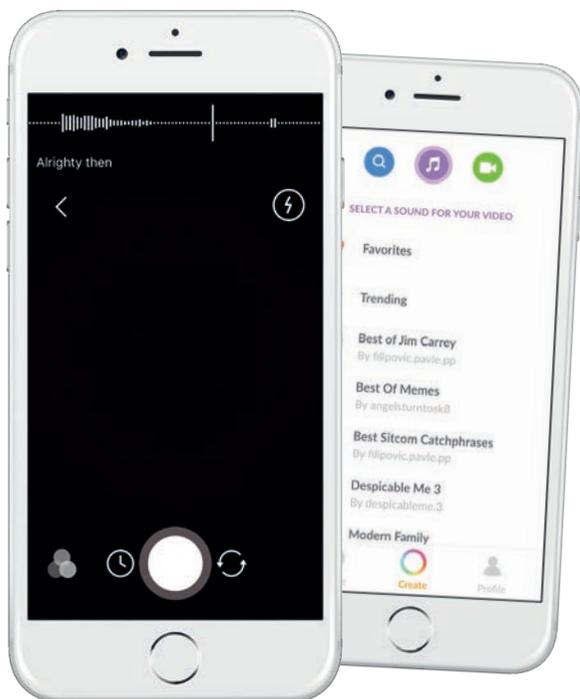**OnlineSafety World**

NOS National Online Safety

What is Dubsmash?

Dubsmash is a video messaging app where you can send fun and goofy short videos of people lip-syncing to popular songs from movies, TV shows and music tracks. These ten-second video creations can then be shared with friends or made public. To use the service you need to be over 18 years old. Children aged between 14 and 18 can use the service with permission from a parent or legal guardian.

What does it look like?

Main Concerns for Parents

DUBSMASH

AGE RESTRICTION 18+
(13-year-olds can sign up with a parent's permission)

Videos can be posted outside the app
When clips are recorded, they are automatically private within the app under 'my dubs'. However, your child can then post these videos on forums or other apps/websites outside of Dubsmash. From this point onwards, they can be judged by the world and quickly shared around which could lead to unwelcome comments about your child or the video they have made.

Bad language, sexual innuendos, etc.
Dubsmash allows users to lip-sync to their favourite songs but some of these music choices contain swear words or sexual themes. As such, not only can children be exposed to potentially inappropriate content but they can broadcast themselves miming or singing these lyrics.
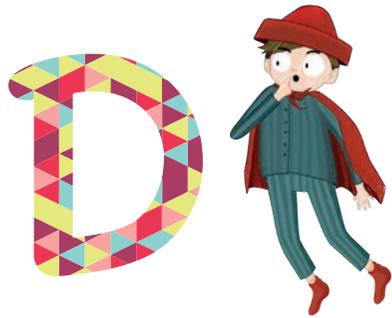
Copyright infringement
Something your child may forget or simply not realise when using the app is that due to many of the audio clips used being owned by their respective companies, when these clips are posted publicly, especially outside the app, it could be seen as copyright infringement.

Exposing your child's location
Even if your child doesn't directly draw attention to their location or identity in their videos, clips which include landmarks of the area, or their school uniform, can allow the viewer to discover exactly where a photo was taken when posted publicly online.
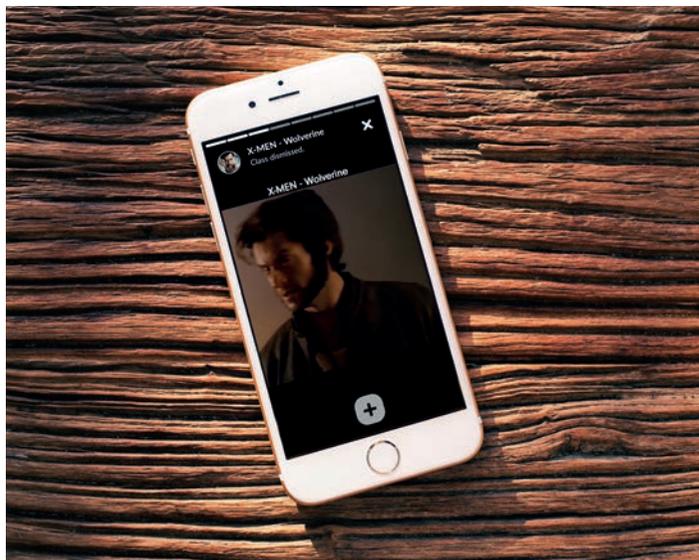
DUBSMASH: Tips for Parents

Talk to your child about the risks

The following are good conversation starters to sit down and have with your child:
- Talk about any inappropriate song lyrics
- Ask them to show you anything before they make it public online.

Talk about copyright infringement

Discuss how copyright is a form of protection given to creators of 'original works of authorship', which includes music, videos and words, and that it is important not to use unlicensed audio clips from TV shows and movies. If your child discovers any content on the service that they believe is a trademark or someone's material, they can report this to infringement@dubsmash.com.
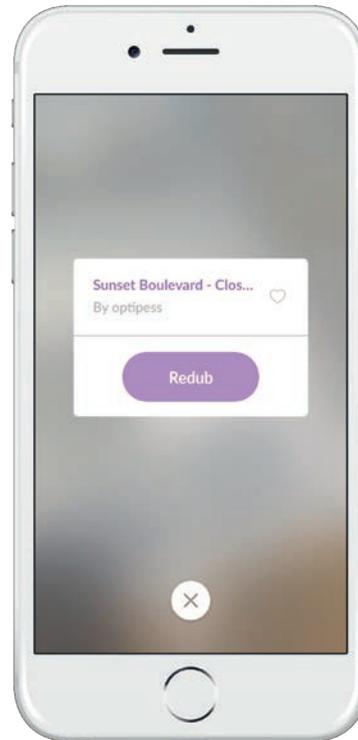
Think before posting

As with anything that is posted and shared with other people and online, remember that once it is up it is hard to take back. If children create something very funny, explain that it is ok to keep clips on their phone where they can watch or share with others from there.

Create multiple takes

Rather than creating a Dubsmash video and instantly sharing it, remind your children that they may not get the perfect video at first so save each option before picking the one they are most happy with.
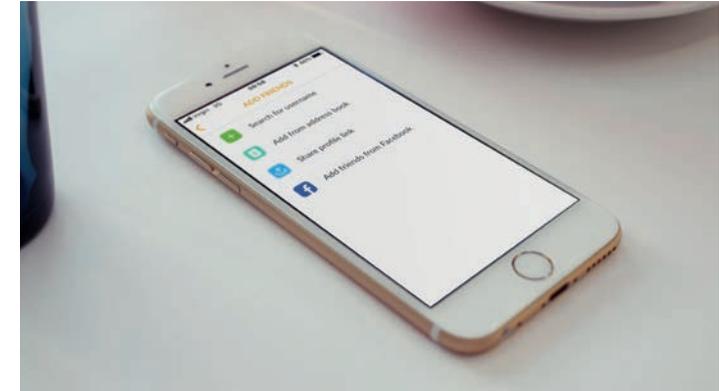
Use Feedback Cards

Dubsmash has added feedback cards to videos in its curated Community Moments section, so users can evaluate what videos are working and which aren't popular.

Keeping safe

It's important to remember that some people may have a different interest in your child than you do. Once posted online any video can be shared or manipulated. Encourage your child to think about things such as: 'Who might be able to see their Dubs?' and 'Are there any identifying details in their video?'.

Encourage your child to consider others

Explain to your child that they must not share any videos that are likely to harass, upset, embarrass, alarm, inconvenience or annoy any person. Or share content that could endanger the safety or wellbeing of others.

Watch out for inappropriate content

If you allow your child to use the service, be wary of allowing them to use the app on their own as much of the content is user generated and may not be suitable for children.

Curb the time wasting

If you feel that your kids are wasting a lot of time on creating Dubmash videos, perhaps set a daily time limit for how long they can spend on the service. Limit access to apps and devices at bedtime and school.

Sources: https://www.teensafe.com/blog/everything-a-parent-needs-to-know-about-dubsmash/