

Reading Practice: Kidfluencers: Growing up online



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تاريخ إضافة الملف على موقع المناهج: 2026-06-11 17:10:28

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التواصل الاجتماعي بحسب الصف الثاني عشر المتقدم



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قواعد ملخص Subject-Verb Agreement

1

Reading Practice: Personality and Health

2

General Exercises العامة التمارين من مجموعة

3

Reading Mock Test تجريبي اختبار

4

Scaffolding Vocabulary Revision المفردات مراجعة

5

Reading Practice

Kidfluencers: Growing up online

Scroll through any social media platform and it will not take long to find children unboxing toys, reviewing products, or starring in carefully edited family vlogs. These young content creators, commonly known as “kidfluencers”, attract millions of followers and bring in vast sums of money for brands and families alike. To put it in context, influencer marketing has become a multi-billion-dollar industry, and children are now a cog in that commercial machine.

At first glance, the phenomenon may appear harmless, even inspiring. Supporters argue that child influencers develop confidence, creativity, and business skills at an early age. Some parents insist that their children enjoy making videos and choose to participate willingly. However, beneath the glossy surface lies a far more complex reality. Put simply, many of these children are growing up inside an industry that prioritises profit over protection.

One major concern is the absence of clear regulation. While child actors in traditional media are protected by labour laws, trust funds, and limits on working hours, kidfluencers often fall into a legal grey area. Their “work” takes place at home, under parental supervision, which allows families to bypass regulations designed to safeguard minors. As a result, children may spend long hours filming, rehearsing, and keeping audiences engaged without any formal oversight.

The pressure to remain visible can also be overwhelming. Algorithms reward constant uploads, meaning that taking breaks can quickly translate into declining views and income. Children may feel responsible for maintaining a family’s livelihood, a burden that few adults would willingly accept. Not to mention, negative comments, online harassment, and unrealistic expectations can take a heavy toll on mental and emotional well-being.

Privacy is another casualty of online fame. Moments that would normally remain personal—tantrums, illnesses, embarrassing mistakes—are often broadcast to millions. Once shared, this content is virtually impossible to erase, leaving children with a permanent digital footprint they never consented to creating. At the same time, public visibility can attract inappropriate audiences and online predators, exposing young influencers to risks their parents may struggle to **rein in**.

There is also the issue of hidden advertising. Sponsored content is frequently woven into everyday videos, making it difficult for young viewers to distinguish entertainment from marketing. This brings ethical questions to the fore about manipulation, consumerism, and the exploitation of both child creators and child audiences.

None of this means that every family influencer is acting irresponsibly. Some parents take deliberate steps to limit filming, protect earnings, and prioritise education. Nevertheless, isolated good practice cannot replace systemic safeguards. Governments, platforms, and advertisers must share responsibility for ensuring that children’s rights are not sacrificed for clicks and profits.

To cut a long story short, kidfluencers represent a powerful symbol of how digital culture is evolving faster than the laws meant to regulate it. Until stronger protections are introduced, growing up online will remain a high-stakes experiment—one in which children bear the most substantial risk.

Read the text and choose the best answer for each question:

1. What can we infer from the author's description of kidfluencers in paragraph.1?

- A. Kidfluencers are an essential component of a profit-driven system.
- B. Kidfluencers bring in money and unity in the families.
- C. Money is the sole motivator behind kidfluencers' online presence.

2. Why does the author mention that some parents insist their children enjoy making videos in paragraph.2?

- A. To acknowledge a common argument before challenging it.
- B. To prove that not everything is about money in kidfluencing.
- C. To imply that parental involvement provides protection to their children.

3. According to paragraph.3, why do kidfluencers often fall into a legal grey area?

- A. Because children refuse to be treated as professional workers.
- B. Because kidfluencing is not officially recognised as work.
- C. Because their activity is framed as family-based content.

4. The verb *rein in* in paragraph.5 is closest in meaning to:

- A. predict
- B. control
- C. admit

5. Why does the author mention hidden advertising in paragraph.6?

- A. To explain how kidfluencers deliberately deceive their audiences.
- B. To illustrate how young audiences may be manipulated.
- C. To report the need to ban advertising on social media.

6. According to paragraph.7, all of the following are true EXCEPT:

- A. Most family influencers prioritise profit over their children's well-being.
- B. Responsibility lies in the hands of all actors involved.
- C. Good practice by some families may be key to solving the problem.

“BEST OF LUCK”

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