



Consultation response form

Your response

Question	Your response
The incidence of content that is harmful to children on regulated services We invite stakeholders to provide evidence relating to the incidence of PPC, PC or NDC on regulated user-to-user, search or combined services. Please provide as much detail as you can. This could include but is not limited to evidence about:	
The quantity, prevalence or presence of specific kind(s) of PPC, PC or NDC on regulated services and the frequency with which children are encountering this content.	Confidential? – Y / N Access to violent material and or adjacent activity such as posing with weapons is frequently served to young boys who are either sent it directly through their peers or through algorithmic selection.
How demographic characteristics such as age, gender, race, sexual orientation and disability influence the likelihood that children will encounter specific kind(s) of PPC, PC or NDC.	Confidential? – Y / N
The services or types of service where children are most likely to encounter specific kind(s) of PPC, PC or NDC.	Confidential? – Y / N Snap, WhatsApp, Insta, TikTok, YouTube

Question	Your response
The severity of harm that UK children suffer, or may suffer, as a result of content that is harmful to children We invite stakeholders to provide any evidence regarding the severity of harm that UK children suffer, or may suffer, as a result of encountering PPC, PC or NDC. Please provide as much detail as you can. This could include but is not limited to evidence about:	
The impact that specific kind(s) of PPC, PC or NDC can have on a child's wellbeing, behaviours, or other physical or psychological outcomes. This might include evidence concerning cumulative exposure to specific kind(s) or combinations of PPC, PC or NDC.	Confidential? –N The cumulative effect of seeing gang members posing with knives online creates a "modelling" cycle that directly normalises weapon carrying among young people. When these images are frequently shared across platforms like TikTok, Snapchat, YouTube and Instagram, they strip away the shock factor of the weapon. Instead of being viewed as a dangerous or illegal object, the carrying of a knife is reframed as normal. For a young person repeatedly exposed to this content, the threshold for deciding to carry a blade themselves is significantly lowered because it appears to be a common, everyday behaviour within their social circle. The primary driver for many young people is the perceived need for protection carrying. Seeing rivals or peers constantly armed creates a false impression that everyone is carrying a weapon. This generates an environment of heightened fear; a young person may feel that if they do not arm themselves, they are making themselves a target. The cumulative impact of these images reinforces the idea that the streets are more dangerous than they perhaps are, leading to a pre-emptive strike mentality where carrying a knife is seen as a necessary precaution for self-preservation.

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	There are direct implications in the real world where posts often act as a direct challenge to rival groups, which demands a visible response. This creates a competitive environment where young people feel they must carry a weapon just to maintain their standing or deter perceived threats
Any causal links between a child encountering specific kind(s) of PPC, PC or NDC and subsequently suffering physical or psychological harm.	Confidential? – Y / N Evidence from the Youth Endowment Fund and the Children's Commissioner s has identified significant correlations between children encountering violent imagery and subsequently suffering both physical and psychological harm. However, due to the complex relationship between cause-and-effect other factors may also influence rather than a straight forward causal relationship.
How demographic characteristics such as age, gender, race, sexual orientation and disability can influence the severity of harm that UK children suffer, or may suffer, as a result of encountering specific kind(s) of PPC, PC or NDC.	Confidential? – Y / N
Whether it is appropriate to make changes to the kinds of PPC and PC in the Act We invite stakeholders to provide evidence that suggests any kind(s) of PPC and/or PC in the Act are inappropriate or incorrectly categorised. This could include but is not limited to evidence indicating that:	

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Any kind of PPC or PC in the Act should cease to be categorised as content harmful to children.	Confidential? – Y / N
Any kind of PPC would be more appropriately categorised as PC.	Confidential? – Y / N
Any kind of PC would be more appropriately categorised as PPC.	Confidential? – Y / N
We invite stakeholders to provide evidence in support of additional kind(s) of content being added to the PPC or PC categories in the Act. This should include, but is not limited to:	
Evidence that the kind(s) of content pose a material risk to an appreciable number of children.	Confidential? – Y / N
Evidence that the kind(s) of content pose a risk of significant harm to children.	Confidential? – Y / N
Evidence to support each kind of content being categorised as either PPC or PC.	Confidential? – Y / N

Please tell us how you came across about this call for evidence.

- ☐ Email from Ofcom
- ☐ Saw it on social media
- ☐ Found it on Ofcom's website
- ☐ Found it on another website
- ☐ Heard about it on TV or radio
- ☐ Read about it in a newspaper or magazine
- ☐ Heard about it at an event
- ☐ Somebody told me or shared it with me
- ☐ Other (please specify)

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Please complete this form in full and return to ContentHarmfultoChildren@ofcom.org.uk.

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