Y-axis: Duration of Hourly Use (minutes)

App Categories
- Adult/Older Child Games
- Camera/Photos
- Child App- Educational
- Child App- Games
- eBooks
- Maps
- Other
- PBS Kids App
- Streaming Music
- Streaming Video
- Videochat
- VR App
- YouTube/YT Kids

Radesky et al, Pediatrics 2020

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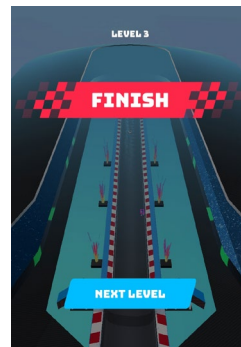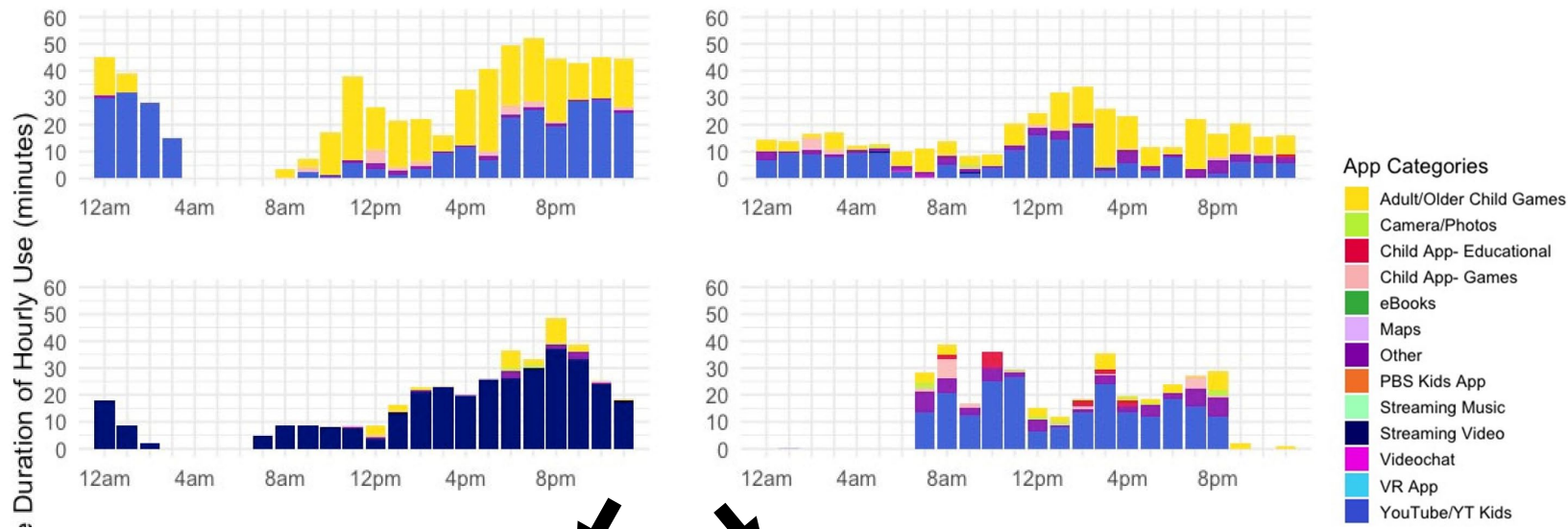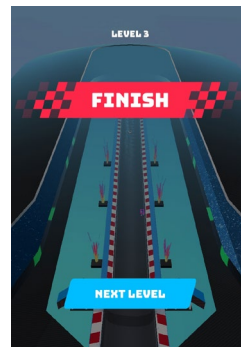
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- Almost all contained ads, including parasocial character pressure to make purchases, ads disguised as/linked to rewards, roadblock ads, age-inappropriate ad content
- Lower SES children played apps with more:
  - Manipulative design to encourage purchases, prolonged gameplay, or ad viewing
  - Collection and sharing of private identifiers

Meyer et al., JDBP 2018
Zhao et al., JAMA Pediatrics 2020
Radesky et al, JAMA Network Open 2022

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YouTube:

- Ad load highest in early childhood videos
- Low-educational quality, highly commercial content most prevalent
- Low racial/ethnic diversity
- Heuristics used in thumbnails include gender stereotypes, violent/prank themes, lavish excess