At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many apps which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about RUMBLE

AGE RESTRICTION 12+ on the App Store; 'Teen' on Google Play

A video-sharing platform designed as an alternative to YouTube, Rumble is the epitome of a 'slow burner' in digital circles: it was initially launched in 2013, but it's only in the last two or three years that it's begun to gain serious traction. Much of Rumble's recent growth has stemmed from its association with Truth Social, the platform founded by former US President Donald Trump. Rumble's content frequently reflects some intense political viewpoints; this can often affect the way it approaches topics and has occasionally caused the platform to venture into controversial territory.

WHAT ARE THE RISKS?

POLITICAL AFFILIATIONS

The company which developed Rumble is also responsible for hosting Truth Social, the often contentious news and social network founded by Donald Trump. Indeed, Rumble's content often reflects the ideas of one group of US voters, who have embraced it as an alternative to more mainstream social media. Many parents may feel that such an overtly political platform isn't suitable for young people.

PROVOCATIVE CONTENT

Rumble prides itself on championing free speech, with its CEO declaring the platform "immune to cancel culture". Many of Rumble's highest-profile content creators – such as Andrew Tate and Russell Brand – are well known for sharing opinions which are often described as extreme. While adults might be equipped to treat this content objectively, much of it may not be appropriate for a young audience.

INAPPROPRIATE MATERIAL

In very simple terms, Rumble works a little like YouTube but with far fewer censors and restrictions being applied to its content. If age-inappropriate material or potentially harmful misinformation is trending on the platform and being shared among more mature users, there's a distinct possibility that Rumble's algorithm may also recommend that content to a child.

CONTROVERSIAL FIGURES

Many of Rumble's best-known accounts are owned by individuals who have previously been banned from other social media platforms. There could, of course, be a variety of reasons behind this – but it almost certainly increases the chances of your child coming across content on Rumble which probably wouldn't be deemed acceptable on other similar platforms.

SENSITIVE TOPICS

In recent months, some prominent Rumble influencers have expressed uncompromising views on sensitive subjects such as gun control, abortion, LGBTQ issues and more. With many Rumble accounts tending to display a noticeable political bias, the concern would be that young people using the platform may not always be presented with an impartial perspective on these important and complex topics.

THE ALTERNATIVE VIEW

Advice for Parents & Carers

TALK ABOUT POLITICS

Rumble *does* have a team of moderators, but the nature of the platform means that some permitted content is likely to be controversial and highly subjective. That possibility might make many parents uncomfortable – but if your child *does* view (or hear about) something provocative on Rumble, it can still provide a useful opportunity to discuss politics at home in a safe, relaxed environment.

RESEARCH ALTERNATIVES

No video-sharing platform is totally free from potentially harmful content, of course – but the number of prominent account holders on Rumble whose output has previously been banned from similar services is certainly a cause for concern. If your child is becoming interested in influencer culture or politics specifically, you could perhaps research more family-friendly platforms together.

CHECK UP REGULARLY

Like any video-sharing platform, there's a chance that Rumble might suggest inappropriate content for your child. There may be an algorithm issue – or it could be that the recommendations are based on videos they've previously viewed. If your child uses Rumble, you might consider a chat with them about which accounts they follow and what type of content is suitable for their age.

DISCUSS IMPARTIALITY

Many prominent Rumble accounts wear their political leanings firmly on their sleeves. As a result, it can be tricky for impressionable young people to appreciate both sides of any given debate. If your child is old enough to use Rumble, you may feel that a discussion of some things they've seen might be prudent – if so, be prepared from some complex (and possibly lengthy) conversations!

Meet Our Expert

Lloyd Coombes is Editor in Chief of gaming and esports site GGRecon and has worked in the gaming media for around four years. A regular visitor to the App Store to try out new tools, he's also a parent who understands the value of online safety. Writing mainly about tech and fitness, his articles have been published on influential sites including IGN and TechRadar.

National Online Safety® #WakeUpWednesday

Source: https://www.pewresearch.org/journalism/2022/10/06/prominent-accounts-on-alternative-social-media-sites-mostly-are-individuals-not-organizations/

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 05.07.2023