

Digital Safeguarding Threat Assessment

Online Trend - Reaction Videos
(Reaction to Extreme Explicit Content)

10 September 2021

**This contains sensitive information and should not be
shared with anyone below the age of 18 years old.**

What is the trend?

This TikTok trend features users looking up the term ‘art of the zoo’ and filming their reactions as they see what pops up.

The responses are a mixture of total shock and horror which directly makes others wonder what caused the reaction inciting their curiosity and prompting them to search it for themselves.

The search engine results can bring up links, images, and videos that feature extreme pornography (bestiality).

Bestiality, as [defined by the law](#), refers to a person performing an act of intercourse or oral sex with an animal (whether dead or alive). This is classified as extreme pornography and is illegal throughout the UK.

Research by our online safety experts identified two hashtags that are currently active:

#artofzoo

3.4k Views

#theartofzoo

5866 Views

It is important to note that the TikTok reaction videos reviewed by our online safety experts **are not explicit in themselves**. These videos simply show the reaction of the viewer rather than the actual content they see.

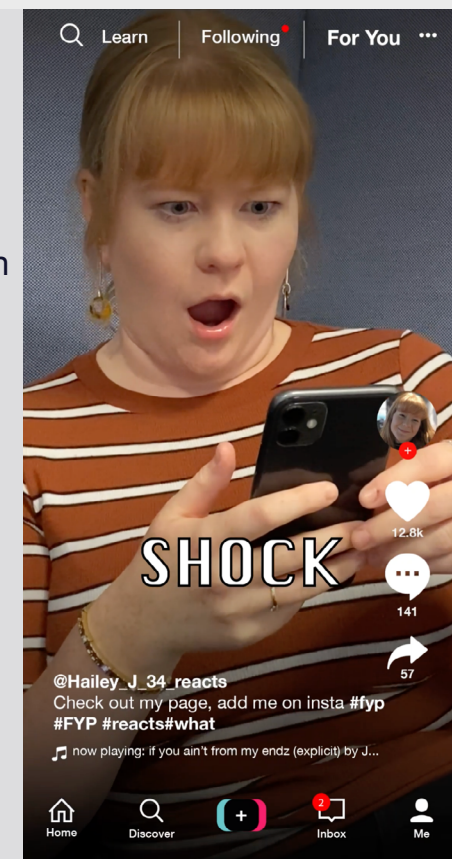


Image Source: Ineqe Safeguarding Group

Risk Assessment

- When searching 'Art of the Zoo' on TikTok, we found non-explicit reaction videos of other people Googling the term.

- The search results for the trend have distorted what content shows up due to curiosity. This means that when searching the term, the reaction videos show up instead.

- The risk from reaction videos circulated on TikTok or other platforms is that they may prompt viewers to seek out the extreme material that has engendered the "shocked" response of others.

- There is no evidence at this time that children are participating in this trend in large numbers. That said, more children may be exposed to risk if the react challenge gains further traction and more children engage in the activity.

- When searching for the trend "Art of the Zoo" the term does not result in extreme explicit images. However, using more specific terms like "**Art of the Zoo videos**" has returned more explicit results of bestiality.

- **IMPORTANT TAKE-AWAY:** Extreme and explicit sexual content was blocked by Google SafeSearch*.

*While SafeSearch isn't 100% accurate, it's designed to [help block explicit results from your Google search results](#).

Risk Assessment

With **SafeSearch On**

When “Art of the Zoo videos” is searched with SafeSearch ON = **NO explicit results returned.**

With **SafeSearch Off**

When “Art of the Zoo videos” is searched with SafeSearch OFF = **Explicit results ARE returned.**

The Rabbit Hole

The danger of this type of trend is that it can drive users down a “rabbit hole”. While searching for these terms does not bring immediate results, there are multiple articles found online that explain what the reaction is and why.

This may incite a child or young person to search for the other terms they come across such as “bestiality”. FOMO (fear of missing out) may also prompt them to participate in the trend.

Why is the trend emerging?

Put simply, a reaction video is a recording of a person or group of people reacting to something they are watching online or offline. This can be reacting to anything from an episode of a hit television show to highly anticipated film trailers to popular YouTube videos.

Channels on YouTube such as “[REACT](#)” expanded the concept into ‘YouTuber Reacts’, ‘Kids React’, ‘Parents React’ and ‘Grandparents React’. In 2013, the concept of reaction videos was adapted into the TV Channel 4 show Gogglebox.

The responses of those watching the videos stimulates curiosity. That curiosity combined with the fear of missing out prompts others to participate especially when the reactions they have seen are funny or shocking.

Tell the children in your care that if they come across something scary or disturbing online that they should:

1. Stop

Immediately stop what they’re doing and turn off their screen or shut down their device.

2. Breathe

Pause and stay calm.

3. Think

Try not to focus on what they saw in detail.

4. Talk

Find a [trusted adult](#) to talk to about what they’ve seen and how they feel.

Top Tips & Guidance

- Ensure **Google SafeSearch is enabled** on your child's devices. It will help filter out any explicit material from initial searches and protect them. Learn how to do this by using our helpful guidance and easy-to-follow steps on [Our Safety Centre](#).

- If you or the child in your care has searched this term and found illegal content, it is important that you report your findings to the police. **Do not save a photo or video to your device.** You can find out more about how to report harmful images [here](#).

- Peer pressure can impact young people's behaviour, as they may feel intense pressure to participate in online viral trends and challenges. Make sure you talk about examples of what positive social media use looks like and how they can recognise peer pressure.

- Use our [Trusted Adult Resources](#) to teach young people about the importance of seeking help if something worries or upsets them.

- Talk to the children and young people in your care about how they can block and report content or behaviour that upsets or worries them. Use our [Online Safety Centre](#) to learn how to enable privacy and safety settings together.

Top Tips & Guidance

- Read our [Harmful Content](#) article for tips on how to talk to and support the child in your care.
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- Encourage open, honest, and non-judgmental conversations into your everyday routine. Explain to the children in your care that they can ask you questions about anything they come across or are unsure of online.
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- Parents, carers, and safeguarding professionals often talk about the support they receive from other adults on addressing online harms to children. Make sure you share this digital threat assessment with your colleagues. Please signpost safeguarding professionals, parents and carers to our blog.

[Go to Website](#)

- Children can use the [Childline Calm Zone Toolbox](#) if they are feeling anxious, scared, or stressed. It has breathing exercises, videos, games, and activities to help children let go of stress.

Other Useful Links

How to Enable Google SafeSearch

[Go to Website](#)

Our Safety Centre: Reporting

[Go to Website](#)

Online Challenges: More Info

[Go to Website](#)

Pause, Think and Plan Video

[Go to Website](#)

Reporting Harmful Content

[Go to Website](#)

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