What Parents & Carers Need to Know about
ECHO CHAMBERS

The internet is a vast space, home to all manner of differing viewpoints. However, website owners have realised that people tend to enjoy the online company of others who think and sound like them. It's in the website providers' interests, then, to create echo chambers: sites where the user's own views are echoed, reinforced and built on without being challenged. This is common on social media. Combine echo chambers with the dangers of misinformation and fake news, and the result could easily see children becoming trapped in an online bubble – only ever confirming what they think they know, discouraging them from questioning, and never offering a different perspective.

Stifled independent thought

Childhood is a time when free thinking and individual expression should be encouraged. Echo chambers restrict this by fencing young people into a world they're already immersed in. Of course, there's nothing wrong with being a fan of gaming, boy bands or football, but echo chambers can quickly start to focus children's attention on a very limited number of interests, at the expense of everything else.

Blinkered worldview

Social media algorithms may use sophisticated software, but their principle is simple: keep users on the app or website for as long as possible by giving them more of the content they want. For social media platforms, this means prioritising the posts, videos, and streams of your child's favourites. This constant regurgitation of the same kind of content can cause children to develop an extremely niche and selective view of the world.

Risk of radicalisation

Extremist groups have been known to use echo chambers – allied to website popularity algorithms – to their advantage in the past. They also attempt to use social media as a conduit for grooming and radicalising (known as 'red-pilling') impressionable minds. Ironic memes have been known to promote far-right ideology, while terror groups have utilise social media in an attempt to recruit young people.

Creating obsessions

Children and young people naturally tend to enjoy a diverse range of interests. Echo chambers, as perpetuated on social media, can funnel your child's attention down an extremely restricted path. This gradual but powerful take-over of your child's impulses can cause them to slowly whittle down their former varied interests into an unhealthy, overwhelming obsession with one particular subject.

Lack of variety

More than 500 hours of content is uploaded to YouTube every minute, which is over 80 years' worth of material every day. Algorithms, however, push people towards familiar faces and themes. If you notice that your child seems to be watching content from the same small number of accounts all the time, it's a sign that algorithms are exerting an influence and your child is no longer being served a varied diet of online content.

Changes in behaviour

In extreme cases, the content found in echo chambers can lead to radicalisation. Growing isolation, an unwillingness to discuss views, and increased anger and secretiveness after being online can all be indicators that a young person has been at least partly indoctrinated. Other warning signs include sudden hostility towards certain groups, drastic changes in appearance and expressing unusually controversial or divisive opinions.

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Safety tips for Parents & Carers

Talk it through

If you become worried about the effect that online echo chambers might be having on a young person, the first step is to establish an open dialogue with them about what they're discussing online, and on which sites and platforms. Try to approach the conversation in a non-judgemental manner – explain that you trust them to make good decisions, but that doesn't stop you being concerned about them.

Adjust content settings

Investigate the settings of individual apps and sites to see if they can be tailored to limit the impact of echo chambers. Twitter's default setting, for example, is to show tweets it thinks a user will like first, rather than a chronological timeline. Likewise, YouTube automatically plays its next 'recommended' video (selected by an algorithm and based on what the user has watched in the past) unless you specifically tell it not to. Both of these settings can be adjusted.

Introduce time limits

If you become concerned about the amount of time that your child is spending on certain websites or social media platforms, you could talk to them about establishing some time limits. You can maintain these limits either through personal supervision, or by using the parental control options on their devices to either reduce access to sites or prevent it altogether.

Ask for expert help

It can be hard to know exactly when having an inflexible opinion on a topic crosses the line into extremist ideology. Should things become so serious that you're genuinely worried a young person is becoming radicalised online, then it may be best to seek additional help. Speak to the safeguarding lead at your child's school or contact a professional support organisation such as Childline or the NSPCC.

Meet Our Expert

Alan Martin has been writing about technology for a decade. In 2015, he joined Dennis Publishing to help launch and establish Alphr – a site about tech and internet culture. He worked on over 1,800 articles and after starting out as Science Editor, he then became News Editor, Deputy Editor and finally Acting before he left in 2018 to go freelance.

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