What Parents & Educators Need to Know about

POP-UP ADS

A study from the University of Michigan reviewed 135 different apps aimed at children 📱 and found that 100% of free apps and 88% of paid apps (many of which were labelled 'educational'), included pop-up advertisements 👀 With some pop-ups being associated with deceptive marketing and potential scams, it can be concerning to see just how prevalent these online features are.

Despite the risks pop-up advertising poses to people online – especially children – there is plenty you can do to minimise the threat 🛡️ This week's #WakeUpWednesday guide explains the safety concerns of pop-ups in detail and lets you know how to help children and young people enjoy their time online, without worrying about being taken in by such marketing.

[Download a free guide.](#)

Get involved in

#WakeUpWednesday

Is there a topic within online safety, mental health and wellbeing, or climate change that you'd like us to cover?

If so, please get in touch with the National College at hello@nationalcollege.com

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.