

What Parents & Carers Need to Know about

W APP

AGE RESTRICTION
12+

on the App Store;
'Everyone' on Google Play

Developed in Germany, this social networking app is called 'W App' in the Apple Store and Google Play but is also branded as 'Slay' in some territories. Aimed primarily at teens and marketed as a 'zero-negativity' zone, it asks users to connect with others from their school. They are then asked a positive question (such as "Who is the nicest person?") and shown four people from their school to choose from. All users from a school can appear in the poll: not just those a child is friends with. The app is mainly anonymous – but does offer clues to reveal who selected you for each question.

WHAT ARE THE RISKS?

FAKE ACCOUNTS

There is no verification when signing up to W App. Once someone joins, they can see all users at their school and add them if they wish. Users provide their name, gender, school and grade – but are also able to change these (aside from their name) as often as they like. This concerned our expert: predators could potentially keep attempting to build connections with children at different schools.

PROFILE OVERSHARING

Young people tend to have multiple social media accounts, so it's vital their identity is protected online. By default, W App shares someone's school and grade, while users choose whether to share their full name, photo and other social accounts. Most people appear to select this – making it easier for someone to build up a picture of who they are, what they enjoy and where they go to school.

SPAMMING CONTACTS

The app's activity feed notifies a user when they have been put forward for a poll. They're then given the option to reveal the initial of the person who nominated them, by inviting a friend to join the app. The friend doesn't have to sign up, but they will receive a 'get the app now' text, followed by a link. This process could result in texts being continually sent to a child's contacts.

CATFISHING RISKS

As well as invented fake accounts, users could also sign up and pretend to be someone else from their school. By joining under another person's name (possibly with their photo), they can take part in polls while masquerading as that other person. Some polls hint at an attraction or crush, which – if deliberately misused by imposters – could result in misunderstandings and embarrassment for teens.

SUBSCRIPTION COSTS

W App is free to download and use, but there is also a 'gold membership' package (costing £4.99 per week) available. Subscribing allows users to reveal the names of people who selected them in polls (slightly defeating the point of it being an anonymous app), gives unlimited hints and offers exclusive play modes – all of which may tempt a curious young user into spending their money.

REPEATED USE

Like most other social media platforms, W App wants users to log in regularly. Every time someone completes a set of 12 polls, they earn virtual coins. These can be cashed in for perks such as being included in random polls (so that more users will see them) or adding their name to their crush's poll. This may not seem much of an incentive currently, but that may alter as the app evolves.

Advice for Parents & Carers

DISCUSS FRIEND REQUESTS

Talk to your child about the risk of sharing their other social accounts, especially on anonymous platforms where there is no verification – so a user could be anyone. If someone they don't normally talk to at school approaches your child via W App and suggests connecting on TikTok, Snapchat or Instagram, emphasise that it's safest to confirm it with that person face to face before accepting or replying.

PROTECT PERSONAL INFORMATION

It's crucial that trusted adults regularly remind children about the importance of not sharing too much of their personal information online (and demonstrate it on their own social accounts, where possible). W App automatically displays the user's school on their profile – but if your child does want to use the app, you can advise them to only enter their first name and not to upload an image of their face.

BE MINDFUL OF REJECTION

The polls in W App are designed to be complimentary rather than negative. However, never being nominated or picked by their peers could leave a child – especially a status-conscious teen – feeling ignored and isolated. If you think that W App is having this effect on your child, it might be time for a supportive reminder that social media doesn't reflect someone's true worth or popularity.

DO SOME 'APP ADMIN'

Before letting your child download W App, you may want to (via their device's settings) disable the option to make in-app purchases: £4.99 per week for the subscription can soon mount up. Likewise, if a friend's use of W App is causing your child to be inundated with texts inviting them to sign up too, you could suggest asking that friend to stop selecting your child's name from their contacts list.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.



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