

**Ideating Kids Content With
Search Data**
Kids Content

In North America, top searches relating to kids content primarily revolved around:

Recommendations

What are the best videos for 3 year old kids?
What are some good music video songs for kids?
What are the best songs about kids growing up?

Child Safety

Is it okay for me to let my children watch YouTube?
Is TikTok safe for kids?
How to set parental controls on Google?

Parenting

Why do many parents give their children iPads?
Why should kids not watch horror movies?
What is the best age to let my child see cartoons?



Majority of the questions around content recommendations for kids were age-specific (i.e. content for 1 year old, etc.)

Recommendations

Shows / Movies

What are the best cartoons for a 1 year old?
What are the best videos for 3 year old kids?
What are best kids animated movies?

What are the kid movies with the best plots?
What are some inspiring movies to watch with children?

Nursery Rhymes

What's a good nursery rhyme to sing to my daughter?
What are the best nursery rhymes to learn 1234?
What are the top YouTube channels for nursery rhymes?

What are the most popular nursery rhymes?
Why do kids need nursery rhymes?
How to teach rhymes to my 2 yrs old baby?

Songs

What are some good music video songs for kids?
What are great silly songs to sing with kids?
What modern songs work well as lullabies?

What are good songs to enjoy with a 1 year old?
What kinds of music do small children like to listen to?

Regarding child safety, parents mainly want to know whether the content they show their kids is safe for them, and how to best make social media safe for their kids.

Child Safety

YouTube / Social Media

Should children be allowed to watch YouTube?

How to make YouTube safe for my kid?

How much YouTube should I let my 6 year old watch?

Is YouTube kids safe, after the momo scare?

What is the new YouTube 'Made for Kids' content policy?

"Is ____ okay...?"

Is it appropriate for kids to watch PewDiePie?

Do you let your young children watch Disney movies?

Is it ok for small kids to watch anime?

Do you allow your kids to watch Netflix?

What popular TV shows should I not let my child watch?

Child Development

How does TV affect kids' attitudes, values, and behavior?

Do you monitor your child's screen time and content?

How can horror movies and games affect children?

Can horror movies traumatise children?

How much do cartoons influence children development?

Parents are seeking advice from other parents online about their child-raising experiences, particularly around content consumption.

Parenting

Advice Seeking

Why do parents allow their kids to watch television?
Should I forbid my children to watch television?
Is it okay for a 1-year-old kid to watch TV?

What is the best way to find videos for kids?
What cartoon has scared your child?
Is it okay to let my children watch YouTube?

Education

What are the best learning apps for preschool kids?
What are best kids educational games?
What are the best YouTube channels for kids education?

What are the best educational games for kids
(age ranges)?
What are some educational websites?

Games

Which is the best mobile game app for kids?
What are some good online games for kids?
What are some hands-on math games for kids?

What are some mind-expanding games for kids?
Is Roblox appropriate for a 5-year-old to play?
What apps and games are best for kids?

In Africa, top searches relating to kids content primarily revolved around:

Recommendations

What are some of the kids' favorite songs?
What are the best cartoons for children to watch?
What are great silly songs to sing with kids?

Child Development

What are the effects of anime on children?
How can horror movies and games affect children?
How are smartphones going to affect our children?

YouTube / Online Videos

Which are the best YouTube channels for kids?
Is YouTube bad for kids?
Is YouTube safe for teens and kids



Recommendation searches in Africa and North America were largely the same, with African search results being less age-specific.

Songs & Nursery Rhymes

Shows / Movies

What are some good Children movies made in India?
What are the best inspirational movies for children?
What are the best movies about child development?

What are some films with math genius children?
What movie should you not watch with your children?

Nursery Rhymes

What are the top YouTube channels for nursery rhymes?
What are the best rhyme channels for kids?
Why do kids need nursery rhymes?

Which are some famous rhymes for children?
'Johny Johny Yes Papa' nursery rhyme

Songs

What is a song with the word 'child' in its title or lyrics?
What is the best song about children's toys?
What is the best music for kids?

What are the best Beatles tunes for children?
Which are some ABC phonics songs for children?



Parents in Africa are particularly curious about educational content and how to monitor their kids' online activities.

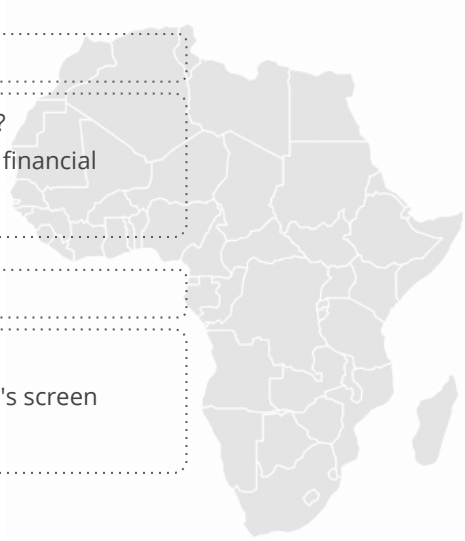
Child Development

Educational Content

- | | |
|---|---|
| Is there an equivalent of Coursera for Kids? | Can my kid learn while having fun? |
| What are good kids educational videos? | How to start teaching my children financial literacy? |
| What are the best YouTube channels to kids education? | |

Social Media / Screen Time

- | | |
|--|--|
| Should kids under the age of 13 have social media? | Is it bad for children to watch TV? |
| How to monitor my kids online activities? | Should parents limit their children's screen time? |
| What are safe social media apps for kids under 12? | |



Similar to North American parents, parents in Africa search for questions around the safety of online videos and video platforms.

YouTube / Online Videos

Safety

How to make YouTube safe for my kid?
Is it safe for 5 month kid to watch rhymes on mobile?
Is YouTube Kids safe for children to watch unattended?

Is it appropriate for kids to watch PewDiePie?
Is PewDiePie's Minecraft series kid-friendly?
Is there a kids filtered safe video app?

Channel Recommendations

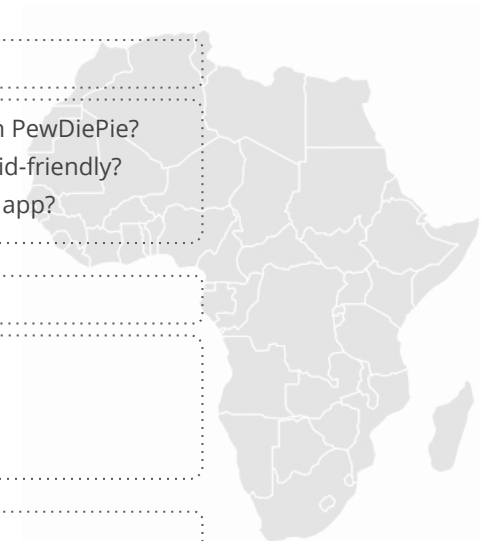
Which are the best YouTube channels for kids?
What are good kids educational videos?
What are the best Indian child YouTube channels?

What are the cutest kid videos?
What is the best kids channel?

Making an Account / Content

How to make money on the YouTube Kids channel?
What is the new YouTube 'Made for Kids' content policy?
What can I do to make my video go viral for kids?

How to make an animated video for kids?
How to start a YouTube channel for my child?



Key Takeaways

From the Ideating Kids Content With Search Data Case Study

Content & Messaging — Answer the Audience's Questions: Looking at high volume questions on Google across North American and African countries, we identified the top question buckets that parents are searching for online.

These content buckets can be incorporated into video content, provide inspiration for new content, as well as serve as guides to video content organization (playlists, titles, video tags, etc.)

Top question categories:

- **Recommendations:** Across both North America and Africa, parents are searching online for recommendations for what to let their kids watch. In North America, parents are more like to search for age-specific content, such as “best cartoons for a 3 year old” or “good songs to enjoy with a 1 year old” whereas as parents in Africa were more general in their questions. African parents are also more likely to search for recommendations for songs, shows, and cartoons in non-English languages.
 - **Suggestion:** Create playlists that are sorted by age buckets, add age brackets to video titles, or specify target kid ages in channel description
- **Content Safety:** Again, both sets of parents are concerned with child safety on the internet, specifically whether certain channels or types of shows are appropriate for their children. Of these questions, large portion were specific to YouTube, such as “is (channel) appropriate for kids”, “how to make YouTube safe for my kids”, and various “should I let my kids watch YouTube” questions.
 - **Suggestion:** Make it obvious to parents that your content is 100% safe for kids to watch, even unattended. Parents want to be able to let kids enjoy videos from channels without worrying that they will stumble upon non-appropriate videos.