

Google confirms that there will be a Chrome version, YouTube for children

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Google recently confirmed that they are developing a new version of services like Chrome, YouTube . optimized for children under 13 years old. Speaking on USA Today, a senior Google Vice President Pavni Diwanji said that the new products will be announced next year, aimed at helping young children *"no longer be the only technology user." that will become the creator of digital content "*.



It is not clear how these products will work, but it is likely that Google will change the way data is displayed to this user object. Diwanji gave an example that makes it easier to imagine. It is a story when his daughter enters the keyword *"train"* into Google Search, she hopes to find information about Thomas the Tank Engine (*a steamed locomotive in The Railway Series series*), But the result is just a train timetable. With Google Search for young children, Google can remove the status and display relevant content to encourage children to explore new knowledge.

However, the search firm will face many challenges if it wants to realize its products. Online services exclusively for children will have to comply with the privacy protection law of the Internet (*COPPA*). Google will be subject to data collection regulations, displaying information for children under 13. With the nature of an advertising company, Google services are closely tied to the collection of user information. , *COPPA* will be a major barrier to the search giant. Yelp - a service that assesses hotels, restaurants, and locations . has been fined \$ 450,000 for violating *COPPA*.

Google is not the first company to try to build kid-friendly products. Apple also recently introduced a new version of Apple ID account in iOS 8 that allows children to buy and download apps under the supervision and permission of their parents . *"We want to think carefully about what we do, providing parents with the right tools to monitor their children using Google products,"* Diwanji said.

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