Digital Safeguarding Threat Assessment

Gacha Heat – Harmful Content

16 September 2021

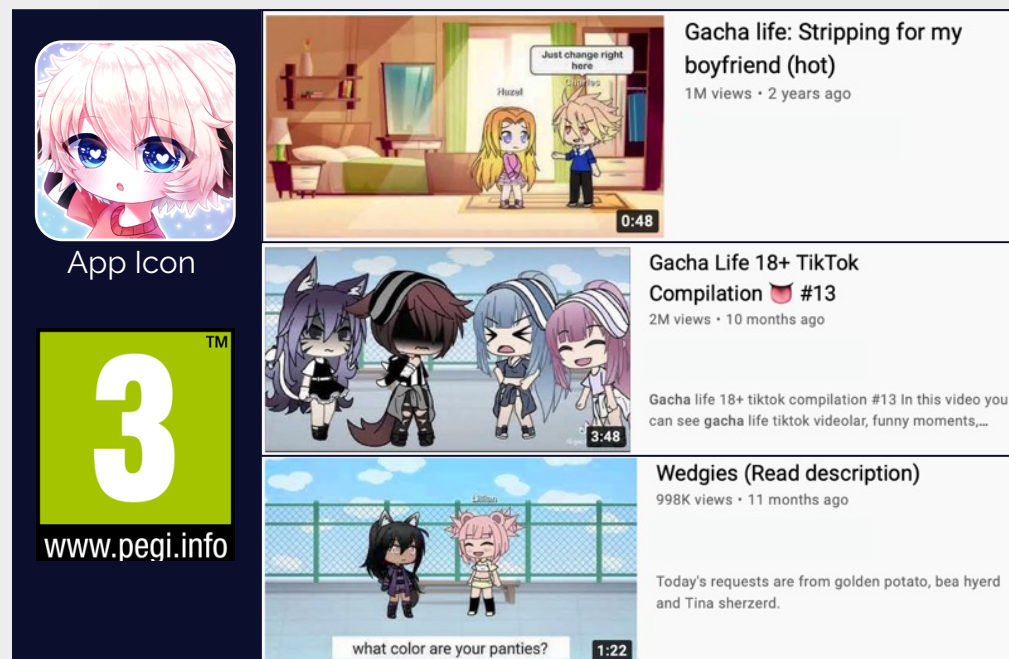# What is Gacha?

What is Gacha Life?

Gacha Life is a roleplaying and story board creation game which is part of the Gacha app suite alongside Gacha Studio and Gacha Club.

Gacha Studio lets users create storyboard scenes, add text bubbles, props, and backgrounds to create their own content. **It has a rating of 9+ on the Apple PlayStore and 'E' for everyone on Google Play.**

The game has inspired the creation of videos containing Gacha characters which are uploaded to platforms such as YouTube and TikTok. Some of these have sexualised themes; this form of content is known as 'Gacha Heat'.

What is Gacha Heat?

The concept of 'Gacha Heat' refers to content created with sexual or violent references when the characters are 'in heat' - this content can include sexual violence, fetish/kink/BDSM, incest and teacher/student or other age-inappropriate relationships.

App Icon

3
www.pegi.info

Gacha life: Stripping for my boyfriend (hot)
1M views • 2 years ago

Just change right here

Gacha Life 18+ TikTok Compilation 🔥 #13
2M views • 10 months ago

Gacha life 18+ tiktok compilation #13 In this video you can see gacha life tiktok videolar, funny moments,...

Wedgies (Read description)
998K views • 11 months ago

Today's requests are from golden potato, bea hyerd and Tina sherzerd.

what color are your panties?

Gacha Heat

It's important to note that 'Gacha Heat' content is Not typically found within Gacha Life gameplay on the app but is generated by a group of users and uploaded onto other platforms to which children and young people may be exposed to.

The 'Gacha Heat' videos can contain seemingly 'innocent' themes, but some also include inappropriate and offensive content or storylines that extend beyond typical Gacha Life gameplay.

The content shared is being tagged as **#GachaHeat** and **#HeatIsGood**. Our safety experts found high volumes of 'Gacha Heat' content on YouTube and TikTok.

The Hashtags identified on TikTok Include:

#Gacha = 28.2 Billion
#GachaStory = 134 Million
#StopHeat = 43.7 Million
#GachaHeat = 13.9 Million
#HeatIsGood = 10.2 Million

What is a hashtag? A hashtag functions as a keyword that cross-references (and links) similar content by topic or theme.

Image Source: Ineqe Safeguarding Group

Risk Assessment

- This content presents a risk to children who could be exposed to highly inappropriate content which is not immediately obvious to parents and carers.

- **Themes of 'gacha heat' videos include: racism, sexism, homophobia, transphobia, child sexual abuse and exploitation, fetish/kink/BDSM/incitement of sexual violence, 'shock core', glorification of suicide, terminal illness, incest (parent/child and sibling) and inappropriate teacher/pupil relationships.**

- Some of the themes we identified in this content are harmful to children whose critical thinking skills may not be fully developed (where they may internalise harmful standards/ways of thinking).

- There is a risk that these themes normalise abuse, and harmful sexual behaviour among children and adults.

Risk Assessment

- 'Gacha Heat' content has been populating the general #Gacha and #GachaStory hashtags on TikTok which can expose children who enjoy the traditional Gacha gameplay and character creation to sexually explicit and offensive content.

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- Some of the harmful themes are implicit, and not immediately obvious – this risk factor means parents and safeguarding professionals might not be aware of the content unless they watch the entire video and inspect the narrative. This content could easily be dismissed as strange or odd.

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- The content is also being shared as 'Cringe' or in reference to campaigns against 'Gacha Heat' content in the form of hashtags like '#StopHeat'.

Top Tips & Advice

- Ensure Google SafeSearch* is enabled on your child's devices. It will help filter out any explicit material from initial searches and protect them. Learn how to do this by using our helpful guidance and easy-to-follow steps on **Our Safety Centre**.

- Consider encouraging children under 13 to use YouTube Kids instead of YouTube as this has added security measures such as the option to disable autoplay on videos.

- If a child in your care is using YouTube, ensure they have Restricted Mode enabled and that they know how to block and report. You can use **our safety card** to find out how.

- Use our **Trusted Adult Resources** to teach young people about the importance of seeking help if something worries or upsets them.

- Talk to the children and young people in your care about how they can block and report content or behaviour that upsets or worries them. Use our **Online Safety Centre** to learn how to enable privacy and safety settings together.

*While SafeSearch isn't 100% accurate, it's designed to **help block explicit results from your Google search results**.

Other Useful Links

How to Enable Google SafeSearch

Go to Website

Our Safety Centre: Reporting

Go to Website

Reporting Harmful Content

Go to Website

Pause, Think and Plan Video

Go to Website

Find out if you can become a Safer School

Go to Website

Subscribe to our Safeguarding Newsletter

Subscribe