



Trend Report

Trends from SuperAwesome's
digital kid-safe community

December 2022



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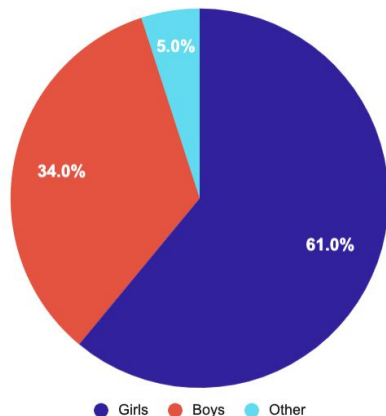
PopJam's community is made up of kids based in the US, Canada, UK and Ireland.

Because we minimise data collected when users sign up to our platform, we do not know the exact demographic of our audience. However, we regularly survey our community to get a general idea of the age and gender split.

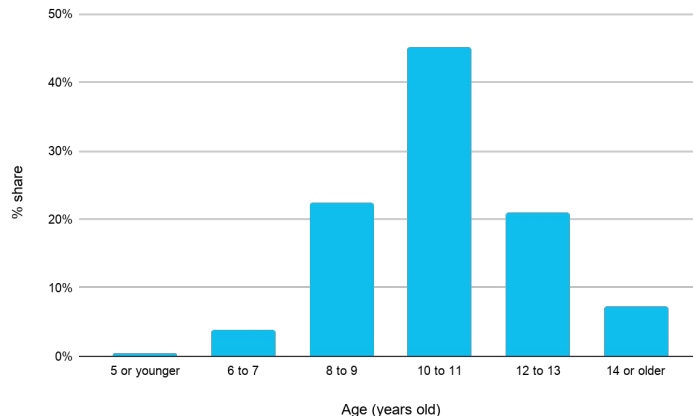
The PopJam Kids Trend Report is generated internally by asking the community specific questions monthly. This information is collated into this report. We collect responses from the US and Canada and the UK and Ireland.

We keep watch over our community, ensuring they're not just in a safe, moderated space, but a fun and engaging one. We can easily spot emerging trends and glean insight from their posts and drawings.

PopJam gender split



PopJam age demographic



Deep Dive: Wednesday

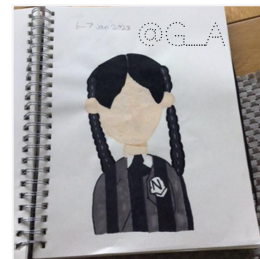
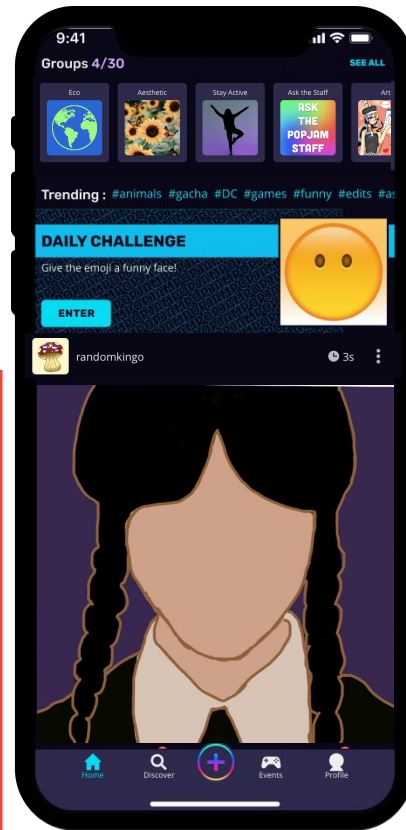
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Netflix's new show about Wednesday Addams, has really clicked with PopJammers.

Wednesday is a supernatural high school drama, with Wednesday Addams, from the Addams Family as the titular role. It aired on Netflix in November and is rated a 12 in the UK, and TV-14 in the US. The tone is funny and spooky, but there is some gore, violence and murder. Wednesday has become a big hit with PopJammers (even though the show is for older kids).

The main draw for them is Wednesday, who is dry, brave and determined, and her friend Enid, who is cute, colourful and friendly. PopJammers like to identify with them (either or both) or with the other quirky characters in the show. In October 2022, there were 1,278 mentions of Wednesday on PopJam. In December 2022, there were over 13,700 mentions!

PopJammers have been keen to draw and share fan art for Wednesday in the community. This is the number one way to show they are a part of the fandom, and PopJam gives them the tools to create art and Groups.



Deep Dive: Wednesday

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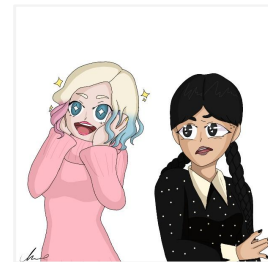
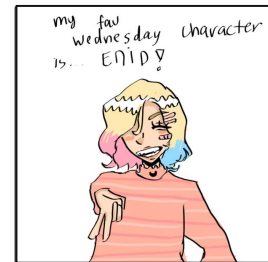
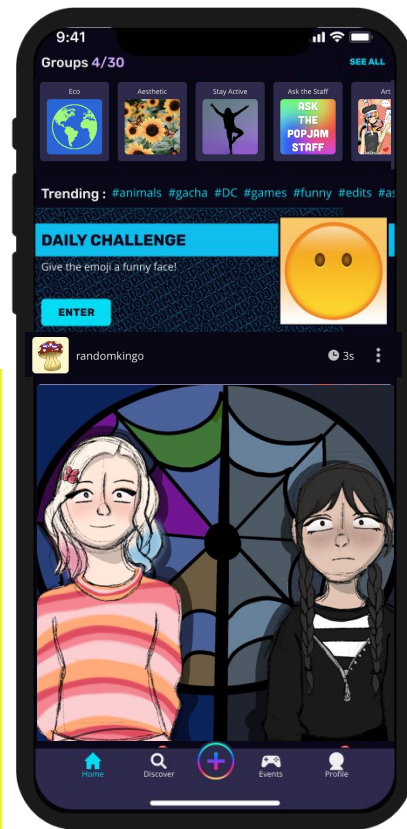
Like Squid Games, and Stranger Things before it, Wednesday has a huge online presence. A video of Wednesday dancing to Lady Gaga's 'Bloody Mary' has been huge - and seen as not only one of the biggest trends in school, but one of the biggest trends overall one of the biggest trends of 2022, and one of the biggest trends of 2022 in schools, by PopJammers. Sometimes younger kids only see these memes, or have them shared with them. They might not be allowed to watch older shows, but feel that these memes allow them to join in enough.

Wednesday is also mentioned as a predicted trend for 2023. This is often a safe way of predicting trends (a successful show will have a follow up season, and in fact, Wednesday will return with season two in 2024).

What brands can learn about being a Wednesday fan

Wednesday is an older experience for many PopJammers, so how can a platform ensure older content is shared and features UGC responsibly? Clear community guidelines are an essential starting point. No bloody, gory, violent or inappropriate text, images or drawings are allowed, or will be featured. This sets the tone for all trends, and creates a safe space for non-toxic content.

Also, give kids the tools they need to celebrate the things they love - art tools and art tutorials, as well as the option to create safe Groups within communities. Not all kids want to be artists, so stickers that help them build scenes or characters are a positive way to encourage good content.



THING



Deep Dive: Wednesday



Everyone loves this because of emo chick plus edginess because kids want to feel cool or whatever.

I love the acting (particularly from Jenny Ortega) and a love for the franchise, the protagonist's character and family is from. My friend at school actually made me watch it, but I had seen the trailer months before and made a joke about Wednesday's habit of getting expelled.

It's bad how much hype it's getting. I'm tired of seeing that Wednesday video popping up in my recommendations.

Honestly... I watched it like almost every human on the planet lol, but when I watched it, everyone spoiled all the good parts and I knew everything that was going to happen so I was definitely disappointed.

Every day I go on YouTube Shorts I see the dance with my hands song with Wednesday.

I'd really recommend it, honestly the meme kinda makes you not want to watch it because you see Wednesday everywhere, but it's so good.

It's like perfect for my age (basically just teen), and it's not too scary but it's interesting. It's also cool to have a character around my age, and her style is so cool. It's a modern adaption of the Addams Family.



Trends UK & Ireland

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

What was the biggest online trend of 2022?

- Wednesday (Netflix)
- Get Sturdy dance
- It's Corn! Song
- TikTok
- Ohio memes
- Stranger Things (including Chrissy Wake Up song)

PopJam Pointers

- Other higher mentions: Roblox, IDK (I Don't Know), gaming and Gacha.
- Wednesday tops the comments with nearly a quarter of all mentions, followed by the Get Sturdy dance 18% of all mentions.
- Bigger trends towards the end of the year tend to get more mentions - they're fresher in PopJammers' minds. Wednesday is a relatively late trend from Nov/ Dec. It's Corn and Stranger Things memes were big in the year.
- Interesting mentions: Topher, Technoblade's death, Five Nights at Freddy's (game), the World Cup and Bloody Mary.

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

What was the biggest trend in school in 2022?

- Get Sturdy dance
- Wednesday (Netflix)
- IDK (I Don't Know)
- TikTok
- Ohio memes
- Fidget toys (mostly popits)
- Prime (drink by Logan Paul and KSI)
- It's Corn! song

PopJam Pointers

- Other higher mentions: Material Girl song/ memes, 'your mom' jokes and the World Cup.
- The Get Sturdy dance makes up 24% of all comments, followed by Wednesday with 7.3% of all comments. The Get Sturdy dance has been around since late 2021/ early 2022, and not hugely mentioned by PopJammers.
- Often school trends tend to be about school life (friends, drama, crushes and trips) and bigger trends such as the It's Corn! Song or Stranger Things.
- Interesting mentions: Roblox, Meghan Trainor's 'Made You Look' song and dance, fake nails, Squishmallows, Pokemon cards, RickRolling and Andrew Tate.

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

Guess what the biggest trend will be in 2023

- Wednesday (Netflix)
- IDK (I Don't Know)
- TikTok
- Get Sturdy dance
- Ohio memes
- Dances
- Roblox
- PopJam

PopJam Pointers

- Other higher mentions: Snapchat, Prime (drink by Logan Paul and KSI), Meghan Trainor's Made You Look song and Stranger Things.
- Wednesday receives nearly a quarter of all mentions - with both the dance trend and predictions that Wednesday season 2 will be a big hit in 2023.
- Kids can be cautious about predicting trends, as they don't want to get things wrong. They often select generic choices like new movies, new memes and new, or mention existing trends.
- Interesting mentions: Glass Onion, Mario movie, horror games, Squid Game, Taylor Swift and social media.



Trends US & Canada

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

What was the biggest online trend of 2022?

- It's Corn! Song
- Ohio memes
- Wednesday (Netflix)
- TikTok
- Get Sturdy dance
- Roblox

PopJam Pointers

- Other higher mentions: IDK (I Don't Know), YouTube, World Cup, and Among Us.
- The It's Corn! Song received 23% of all mentions, followed by Ohio memes with 11.6% of mentions and Wednesday with 9.6% of all mentions. The It's Corn! Song was one of the biggest online trends (with PopJammers) in 2022, however Ohio memes weren't mentioned as much.
- Interesting mentions: Rainbow Friends, Poppy Playtime, Alphabet Lore and Five Nights at Freddy's (animations/ games that lean towards older).

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

What was the biggest trend in school in 2022?

- Get Sturdy dance
- Ohio memes
- TikTok
- It's Corn! Song
- Wednesday (Netflix)
- IDK (I Don't Know)
- 'Your mom' jokes
- The Griddy dance
- Fidget toys (mostly popits)
- Dances

PopJam Pointers

- Other higher mentions: things that are 'sus', saying 'slay', Bill Nye memes (Bill Nye Russian Spy/ Bill Nye Mom Guy/ Bill Nye Bathroom spy), slime, Roblox, the cheese touch (from Diary of a Wimpy Kid) and Among Us.
- The Get Sturdy dance receives 13% of all mentions, followed by Ohio memes, with 7% of mentions. The Get Sturdy dance has been around since late 2021/ early 2022, and not hugely mentioned by PopJammers.
- Interesting mentions: ripped jeans, Pokemon cards, 'emotional damage', dabbing, devious licks (pranks) and being gone for milk (dad's leaving and not returning).

We asked PopJammers three questions in December 2022. We don't collect personal information about the respondents, but we collate the most mentioned answers to identify trends and themes.

Guess what the biggest trend will be in 2023

- Wednesday (Netflix)
- IDK (I Don't Know)
- Tik Tok
- Ohio memes
- Dances
- Roblox
- Fashion

PopJam Pointers

- Other higher mentions: PopJam, the Get Sturdy dance and 'me'.
- Kids can be cautious about predicting trends, as they don't want to get things wrong. They often select generic choices like new movies, new memes and new, or mention existing trends.
- Interesting mentions: Tech, Stranger Things, great edits, the Mario movie, online dating, Gacha, Instagram, Bloody Mary and the It's Corn! Song.
- Rainbow Friends, Poppy Playtime, Alphabet Lore and Five Nights at Freddy's (animations/ games that lean towards older).

Search for these on YouTube or TikTok

Topher

Chaotic TikTok child who became a meme after his family uploaded a video at Christmas, of family members saying who they'd warn others about.

NPCs

Non-player characters, or background characters from games are being explored/ acted out as non-thinkers or people that do weird stuff.

Ohio

Memes about Ohio and #onlyinohio depict the state as being unusual with fake/ fantasy facts and images that range from ridiculous to meta.

Dressing my mom like me

TikTok trend where people dress their moms up like them and get them to do a before and after.

What you can learn from these trends?

A real mix of trends, but Topher and Ohio are based on the lore of a person or place being a certain way that can really be exaggerated for amusement. They're invitations to let the mind go wild - but of course, some of the memes are unkind or border on problematic. NPCs and Dressing my mom are the type of trends that feel more like invitations to join in. They have a clear premise and it's obvious what you need to do to create your own content - but you will need willing friends/ a willing mom.

Want to know more?

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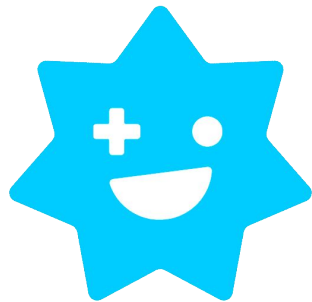


Powering the kids digital media ecosystem

SuperAwesome powers kid-safe digital engagement for hundreds of companies around the world. Every month our kidtech enables over 12 billion transactions (kid-safe advertising, community and parental consent) across thousands of kids/family/educational apps and digital services.

We are the biggest kidtech team in the world dedicated to building products which make the internet safer for kids.





Thanks