Internet Matters x Roblox
Neurodivergent Young People and online gaming

Communications toolkit

October 2024

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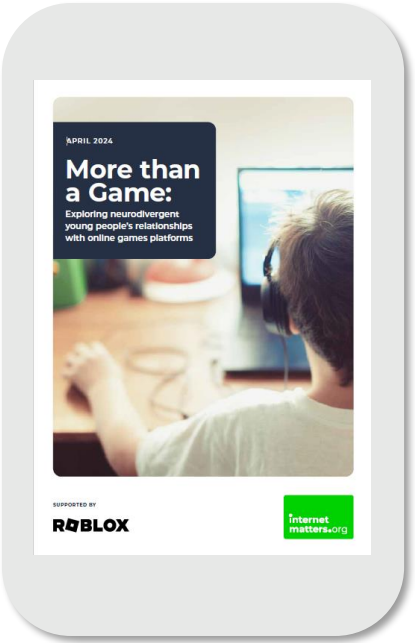
Overview

Summary

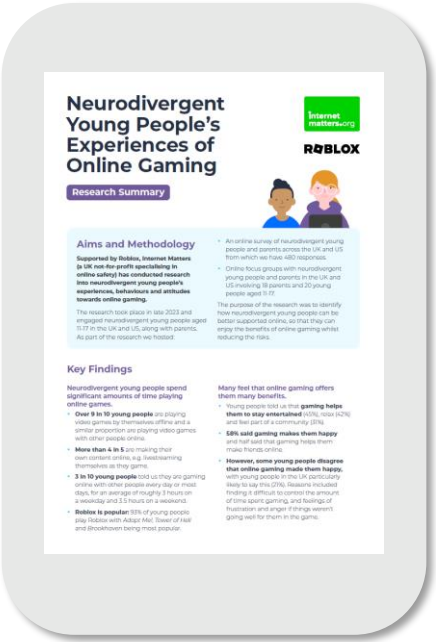
- The report **"More than a Game: Exploring neurodivergent young people's relationships with online games platforms"** was published in April 2024 by Internet Matters and Roblox
- Alongside the report, we created a suite of resources for parents and neurodivergent teens, including a short **video series**, tips for **staying safe** and an **infographic** outlining key findings.
- The report and accompanying resources are hosted on the Internet Matters website
- **We invite you to help reach out to families and raise awareness of these useful resources**

Research findings

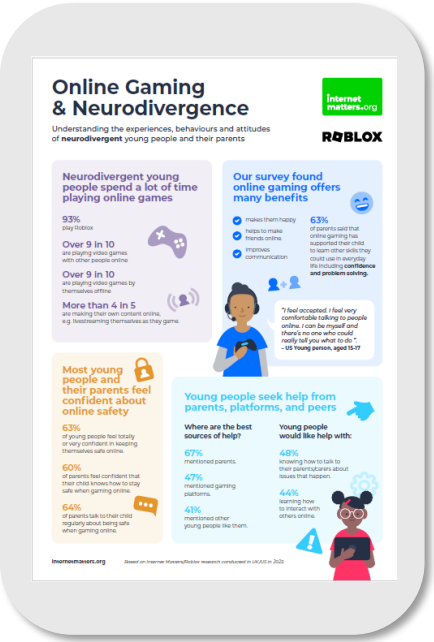
- Research with neurodivergent young people and their families revealed useful insights, including that **9 in 10** neurodivergent young people play video games by themselves on and offline, but **21%** of those say gaming makes them feel **unhappy**.



Full Report



Research Summary



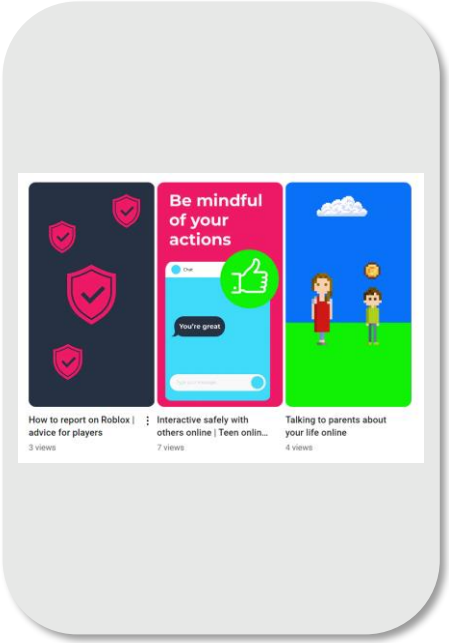
Infographic

Resources

- Using insights from the research, we created a series of resources for neurodivergent teens and their parents addressing some of the most common issues.

Advice for teens guide

Advice for parents guide



Video series

How you can help

Supporting the campaign

- We'd greatly appreciate your help in amplifying the reach of these resources by sharing with your audience, through your **website, newsletters**, **social media** or in-person **events**.

- In the following slides, you will find a range of assets for use across all channels, including adaptable copy you can use to match your organisation's tone of voice.

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Generic imagery

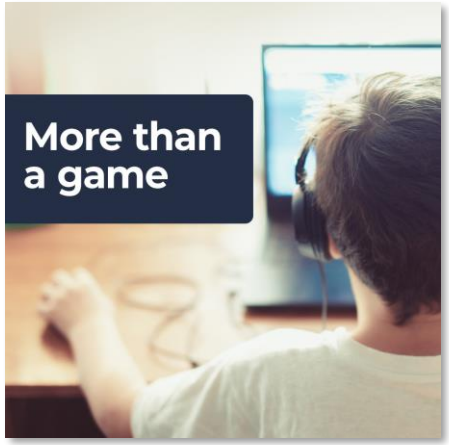


Image A

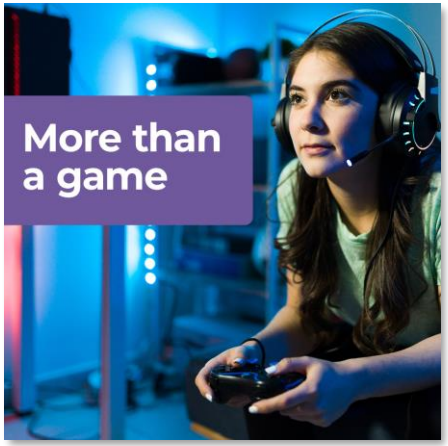
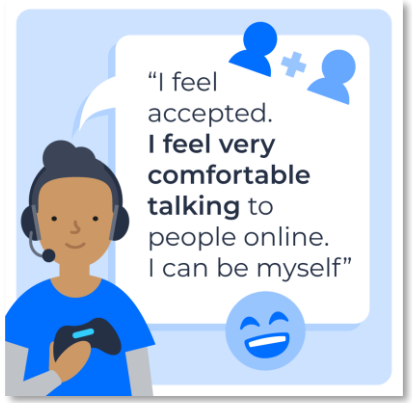


Image B

Infographic-style imagery

Featuring key statistics and quotes gathered throughout the research.



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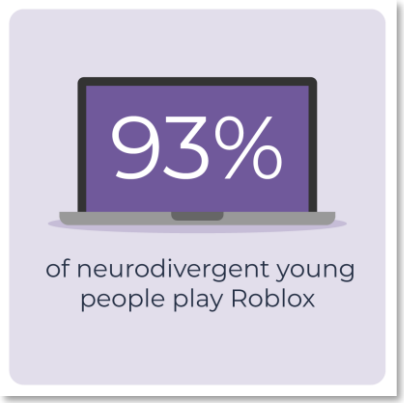
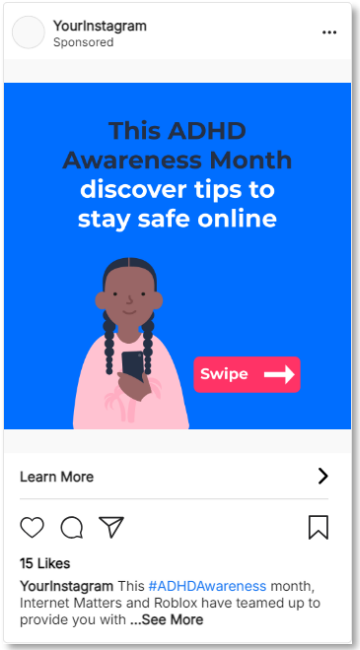


Image B

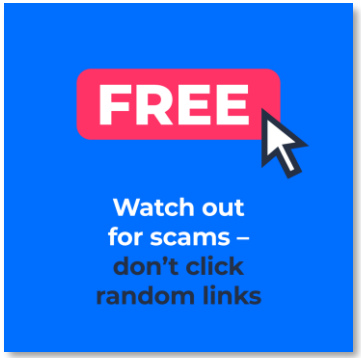
Image C

Image D

Carousel-style social imagery – ADHD Awareness month



Scroll >>>



All carousel images

Suggested social post copy – #ADHD Awareness Month

"My characters are like a coping strategy. If I'm stressed it's like they're with me, next to me"

This #ADHDAwareness month, explore resources, developed by Internet Matters and Roblox, designed to help keep neurodivergent young people safe while gaming online. [Link]

#OrangeForADHD @ADHD_WA

Recent Internet Matters research found that 93% of neurodivergent young people play Roblox, and nearly 3/5 say it brings them happiness.

This #ADHDAwareness month, explore resources, designed to help keep neurodivergent young people safe while playing games online. [Link]

Recent Internet Matters research, conducted with @Roblox, found that 63% of parents of neurodivergent children find gaming is beneficial for their child in learning everyday skills.

This #ADHDAwareness month, check out videos showing how to keep neurodivergent young people happy and safe while gaming. [Link]

Looking for ways to support your neurodivergent child online this #ADHDAwareness month? These resources offer practical tips for safe gaming and internet use. Learn more: [Link]

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Suggested social post copy – Generic

"My characters are like a coping strategy. If I'm stressed it's like they're with me, next to me"

Explore resources, developed by Internet Matters and Roblox, designed to help keep neurodivergent young people safe while gaming online. [Link]

Recent Internet Matters research found that 93% of neurodivergent young people play Roblox, and nearly 3/5 say it brings them happiness.

Explore resources designed to help keep neurodivergent young people safe while playing games online. [Link]

Recent Internet Matters research into neurodivergent young people's experiences with gaming uncovered many benefits of online gaming, including:

- Making them happy
- Helping make friends
- Improving communication

Here's a parents' guide to keeping neurodivergent children safe online: [Link]

Struggling to navigate modern tech with your neurodivergent child?

Internet Matters and Roblox have developed resources offering practical tips for safe gaming and internet use. View here: [Link]

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Helpful links and handles

Please feel free to signpost any of these from your websites.

Socials

@Internet Matters

@IM_Org

@Internetmattersorg

Guides

Main webpage

Advice for teens guide

Advice for parents guide

Video series

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Contact

For further information or any queries, please contact:

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Thank You