



'Sadfishing' is described as a behavioural trend where people make exaggerated claims about their emotional problems to generate sympathy and attention. The term was created at the beginning of the year by a blogger using the term to describe certain celebrities who embellish their emotional difficulties to generate sympathy and gain more followers. The term has now gained traction and is seen as a growing trend on social media. The challenge with sadfishing is that sometimes real problems can become overlooked or young people can even be bullied for having shared their problems online.



# What parents need to know about SADFISHING



## ATTENTION NEEDING

This is sometimes also called attention seeking. The urge to belong is universal. Everyone seeks attention. The feeling of belonging and knowing that others are thinking about you is part of what it is to be human. As the use of social media has grown, the opportunity for attention is enormous but this sometimes comes at a price. Positive interactions (such as someone liking your tweet) trigger the same kind of chemical reaction (dopamine) that is caused by gambling and recreational drugs. This reaction reinforces a behaviour and for minimal effort, a young person is rewarded with dopamine and attention.

## SHOWING VULNERABILITY

Being vulnerable and oversharing can sometimes lead young people open to being groomed online, offering predatory social media users an opportunity to gain their trust by offering sympathy. A Digital Awareness UK report includes the case study of a teenage girl who, after posting about her depression online, was approached by a friend of a friend who shared their experiences and later ended up pressuring her to send him explicit pictures.



## OVERSHARING

Oversharing is the act of revealing too much personal information. When young people share too much about their feelings or problems they are often desiring very much to connect and belong. In order to gain more attention and likes a young person might be tempted to overshare their feelings beyond a normal face to face conversation. The challenge with this is that the young person is sharing personal thoughts and feelings with people they do not know and the support they gain back is 'unregulated' and might be very unhelpful.



## BULLYING AND DISAPPOINTMENT

According to Status of Mind report by Royal Society for Public Health UK, social media platforms are a useful tool to maintain or build on real world relationships, improving mental health and wellbeing. When young people do share their feelings and worries online, they are seeking emotional support from others. However, whilst some friends may comment and like a post to be helpful, other friends may accuse the post of 'sadfishing' and trying to gain attention, ultimately making the situation and feelings about themselves worse.



# Safety Tips For Parents

## A CULTURE OF OPENNESS

Maintain and commit to having a culture of openness at home where your child can express their feelings without judgement, and you acknowledge their world and current difficulties. Support your child to navigate growing up in a world with social media and their developing sense of self.



## ASK MORE THAN ONCE

Being a parent of a teenager means a constant negotiation between keeping them safe and letting them go. If their behaviour has changed or they have a prolonged bout of low mood or stress, let them know you are there for them when they are ready to talk. Sometimes this may mean asking them more than once. This gives them the message that you are there for them and that they are not alone.



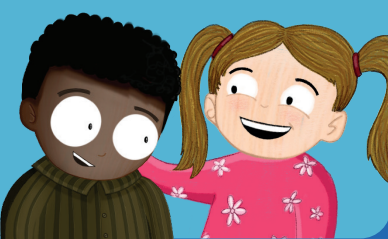
## POSITIVE ATTENTION

Provide opportunities during the week for time together. Teenagers sometimes prefer side by side conversations like going out for walk, at the dinner table or driving in the car somewhere. Regularly commit time to a family evening together where you can share time and/or an experience together like a home movie and popcorn, a game (even an online game which may be suitable), shopping or cooking.



## PROMOTE HEALTHY FACE TO FACE RELATIONSHIPS

Where possible, help your child maintain healthy relationships with friends who are helpful and supportive. This may mean inviting them over regularly, providing transport to and from activities with the group of friends, or helping your child organise activities. Spend time helping to encourage healthy, supportive face to face relationships.



## TALK ABOUT THE IMPORTANCE OF BOUNDARIES

Discuss the consequences of oversharing, particularly on social media. Maintaining a healthy privacy outlook is important when we are perhaps sharing our feelings with people who are not known to us. But as friendship and trust develop, it is healthy to share more information and talk more openly.



## Meet our expert

Anna Bateman is passionate about placing prevention at the heart of every school, integrating mental wellbeing within the curriculum, school culture and systems. She is also a member of the advisory group for the Department of Education, advising them on their mental health green paper.

