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Understanding the Momo Challenge



What are “viral” internet challenges? Some challenges on the internet are created and get spread around through social media sites like Facebook or YouTube and go “viral” (many people see them, link to them, and talk about them, thereby further promoting them to others). Most challenges are just for fun, and some even for good causes. The following are some popular challenges that have been around in recent years:

- a) Ice Bucket Challenge- a campaign that went viral in the summer of 2014 for a good cause- to promote awareness of amyotrophic lateral sclerosis (ALS) — also known as Lou Gehrig's disease — and encourage donations for research. A person is filmed as a bucket of water and ice is dumped over the individual’s head. The individual then nominates a minimum of three people to do the same thing, having only a 24-hour time frame to complete the challenge and make a donation to the ALS Association.
- b) Plank Challenge- an exercise/physical challenge, holding your body in a straight (plank) position, putting your weight on the balls of your feet and your elbows, for three minutes or as long as you can.
- c) Mannequin Challenge- a viral Internet video trend that started in October 2016 where people remain still while a video is recorded, usually with music in the background
- d) Bottle-Flipping Challenge- partly fill a plastic water bottle and toss it in such a way that it lands right-side up.

As previously mentioned, most challenges are harmless, fun and good-natured. However, there are some challenges on the internet that are frightening and downright dangerous. Taking advantage of fear, superstition, emotional/psychological distress, and/or peer-pressure, some challenges call on children to do dangerous things that can result in physical injury, and possibly even death. One that has recently surfaced within the last year is the Momo Challenge. This frightening social media challenge appears with a grotesque picture of a bird-head (that looks like a hideous girl) and allegedly encourages kids to perform increasingly risky and harmful tasks, including violent acts and even suicide. It can pop up in a variety of places but seems to center around WhatsApp, where a user is sent a link to click on. It is sometimes also embedded in kid videos on YouTube. It's not new but resurfaces occasionally.

The Momo Challenge is not something that parents should panic over. In many ways, the media coverage of this has possibly blown the story out of proportion and created unfounded hysteria. No law enforcement agency has confirmed that anyone has been harmed as a direct result of the Momo Challenge. However, there has been and will inevitably be other dangerous challenges/information that children will be exposed to on social media and the internet. The best way for prevention is to develop and model responsible online habits with your child:

- 1) Try to actively monitor what your child sees/does online
- 2) Keep electronics in shared family spaces
- 3) Enable privacy settings
- 4) Do not allow your child to talk to strangers online
- 5) Encourage your child to talk about anything he/she doesn’t understand or has questions about



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理解 Momo 挑戰



什麼是“瘋傳”網絡挑戰？在網上有些挑戰是被創造出來的，並且通過面書或 YouTube 等社交媒體上傳播並“瘋傳”（因許多人觀看它們，鏈接它們，討論它們，它們更加被推廣）。大多數的挑戰都是純屬好玩，甚至有些支持慈善活動。以下是一些近幾年受歡迎的挑戰：

- a) 冰桶挑戰 - 一個為支持慈善活動在 2014 年夏天瘋傳的宣傳 - 為了提升人們對漸凍人症（ALS）的意識 - 又名盧·賈里格症 - 並且鼓勵捐款來進行更深的研究。在錄視頻時，接受挑戰的人被一桶水和冰塊倒在頭上後，還要提名三個人以上來接受同樣的挑戰。被提名的人需要在 24 小時之內完成挑戰並向 ALS 協會捐款。
- b) 平板支撐挑戰 - 一個在三分鐘內或自己時間範圍內，將身體保持直的（平板）姿勢並把重量集中在前腳掌和胳膊的運動/體育挑戰。
- c) 假人挑戰 - 一個從 2016 年十月開始流行在視頻中通常有背景音樂和有人們表現與人體模型一樣靜止不動的網絡爆紅短片。
- d) 翻水瓶挑戰 - 把一部分的塑料水瓶裝滿並以正面朝上落下的方式把它扔了。

就像之前所提到的，大多數的挑戰都是無害的，有趣的，和和善的。然而，網絡上還是有些挑戰是恐怖的和徹頭徹尾的危險。通過利用恐懼，迷信，情緒/心理困擾，和同伴壓力，這些挑戰叫小朋友去做可能導致身體傷害，甚至可能導致死亡的危險事情。在過去一年中出現了一個類似危險的挑戰叫 Momo 挑戰。這個恐怖社交媒體挑戰會出現一個黑色長髮，膚色慘白，眼睛突出的烏頭（像可怕女子），並據說會引誘小朋友作出越發冒險和有害的任務包括暴力行爲甚至自殺。雖然它可以在各種各樣的平台彈出，它好像集中在 [WhatsApp](#)，而用戶要在收到的鏈接上點選。它還有時候被嵌入在 YouTube 上的小朋友視頻中。這個挑戰不是新的但偶爾重新出現。

Momo 挑戰不是一個父母對此感到恐慌的事情。在多方面上，媒體對此的報道有可能使這個故事小事化大並造成毫無根據的歇斯底裏。沒有任何執法機構確認有任何人被 Momo 挑戰直接的傷害。然而，兒童迄今和將不可避免地社交媒體和互聯網上接觸到其他危險挑戰或信息。最佳預防方式是與孩子一起養成並模仿有負責性的網絡習慣：

- 1) 嘗試主動監督孩子的網上活動
- 2) 將電子設備放在共用家庭空間
- 3) 啓用隱私設置
- 4) 不要讓孩子在網上跟陌生人聊天
- 5) 鼓勵孩子講出來任何事情他/她不明白或有疑問的