

What Parents & Educators Need to Know about TOWNSHIP



(on the App Store; 'Everyone' on Google Play)

WHAT ARE THE RISKS?

MISLEADING PUBLICITY

Township's developers have previously faced criticism for advertising the game on social media by using clips of gameplay which can't actually be found in the final product. This may well lead to a child or young person downloading the game with severely misplaced expectations of what they'll be playing.

IN-GAME ADVERTS

While it's common for mobile games to feature in-game advertisements for other products and services, Township employs a particularly egregious strategy seen in several similar products. It offers users in-game currency in exchange for watching such adverts, which can obviously encourage young people to willingly expose themselves to marketing material.

IN-GAME PURCHASES

The game's core concept of building up a settlement to increase its population and income can feel slow paced at first – and players are incentivised to spend real-world money to move things along more quickly. That can mean handing over anything from £1.99 to £19.99 for these in-game boosts: amounts that can rapidly add up to a considerable sum if left unchecked.

TIME-CONSUMING GAMEPLAY

Township's gameplay loop of acquiring resources and reinvesting them into your little community is a fun one – but this rewarding sense of making progress can lead to players spending far more hours staring at the screen than they realise. There are also special in-game events which run for a limited time, designed to entice players into even longer gaming sessions.

ONLINE MULTIPLAYER MODE

After reaching level 19, players in Township can form a 'co-op' and unlock the option to exchange goods with up to 30 other users. Online multiplayer modes are nothing new, of course – but neither are the potential risks they pose to children and young people. Chances are, youngsters will be interacting with complete (and possibly much older) strangers within the game environment.

Advice for Parents & Educators

DISCUSS THE GAME IN ADVANCE

While older children may notice and understand that Township might be marketed in a potentially misleading way, it could be worth explaining to prospective younger players how and why the game differs from what's been advertised. This will help them to manage their expectations and avoid any possible disappointment if they do decide to download and play it.

MONITOR SPENDING AND SCREEN TIME

More modestly priced in-app bundles can be a welcome treat for a child wanting to speed up their progress in Township, but it's wise not to leave a linked payment method active in case a youngster gets carried away. Likewise, to prevent Township from causing an increase in screen time, parental controls on most devices allow limits to be placed on how long a game can be played each day.

BE WARY OF EXTERNAL SITES

Township's makers state that all in-game ads are age-appropriate: children won't be shown adverts recommending more violent titles, for instance. Even so, clicking on these adverts can take players out of the game and onto external sites that have nothing to do with Township or its developers: this raises the risk of children encountering inappropriate content or being tempted by online purchases.

TALK ABOUT ONLINE STRANGERS

Township's online multiplayer mode (as with any game which includes that functionality), is an avenue through which a child could be contacted by people who they don't actually know. It's worth reminding young Township fans, therefore, not to give out any personal information to strangers online – whether that's within the game itself or in the social networks associated with it.

Meet Our Expert

Editor in Chief of gaming and esports site GGRecon, Lloyd Coombes has worked in the games media industry for five years. A regular visitor to the App Store to try out new games and tools, he's also a parent who prioritises online safety. Writing mainly about tech and fitness, his articles have been published on influential sites including IGN and TechRadar.



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