



<https://blendr.com/>

What is it?

A social media app created in 2017 for the user to share pictures, videos, and notable occurrences with anyone they desire that is on the app. They state they have over 1.9 million unique profiles where the user gives a score or a rating of other persons posting images (i.e., a hot score). Blendr uses the GPS on the users' phones to provide that information to others.

Why can it be dangerous?

Dating rankings (2018) lists Blendr as a dating app that has quickly moved from the bottom ranks to the top. They openly state that the app is used by people who are looking for fast "encounters" or long-term relationships and a way to give someone a "gift" picture of yourself (p. Blendr Features).

Family Safe (2022) lists Blendr as the most dangerous social media app of 2022 for young users. Their warning stems from the ease by which predators can gain personal data, but also, the rating of private pictures can easily devastate the fragile egos of the young. Linvill (2019) spoke to the dangers such mediums present to young people, including college-age students. She stated that institutions of higher learning seek to provide a safe environment.

Still, social media is a clandestine world leading to untold psychological damage from bullying to organized nefarious events that suddenly override the universities' ability to protect students and faculty.

Defenses

The Patterson public school superintendent, Mrs. Shafer (2019), produced a large pamphlet to inform parents of numerous dangerous social media apps their school district encounters in negative ways. Shafer lists Blendr as a place for students to have sexual encounters with whoever is on the app. The cyberbullying research center (2016) recognizes Blendr as having over 310 million users and is extremely dangerous for young people. Their warning is that the app will automatically share the persons' location and personal information with little to no default safeguards.

Webwatcher (2022) provides a free and paid-for service parents can install on their child's phone, and it will track their texts, photos, calls, websites, and GPS. Numerous trusted family protective agencies recommend this app. Webwatcher and other similar resources are good tools that can aid parents in navigating the complex and sometimes scary world of social media apps. Odgers et al. (2020) conducted a large-scale study on the importance of parents recognizing the internet is here to stay, social media is part of our lives, and the vital aspect for parents is learning how to coach children on how to navigate the internet world properly.