



**CYBER SAFETY GUY**

# omoggle™

## THE BASICS PARENTS NEED TO KNOW

Omoggle is an AI-powered video chat platform where users are randomly paired and rated on their appearance in "mog battles". It blends webcam chat with AI face scoring, leaderboards and ELO rankings—fueling a growing looksmaxxing culture.

It may seem like fun, but the risks to self-esteem, privacy and mental health are real.



### AI-RATED WEBCAM BATTLES

AI analyses facial features and gives attractiveness scores (1–10).



### LOOKSMAXXING CULTURE

Focused on improving looks through grooming, fitness, surgery, filters and aesthetics.



### STREAMER-DRIVEN VIRALITY

Huge on Twitch, TikTok and Kick. Streamers drive engagement, clout and trends.



### ELO RANKINGS & SCORE SYSTEMS

Compete, climb leaderboards and chase higher scores and validation.

## HOW OMOGGLE WORKS



### 1 RANDOM MATCH

You're paired with a random stranger on webcam.



### 2 AI FACE SCAN

AI analyses your face and gives an attractiveness score (1–10).



### 3 MOG BATTLE

You both see each other and compete. Higher score "wins" the round.



### 4 ELO & RANK

Win rounds, earn ELO points and climb the leaderboards.



### 5 GO LIVE

Many users stream their battles for views, likes, donations and clout.

## KEY TERMS TO KNOW

**MOGGING:** Out-appearing someone; dominating with looks.

**LOOKSMAXXING:** Trying to maximise your appearance through grooming, fitness, surgery, filters, etc.

**PSL:** (Pretty Scale) 1–10 attractiveness rating used by the community.

**ELO:** A ranking system that matches you with similar skill (score) levels.

## WHY TEENS ARE DRAWN TO OMOGGLE

- ♥ Instant validation and attention
- ♥ Competitive leaderboards and ranks
- ♥ Thrill of random interaction
- ♥ Livestream fame and community
- ♥ Belonging in looksmaxxing culture
- ♥ Algorithms that reward engagement



## THE HIDDEN RISKS

- ⚠ AI scores are not accurate and can be biased.
- ⚠ Constant comparison damages self-esteem and body image.
- ⚠ Encourages shallow thinking and objectification of others.
- ⚠ Cyberbullying, roasting and public humiliation.
- ⚠ Risk of exposure: your face can be recorded, clipped and shared.
- ⚠ Groomers can use webcam chats to build trust and exploit.
- ⚠ Addictive design keeps users chasing scores and validation.



- 9.1 insane 🔥
- 3.2 mid 😞
- L mogged 😂
- 4.0 go gym bro 🤪
- 2.3 work on it 🙄
- you're cooked 😡

## THE LOOKSMAXXING CULTURE EXPLAINED



### APPEARANCE OBSESSION

Extreme focus on looks can lead to unhealthy habits and never feeling good enough, good enough.



### FILTERS & DECEPTION

Heavy use of filters, lighting tricks and angles to boost scores.



### EXPENSIVE PRESSURE

Pushes products, supplements and procedures that promise "maxxing".



### NEVER ENOUGH

High scores become the new normal—teens are never satisfied.

## LIVESTREAM & SOCIAL PRESSURE

- ✔ Battles are streamed live on Twitch, Kick and YouTube.
- ✔ Chat rooms can be toxic, mean and sexualised.
- ✔ Streamers profit from attention, not your wellbeing.
- ✔ Public clips go viral and follow you everywhere.

## LIVE CHAT EXAMPLES

- rate her 1–10 😞
- she's mid 😞
- W mog 👑
- L rizz 😂
- ew 🙄

## WHAT PARENTS CAN DO



### START THE CONVERSATION

Talk early, talk often. Ask about what they enjoy, what they see, and how it makes them feel.



### VALIDATE FEELINGS

Listen without judgement. Teens compare themselves because they want to belong.



### BUILD REAL CONFIDENCE

Praise effort, kindness, values and strengths—not just looks.



### ENCOURAGE BALANCE

Support healthy habits, hobbies and offline friendships.



### STAY INFORMED TOGETHER

Explore the platform. Learn the lingo. Make safety a team sport.

## PRACTICAL CONVERSATION STARTERS

- 💬 What do you like most about Omoggle?
- 💬 Have you seen mean or hurtful things in chat?
- 💬 How do you feel when you get a low score?
- 💬 Would you feel comfortable coming to me if something upsets you?
- 💬 Do you ever feel pressure to change how you look?



## SPOT THE RED FLAGS

- 🚩 Spending lots of time chasing higher scores.
- 🚩 Feeling upset, anxious or "not good enough".
- 🚩 Obsessing over appearance or editing photos.
- 🚩 Withdrawing from friends and family.
- 🚩 Lying about screen time or what they're doing.
- 🚩 Talking about self-harm or self-criticism.
- 🚩 Being secretive about who they chat with.



## SAFETY TIPS

- ✔ Don't share personal info (name, age, school, location).
- ✔ Never send photos or switch to other apps.
- ✔ Use privacy tools: block, report and skip.
- ✔ Avoid going live or being recorded.
- ✔ Protect your face, your body and your future.
- ✔ Remember: scores don't define your worth.



## QUICK DO'S

- ✔ Encourage open conversations.
- ✔ Know their online world.
- ✔ Use parental controls.
- ✔ Review privacy settings.
- ✔ Be a trusted place for help.

## DON'TS

- ✘ Spy or snoop.
- ✘ Shame or blame.
- ✘ Ignore the problem.
- ✘ Dismiss their feelings.
- ✘ React in anger.

## WHERE TO GET HELP

Childline  
0800 1111  
childline.org.uk

The Mix  
0808 808 4994  
themix.org.uk

Internet Matters  
internetmatters.org  
Advice, guides and tools for parents

## REMEMBER

Your involvement today helps your child build confidence and make safer choices tomorrow.