



I want to flag something with you this week that needs to be on our radars. It's **a platform called Omoggle**, and in the last fortnight it's moved from niche streamer culture into mainstream teen (and younger children) awareness and it's vile.

If you haven't heard of it, you're not alone. Most parents and teachers I speak to haven't. But a lot of teenagers have, and we need to catch up.

What Omoggle actually is:

Users open the site, connects their webcam, and are paired with a complete stranger. An AI then scans both faces, measuring symmetry, jawline, and something called "canthal tilt" and declares one person the winner ("the Mogger") and one the loser ("the Mogged"). A Mog Battle - (looksmaxxing) this is where our young people are ranked on their attractiveness

There's a **public leaderboard** with ranks running from "Molecule" at the bottom to "Chad" and "Slayer" at the top.

Through just a couple of clicks, under-18s are placing their face in a virtual arena for AI to **rank their looks against a complete stranger** - who just happened to be online at the same time.

The platform claims to be 18+. Children are on it right now.

The vocabulary built into the game — mogging, Chad, Slayer, Molecule, comes directly from **looksmaxxing** culture, which researchers have linked to body dysmorphia, misogyny, and pathways into the wider manosphere.

What are the risks:

⚠ It rates children's faces with AI — with no transparency around what happens to that biometric data

⚠ It's public, gamified and competitive, losing isn't private, it sits on a leaderboard

⚠ It uses live webcams with strangers , with all the risks of explicit content and predatory adults that comes with

⚠ It reinforces appearance-based hierarchies, at the age when self-worth is most fragile

⚠ It normalises manosphere vocabulary, turning words like "Chad" and "Mogger" into everyday playground language

The good news

You don't need to know every platform. You don't need to be a tech expert. You just need to stay close enough to your child that they tell you when something feels off and curious enough to ask the right questions when they do.

If you suspect or find out that your child has been using Omoggle open ended questions rather than interrogation can work better.



💬 How did you first hear about Omoggle?

💬 What do you think happens to the people at the bottom of the leaderboard? How will this make people feel?

💬 How do you think AI decides what "attractive" is and who taught it that? What do you think makes someone attractive (a chance to move past the physical and into the other characteristics and qualities of people that make them attractive)

💬 What other platforms have you come across recently?

These invite a conversation, not a confession. That's the whole point.

Five things you can do this week:

- ✓ Have one short, curious conversation — not a lecture
- ✓ Talk through the difference between an AI rating and reality
- ✓ Reinforce, without overdoing it, that appearance is not a measure of worth
- ✓ Check whether your child's school is aware (and if not, share this email)
- ✓ Keep the channel open. The goal is being the person they come to, not the person they hide from