# Influencer Miah Carter speaks out against online abuse as Ofcom proposes new protection measures



Miah Carter, a 21-year-old influencer known for her makeup, body positivity, and lip-sync content, is one of many women encountering daily online abuse while navigating social media. With a substantial following of 3.3 million on TikTok, she has highlighted the emotional toll of such scrutiny, stating, "the trolling I get is disgusting." In her conversation with BBC Radio 5 Live, Carter described how her rapid rise in popularity coincided with a surge of hateful comments, some of which suggested she take her own life. "Back then, I didn't understand it. I didn't know how to deal with my emotions,” she reflected, noting that the negativity significantly impacted her mental health.

Carter's experiences are becoming more common as Ofcom, the UK’s communications regulator, has released new draft guidance intended to enhance protections for women and girls online. These measures aim to address various forms of online harassment, including misogyny, domestic abuse, and the targeting of individuals through coordinated harassment known as pile-ons. Ofcom’s Chief Executive, Dame Melanie Dawes, described the draft guidelines as a "proper blueprint" for safeguarding users, stating that the agency would "absolutely" name and shame companies that fail to comply, informing the public of which platforms are not taking user safety seriously.

The guidance outlined by Ofcom includes suggestions such as implementing “abusability” testing, user prompts urging individuals to reconsider before posting harmful comments, and improved account controls for users facing harassment. It also calls for the removal of geolocation by default and the training of moderation teams to effectively address online domestic abuse. The forthcoming Online Safety Act will require social media firms to demonstrate that they are removing illegal content and protecting children from harmful material.

Amidst these developments, other content creators like Harriet Maynard have shared their experiences with online abuse following viral posts. Despite primarily attracting a female audience, Maynard noted that an influx of negative messages from men often accompanies her more popular content. "It can get you down," she remarked, pointing out that unlike conventional workplaces, there is no established procedure for addressing harassment in the realm of online content creation.

Nicole Jacobs, the domestic abuse commissioner for England and Wales, expressed support for Ofcom’s draft guidance, emphasising the responsibility of tech firms to enact these recommendations and prevent their platforms from being exploited for harm. However, some experts, such as Professor Clare McGlynn, have voiced concerns about the guidance's lack of legal binding power. McGlynn stated, “Experience shows that tech platforms do the absolute minimum necessary to comply with the law,” and called for stronger regulatory measures.

Many within the online community, including Carter and Maynard, have expressed a desire for more robust protections against online abuse. Carter remarked that "reporting hate often leads nowhere," and called for "stricter enforcement and actual consequences for harmful behaviour." In response to these developments, Meta, which owns Instagram and Facebook, stated that it removes language inciting violence and works with law enforcement on matters of public safety. The BBC also reached out to other social media companies, including TikTok and X, but responses are still pending.

As organisations and influencers work towards creating safer online spaces, the potential impact of Ofcom’s guidance remains to be seen, with advocates urging a collaborative effort from both the regulators and tech platforms to address these pressing issues.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://en-in-qj.obnews.co/Flow/News/id/9062425.html?val=a9a1124bce722eb8eb358fba2affbb90&ch=oppo&g_v=SBie7Ls8G4WyGFeBUHgO_GfRdjFpiJTLkpdfOy18gtcOJ0l6TEDA3aC8IQHceXaP> - This article mentions Miah Carter's experiences with online abuse, highlighting her determination to address mental health and body positivity despite facing harassment.
* [https://www.tiktok.com/@miahhcarter/video/7078412440404299013](https://www.tiktok.com/%40miahhcarter/video/7078412440404299013) - This TikTok video by Miah Carter discusses dealing with cyberbullying and mental health online, reflecting her efforts to raise awareness about these issues.
* <https://www.ofcom.org.uk/> - Ofcom's official website provides information on their role in regulating communications services, including efforts to address online harassment and safety.
* <https://www.gov.uk/government/news/new-online-safety-act-to-protect-children-and-adults-from-harmful-content> - This UK government webpage discusses the Online Safety Act, which aims to protect users from harmful content and ensure social media companies take responsibility for user safety.
* <https://www.bbc.co.uk/news/technology> - The BBC's technology section often covers stories related to online safety and regulation, including discussions on Ofcom's guidance and the impact of online abuse on influencers.