At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

TOY SCALPING, FAKES & SCAMS

Online scalping is when individuals or groups use automated software (bots) to bulk-buy high-demand items – such as gaming consoles, concert tickets, limited-edition trainers, or exclusive merchandise – with the intention of reselling them at vastly inflated prices. It's a fast-moving online trend that can frustrate young consumers and expose them to misleading practices or financial harm. As this unethical tactic grows, it's important to help children and young people understand how scalping works and how to navigate it responsibly.

WHAT ARE THE RISKS?

FINANCIAL PRESSURE AND MANIPULATION

Scalpers create artificial scarcity by buying up large quantities of stock before the public has a fair chance to purchase. This drives up demand and pushes prices to extreme levels. Young people may feel intense pressure to spend more than they can afford for fear of missing out entirely.

EXPLOITATION OF FANDOMS

Scalping often targets popular releases with strong fan bases, knowing that loyal followers are emotionally invested. Children and young people may place huge value on owning certain items linked to their favourite artists, sports teams or games, making them more likely to accept unfair prices or questionable sellers.

ACCESSING UNSAFE WEBSITES

In the rush to secure rare items, young people might click through to unverified sellers, online marketplaces with little consumer protection, or even sites designed specifically to harvest personal and financial data. This can expose them to fraud, malware, and identity theft.

NORMALISING UNETHICAL BEHAVIOUR

Some influencers and online communities present scalping as a clever money-making scheme rather than an exploitative one. This can normalise dishonest behaviour and blur the line between legitimate business and opportunistic profiteering for younger audiences.

RISK OF SCAMS OR COUNTERFEIT GOODS

Not every high-priced resale is legitimate. Fraudulent sellers may take payment for goods they never send, or ship counterfeit versions of branded items. In some cases, the product may look authentic in photos but turn out to be of poor quality or completely different from what was advertised.

REINFORCING INEQUALITY

Scalping makes already expensive items even less accessible, particularly for lower-income families. Children may feel excluded from trends or shared experiences with friends if their family cannot meet the inflated prices, which can lead to with feelings of isolation and disappointment.

Advice for Parents & Educators

TALK ABOUT ONLINE FAIRNESS

Use scalping as an opportunity to discuss fairness, consumer ethics, and how some people exploit markets for profit. Encouraging children to think critically about whether they truly need an item – and at what cost – can help them make more considered decisions.

ENCOURAGE PATIENCE OVER IMPULSE

Teach young people to wait for official restocks or future releases instead of paying over the odds. Many products come back into circulation, and patience can save significant amounts of money while reducing the likelihood of falling victim to scams.

SUPPORT INFORMED PURCHASING

Show children how to check seller credentials, read independent reviews, and verify whether a site is secure before making any payment. Knowing how to spot red flags, such as unrealistic promises or missing contact details, can prevent costly mistakes.

SET SPENDING BOUNDARIES

Establish clear rules for online spending, including limits on prepaid cards, gaming gift cards, and online wallets. Discuss the real-world value of money spent on digital or collector's items so children understand the long-term impact of their purchases.

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