



Experience Report

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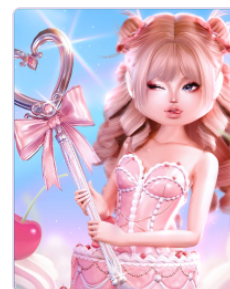
2026-10-14

inside.health-e-habits.org

Dress To Impress ★

PLATFORMS Roblox

ROBLOX MATURITY Minimal



Researched report · primary sources · Analysis date: 2026-10-14

Made by Health-e-Habits' research software from the sources listed. No person reviewed it before publishing, so check anything decisive on the publisher's own pages.

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Dress To Impress is a free Roblox fashion contest where your child picks an outfit for a theme, then up to 12 other players rate it on a runway. Rounds last under five minutes and the game never ends. Spending real money is optional, and chat with strangers is on by default.

👁️ A starting point, not the last word.

This report was researched automatically from public sources on 2026-10-14. Use it to decide what to look at and what to ask, then check for yourself, ideally by playing alongside your child.

Researched report compiled on 2026-10-14 from approved primary sources. Every citation was checked against the approved-domain list after research and anything outside it was discarded. Game content and policies change; verify anything decisive on the publisher's own pages.

The Breakdown

Roblox's maturity label first, then the six areas it leaves out. Each one starts with a topline, followed by the detail.



RATING

Roblox Maturity Label

Topline: Roblox labels this experience Minimal: it may contain occasional mild violence, light unrealistic blood and occasional mild fear. Playable on every Roblox account type, including Roblox Kids (ages 5 to 8). This is Roblox's own label, not an ESRB rating; it describes this specific experience, not the Roblox app.



BEFORE YOU DECIDE

Is Your Kid Ready?

SKILLS

Your kid picks clothes and a pose fast, under a five minute timer, with no reading or typing required.

WHAT THEY SEE
AND HEAR

Your kid will see outfit contests, star ratings, and real chat comments from other players, which can sometimes be harsh.

WHO THEY MEET

Your kid shares a room with up to 13 strangers who chat and vote, unless you set up a private, friends only server.

SPENDING PRESSURE

Spending is optional and tops out around \$56.14 for a shortcut, with no timers or pressure tactics pushing a purchase.

Kids differ, so we skip the age rec and tell you what the game asks of them instead.



HOW IT PLAYS

What They Actually Do

Topline: Your child picks an outfit for a theme, shows it off, and gets voted on by up to 12 other players, in rounds that last under five minutes.

WHY IT MATTERS

This is a quick, social dress-up contest, not a game with a story to finish. Rounds are short, so your child can stop between rounds without losing progress. The pull here is social and creative, not built-in reward timers, so watch for social pressure to keep playing with friends instead.

WHAT YOU CAN DO

- Set a simple house rule like 'one more round' instead of 'one more game' since rounds run under five minutes.
- Ask your child to show you a round so you understand the dress-up and voting before setting limits.
- Check the in-game store yourself before allowing purchases, since prices run from pennies to about \$56 per item.

WHAT WE FOUND

- **What Your Child Actually Does** Your child gets a theme, picks clothes, makeup, hair, and a pose, then shows the look on a runway while others watch and rate it out of five stars.
- **Play Type** Infinite. There is no ending; the game keeps running new rounds and the creator keeps adding new themes, outfits, and events like Halloween or celebrity tie-ins.
- **How Hard It Is to Stop** Easy to medium. One round has a time limit of just under five minutes before voting happens; a child only loses that round's rank, nothing saved is lost.
- **What Pulls Them Back** None found in the creator's listing or badges. No daily reward, login streak, or countdown timer is named; some events run for a limited time and award special outfits for finishing quests.

WHAT MAKES IT FUN

- Dressing up, competing for the best outfit, and getting rated by friends. One parent writer described his daughters' play session as full of laughter and noise.
- Playing together matters a lot. An ESRB blog post said communication between players is a big part of what makes this kind of game compelling for kids.

IN THE CREATOR'S OWN WORDS

The creator's listing and its 4 badges mention no daily reward, streak, timer or limited-time event as of 2026-10-14.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress
Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14
<https://www.roblox.com/games/15101393044/Dress-To-Impress>
2. **ESRB** – Level Up with ESRB: Talkin' Ratings - Roblox and Diverse Content
Published: Not listed · Updated: Not listed · Accessed: 2026-10-14
<https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/>
3. **GameSpot** – Dress To Impress Codes April 2026 For Free Outfits And Accessories
Published: 2026-04-23 · Updated: Not listed · Accessed: 2026-10-14
<https://www.gamespot.com/articles/dress-to-impress-codes/1100-6533105/>

WHAT WE COULD NOT CONFIRM

- We could not confirm the price of a private, friends-only server; check the Servers tab on the game page.



WHAT IT COSTS

What It Costs

Topline: Your child can enjoy the whole game for free, but can also spend real money, up to about \$56 at a time, on looks, convenience, and a faster path to in-game cash.

WHY IT MATTERS

Your child can play this game fully for free, since paying mostly buys outfits and a VIP room, not a real edge over other kids. The in-game money also drops as they play, so spending real money is a choice, not a requirement to keep up.

WHAT YOU CAN DO

- Ask your child whether the VIP Room or Custom Makeup actually matters for how they play.
- Check the Servers tab on the experience page if you want a private, friends-only game.
- Set a Robux spending limit in your Roblox account settings before handing over a device.

WHAT WE FOUND

- **How Much Paying Matters** Optional. A child who never pays can still dress up, compete, and unlock the VIP Room over time; paid items like the VIP Pass, Custom Makeup, and themed outfit sets are looks or convenience, not a fighting edge.
- **Earned by Playing** The game hands out an in-game money currency as your child plays, which can likely be spent on outfit pieces and extras. This is a normal, ordinary game mechanic, the same as it has been in games for decades.
- **Bought With Real Money** Looks only (outfit sets like Haunting Beauty and Moonlight Butterfly), convenience or capacity (the VIP Room, extra hair slots, skipping tiers), and a shortcut to in-game money (Money Tier 5 for about \$56.14). Nothing in the store list buys power over other players; ask your child if the VIP Room or custom makeup actually change how they play.
- **Uses Urgency and Pressure** No. The creator's listing and its badges show no daily reward, login streak, timer, or limited-time shop; more than 10 private, friends-only servers exist and you can check their price on the Servers tab.
- **Uses Loot Boxes** No. Nothing in Roblox's store list for this experience is a random-outcome purchase; every item listed is a fixed, named item or amount of in-game money bought at a set price.
- **Monetization Summary** Paying here is a shortcut and a style choice, not a requirement. Money mainly buys outfits, the VIP Room, and a faster route to the in-game cash your child can also earn for free by playing.
- **Complaints & Regulatory Actions** We found no FTC, state attorney general, or class-action case naming Dress To Impress or Dress To Impress Group specifically over monetization or child safety. Several states, including Oklahoma and Indiana, are suing Roblox the platform over child safety broadly, and child-safety groups asked the FTC in May 2026 to probe Roblox's currency and engagement design, but no action yet targets this experience's specific purchases.

WHAT IT SELLS

14 one-off passes and 92 repeatable purchases, priced from 1 to 4500 Robux (about \$0.01 to \$56.14).

Roblox's own store list, checked 2026-10-14.

No purchase in the store list is described as random.

ITEM	PRICE	TYPE
VIP Pass	799 Robux (about \$9.97)	One-off
Haunting Beauty	449 Robux (about \$5.60)	One-off
Queen Of Hearts	399 Robux (about \$4.98)	One-off
x2 Money	399 Robux (about \$4.98)	One-off
Moonlight Butterfly	379 Robux (about \$4.73)	One-off
Custom Makeup	349 Robux (about \$4.35)	One-off
Sweet Berry Set	349 Robux (about \$4.35)	One-off
Materials+	299 Robux (about \$3.73)	One-off
Moongazer Set	299 Robux (about \$3.73)	One-off
Denim Set	299 Robux (about \$3.73)	One-off
Rich Girl Set	299 Robux (about \$3.73)	One-off
French Luxury Set	279 Robux (about \$3.48)	One-off
Money Tier 5	4500 Robux (about \$56.14)	Repeatable
Seasonal Tier 5	4500 Robux (about \$56.14)	Repeatable
Seasonal Tier 5 Prop	4500 Robux (about \$56.14)	Repeatable
VIP Permanent Gifting Prop (x5)	3995 Robux (about \$49.84)	Repeatable
VIP Permanent Gifting Prop (x3)	2397 Robux (about \$29.90)	Repeatable
Queen Of Hearts Gifting Prop (x5)	1995 Robux (about \$24.89)	Repeatable
x2 Money Gifting Prop (x5)	1995 Robux (about \$24.89)	Repeatable
Custom Makeup Gifting Prop (x5)	1745 Robux (about \$21.77)	Repeatable

Dollar figures are approximate. Roblox sells Robux in packs; the smallest is 400 Robux for \$4.99 as of 2026-10-14, larger packs cost a little less per Robux, Premium members get extra, and Roblox can change these prices at any time. Check the price in Roblox before deciding anything on a dollar figure. Showing the randomized and most expensive items.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress

Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14

<https://www.roblox.com/games/15101393044/Dress-To-Impress>

2. **FTC** – Roblox FOIA records page

Published: Not listed · Updated: 2026-04-01 · Accessed: 2026-10-14

<https://www.ftc.gov/legal-library/browse/frequently-requested-foia-records/roblox>

3. **CBS News Atlanta** – Roblox faces renewed scrutiny as child safety advocates urge FTC investigation

Published: 2026-05-20 · Updated: Not listed · Accessed: 2026-10-14

<https://www.cbsnews.com/atlanta/news/roblox-faces-renewed-scrutiny-as-child-safety-advocates-urge-ftc-investigation/>

WHAT WE COULD NOT CONFIRM

- It is unclear whether the in-game money (used for Money Tier purchases) can be earned fully for free or only partly.



WHO THEY MEET

Who They Meet

Topline: Up to 13 strangers share a server, players really do chat while playing, and the makers run an outside Discord for special events.

WHY IT MATTERS

Your child is not just getting dressed up alone here. They are showing their outfit to strangers and reading what those strangers type back, and a maker-run Discord pulls kids to a second, less-watched place online.

WHAT YOU CAN DO

- Check your child's Roblox chat settings before they play, since that decides what they can type or read here.
- Open the Servers tab together and set up a private, friends-only server if you want to avoid strangers.
- Ask your child whether they have joined the Dress To Impress Discord or community page, and look at it together.

COMMUNITY AND FORUM

This experience belongs to a Roblox community with 10,199,334 members. Its page is on Roblox but outside the game, and the creator can switch on a forum there, which makes it a second place where a child can run into people they do not know. Posting, commenting, or replying in a Roblox community forum requires an account aged 13 or older that has completed Roblox's age check. Accounts that have not can still read posts and react to them. [See the community page on Roblox](#) to check whether a forum is on.

Roblox's rule as of 2026-10-07, explained in [Roblox's Community Forums help page](#). Community size checked 2026-10-14.

WHAT WE FOUND

- **Social & Chat Risks** Up to 13 people share a server, and the whole point of the game is other players judging your outfit. An ESRB reviewer watched real text chat happen during play, including other players commenting on an outfit in the chat box, so chat is on while playing.
- **Trading & Item Scams** Trading is not a feature. Players earn or buy clothing items for their own avatar, but nothing we found lets one player hand an item to another player.

- **Off-Platform Pull** The creator runs an official Discord server, and for a Lady Gaga in-game event kids had to join that Discord to ask a question. The creator's Roblox community page (10.2 million members) and any forum switched on there sit outside the game itself and outside its moderation, and anyone 13 or older who has completed Roblox's age check can post or reply there.
- **Playing With Friends vs Strangers** Roblox lists more than 10 private servers for this game right now, so a friends-only room exists; check the price on the Servers tab yourself. Outside a private server, the runway and outfit voting put your child with up to 13 strangers.

PRIVATE SERVERS

Roblox listed more than 10 private servers running for this experience when we checked, so a friends-only way to play exists. The price is on the experience page under the Servers tab. 2026-10-14

EVIDENCE AND SOURCES

1. **ESRB** – Level Up with ESRB: Talkin' Ratings – Roblox and Diverse Content
Published: Not listed · Updated: Not listed · Accessed: 2026-10-14
<https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/>
2. **GameSpot** – How To Play The Dress To Impress Lady Gaga Event
Published: Not listed · Updated: Not listed · Accessed: 2026-10-14
<https://www.gamespot.com/articles/how-to-play-the-dress-to-impress-lady-gaga-event/1100-6534112/>
3. **Roblox** – Dress To Impress ★
Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14
<https://www.roblox.com/games/15101393044/Dress-To-Impress>
4. **Roblox** – Dress To Impress Group community page
Published: Not listed · Updated: Not listed · Accessed: 2026-10-14
<https://www.roblox.com/communities/17264167/Dress-To-Impress-Group>

WHAT WE COULD NOT CONFIRM

- We could not confirm whether the creator's community forum is currently switched on.
- We could not confirm whether your Roblox parental settings can block your child from joining this community or its forum.



YOUR SETTINGS

What You Can Control

Topline: Your Roblox settings can block this specific game, limit chat, and cap spending, but they only work if you link your child's account to yours first.

WHY IT MATTERS

You need to link your child's Roblox account to yours before any of these controls work at all. Even then, a spending limit or block only follows that one account, not your child's play on a friend's device or a different platform.

WHAT YOU CAN DO

- Link your child's Roblox account to your own parent account today if you have not already.
- Search for 'Dress To Impress' in Blocked experiences if you want it off limits entirely.
- Set Private servers to Connections or No one since this game runs public and friends-only rooms.

WHAT WE FOUND

- **What the Label Gates** This game's 'Minimal' label means it is open to every Roblox account type, including Kids accounts. You can still block it by name for your child.

ROBLOX SETTINGS THAT COVER THIS

- Use 'Blocked experiences' under Content restrictions to block this game by name, set a monthly spending limit that includes Robux spent here, and check chat settings since Roblox Kids accounts have chat off by default.
- Since this game runs over 10 private servers, set 'Private servers' to Connections or No one so your child can only join friends-only rooms you approve of.

WHAT SITS OUTSIDE YOUR CONTROLS

- This game can be played on PC, Mac, iOS, Android, Xbox, PlayStation, and Meta Quest, so a block or limit set on only one device will not stop play on another.
- Your child could play on a friend's already logged-in account or device, which skips any limit tied to their own account.
- The creator's community page and any forum on it sit on Roblox but outside this game itself, and your Roblox settings for this game do not reach them.
- **Second Rating** Not applicable. This is a Roblox experience, not a standalone app, so it has no separate App Store or Google Play age rating to compare.

CONTROLS ON YOUR PLATFORM

These settings belong to the console or store rather than to the game, so they apply to everything your child plays on it – and they are set outside the game, not in it.

Roblox Roblox Parental Controls (linked parent account)

Every setting that matters is on the parent's linked account, not the child's device, and none of them reach the parts of an experience its creator built themselves – in-game trading, in-game chat features, and off-Roblox communities are outside all of these.

Where to set it: A parent creates their own Roblox account, verifies their age, and links it to the child's account. Everything below is then set from the parent's own account at Settings > Parental Controls > [child's account], on any device, and applies to the child everywhere they play. There is no device PIN; the linked parent account is the control.

What it can and cannot do:

- The Parent Account Is the Control, Not the Device
- Account Type Sets What a Child Can Open
- Any Single Experience Can Be Blocked
- Chat Is Four Separate Switches, and None Reach Creator-Built Chat
- Roblox's Trading Settings Do Not Cover Trading Inside an Experience
- Roblox's Own Scam Rule
- A Monthly Spending Cap, and Alerts That Start at \$100
- A Daily Time Limit That Actually Stops Play
- Friends List and Private Servers Are Visible and Controllable
- The Web Player Will Sidestep Device Family Settings

Step-by-step for each of these is in the online report: inside.health-e-habits.org/?t=Dress%20To%20Impress%20%E2%AD%90

EVIDENCE AND SOURCES

No sources were recorded for this section, so treat it as suggestions rather than findings. The facts it leans on are sourced in the other sections.

WHAT WE COULD NOT CONFIRM

- No approved source could be confirmed for this category – findings here should be verified against the publisher's official pages before being relied on.



WHO IS MINDING THE ROOM

Who Made This

Topline: A small team, not a big company, runs this game. The main developer started as a teenager and still updates it today.

WHY IT MATTERS

This game is not made by a big, experienced game company. It is run by a young creator and a small team who are still learning as they go. That means there may be less formal safety planning behind the scenes than you would expect from a major studio.

WHAT YOU CAN DO

- Check the 'You played Dress To Impress!' and other badges with your child to see what keeps them coming back.
- Visit the community page together once to see the team's own posts and tone.
- Ask your child what the chat is like when they play, since no outside moderation statement was found.

CREATOR FACTS

Creator	Dress To Impress Group (a group or studio)	Roblox verified badge	Yes
Running since	2023-10-18 (3 years)	Last updated by creator	2026-10-14 (yesterday)
Total visits	11,150,534,267	Playing when we looked	47,166
Players per server	13	Community members	10,199,334
Joining the community	Open to anyone, free	Other experiences by this creator	None, this is the only one

Want to learn more about the game? [Open the Dress To Impress Group community page on Roblox.](#) Anyone with a Roblox account can look around, and joining is free. Members see the creator's announcements, and if the creator has switched on a forum, what players are talking about.

From Roblox's experience record, 2026-10-14. A verified badge means Roblox confirmed the account's identity; it is not a safety rating.

IN THE NEWS

Checked PBS, NPR, NBC News, CBS News for coverage since 2024-10-14. Nothing notable turned up.

WHAT WE FOUND

- **Creator** Dress To Impress Group made this game. It is a team of people, not one person, led by a developer known online as 'Gigi,' with a Roblox verified badge. It launched in October 2023 and was last updated on October 14, 2026. It is a big game, with tens of thousands playing right now and over 11 billion total visits.

TRACK RECORD

- This is the only game this team has published, so there is no other title to compare it to. A news profile describes the team behind it as including a community manager and a director who talk about wanting players to express themselves through fashion. We found no official statement from the creator about safety or moderation practices beyond what Roblox itself provides to every game on its platform.
- Multiple independent parent-guide articles report ongoing safety worries about this specific game, like open chat with strangers and harsh comments during voting, but these are not from the creator and are not a formal complaint or lawsuit against this game.
- The developer 'Gigi' began building this game as a young teenager and grew it into a large operation, according to a feature article on Roblox and youth culture. This shows the game is run by a young, still-growing team rather than an established studio.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress ☆

Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14
<https://www.roblox.com/games/15101393044/Dress-To-Impress>

2. **Crossplay** – Millions of Kids Play Dress to Impress on Roblox. Now Meet the People Behind It.

Published: Not listed · Updated: Not listed · Accessed: 2026-10-14
<https://www.crossplay.news/p/who-makes-dress-to-impress-on-roblox>

3. **Psyche** – What is Roblox teaching children about capitalism?

Published: Not listed · Updated: Not listed · Accessed: 2026-10-14

<https://psyche.co/ideas/what-is-roblox-teaching-children-about-capitalism>

WHAT WE COULD NOT CONFIRM

- We could not confirm any written moderation or safety policy from the creator themselves, only general Roblox-wide rules.
- We could not confirm whether the reported safety concerns from parent-guide articles have led to any official complaint or action.



PLAYING TOGETHER

Playing Together

Topline: This game is a fashion contest where your kid designs an outfit for a theme, then gets rated by strangers. It is an easy one to sit down and play with your child.

WHY IT MATTERS

This game is built around being judged by other players, which can feel great or sting depending on the vote. Playing a round together, even offline, helps you see what that feedback loop feels like for your child.

WHAT YOU CAN DO

- Sit with your child for one full round to see the timer, theme, and voting in action.
- Ask your child to open a private server so your family plays without strangers rating the outfits.
- Try an offline dress-up round at home first so your child explains the theme and voting rules to you.

WHAT WE FOUND

- **Positive Features** Your child practices matching clothes and colors to a theme fast, which builds creative decision-making and an eye for style under a time limit.

QUESTIONS TO ASK YOUR KID

- Did you get a good 'theme' this round? (Context: each round gives a random prompt like a holiday or mood, and the whole outfit must match it before time runs out.)
- How many stars did people give your look on the runway? (Context: other players rate each outfit out of five stars, and the top three scores win that round.)
- Did you use the VIP Room this round? (Context: that is a paid area with exclusive items, so this asks whether your child feels they need it to compete.)
- Are people voting fair, or just for their friends? (Context: votes are cast by the other real players in your lobby, so popularity can matter as much as the outfit.)

OFF-SCREEN ACTIVITIES WITH THE SAME APPEAL

- Play a free, no-cost dress-up round at home: give everyone a surprise theme and a timer, then vote on outfits made from clothes already in the closet.

- Book a family trip to a local thrift store and give everyone a small budget and a theme to build a look around, just like the game's rounds.
- Host an at-home fashion show night with a cardboard runway, phone camera, and a simple scoring card, rating each other's outfits like the in-game voting.
- **Can You Co-Op?** There is no split-screen or cross-console play here; up to 13 people share one online room and compete or chat, and more than 10 private, friends-only servers currently run for this experience, so you can ask your child to set one up for just your family.
- **If the Answer Is Not Yet** There is no gentler, lower-rated version of this exact fashion-contest format that we found; this experience already carries Roblox's lowest maturity label, Minimal.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress

Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14

<https://www.roblox.com/games/15101393044/Dress-To-Impress>

2. **GameSpot** – Dress To Impress Codes April 2026 For Free Outfits And Accessories

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<https://www.gamespot.com/articles/dress-to-impress-codes/1100-6533105/>

3. **ESRB** – Level Up with ESRB: Talkin' Ratings – Roblox and Diverse Content

Published: Not listed · Updated: Not listed · Accessed: 2026-10-14

<https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/>

WHAT WE COULD NOT CONFIRM

- We could not confirm whether quitting mid-round costs any in-game currency or rank.

Practical Recommendations

Realistic actions to support informed, age appropriate gaming boundaries.

- Set 'Private servers' to Connections or No one so your child only joins rooms you approve.
- Block this game by name under Content restrictions if you decide it is not a fit.
- Set a monthly Robux spending limit, since paid items reach about \$56.14.
- Check your child's chat settings, since Kids accounts have chat off by default.
- Ask your child to show you a round so you can see the chat and voting yourself.

Complete Source List

Sources used across the report, with access dates and direct links.

1. **Roblox** – Dress To Impress
Published: Not listed · Updated: 2026-10-14 · Accessed: 2026-10-14
<https://www.roblox.com/games/15101393044/Dress-To-Impress>
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9. **Psyche** – What is Roblox teaching children about capitalism?
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<https://psyche.co/ideas/what-is-roblox-teaching-children-about-capitalism>

Words in this report

maturity label: Roblox's own rating for an experience: Minimal, Mild, Moderate, or Restricted. Set by the creator's answers, checked by Roblox.

experience: Roblox's word for a game. One Roblox app holds millions of them, each made by a different creator.

ESRB: The US ratings board for games (E, E10+, T, M). The letter is a starting point; the descriptors under it say why.

server: A shared online space where players meet. A public server is open to strangers; a private one is invite-only.

Robux: Roblox's money. Bought with real dollars, spent inside any experience. About 80 Robux to the dollar, which makes prices hard to feel.

creator: Whoever made the experience: anyone from a solo teenager to a studio. Roblox hosts it; the creator decides how it works.

private server: An invite-only copy of the experience, often paid for monthly, where only people the owner allows can play.

badge: An award for doing something in an experience. Collecting them is a common reason to keep playing.

login streak: A bonus for showing up every day. Skip a day and the streak resets, which is the point: it makes stopping feel like losing.

text chat: Typed messages between players inside the game.

trading: Swapping items with other players. Where it exists, scams follow: lopsided trades and fake trading hubs.

voice chat: Talking out loud to other players through a headset or mic. Often on by default with strangers.

split-screen: Two or more people on one screen in the same room. The easiest way to play alongside your kid.

virtual currency: Game money bought with real money (V-Bucks, Minecoins, Robux). Odd bundle sizes make the real cost hard to feel.