Sharenting: Sharing Moments or Violating Children’s Privacy?

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Abstract

On social media, parents are increasingly posting photographs, videos, and status updates containing private information about their children. This action is known as sharenting. Digital native parents who have raised their children in first-generation digital societies commonly partake in this pastime. However, distributing content on a regular basis hurts kids’ interests. This essay’s goals are to assess sharenting offences and highlight how important it is to protect children from sharenting’s dangers. A review of the literature served as the study’s methodology. The results demonstrate that the three stages of reality construction are represented by the six steps of the sharing process: (1) documentation, (2) choosing, (3) editing, (4) giving captions, (5) uploading, and (6) getting responses. Sharing behaviour has the potential to expose children’s identities in a public way on social media, has a tendency to violate children’s privacy, and even appears to exploit children. However, sharing might put pressure on the kids themselves and perhaps have an effect on online criminality. This article is meant to educate parents on the value of preserving attitudes and behaviours when sharing and protecting kids’ rights and privacy on social media. Parenting quality is determined by parental norms for the information that must be shared and its selection. A good sharing is one that promotes the child’s healthy development by transferring parenting expertise to other parents. Sharing is bad if the parents have violated the child’s privacy and endangered their safety.

Key words: Parenting, Sharenting, Digital Era.

Introduction

The internet has integrated completely into Indonesian society. According to the Digital 2021 research produced in partnership with Hootsuite and We Are Social, 202.6 million individuals in Indonesia were online in 2021, up 15.5 per cent from 2020 (Barnes & Potter, 2021). The study’s findings also indicate that social media use, with an average daily usage duration of three hours and fourteen minutes, accounts for the majority of online activity among Indonesians. There are 170 million social media users in Indonesia, which is comparable to 61.8% of the country's entire population (Permanasari & Sirait, 2021). Sharing was one of the new phenomena that emerged as a result of the extensive usage of social media. Sharenting is a practice in which parents post information about their children’s lives online. Another definition states that sharenting is the practice of parents disclosing specific information about their child in the form of images, videos, or posts on social media, which constitutes a privacy breach (Brosch, 2018).
Parents who post details about their kids, such as complete names, addresses, or other details, run the danger of those details being used in the future for humiliation or cyberbullying. Moreover, sharenting runs the risk of making a youngster an easy target for identity theft, predators, and kidnapping. It also might have an impact on the bond between parents and kids (Fox & Hoy, 2019). These concerns indicate that parents should limit their sharing activity since it may have a negative effect on their children (Marasli et al., 2016).

The findings of earlier studies have revealed a number of sharenting–related elements. One of the findings indicated a connection between sharing activity and peer pressure, internet addiction, and poor self-control (Hinojo-Lucena et al., 2020). Parents’ ignorance of the dangers of the online environment is one of the factors contributing to parents sharing. Several types of research have demonstrated that sharenting behaviour is also connected to an insufficient understanding of the consequences of sharenting. This shows that one of the key reasons why parents engage in sharenting conduct may be a lack of awareness of the risks involved (Dwiarsianti, 2022).

The phenomenon of sharing challenges the way most people think about privacy. According to the Privacy Calculus theory, a person should assess the advantages and disadvantages of disclosing personal information online. Currently being conducted research on social media privacy management have a big emphasis on how users act when sharing their own personal information online. Self-disclosure and sharing are different because with self-disclosure, the person taking the action will benefit or run the risk (Walrave et al., 2022).

Unfortunately, parents frequently disregard how their information may be perceived by others, especially when sharing embarrassing stories or inappropriate pictures. Furthermore, they frequently don’t know where these items might end up in the future. Already published content on the internet may not be appropriate in the future, according to Garmendia et al. (2022); in addition to being used to humiliate youngsters during their impressionable youth, these photos could also be viewed by potential employers or college admissions committees.

**Method**

This study uses a type of library research, which collects data from various literature. Literature that can be researched is in the form of books, documentation materials, magazines, journals and newspapers related to research material. Literature research is emphasised to find various theories, laws, propositions, principles, opinions, ideas and others that can be used to analyse and solve the problems under study. This library research is used by researchers to solve conceptual–theoretical problems, Early Childhood Learning Difficulties. This research is research and development.

**Results and Discussion**

In the age of social media, sharing the pleasures and difficulties of parenthood as well as publically chronicling children's lives through stories and photos have become social standards (Aw et al., 2020). Social networking sites (SNS) have proliferated among parents as a means of keeping in touch with family members as well as seeking and exchanging parenting tips. Yet, in doing so, parents have grown accustomed to routinely sharing information about their kids on social media or sharenting (Blum-Ross & Livingstone, 2017). In fact, 81% of children under the age of two already have some type of digital footprint created by their parents, according to the results of the AVG Technologies in 2010 survey conducted in the United States, Canada, Australia, New Zealand, Japan, France, the United Kingdom, Germany, Italy, and Spain (Cino et al., 2020). The findings of Brosch (2016) reveal that parents are the most active users of social media, posting an average of 116 infant images per account to document both the most significant occasions in their children’s lives, such as family vacations and unplanned moments from everyday life.

Technology, information, and communication play a significant influence in the evolution of the globe. The development Of its social media presence impacts the environment, especially the social one. Several changes from the preceding era have been brought about by the introduction of social media, including lifestyle, behaviour, sharing, and information transparency (Hidayati & Zaman, 2021). As a result, parents have additional challenges raising their children and experiencing parenting in unique ways since they live in a society where digitization is a priority (Brosch, 2016). Nonetheless, parents of the younger members of the generation appear to be the most frequent online information providers (Jorge et al., 2022). As seen in the study of Holiday et al. (2022), 91% of adults between the ages of 25 and 34 were found to be actively using Facebook and Twitter.

Young parents now use social media as a platform for sharing their happiness and hardships as well as raising their kids (Brosch, 2016). In addition, parents are more willing to provide documents and other pertinent information when they are living alone. In addition, more and more parents are living with their sons in the public eye, which has nearly become the societal standard (Kumar & Schoenebeck, 2015). Via social media, parents exchange information in the form of images, videos, comments, and circumstances (Kumar & Schoenebeck, 2015). Consequently, before a child Can walk, a lot of pictures, posts, and updates about life child on the net parents' social. As a result, parents socially upload numerous images, news stories, and updates about their child’s existence before they can walk.

Parents use a variety of social media platforms, such as Twitter, Snapchat, YouTube, WhatsApp, Pinterest, and TikTok (Frey et al., 2022). Facebook is a frequent social media used by the parent, Maeve et al. (2015) and Marasli et
al. (2016) found that 74% of parents post pictures and videos of their kids on Facebook with descriptions that reflect the kids’ personality. Brosch’s study (2016) reveals that 75.5% of the images parents send threaten children between the ages of 0 and 8. According to him, 83.9% of parents also disclosed the child’s birthdate to them, and 32.7% of parents have uploaded movies and other relevant papers to their child’s Facebook page. He also notes that 90.5% of parents publish or allow comments that mention their child’s name. Compared to fathers, moms are more likely to post photos of their kids and provide parenting advice on social media, with 79% of mothers and 76% of males becoming new parents (Cino et al., 2020).

The ease of using the Internet and the rapid development of social media, particularly in the twenty-first century, are responsible for the rising activity share. No one can deny that the proliferation of social media in this year has made sharing a popular practice among newly parenting families (Marasli et al., 2016). In addition, parents of young people, known as digital natives, are seen as generations that have grown and developed along with the advancement of digital and information technology (Damkjaer, 2018). Because parents believe it is fair and safe to share their son’s personal life with him, this might occur without their knowledge or understanding. Some uploads could be beneficial as long as they do not violate privacy or identity protection laws (Marasli et al., 2016). This is in line with research conducted by Briazu et al. (2021) On behaviour sharing; this provides parents with a number of advantages, including social support and the opportunity for interconnected relationships.

Although sharing is a good thing for parents and kids, it can’t be ignored that it has a negative impact on a child’s psyche and sense of self (Marasli et al., 2016). Due to the fact that parents communicate information about related children together with personal information about their own children, such as their date of birth, full name, and time of birth, this sharing tendency might become a worrying issue. Without being aware, a criminal can misuse knowledge in the future (Briazu et al., 2021). Because of the potential for information to be kept until the child is an adult and become the target of children’s thieves, sharing information with extremely young children can result in identity theft in the future. In addition, parents upload content in accordance with what they deem valuable, even though it can be problematic for children. This can breach children’s right to privacy and cause issues, especially when they first enter puberty, which among other things helps them value and trust themselves. Identity, which may be worried by the bad comments.

But, in sharenting, parents are more likely to benefit from it and obtain social support from their neighbourhood (Blum–Ross & Livingstone, 2017); in contrast, children are more likely to be exposed to the risks. The general internet is concerned about the theft and misuse of personal information. In fact, when someone divulges information that belongs to someone else, they frequently fail to consider the potential threat to their own safety (Plunkett, 2020). Additionally, the practice of sharing introduces a new layer of concerns regarding parental duty to protect children whose safety may be in jeopardy due to the revelation of their personal information (Hasanah & Ermawati, 2022).

Another severe problem associated with sharing is a situation known as “digital kidnapping,” in which unrelated people grab newborn images and distribute them online under the false pretence that they are the child's real parents. As a result, the child receives a new name and a fresh beginning for their online identity. Yet, it must be emphasized that kidnapping is illegal no matter where it takes place. Children may experience mockery from strangers as a result of sharenting. An extreme case was the hidden Facebook group of mothers who copied images of kids from other Facebook accounts, posted them online again, and mocked the kids (Fridha & Irawan, 2020).

As a result, the adverse consequences of potential sharing behaviour do not emerge immediately but may do so in the future. In spite of this, parents occasionally publish information on social media without considering how it can be received by others or without knowing where the content may lead a day later. Also, whether or not parents prepare behaviour protective behaviour moment to share behaviour and whether or not parents notice potential risk share (Esfandiari & Yao, 2022).

Sharenting Phenomenon in Indonesia

The prevalence of social media in the modern day has altered how young parents parent. Sharing is one parenting technique that has developed in tandem with the growth of social media. The phrase sharenting, which combines the words share and parenting, describes the trend in cyberspace where parents post extensive details about their children’s lives on social media (Briazu et al., 2021; Marasli et al., 2016). Brosch (2018) claimed that information utilized as an object of sharing by parents on social media includes things they own, clothes they wear, locations they’ve been, the food they eat every day, or other activities like play and school.

During a time when internet usage and social media presence were growing, this sharenting technique became a component of a newly developing discipline. Parents frequently use Twitter, Snapchat, YouTube, WhatsApp, Pinterest, and TikTok among other social media platforms (Frey et al., 2022). Research conducted by Maeve et al. (2015) and Marasli et al. (2016) About 74% of parents post images and videos of their kids on Facebook with messages referencing their private lives. Strengthened by research conducted by (Brosch, 2016) images that parents have uploaded. 75% of kids between the ages of 0 and 8 years. In addition, 83.9% of parents also disclosed their child’s date of birth, and 32.7% of parents posted movies and other papers about their children on Facebook. He noted that 90.5% of parents had submitted or received comments referencing their child’s name. Women are more likely than fathers to post
pictures of their kids and information on parenting on social media, with 79% of new mothers and 76% of new fathers (Brosch, 2018; Cino et al., 2020).

The rise of social media, particularly in the twenty-first century, and the accessibility of the internet are to blame for this rise in sharing activities. Given the prevalence of social media in this time period, sharing has become increasingly popular among young parents (Marasli et al., 2016). Young parents are also referred to as "digital natives," which refers to a generation that has grown and developed alongside advancements in digital and information technology (Damkjaer, 2018). Parents may not be aware of this sharing because they believe it is usual and safe to share details about their personal lives with their children (Brosch, 2018). Considering that they don’t upload anything that would violate a child’s privacy or identification and because they believe their uploads are positive in nature (Marasli et al., 2016). This is in line with the research conducted by (Briazu et al., 2021) that sharing behaviour provides parents with a number of advantages, including social support and the ability to build relationships.

There is no doubt that sharenting can have detrimental impacts on a child's identity and psychological health, even though it is helpful for both parents and children (Marasli et al., 2016). Because parents exchange information about their children's personal information, such as their date of birth, complete name, and time of birth, this habit of sharing might be a worrying issue. Future criminals can unintentionally abuse the information (Brosch, 2018; Plunkett, 2020). Revealing the personal information of extremely young children can increase the likelihood that identity theft will occur in the future because the information may be kept on file until the child is an adult, making the youngster a potential victim of juvenile criminals.

Additionally, parents post material that they believe is appropriate but may offend children. Thus, the practice can breach privacy rights and lead to issues, especially as adolescence approaches, when among other things, self-esteem and confidence are developed. Identities that could be at risk from unfavourable remarks (Marasli et al., 2016). So, parents are less aware of and comprehend how this sharing practice can harm children's privacy and jeopardize their safety. Furthermore, not many parents view this sharenting behavior as an activity that exploits children.

**Children’s Privacy**

This previously described sharenting technique may serve as the foundation for the revelation of sharing activities that are connected to the child's personal life. Nonetheless, Steinberg faces a dilemma between children's rights to privacy and their parents' freedom of expression. The United Nations Convention on the Rights of the Child, which affirms that children have a right to privacy, is, in reality, true. In line with Undang-Undang Republik Indonesia Nomor 35 Tahun 2014 article no. 1 about Child Protection, which translates to all actions that ensure and defend children’s rights and their ability to live, grow, and participate in society in a way that respects their dignity while also shielding them from abuse and discrimination.

Children have the power and motivation to defend their right to privacy in light of this. Yet, because they are not included in the decision-making process in the sharing practice, parents frequently give details about their child’s personal life without the child’s agreement. Also, children have little influence over the information about themselves that their parents post on social media (Brosch, 2018). Dwiarsianti (2022) indicated that in relation to information that can be shared online, children under the age of 13 do not yet possess the capacity for rational thought or decision-making. This is consistent with Australian research on kids aged 4–5 years old, which reveals that the majority of kids anticipate parents to first get their consent before posting any content to social media.

This is in accordance with the regulations on Undang-undang ITE article no. 26, which outlines that any use of information via electronic devices involving a person's personal data requires that person's agreement. A person may share personal data, including that of a child, only with that person’s consent. Children have not yet reached adulthood and are, therefore, unable to express their privacy concerns and preferences. As a result, when a child lacks the capacity to make decisions regarding the fulfilment of his privacy rights, adults—particularly parents—are required to uphold claims on behalf of their own children (Briazu et al., 2021).

The involvement of parents in child protection is regulated in Undang-Undang Republik Indonesia Nomor 35 Tahun 2014 in article no. 20 declares that parents have duties and responsibilities for carrying out child safety measures. Despite the fact that there are rules on posting images, videos, or information to social media, parents may believe that doing so is acceptable behaviour because they believe it to be part of their parental duties due to the ambiguity of policies and laws and the low level of media literacy (Dwiarsianti, 2022). Yet, if parents choose to disregard their children's right to privacy, the state must step in as a party with the power to uphold that right by assisting in the establishment of defined parameters for the application of that right.

**Conclusion**

The results of the investigation show that parents routinely share on social media, whether consciously or unconsciously, and for a number of reasons. This is commonplace and safe but risky. The dangers of sharing can have an
impact on a child’s development, identity, and privacy, as well as their potential and growth. Many social media sites, including Facebook, Instagram, Twitter, WeChat, and even YouTube, are used by parents to distribute content. Youngsters who share risk having bad consequences, including their online profiles being widely known, losing their privacy, and becoming victims of online crime. In order to avoid sharing from having bad, damaging repercussions and not just for the purpose of attaining social recognition and status, parents must check the content before it is shared. But it’s expected that sharing will benefit lots of people, motivate them, and inspire them.

References


Undang-Undang Republik Indonesia Nomor 35 Tahun 2014, (2014).