

Social Media Parents Phenomenon: Personal and Social Implications of Sharing Their Children

Sosyal Medya Fenomeni Ebeveynler: Çocuklarını Paylaşmanın Kişisel ve Toplumsal Etkileri

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ABSTRACT

Sharenting refers to parents sharing information about their children on social media platforms, such as pictures, videos, and text. This study examined parents' motivations for sharing information about their children and family life on social media, the effects of feedback and social comparison behaviors, and their attitudes towards laws, regulations, and conventions enacted to protect children. According to the findings, parents find it fun to post on social media, especially to share content about special occasions. While positive feedback motivates them, negative feedback causes anxiety and fear. Parents also compare themselves to other parents' content, which creates a sense of inadequacy. It was found that parents do not have sufficient knowledge about children's rights. In the light of the answers given, 23.3% of the parents know the content of the United Nations Convention on the Rights of the Child, 16.4% know the content of the European Convention on the Exercise of the Rights of the Child, 28.5% know the content of the Universal Declaration of the Rights of the Child and 31.5% know the content of the Child Protection Law. The other participants have either never heard of these conventions, declarations, and laws or have heard of them but do not know their content. When we look at the reasons why parents do not post about their children on social media, contrary to what is expected or predicted, it is seen that the rate of parents who do not post to protect the privacy of children, in other words, not to open the door to child abusers, remains at 10.9%. On the other hand, the rate of parents who do not post because they think children will be disturbed by the posts is 5.2%. As a conclusion of the study, it is recommended that social media policies and legal regulations should raise awareness of parents in the context of sharing motivations, effects of negative feedback, social comparison behaviors, and knowledge of children's rights through social media usage guides.

Keywords: Sharing, Privacy, Social Media, Digital Parent, Child Rights.

ÖZ

Sharenting, ebeveynlerin sosyal medya platformlarında çocukları hakkında resim, video ve metin gibi bilgiler paylaşması anlamına gelmektedir. Bu çalışmada ebeveynlerin sosyal medyada çocukları ve aile yaşamları ile ilgili paylaşımlarının motivasyonları, geri bildirimlerin etkileri ve sosyal karşılaştırma davranışları ayrıca, çocukları korumak için çıkarılan yasa, yönetmelik ve sözleşmelere yönelik tutumları da incelenmiştir. Araştırmanın bulgularına göre, ebeveynler sosyal medyada paylaşım yapmayı, özellikle de özel günlerle ilgili içerik paylaşmayı eğlenceli bulmaktadır. Olumlu geri bildirimler onları motive ederken, olumsuz geri bildirimler endişe ve korkuya neden olmaktadır. Ebeveynler ayrıca kendilerini diğer anne-çocuk içerikleriyle kıyaslamakta, bu da yetersizlik hissi yaratmaktadır. Ebeveynlerin çocuk hakları konusunda yeterli bilgiye sahip olmadıkları tespit edilmiştir. Verilen cevaplar ışığında ebeveynlerin %23,3'ü Birleşmiş Milletler Çocuk Hakları Sözleşmesi'nin içeriğini, %16,4'ü Çocuk Haklarının Kullanılmasına İlişkin Avrupa Sözleşmesi'nin içeriğini, %28,5'i Çocuk Hakları Evrensel Beyannamesi'nin içeriğini ve %31,5'i Çocuk Koruma Kanunu'nun içeriğini bilmektedir. Diğer katılımcılar ise bu sözleşme, bildirge ve kanunları ya hiç duymamış ya da duymuş ancak içeriğini bilmemektedir. Ebeveynlerin sosyal medyada çocuklarıyla ilgili paylaşım yapmama nedenlerine bakıldığında, beklenenin ya da tahmin edilenin aksine, çocukların mahremiyetini korumak, bir başka deyişle çocuk istismarcılarına kapı açmamak için paylaşım yapmayan ebeveynlerin oranının %10,9'da kaldığı görülmektedir. Öte yandan çocuklarının paylaşımdan rahatsız olacağını düşündüğü için paylaşım yapmayan ebeveynlerin oranı ise %5,2'dir. Çalışmanın sonucusu olarak, sosyal medya politikalarının ve yasal düzenlemelerin sosyal medya kullanım rehberleri aracılığıyla ebeveynleri paylaşım motivasyonları, olumsuz geri bildirimlerin etkileri, sosyal karşılaştırma davranışları ve çocuk hakları bilgisi bağlamında bilinçlendirmesi önerilmektedir.

Anahtar Kelimeler: Paylaşım, Mahremiyet, Sosyal Medya, Dijital Ebeveyn, Çocuk Hakları.



Introduction

The term "sharenting", a combination of the words "sharing" and "parenting", refers to the growing habit of parents sharing photos, videos, and other identifying information about their children on their personal social media accounts. On average, parents share 300 photos and sensitive data about their children online every year. The top 3 most used destinations for these photos are Facebook, Instagram, and Twitter (Ferrara et al., 2023). Sharing textual and audiovisual content about minors online by their parents or guardians, also known as "sharenting", is a part of digital cultures that emerged thanks to the opportunities provided by new media technologies (Tartari et al., 2024). Sharenting is an emerging trend on social networking sites where parents share identifiable information about their children online (Esfandiari & Yao, 2022). Mothers intensively disclose personal information and photos of their children on social media as they aim to share their parenting experiences with their followers (Van den Abeele et al., 2024).

According to Peng (2023), sharenting is the behavior of sharing their children's personal information online. Sharenting means that parents share private information about their children online, which poses privacy risks for children and may interfere with their autonomy to construct their own online identities (Cai, 2023). Holiday et al. (2021) state that sharenting is practiced at every stage of childhood from pregnancy to adolescence, and that despite parental privacy concerns, parents share social media posts about their children everywhere. Siibak (2019) argues that today's parents regularly post about their children on social media and disclose details about their children without considering the emergence of a child with data, the loss of privacy, and the potential distress that sharing practices can cause to the parent-child relationship. In support of this argument, Jorge et al. (2022) argue that there are multiple tensions between parents' right to share their parenting experiences online and their children's right to privacy and participation, taking

into account children's digital identities. Fox et al. (2023) argue that parents perceive their and their children's information as sensitive but are still inclined to share it. Cino et al. (2020) argue that parents who share their children are motivated by perceiving that the likes they receive on their posts are an endorsement of their parenting. Çimke et al. (2018) also argue that unconscious sharing by parents can cause children to be harmed in a period extending into adulthood, and can also cause abuse as a result of a behavior that opposes children's right to privacy and oblivion. Burn (2022) argues that regardless of whether the shared children are healthy or sick, in other words, sick and disabled children are no different from other children in matters such as identity and privacy, and that publishing their illnesses on social media platforms violates this right. To address the threat posed by sharenting, Kravchuk (2022) argues that conceptualizing child privacy not only as a right but also as in the best interests of the child will ensure greater protection of privacy, as it will require authorities to consider privacy "all actions related to children" and ensure that privacy is given due weight when balancing the rights of others. Dobrila (2021) argues that during the pandemic period, parents and teachers were not sufficiently informed, and therefore the sharing of videos and audio of students in online education processes was not considered within the scope of children's rights. Lavorgna et al. (2023) draw attention to the criminological dimension of sharing and argue that the information shared can enable both heinous crimes and other types of harmful behavior. Ugwudike et al. (2024) also argue that child-centered data can lead to subsequent use in the village. Lazard et al. (2019) argue that the reason for mothers' social media posts is to "showcase" good parenting.

Esfandiari and Yao (2022) found in a study of Iranian parents that parents improved their social and family relationships by disclosing their children's personal information, while few participants' concerns about the disadvantages of sharenting stemmed from the cultural manifestation of the 'evil eye'. Peng (2023), in a

study of parents living in the US, UK, and Nepal, found that parents have a misunderstanding of information ownership and are not aware of children's rights over jointly owned information. He also found that sharing behaviors are influenced by audience comments, family members' perceptions of privacy, cultural values, and exposure to negative news. Ögel-Balaban (2021) conducted a study on 491 participants, 264 women, and found that most photos were shared for special events (birthdays, celebrations), trips/holidays with children, and events with family members/friends. In a study of 40 mothers, Hashim et al. (2021) found that parents often share about social events, moments, activities, memories, school, food, entertainment, and milestones. She also found that the reasons for sharing included sharing memories, just sharing, staying connected and interacting with others, motivating, encouraging, and inspiring others, personal fulfillment, and sometimes no reason. Staes et al. (2023), in a study of 17 grandparents aged between 52 and 83 in Flanders, Belgium, found that participants shared to inform others about their grandchildren's development; to interact with other grandparents; to give advice; role confirmation; to show that they were proud of their grandchildren or happy to be grandparents; and to record memories. In a study of 613 Australian parents, Barnes and Potter (2021) found that parents were not aware of or did not fully understand the privacy of children violated by sharenting practices. Van den Abeele et al. (2023) conducted a study on 20 Dutch mothers and found that although participants were concerned about their children's privacy and took some privacy-related measures to protect it, cognitive biases (unconsciously) reduced their risk perceptions. Elorriaga-Illera et al. (2022) found that viewers were uncomfortable with the use of minors in videos posted by Spanish YouTuber Verdelliss on YouTube. Blum-Ross and Livingstone (2017), in a study of 17 parent bloggers, found that bloggers grapple with deep ethical dilemmas when telling their stories on their blogs; representing their identities as parents inevitably makes some aspects of their children's lives public

and paradoxically exposes them to risks they are obliged to protect. Stoycheff and Stoycheff (2024), in a study of 1562 parents from different countries, found that American parents' privacy concerns were more intense because America's global technology giants are often involved in major privacy scandals. Cino and Vandini (2020) found that nursery and primary school teachers' posts about their students weakened parents' social media sensitivity and protection processes regarding their children. Ünlü and Morva (2020) found that parents primarily prefer to share special days, family photos, and photos of their children with their children at an early age; if the child is older, they tend to consult the child before sharing the content, but they do not pay enough attention to keeping the child's identity confidential and not sharing personal information. Wang et al. (2024), in a study of 23 urban middle-class Chinese mothers, found that mothers' sharing reflexes were based on strengthening motherhood, expanding motherhood through sharing, and redefining motherhood through sharing and that discourses of intense motherhood, scientific motherhood, and moral motherhood emerged. Lipu and Siiba (2019) conducted a study on 14 Estonian mothers and their children between the ages of 9 and 13 and found large differences between the views of children and parents when uploading child-related content to social media. Pre-adolescent children were disappointed with the posts and a privacy gap emerged between parents and children. Ouvrein and Verswijvel (2019), in a study of 46 Dutch secondary school students aged between 12 and 14, found that although adolescents generally seemed to approve of sharing and most adolescents trusted their parents, the practice occasionally led to some frustration. Adolescents identified contradictions between the image they were trying to create online and their parents' posts, which could create embarrassing situations. To avoid conflicts, adolescents indicated that parents should respect a few boundaries about what kind of posts can be shared, how often, and with whom; moreover, they emphasized the need to ask for permission before posting about their children. Verswijvel et al. (2019) found in their

study among 1262 students from 13 different Dutch schools that adolescents believe parents share information about their children mostly for informational-archival motives. It also showed that adolescents largely disapprove of sharing. They considered it mostly embarrassing and useless. Kopeckya et al. (2020), in a study of 1460 Czech and Spanish parents, found that a significant proportion of parents shared photos of their children on social networks that their connections could access without considering privacy. Williams-Ceci et al. (2021) found that a video explaining the dangers of sharenting to 246 parents reduced parents' willingness to share both inappropriate and appropriate content about children, but did not change parents' attitudes about asking permission from their children before sharing. Er et al. (2022) found that children's faces were mostly accessible in socially sensitive posts made by parents with the hashtags #evdekal and #korona during the COVID-19 pandemic, which posed a problem in terms of privacy. Blanco and Gutiérrez (2024) emphasize that in a sample of 89 influencer mothers and fathers on Instagram, there is an extremely high inclusion of minors in the posts of influencer mothers and fathers, and although less than 15% of them are identified as advertisements, they often serve as vehicles for brands (96.71% of the mothers' posts include brands), which shows that the image of minors is abused. Baloğlu (2023) conducted a study on 6143 posts with the hashtag #child between June 1-15, 2023, and found that children were included in the posts as a commercial commodity and that parents tried to create an ideal parental image with their posts while violating the right to privacy with private images and information belonging to the child. Omur and Uyar (2022) conducted a study on 20 social media users with children under the age of 13 living in Turkey and found that parents list the reasons for sharing as being appreciated and making themselves happy and that parents care about privacy settings even if they do not apply them while sharing. Zhu et al. (2024) conducted a study with 16 Chinese mothers and found that the most important motivation for mothers to share is to document special occasions

such as their child's graduation, receiving awards, and birthdays. Another motivation is to receive interaction. Lastly, she found that they also shared to receive information and emotional support, although not as prominent as the others. Boufares Tayaa and Bouzaabia (2022) found that women entrepreneurs on social media in Tunisia share their private lives as well as their children as determinants of their success. This study contrasts with other studies in the literature. Vizcaíno-Verdú et al. (2023) found in a study conducted with 350 Ibero-American parents that parents found that children turn into promotional assets and emphasized the importance of protecting them. Küçükali and Serçemeli (2019) conducted a study with the participation of Atatürk University academic staff and found that academics were careful in their posts about their children on social media platforms and took into account the legal aspects of the posts. In addition, the academics participating in the study stated that the accounts they follow do not pay attention to child privacy in the posts made in the accounts they follow and that there are elements in the posts that will reveal the position of children. Salcines-Talledo et al. (2022) conducted a study on 51 Spanish parents and found that parents do not post content about their children on social networks very often and when they do, they avoid providing identifying information. In addition, he found that adults have a high level of knowledge about existing legal regulations. Ögel-Balaban (2022) conducted a study on 537 parents and found that parents share images of happy moments spent with family and relatives, such as vacations, trips, family and relatives, while they do not share images of unhappy moments, which is motivated by the motivation to create a positive image of themselves and their parenting, to be appreciated and liked. Akpınar et al. (2020) found that parents are sensitive in their social media posts about their children. Walrave et al. (2022), in a study of 30 parents and adolescents, found that parents share information about their children because they are proud of their adolescent children or to inform family and friends; in contrast, adolescents' approval of their parents' sharing behavior

depends on the content that parents disclose online. Adolescents perceive sharing as positive as long as they are portrayed in a nice way and positive events are shared. Walrave et al. (2023), in a study of 16 Belgian parents, found that as parents were aware of the potential benefits of sharing, they implemented strategies to ensure their children's privacy while continuing to enjoy the benefits that sharing offered them. These strategies included photographing the child from a distance, having the child look away from the camera, focusing only on a part of the body, covering the face with an expression, blurring the face, or cutting out recognizable parts. Garmendia et al. (2022) found that among 2900 children between 9 and 17, a significant portion of the participants whose parents posted about them asked their parents to delete the post. Doğan Keskin et al. (2023) conducted a study among 427 people over the age of 18 and found that a significant portion of the participants thought that sharing children's photos and videos on social media platforms could lead to child rights violations and abuse. At this point, it does not matter whether the sharers are mothers, fathers, relatives, or caregivers. In a study of 418 parents, Hoy et al. (2023) found that a variety of children's information is perceived as sensitive and that some information, such as videos and photos that parents easily share through social media, is highly sensitive. The study results also reveal that fathers and single parents are more likely to perceive their children's information as sensitive and are more willing to share it. Porfirio and Jorge (2022) conducted a study of 1116 posts about children on four Instagram formats, namely Post, Instastory, IGTV, and Reels, by 6 male and female celebrities living in Portugal and found that children were mostly depicted in spontaneous moments of daily life, which were perceived as intimate and private moments. Lazard (2022) conducted a study on 20 mothers between the ages of 24 and 50 and listed the reasons for sharing as emotional sharing where emotional events such as family togetherness are shared, digital sharing where all the sharing is done in "happy" moments, and pride sharing where proud moments are shared. Ní Bhroin et al.

(2022), in a study of 5,630 parents living in England, Estonia, Germany, Poland, Russia, Poland, Russia, and Spain with children between the ages of 9 and 17, reached different paradoxical results. They found that parents with higher levels of digital skills were more likely to be sharers, that parents who actively mediate their children's internet use and are more concerned about their children's privacy are also more likely to be sharers, and, to further emphasize the complexity of this relational practice, many parents do not ask for their consent before sharing information about their children. Overall, parents seem to think that the social benefits of sharing outweigh the potential risks for both themselves and their children. Wardhani and Sekarasih (2021) found that the perceived benefits of sharing outweighed the perceived risks in a study of 20 parents with at least one child under 13 in Jakarta. The study also found that parents shared for four reasons: to document their child's development, to receive social support from their social media followers, to overcome loneliness as new parents, and parents' low self-efficacy in protecting their child's privacy online. In a study conducted on 130 mothers, Kiliç et al. (2024) found that mothers with more followers shared more posts, and while doing so, mothers shared posts that showed their children alone, showing them playing games, containing children's identity information, and violating their privacy. In a study conducted by Ranzini et al. (2020) on 320 parents with children under the age of 13, Ranzini et al. (2020) found that situational or general privacy concerns do not affect parents' sharing actions, while frequent sharing habits make it more likely to share more frequently. Jiménez-Iglesias et al. (2022) analyzed 1000 posts on Instagram and found that 45.6% of the posts included minors and that these posts received 41% more likes than those without children. Klucarova and Hashford (2023) found that parents try to be the center of attention through their children. According to Esgin and Eken's (2020) study on 503 parents, the degree of importance given by the participants to the concepts of privacy and confidentiality is directly proportional to the concerns about social media use. In addition, mothers share more than

fathers, but parents over the age of 30 are more concerned about sharing about their children on social media, while parents under the age of 30 are less concerned.

Otero (2017) lists some suggestions for parents when sharing online information about their children and to manage the process in a healthy way:

- Parents should familiarize themselves with the privacy policies of the sites they share information with.
- Parents should set up notifications to alert them when their child's name appears in search engines (e.g. Google alerts).
- Parents who decide to share information about their child's health problems or illnesses should consider sharing this information anonymously.
- Parents should be careful before sharing their child's real location or full name.
- Parents should give their children "access authorization" over online disclosures.
- Parents should not share pictures showing their children in any state of undress.
- Parents should consider the impact that sharing may have on their child's current and future status.

Method

The research group of the study consisted of parents with children in one or more of the preschool, primary, and secondary education levels. The data were collected between 17.10.2024 and 01.12.2024 with the decision numbered "04" taken at the meeting of Sakarya University Social and Human Sciences Ethics Committee dated 16.10.2024 and numbered 75. 403 parents participated in the study. The sample size was determined according

to the ratio specified in the study conducted by MacCallum and Widaman (1999). This ratio is 5 or 10 times the number of variable items used in the study. The scale items used to collect data in the study were 17. Based on this, it was concluded that the sample size was sufficient. Data were collected according to the convenience sampling method. Golzar and Tajik (2022) define the convenience sampling method as collecting data from the main mass in an easy, fast, and economical way. The data collection form was delivered to the participants online. There is no missing data in the collected data. The data collection form consists of four sections. In the first section, there are questions directed to determine the demographic characteristics of the participants. In the second section, questions were asked to determine the participants' behaviors of sharing about their children on social media. In the third section, there are questions directed at measuring the level of awareness of parent mothers about the contracts, regulations, and laws issued to protect children. The demographic questions in the study conducted by Doğan Keskin et al. (2023) were utilized to form the questions in the first three sections. In the fourth and final section, the Sharing Parenting Scale developed by Alemdar and Kahraman (2023) was used to determine the behaviors of parents regarding their sharing on social media.

Table 1

Cronbach's Alpha and KMO Value

<i>Cronbach's Alpha</i>	<i>Kaiser-Meyer-Olkin (KMO)</i>
,922	,883

SPSS 23.0 statistical program was used for the analysis of quantitative data. The value obtained in the reliability analysis is .992. According to Taber (2018), data with a Cronbach's Alpha value between 0.91 and 0.93 are excellent. Based on this, it can be said that the data is perfect. Factor analysis was performed for the statements in the study and it was seen that the loads were collected

in 4 items. The KMO value was found to be .883. According to Kaiser (1974), in the interpretation of KMO, values of 0.90 and above are considered as excellent, values of 0.8 and above are considered as high, values of 0.7 and above are considered as medium and mediocre, values of 0.5 and above are considered as poor, and values of 0.5 and below are considered as unacceptable. In light of these data, it is concluded that the KMO value obtained is high.

Results and Discussion

In this study, which was prepared to examine the sharing behaviors of parents, the frequency was used in the analyses conducted to determine the

demographic characteristics of the participants, their perspectives on social media, their approaches to sharing, and their perspectives on sharing. In addition, the participants' responses to the statements were analyzed by factor analysis, and the factors in which the statements were collected were determined. The chi-square test was applied to determine the relationships between the number of children, education level, income distribution, income level, occupation employment status, and sharing.

Of the 403 parents who participated in the study, 20.3% were between the ages of 20-30, while the number of parents between the ages of 31-40 was 229. There are 80 parents between the ages of 41-50 and 12 parents over 50. Of the parents who

Table 2
Demographic Findings

Age	between 20-30	82	20,3	Social Media Account Owned	between 1-3 account	376	93,3
	between 31-40	229	56,8		4 and above account	27	6,7
	between 41-50	80	19,9	Is your Social Media Account restricted to general access (hidden account)?	Yes	347	86,1
	50 and above	12	3		No	56	13,9
Gender	Male	107	26,6	Reasons for Using Social Media	Curious about what people are doing	58	14,4
	Female	296	73,4		Receive information	213	52,9
Income Level	Low	50	12,4		Providing information	17	4,2
	Middle	345	85,6		Increasing the number of followers and likes	4	1,0
	High	8	2,0		See what well-known people are doing	12	3,0
Employment Status	Working	252	62,5		Staying connected to the social environment	66	16,4
	Not Working	151	37,5		Shopping	30	7,4
Profession	Housewife	133	33,0		Generating revenue by collaborating with brands	3	0,7
	Self-employment	48	11,9	Should Children's Permission Be Asked Before Sharing?	Yes	381	94,5
	Officer	82	20,3		No	22	5,5
	Worker	48	11,9	When do parents start sharing images/photos/videos of their children on social media platforms?	In the womb	130	32,3
	Teacher/Academician	62	15,4		With childbirth	59	14,6
	Engineer	16	4,0		After birth - before 2 years of age	57	14,1
	Doctor/Nurse(e)	14	3,5		After 2 years of age	157	39,0

Graduation	Primary School	28	6,9	What do you think is the main reason for sharing posts about children on social media platforms?	Create an archive about the child	188	46,7
	Middle School	33	8,2		Socialization	81	20,1
	High School	91	22,6		Providing information and advice to others	25	6,2
	Associate Degree - Bachelor's Degree	223	55,3		Recognition, being known	81	20,1
	Postgraduate	28	6,9		Verifying parentage	24	6,0
Child Ages	between 0-3	231	95,5	In which area does the sharing of children's images/photos/videos on social media platforms affect children the most?	Limited social media accounts	4	1,0
	between 4-7	11	4,5		Affects emotionally (words, comments, etc. that affect/will affect the child negatively)	60	14,9
	between 8-11	105	26,1		Affects economically (advertising, use for income generation, etc.)	6	1,5
	between 12-15	70	17,4		Affects privacy	308	76,4
	16 and above	11	2,7		Does not affect	29	7,2
How many children do you have?	between 1-3	383	95	Do you share photos and videos of your child on social media platforms?	Yes	237	58,8
	4 and above	20	5		No	166	41,2
Level of Education	Preschool	217	53,8	How often do you share photos and videos of your child on social media platforms?	Every day	8	2,0
	Primary education	105	26,1		A few days a week	38	9,4
	Secondary Education	70	17,4		A few days a month	96	23,8
	High School	11	2,7				
Most Frequently Used Social Media Platform	Facebook	13	3,2		A few days a year	95	23,6
	Instagram	347	86,1				
	Pinterest	10	2,5				
	Telegram	4	1				
	TikTok	2	0,5				
	Twitter (X)	19	4,7				
	LinkedIn	8	2				

participated in the study, 85.6% characterized themselves as middle-income. 12.4% had low income and 2% had high income. While 62.5% of the participants were employed, 37.5% stated that they were not employed. Regarding their occupations, 33% were housewives, 11.9% were self-employed, 20% were civil servants, 11.9% were laborers, 15.4% were academicians/teachers, 4% were engineers and 3.5% were doctors/nurses. Of the parents, 55.3% were associate's or bachelor's degree graduates, 22.6% were high school graduates, 6.9% were primary school graduates, 8.2% were secondary school graduates and 6.9% were postgraduate graduates. While 95% of the participants had 1-3 children, 5% had 4 or more children. When the education levels of the

children of the participants are analyzed, it is seen that 53.8% of them have pre-school education. This is followed by primary education at 26.1%, secondary education at 17.4%, and high school at 2.7%. Instagram is used most intensively by 86.1% of the parents participating in the study. It is seen that 93.3% of the parents who are social media platform users have between 1 and 3 social media accounts. 52.9% of the participants use social media platforms to get information, 16.4% to stay connected to the social environment, and 14.4% because they are curious about what people are doing. According to the participants, parents start sharing information about their children after the age of 2. The reasons for sharing are generally to create an archive about the child, to socialize, and

Table 3
Awareness of Conventions, Declarations, and Laws on Children

	Never heard of it		heard of it, but I don't know its content		I know its content	
	N	%	N	%	N	%
United Nations Convention on the Rights of the Child	97	24,1	212	52,6	94	23,3
European Convention on the Exercise of the Rights of the Child	145	36	191	47,4	67	16,4
Universal Declaration of the Rights of the Child	80	19,9	208	51,6	115	28,5
Child Protection Law	53	13,2	223	55,3	127	31,5

to be recognized and known. Regarding how the posts will affect the child, the majority of the participants think that the images of the child may lead to neglect and abuse and that the privacy of the child will be violated, such as sharing the images of the child on inappropriate sites. 58.8% of the parents who participated in the study stated that they share photos and videos of their children on their social media accounts. Mothers share photos of their children more than fathers. 167 mothers share photos and videos of their children on social media. They do this a few days a week, a few days a month, and a few days a year. Parents who share every day constitute 2% of the participants.

According to Table 3, a significant portion of the participants do not have sufficient knowledge about the United Nations Convention on the Rights of the Child, the European Convention on the Exercise of the Rights of the Child, the Universal Declaration of the Rights of the Child and the Child Protection Law. In the light of the responses given, 23.3% know the content of the United Nations Convention on the Rights of the Child, 16.4% know the content of the European Convention on the Exercise of the Rights of the Child, 28.5% know the content of the Universal Declaration of the Rights of the Child and 31.5% know the content of the Child Protection Law. The other participants have either never heard of these conventions, declarations, and laws or have heard of them but do not know their content. The most important international document on children's rights is the one prepared by the United Nations. Adopted on November 20, 1989, the United Nations Convention on the Rights

of the Child is the most influential international document on children's rights. This convention consists of 54 articles to ensure that children continue their development in an environment free from neglect, abuse, and violence and has been ratified by 193 countries. The Convention is based on four fundamental principles: The best interests of the child, equality, participation, and the right to life, survival, and development. Turkey signed this important convention on September 14, 1990 (Özcan, 2023). The 21-article European Convention on the Exercise of the Rights of the Child, signed in Strasbourg on January 25, 1996, entered into force on July 1, 2000. Turkey signed the Convention on June 9, 1999, and ratified it on January 18, 2001. This Convention aims to promote the rights of children to recognize procedural rights, and to facilitate the exercise of these rights, taking into account their best interests. Believing that the rights and best interests of children should be promoted and recognizing the importance of children having the opportunity to exercise these rights, in particular in family proceedings affecting them, it emphasizes the need for children to receive the necessary information and for their views to be duly considered. It also recognizes the importance of the role of families in protecting and promoting the rights and best interests of their children and considers that States should, where necessary, contribute to this protection and promotion. However, it envisages that in cases of disagreement, it is appropriate for families to try to find a solution before bringing the problem before a judicial authority. Adopted on November 20, 1959, by the United Nations General Assembly, the "Declaration of the Rights of the Child" includes

Table 4

The Relationship Between Demographic Characteristics and Sharing Behavior

Do you share photos and videos of your child on social media platforms?	p
Number of Children	,014
Education Level	,004
Income Level	,123
Employment Status	,110
Profession	,149

provisions on the Principles of Equality, Protection and Development, Identity and Citizenship, Social Security and Health Services, Rights of Children with Disabilities, Family Environment and Love, Right to Education, Protection and Rescue, Protection against Abuse and Exploitation, Discrimination and Tolerance. These principles aim to protect and promote the rights and freedoms necessary for children to lead healthy, safe, and dignified life. All segments of society bear responsibility for the realization of these principles. Law No. 5396 on Child Protection covers the measures to be taken against children in need of protection, the procedures and principles of security measures to be applied to children dragged into crime, and the provisions on the establishment, duties, and powers of juvenile courts. Child in need of protection: A child whose physical, mental, moral, social, and emotional development and personal safety are in danger, who is neglected or abused, or who is a victim of crime, Child dragged into crime: A child who is investigated or prosecuted for allegedly committing an act defined as a crime in the law or for whom a security measure is decided due to the act committed.

There is a significant relationship between the number of children and sharing. $p=,014$. It was determined that parents with fewer children shared more. There is a significant relationship between education level and sharing. $p=,004$ was found. It was found that sharing increased as the level of education increased. There is no significant relationship between income level and sharing. $p=,123$ was found. Therefore, low, medium, or high-income levels do not affect the participants' sharing behavior. There is no significant relationship between whether the participants work or not and sharing. $P=,110$ was

Table 5

Reasons for not sharing about their child on social media

	N	%
I think my child might be uncomfortable with it	21	5,2
I don't want my private life out in the open.	96	23,8
It could open the door for child abusers.	44	10,9
My husband does not want me to share about our child.	3	0,7
I think I might get a negative reaction from my environment.	1	0,2

found. Whether the participants are employed or not does not affect their sharing behavior. There is no significant relationship between the participants' occupation and sharing behavior. $p=,149$ was found.

When we look at the reasons why parents do not post about their children on social media, contrary to what is expected or predicted, it is seen that the rate of parents who do not post to protect the privacy of children, in other words, with the concern of not opening the door to child abusers, remains at 10.9%. In addition, the rate of parents who do not share because they think their child will be disturbed by the sharing is 5.2%. According to the data in Table 3, parents do not share because they do not want their private lives to be exposed.

According to the table above, the statements used in the data collection form are categorized under 4 factors. These factors are sharing behavior, social comparison behavior, positive feedback effect, and negative feedback effect. In the context of the scale used, there are no statements that do not carry factor loadings.

Test values obtained as a result of factor analysis: Bartlett's test value $p=0.000<0.05$ and Kaiser-Meyer-Olkin sampling value 0.883, which is within the acceptance limits. The single factor obtained explains 77.4% of the total variance. When we look at the validity of the factors within themselves, we see that the sharing behavior factor is .893, the social comparison behavior factor is .926, the positive feedback effect factor is .926 and the negative feedback effect factor is .889. When the

Table 6
Distribution of factor loadings

	Sharing Behavior	Social Comparison Behavior	Positive Feedback Effect	Negative Feedback Effect	Mean	Std. Deviation	Cronbach's Alpha
Posts about my child on social media (photos/videos/posts) include special occasions.	0,828				2,4	5,07986	0,893
I share posts (photos/videos/posts) about my child on social media because I find them enjoyable/entertaining	0,816						
Posts (photo/video/writing) about my child on social media include our travel memories.	0,796						
I share (photo/video/writing) about my child on social media.	0,758						
I find it right to share (photos/videos/writings) about my child on social media.	0,747						
Posts about my child on social media (photos/videos/posts) include our home life (meals/activities/games).	0,718						
The parent-child content I follow on social media makes me feel inadequate.		0,879			1,88	3,923013	0,926
The parent-child content I follow on social media makes me feel under pressure.		0,87					
The parent-child content I follow on social media leads me to compare myself with other parents.		0,844					
The parent-child content I follow on social media leads me to compare my child with his/her peers.		0,83					
Likes and positive comments on posts (photos/videos/articles) about my child on social media motivate me.			0,858		2,458	4,52246	0,926
Likes and positive comments on posts about my child on social media (photos/videos/posts) make me proud.			0,808				
Likes and positive comments on posts (photos/videos/writings) about my child on social media make me feel comfortable.			0,804				
Likes and positive comments on posts (photos/videos/articles) about my child on social media make me happy.			0,659				
Negative comments/criticism on posts (photos/videos/writings) about my child on social media frighten me.				0,785	1,99	3,196581	0,889
Negative comments/criticisms on social media posts about my child (photo/video/text) make me worry.				0,74			
Negative comments/criticisms on posts (photos/videos/texts) about my child on social media make me angry.				0,69			

statements under the factor of sharing behavior are examined, it is seen that parents generally find it right and fun to share about their children on social media and that they share, and that their posts include home life such as meals and games, special days, and travel memories. The most striking point is that the most common sharing content is photos/videos/texts about special occasions. The efforts of people to show that they are happy in their posts can be evaluated as an effort to prove to the viewers that there are no negative processes such as unhappiness in their lives and how important special days are for family members and that they are not forgotten. The result obtained from the statements of the factor is similar to the studies conducted by Ögel-Balaban (2022) and Lazard (2022). Based on the answers given to the statements bearing the factor of positive feedback effect, it was determined that the positive reactions given to the participants' posts by the viewers motivated and made the participants happy and that they were proud and relieved with these positive reactions. The fact that the participants prepare an environment in which they will receive positive reactions to their posts and share their children's achievements and special days can be considered as a reflex in which they relax themselves and get themselves approved. In other words, these outputs, which can be evaluated as a channel where they approve their parenting, are similar to the studies conducted by Cino et al. (2020) and Walrave et al. (2022). In light of the responses received from the participants in the negative feedback factor, it is seen that viewers' criticisms of social media posts are considered important by the posters. In other words, the negative reactions of viewers to the posters' posts worry, anger, and frighten the posters. This result overlaps with Peng (2023). In that study, parents were concerned about bad news, while a similar result was found in this study. The statements in the social comparison behavior factor show that the parent-child content that the participants follow on social media makes them feel inadequate, put pressure on them, makes them think of the need to compare themselves with other parents, and, even more strikingly, they

compare their children with other children who are the subject of the posts. Since the posts contain only "happy, successful, honored, together" moments, the negative effects of this factor and its factor loadings on both the sharer and the children who are the subject of the posts are indisputable. A parent who feels inadequate and compares himself/herself with other parents will inevitably exhibit a number of negative behaviors both to make up for his/her inadequacy and to realize the "ideal" child profile presented to him/her in social media on his/her child and to receive praise in social media posts. Trying to make the child take on an identity that he/she has never been and asking him/her to exhibit such behaviors will create the impression of inadequacy and a son who is not worthy of his/her parents and will open wounds that are difficult to repair in the child's world.

Conclusion

The study provides valuable findings in terms of understanding the motivations of mothers' posts about their children and family life on social media, the effects of the feedback they receive, and their social comparison behaviors in depth. In the light of these findings, detailed conclusions and recommendations can be summarized as follows:

Sharing Motivations:

Finding It Fun and Right: Parents perceive sharing on social media as a fun and correct activity and therefore share.

Sharing Topics: Parents' posts usually include home life such as meals and games, special occasions, and travel memories. Especially photos, videos, and articles about special days are among the most frequently shared topics.

Positive Feedback: Positive reactions to posts motivate, make parents happy and proud. This feedback contributes to the continuity of parents' use of social media.

Effects of Negative Feedback:

Anxiety and Fear: Negative feedback on posts

creates anxiety, anger, and fear in parents. This situation may cause parents to act “as the viewers want to see” in terms of sharing.

Importance of Criticism: Negative reactions are taken seriously by parents, and these reactions negatively affect their mood. There is a possibility that criticism may undermine parents' self-confidence.

Social Comparison Behaviors:

The feeling of Inadequacy: Parents compare the parents-child content they follow on social media with themselves and their children, which creates a sense of inadequacy and pressure on parents.

Need to Compare: Parents need to compare themselves with other parents and compare their children with other children. This causes stress and anxiety in parents.

Knowledge of Children's Rights:

Lack of Knowledge: Parents do not have sufficient knowledge about the United Nations Convention on the Rights of the Child, the European Convention on the Exercise of the Rights of the Child, the Universal Declaration of the Rights of the Child, and the Child Protection Law. This lack of knowledge may cause parents to be inadequate in protecting their children's rights.

Suggestions

Information and Education Campaigns:

Awareness of Children's Rights: Awareness campaigns should be organized about the effects of parents' social media posts on children's rights and privacy. These campaigns will make parents more aware of children's rights.

Education Programs: Training programs should be organized for parents on children's rights and social media use. In particular, parents should be provided with detailed information on issues such as the United Nations Convention on the Rights of the Child and the Child Protection Law.

Creating Support Groups:

Emotional Support: Support groups and counseling services for parents should be offered to reduce the effects of negative feedback. These groups can provide emotional support and help parents cope with negative feedback. Educators play an important role in raising awareness among parents about the dangers associated with online sharing and should empower families with advocacy strategies to protect children's privacy (Gatto et al., 2024).

Sharing Experience: Platforms should be created where parents can share their experiences on social media and support each other.

Social Media Usage Guides:

Healthy Sharing Habits: Social media usage guides should be prepared for parents and guidance should be provided on sharing in accordance with children's rights. These guides can help parents develop healthy sharing habits.

Protection of Privacy: Information materials should be created to ensure that parents are careful about protecting their children's privacy.

Reducing Social Comparison:

Promoting Positive Content: Campaigns should be organized to promote positive and supportive content on social media. These campaigns can reduce parents' tendency to compare themselves and their children with others.

Awareness Raising: Parents should be made aware of the negative effects of making comparisons on social media. Psychological support and guidance services can be provided in this regard.

Policy and Regulations:

Social Media Policies: Social media platforms should introduce stricter policies and regulations to minimize negative feedback on users' posts and protect children's privacy.

Legal Regulations: Legal regulations should be put in place to protect children on social media and

the implementation of these regulations should be strictly monitored.

These recommendations can help parents manage social media use in a healthier and more child-rights-compliant manner and reduce negative effects. Increasing the level of awareness and consciousness of parents regarding social media use is important both in terms of protecting children's privacy and supporting the emotional health of mothers.

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Genişletilmiş Özet

Sharenting, ebeveynlerin çocukları hakkında sosyal medya platformlarında fotoğraf, video ve metin gibi içerikleri paylaşması anlamına gelir. Ebeveynler genellikle bu paylaşımları iyi niyetle yapar; örneğin, uzaktaki akrabaların ve tanıdıkların çocuklarının gelişimlerini takip edebilmelerini sağlamak amacıyla bu paylaşımları gerçekleştirirler. Bununla birlikte, bu eylem hem çocuk hem de ebeveyn için bazı sorunlar doğurabilir. Çoğu zaman bu paylaşımlar, çocukların mahremiyetleri göz önünde bulundurulmadan yapılır. Ayrıca, ebeveynlerin kendi ebeveynliklerini onaylama veya "mutlu" anları paylaşma gibi bilinçaltı duygularla da bu eylemi gerçekleştirebildikleri görülmektedir.

Bu çalışmada, ebeveynlerin çocukları ve aile yaşamları hakkında sosyal medyada yaptıkları paylaşımların motivasyonları, geri bildirimlerin etkileri ve sosyal karşılaştırma davranışları incelenmiştir. Ayrıca, çocukları korumak amacıyla çıkarılan yasa, düzenleme ve sözleşmelere karşı tutumları da ele alınmıştır. Araştırma grubunu, okul öncesi, ilköğretim, ortaokul ve lise seviyelerinde çocuğu olan ebeveynler oluşturmuştur. Çalışmaya 403 ebeveyn katılmıştır. Veriler, kolayda örnekleme yöntemiyle toplanmıştır ve veri toplama formu katılımcılara çevrimiçi olarak ulaştırılmıştır. Toplanan verilerde eksik bilgi bulunmamaktadır.

Çalışmanın Bulguları

Çalışmanın bulgularına göre, ebeveynler özellikle özel günlerle ilgili içerik paylaşmanın eğlenceli olduğunu düşünmektedirler. Çocuklarının doğum günleri, mezuniyetleri veya tatiller gibi özel günlerde yapılan paylaşımlar, ebeveynler için keyif verici bir etkinlik olarak görülmektedir. Bu tür paylaşımlar, ebeveynlerin sosyal çevrelerinden gelen olumlu geri bildirimlerle daha da teşvik edilmektedir. Pozitif geri bildirimler, ebeveynleri motive ederken, negatif geri bildirimler ise endişe

ve korkuya yol açmaktadır. Örneğin, paylaşımların eleştirilmesi veya olumsuz yorumlar, ebeveynlerde kaygı yaratabilmekte ve sosyal medyada daha dikkatli olmalarına neden olabilmektedir.

Ebeveynler ayrıca diğer anne-çocuk içerikleri ile kendilerini kıyaslamakta ve bu durum yetersizlik duygusuna neden olmaktadır. Sosyal medyada sürekli olarak diğer ebeveynlerin çocukları ile olan aktivitelerini görmek, bazı ebeveynlerde yetersizlik hissi yaratmakta ve kendi ebeveynlik becerilerini sorgulamalarına yol açmaktadır. Bu durum, ebeveynlerin sosyal medyada daha iyi görünme çabalarını artırabilmekte ve daha fazla paylaşım yapmalarına sebep olabilmektedir. Sosyal medya üzerindeki bu görünürlük, ebeveynlerin kendilerini daha fazla baskı altında hissetmesine ve mükemmel ebeveynlik idealiyle başa çıkmakta zorlanmasına yol açabilir.

Çocuk Hakları Bilgisi

Çalışmada, ebeveynlerin çocuk hakları konusunda yeterli bilgiye sahip olmadıkları belirlenmiştir. Katılımcıların yalnızca %23.3'ü Birleşmiş Milletler Çocuk Hakları Sözleşmesi'nin içeriğini bilmektedir. Avrupa Çocuk Haklarının Kullanılmasına Dair Sözleşme'yi bilenlerin oranı %16.4, Çocuk Hakları Evrensel Bildirgesi'ni bilenlerin oranı %28.5 ve Çocuk Koruma Kanunu'nu bilenlerin oranı ise %31.5'tir. Diğer katılımcılar ise bu sözleşme, bildirme ve kanunları ya hiç duymamış ya da duymalarına rağmen içeriklerini bilmemektedirler.

Bu sonuçlar, ebeveynlerin çocuk hakları konusundaki farkındalığının artırılması gerektiğini göstermektedir. Özellikle sosyal medyada yapılan paylaşımların çocukların mahremiyetine zarar verme potansiyeli göz önünde bulundurularak, ebeveynlerin bu konuda bilinçlendirilmesi büyük önem taşımaktadır.

Ebeveynlerin Sosyal Medyada Çocukları Hakkında Paylaşım Yapmama Nedenleri

Ebeveynlerin çocukları hakkında sosyal medyada paylaşım yapmama nedenlerine bakıldığında, beklenenin aksine, çocukların mahremiyetini koruma amacıyla yani çocuk

istismarcılarına kapı açmamak için paylaşım yapmayan ebeveynlerin oranının sadece %10.9 olduğu görülmektedir. Bu oran, çocukların dijital mahremiyetinin korunması konusundaki farkındalığın düşük olduğunu göstermektedir. Diğer yandan, çocuklarının paylaşım nedeniyle rahatsız olacaklarını düşündükleri için paylaşım yapmayan ebeveynlerin oranı %5.2'dir. Bu sonuçlar, ebeveynlerin çocuklarının gelecekteki duygusal durumlarını yeterince dikkate almadığını ortaya koymaktadır.

Sonuç ve Öneriler

Çalışmanın sunucusu olarak, sosyal medya politikaları ve yasal düzenlemelerin ebeveynleri paylaşım motivasyonları, olumsuz geri bildirimlerin etkileri, sosyal karşılaştırma davranışları ve çocuk hakları bilgisi bağlamında bilinçlendirmesi gerektiği önerilmektedir. Bu, sosyal medya kullanım kılavuzları aracılığıyla gerçekleştirilebilir. Sosyal medya kullanımının giderek arttığı günümüzde, ebeveynlerin sharenting davranışlarının sonuçları ve çocuklar üzerindeki etkileri üzerine daha fazla farkındalık oluşturmak önemlidir.

Ebeveynlerin, çocuklarının mahremiyetini koruma konusunda daha bilinçli olmaları, bu tür paylaşımların olası olumsuz sonuçlarını göz önünde bulundurmaları gerekmektedir. Özellikle, çocukların ileride bu paylaşımlar nedeniyle rahatsız olabileceğini ve bu durumun onlarda duygusal zararlara yol açabileceğini anlamaları gerekmektedir. Bu bağlamda, sosyal medya platformlarının da bu tür paylaşımlar için özel gizlilik politikaları geliştirmesi ve ebeveynlere yönelik rehberlik sağlaması önemlidir.

Ayrıca, yasal düzenlemeler ve çocuk haklarına dair uluslararası sözleşmeler hakkında bilgilendirici kampanyalar düzenlenerek ebeveynlerin bu konularda bilinçlendirilmesi sağlanabilir. Çocukların mahremiyeti ve güvenliği, dijital çağda daha fazla önem kazanmaktadır. Bu nedenle, sharenting davranışlarının sınırlarının belirlenmesi ve ebeveynlerin bilinçli bir şekilde hareket etmesi, çocukların gelecekteki dijital kimliklerinin korunması açısından kritik bir öneme sahiptir.

Bu bağlamda, ebeveynlere yönelik bilinçlendirme kampanyaları ve eğitim programları, sosyal medya platformlarının da desteklemesi gereken önemli bir alan olarak karşımıza çıkmaktadır. Ebeveynlerin, sosyal medya kullanımı ile ilgili olarak çocuklarının mahremiyetini ve güvenliğini koruma konularında daha fazla bilgi ve farkındalık kazanmaları, çocukların dijital dünyada daha sağlıklı bir şekilde yer almasını sağlayacaktır. Ayrıca, bu tür eğitim programları, ebeveynlerin kendi davranışlarını değerlendirmelerine ve çocuklarının dijital izlerini daha bilinçli bir şekilde yönetmelerine yardımcı olabilir.

Bunun yanı sıra, sosyal medya platformlarının ebeveynlere yönelik eğitim materyalleri ve rehberlik hizmetleri sunması, ebeveynlerin sharenting davranışlarını daha bilinçli bir şekilde gerçekleştirmelerine katkı sağlayabilir. Ebeveynlerin, sosyal medyada çocuklarının mahremiyetini koruma konusunda daha fazla destek almaları, çocukların güvenli dijital kimlikler oluşturmalarına ve bu kimlikleri sürdürebilmesine yardımcı olacaktır.

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