

Systematic Review of The Studies Investigating Parents' Social Media Posts About Their Children in Türkiye*

Türkiye'de Ebeveynlerin Çocuklarıyla İlgili Sosyal Medya Paylaşımları Üzerine Yapılan Çalışmaların SistematiK İncelenmesi

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ABSTRACT

This research aimed to reveal the general trends of the studies on parents' social media posts about their children in Türkiye. For this purpose, 36 studies that met the research criteria were included out of 79 in the National Thesis Centre, Dergipark, TR Index, Web of Science, Scopus, and ERIC databases. The research's findings revealed that studies on sharenting behavior in Türkiye have primarily been published in the National Thesis Center database, with a notable increase in publications in 2022. In these studies, a qualitative research approach has primarily been adopted, surveys were used for data collection, and the data were analyzed using content analysis techniques. In addition, special moments such as first step/first tooth, birthday celebration, new year celebration, and graduation ceremony/year-end performance were prominent in parents' social media posts about their children. Parents shared these posts for socialization, feeling happy, exchanging ideas about their parenting, collecting memories, commercial gain, and seeking parental approval. While such shares had emotional effects on the parents, including feeling happy and having a fun time as well as educational effects, including acquiring information, they had the highest violation and the lowest emotional effect on the child.

Keywords: Sharenting, Parent, Children, Social media, Systematic Literature Review.

ÖZ

Bu araştırma, Türkiye'de ebeveynlerin çocuklarıyla ilgili sosyal medya paylaşımları üzerine yapılan çalışmaların genel eğilimlerini ortaya koymayı amaçlamıştır. Bu amaçla Ulusal Tez Merkezi, Dergipark, TR Dizin, Web of Science, Scopus ve ERIC veri tabanlarında yer alan 79 çalışmadan araştırma kriterlerini karşılayan 36 çalışma araştırmaya dâhil edilmiştir. Araştırmanın bulguları, Türkiye'de sharenting davranışını ele alan çalışmaların daha çok Ulusal Tez Merkezi veri tabanında yayınlandığını ve 2022 yılında yayınlarda belirgin bir artış olduğunu ortaya koymuştur. Bu çalışmalarda çoğunlukla nitel araştırma yaklaşımı benimsenmiş, veri toplama için anketler kullanılmış ve veriler içerik analizi teknikleriyle analiz edilmiştir. Ayrıca, ebeveynlerin çocuklarıyla ilgili sosyal medya paylaşımlarında ilk adım/ilk diş, doğum günü kutlaması, yeni yıl kutlaması ve mezuniyet töreni/yıl sonu gösterisi gibi özel anlar öne çıkmıştır. Ebeveynler bu paylaşımları sosyalleşme, mutlu hissetme, ebeveynlikleri hakkında fikir alışverişinde bulunma, anı biriktirme, ticari kazanç sağlama ve ebeveynliğini onaylatma amacıyla yapmışlardır. Bu paylaşımların ebeveyn üzerinde mutlu hissetme ve eğlenceli vakit geçirme gibi duygusal etkilerinin yanı sıra bilgi edinme gibi eğitsel etkileri de bulunurken, çocuk üzerinde en yüksek ihlal ve en düşük duygusal etkiye sahip olduğu belirlenmiştir.

Anahtar Kelimeler: Sharenting, Ebeveyn, Çocuk, Sosyal medya, SistematiK Literatür Taraması.

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Introduction

The development and spread of the internet have increased the number of people using social media platforms day by day. The upward trend is also observable in the rates of active social media usage. According to the We Are Social (WAS) 2024 report, 62% of the world's population uses social media. In Türkiye, the number of people using social media platforms in 2024 constitutes 66.8% of the total population (Kemp, 2024).

Individuals use social media platforms for different purposes. According to Allen et al. (2014), individuals use social media platforms to meet their entertainment and social activity needs. While individuals use social media platforms to interact with their friends by creating identities (Griffiths, 2012; Kuss & Griffiths, 2011), teachers prefer these platforms for teaching and learning purposes (Acun et al., 2017). From the parents' perspective, social media has become an integral part of life (Brosch, 2016). Parents post on social media platforms for many reasons, such as sharing parenting experiences, getting information about the positive or negative aspects of parenting, giving advice to other parents (Duggan et al., 2015; Verswijvel et al., 2019), and recording information about the child's developmental stages (Kumar & Schoenebeck, 2015).

Parents have started to include their children in social media posts over time. As a result, parents' social media sharing about their children has given rise to the concept of sharenting. Sharenting was first used by Stevan Leckart in 2012 and defined for the first time in 2015. Sharenting is a combination of the words "share" and "parenting". It literally means that a parent shares information about their child on social media platforms (Collins Dictionary, 2024). Such sharing may lead to the violation of the child's rights to privacy (Lipu & Siibak, 2019), protection of personal data, and confidentiality of private life in the future (Steinberg, 2016). Photos shared without the child's consent or social media accounts opened on behalf of the child violate the child's right to privacy (Küçükali & Serçemeli, 2019). However, creating online identities is a right that

belongs to the child, and this identity should be created by the child, not the parent (Otero, 2017). Since parents create a digital identity for their child in their posts, such problems arise (Kopecky et al., 2020). Parents knowingly or unknowingly share information about their children on social media platforms. This information usually consists of the child's behavior, appearance and personal information, location information, and special clothes (Ammari & Schoenebeck, 2015; Baştımur et al., 2021). In addition, parents use the social media platform as a digital diary by sharing every aspect of their children since birth, as well as their school experiences and adolescence (Erişir & Erişir, 2018). Parents not only share information about their children but also use social media platforms to verify parenting tasks, receive information from other parents, and share parenting (M. Davis et al., 2021; Wagner & Gasche, 2018). When the studies on sharenting behavior in Türkiye are examined, it is seen that no research reveals the trends of the studies with a systematic literature review. In this context, analyzing and interpreting sharenting behavior studies on a national scale can contribute to a deeper understanding of this behavior, reveal its multifaceted nature, and guide policymakers and researchers.

Literature Review

In order to fulfill the sharing behavior, the shared post must be seen by a large audience, and the child must be recognized (Alemdar, 2022). Sharenting behavior has started to develop and become widespread. In a study conducted with parents who use Instagram, parents share at least one photo of their children on the social media platform (Balaban, 2022). According to another study, the majority of the parent's posts on their social media accounts were photos related to their child (Baştımur et al., 2021).

The parent who posts on social media can be a mother, father, or both. As a result of the studies, although the mother is the parent who posts the most (Er et al., 2022), the posts made by fathers continue to be the subject of research. In a study conducted with parents with children over the age

of 10 in Türkiye, both mothers' and fathers' posts about their children on social media platforms were analyzed (Balaban, 2022). At this point, the frequency and content of parents' posts are noteworthy rather than which parent posts. In a study conducted with 196 social media user parents, it was found that mothers posted more frequently than fathers (Ocakoğlu et al., 2023). Parents need to get permission and pay attention to confidentiality before sharing posts about their children.

In Türkiye, there may be more than one reason for parents to post on social media platforms. Parents post for reasons such as sharing loneliness through communication on social media (Erişir & Erişir, 2018), learning educational information about the parenting task (Blum Ross, 2015), and proving their existence to society (Blum Ross & Livingstone, 2017). Parents share posts about their children to make them happy, to share their happiness, and to collect memories (Omur & Uyar, 2022). In addition, parents share their parenting duties, happiness, and solutions to the problems they encounter in parenting (Brosch, 2016).

Parents often post about their children's daily life activities and special moments such as gender parties, birthday parties, and graduation ceremonies. As a result of the survey conducted with 401 parents with children between the ages of 4-6, the content of the parent's sharenting behavior includes trips, travels, and vacations with their child, time and activities spent at school, special days such as birthdays and dental parties, and time spent at home (Aslan & Durmuş, 2020). In another study conducted with 25 parents, parents indicated the name and location of the child in the posts and shared the child's private posts (Erişir & Erişir, 2018). Moreover, parents can also share photos that they find funny about their children (Kopecky et al., 2020).

Sharenting behavior has several effects on both the parent and the child. While it has an impact on the parent, such as having a fun time on the social media platform (Er et al., 2022), providing control

over the child (Morva & Ünlü, 2021), and reaching a broad audience with sharing (Girgin & Gönal, 2020), sharenting behavior has more negative effects on the child. These effects include privacy, child abuse, digital kidnapping, digital footprint, and the child's inability to defend themselves against risks. The World Health Organization (WHO) defines child abuse as the neglect of the person taking responsibility for the child to meet the child's developmental needs (WHO, 2020). When the mother, father, or caregiver who is responsible for taking care of the child leaves the child's needs incomplete in all aspects, the child may be exposed to emotional, physical, economic, and sexual abuse (Kepeneci, 2001; Polat, 2004; Runyan, 2002). Economic abuse is the violation of the child's rights, low-paid labor, and failure to meet the needs necessary for development (Işıklı, 2008). Physical abuse is when a person responsible for the care of a child under the age of 18 physically harms the child, and the child is harmed as a result (Hancı, 2002; Polat, 2004; Taner & Gökler, 2004). Emotional abuse is any behavior applied to a child by adults that harms the child's personality and development (Şahiner et al., 2001). According to the World Health Organization (2020), children may be exposed to sexual abuse when they are not developmentally ready and do not give consent. If the child feels responsible for the abuse they are exposed to by the parent, the emotional damage to the child is greater (Ollier & Hobday, 2004). Especially when the abused person becomes an adult, the likelihood of passing on the abuse to the next generation will increase (WHO, 2020). In a study conducted in Türkiye, it is stated that measures should be taken for child abuse in sharenting behavior as a result of the increase in social media users over time (Doğan Keskin et al., 2023).

Method

Research Approach

In this research, a systematic literature review approach was used to reveal the general trends of studies on parents' social media posts about their children in Türkiye. A systematic literature

review is the identification, evaluation, and interpretation of studies in literature related to the question, topic, or phenomenon addressed in the research (Kitchenham, 2004). This approach also includes the process of synthesizing all the data by scanning according to predetermined criteria to answer the questions in the research (Armitage & Keeble-Allen, 2008; Pati & Lorusso, 2018). In line with this approach, studies on sharenting behavior in Türkiye were examined and summarized within the framework of the research questions through a systematic literature review.

Determination of Databases and Keyword Selection

An extensive search across major academic databases was conducted to identify studies focusing on sharenting behavior in Türkiye. The databases used were the National Thesis Center, Dergipark, Web of Science, Scopus, ERIC, and TR Index.

- In the National Thesis Center database, “sharenting” was used as the keyword, with “all” selected for the search field, permission status, and thesis type.
- In the Dergipark database, the keyword “sharenting” was entered without any restrictions being applied.

- In the Web of Science database, the keyword “sharenting” was entered, and “TÜRKİYE” and “TURKEY” were selected under the Countries/Regions filter.

- In the Scopus database, the keyword “sharenting” was entered, and “TÜRKİYE” and “TURKEY” were selected under the Countries/Regions filter.

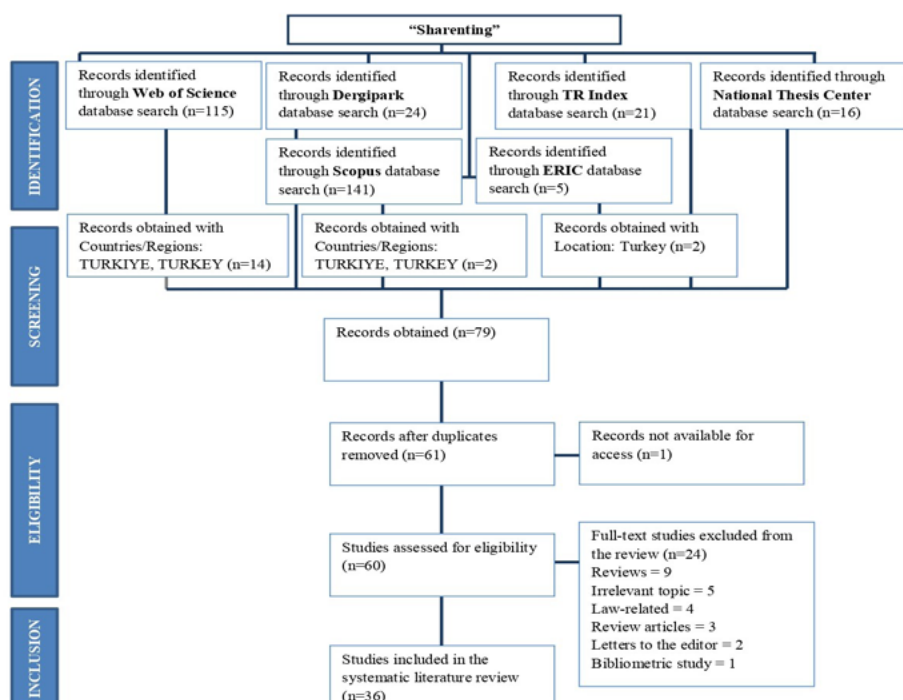
- In the ERIC database, the keyword “sharenting” was entered, and the location: “Turkey” was selected under the Location filter.

- In the TR Dizin database, the keyword “sharenting” was entered without any restrictions being applied.

Selection of Studies

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flow diagram technique was utilized to determine the studies to be included in the research. The PRISMA flow diagram covers the process of removing duplicates and studies that are not suitable for the research scope after the database search and determining the included studies (Pollock & Berge, 2018). The PRISMA flow diagram used in the research is shown in Figure 1.

Figure 1
PRISMA flow diagram



In the literature review on sharenting, a total of 79 records were obtained from six different databases. After removing duplicates and ineligible studies, 36 studies were included in the systematic review.

Research Group

Studies on sharenting behavior in Türkiye were obtained by typing keywords and applying filtering processes in databases. As a result of the review, 36 studies were included in the systematic literature review. While analyzing these studies, specific criteria were applied. The criteria used for these studies are as follows:

- Being of Türkiye origin,
- Being accessible,
- Having been conducted between 2016-2024,
- Addressing parents' social media posts about their children,
- Collecting data from primary data sources

Figure 2 shows the distribution of the studies included in the research by publication type.

Figure 2
Publication types



In Türkiye, studies on the behavior of sharenting consist of 23 research articles, 12 master's theses, and one doctoral thesis.

Data Collection

Data from the studies included in the research were collected using the publication classification form developed by Göktaş et al. (2012). The subject headings and subheadings contained in the relevant form have been referenced during the data collection process. These include the title of the article, the author/authors, the year, the name of the journal, the type of the article, its subject, approach and model, data collection tools, sample level, sample size, sample selection method, and data analysis method. In addition to the headings in the form, the following headings were also examined in line with the purpose of the research: the databases where the studies were published, the types of content shared in sharenting behavior, and the effects and causes of sharenting behavior. An electronic spreadsheet containing the identified headings was created, and the data obtained from the reviewed studies were processed under the relevant headings, completing the data collection process.

Data Analysis

The studies were subjected to descriptive analysis according to the categories of the year of publication, database, research approach and model, sample level, sample size, sample selection methods, data collection tool, and data analysis method. The findings have been presented using appropriate tables and graphs. The data relating to the types of content shared in sharenting behavior and the effects and causes of sharenting behavior in the studies were subjected to content analysis. In this context, after the themes were determined, the studies were coded. After the coding process, the data were categorized into relevant categories. After all these processes, the findings obtained were presented in tables in the form of categories and codes.

Validity and Reliability

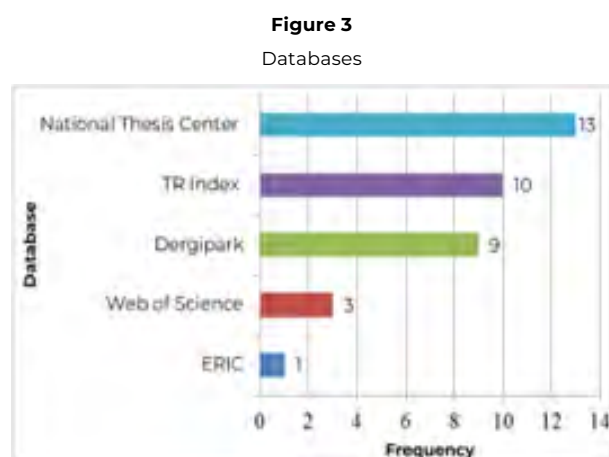
In this research, which conducted a systematic literature review, validity and reliability are critical to show that the study is based on strong foundations and that the results are reliable (Bosch & Card, 2012). Therefore, the selection of articles

that meet the specified criteria, as well as the systematic collection and analysis of data, enhance the validity of the research (Moher et al., 2009). Additionally, the use of coding forms and the establishment of inter-coder reliability contribute to the reliability of the findings (Higgins, 2003). In this context, a field expert with a doctoral degree was consulted to determine the criteria and select the studies. As a result of the literature review, data was systematically collected from the 36 studies included in the research using coding forms. In this process, 10% of the studies were randomly selected and evaluated by different coders to calculate inter-coder reliability (McHugh, 2012). Out of the 36 studies, four were randomly selected and coded by experts and researchers, with Cohen's Kappa value calculated as 0.82. After the coding process, the expert and the researcher exchanged ideas and made co-decisions regarding the codes.

Findings

Distribution of Studies by Databases

Studies on sharenting behavior in Türkiye have been scanned in the National Thesis Center, TR Index, Dergipark, Web of Science, and ERIC

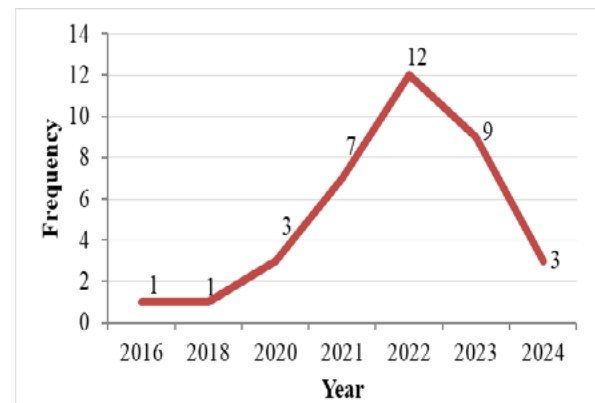


ERIC databases. Figure 3 shows the databases in which the 36 studies included in the research were published.

According to Figure 3, the database with the most publications in the examined studies is the National Thesis Center (f=13). Twelve of these publications are master's theses, and one is

a doctoral thesis. The National Thesis Center database was followed by the TR Index and

Figure 4
Distribution by year

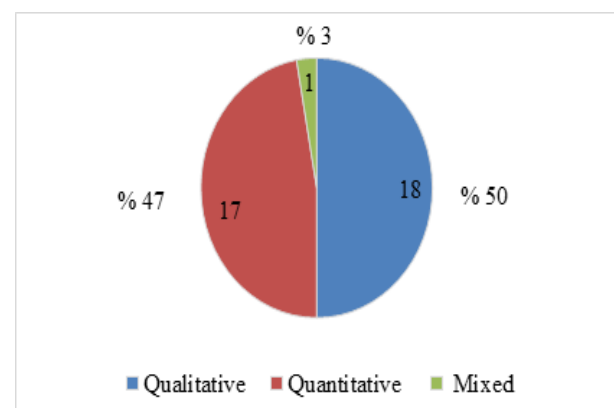


Dergipark databases, respectively. The database with the fewest publications in the studies is ERIC (f=1).

Distribution of Studies by Year

Figure 4 shows the distribution of studies on sharenting behavior in Türkiye by year.

Figure 5
Research approaches



According to Figure 4, the studies began to be published in 2016 and increased year by year. However, most studies were published in 2022 (f=12).

Research Approaches and Models

Figure 5 shows the research approaches used in the studies on sharenting behavior in Türkiye.

Table 1
Research approaches and models

Quantitative Research Approach		
Research Model	Frequency (f)	Percentage (%)
Survey	4	11,1
Scale development	3	8,3
Cross-sectional	3	8,3
Comparative-Descriptive	1	2,7
Descriptive	1	2,7
Experimental	1	2,7
Not specified	4	11,1
Total	17	47,2
Qualitative Research Approach		
Research Model	Frequency (f)	Percentage (%)
Case study	4	11,1
Descriptive	4	11,1
Document analysis	2	5,5
Netnographic	2	5,5
Survey	1	2,7
Discourse analysis	1	2,7
Not specified	4	11,1
Total	18	50
Mixed Research Approach		
Exploratory sequential design	1	2,8

According to Figure 5, half of the studies used the qualitative research approach (f=18). Similarly, researchers frequently used the quantitative research approach as well (f=17). Additionally, the mixed research approach was used in only one study.

Table 1 shows the research approach used in the studies and the preferred research model according to that approach.

According to Table 1, in the studies using the quantitative research approach, the survey model (f=4) was preferred the most, while in qualitative research, the case (f=4) and descriptive (f=4) models were preferred more. In contrast, comparative-descriptive, experimental, exploratory sequential

design, and discourse analysis are also the least preferred models. One study was conducted with each of these models.

Data Collection Tools

Figure 6 shows the data collection tools used in studies on sharenting behavior in Türkiye.

According to Figure 6, the survey (f=11) ranks first among the data collection tools used in the studies, followed by the scale (f=10). However, document (f=8) and interview form (f=8) are less frequently used.

Sample Selection Methods

Figure 7 shows the sample methods used in studies on sharenting behavior in Türkiye.

Figure 6

Data collection tools

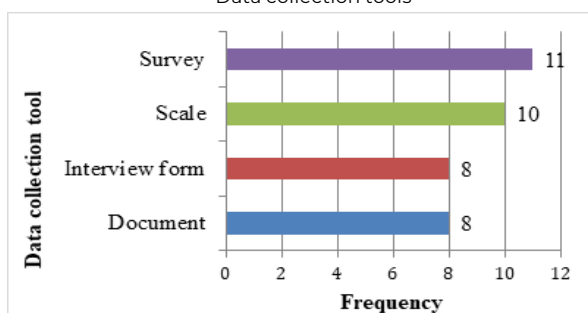
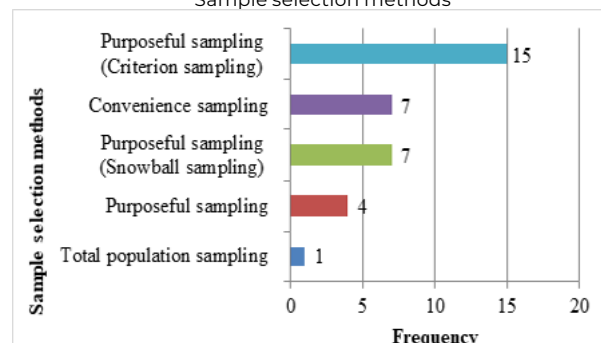


Figure 7.

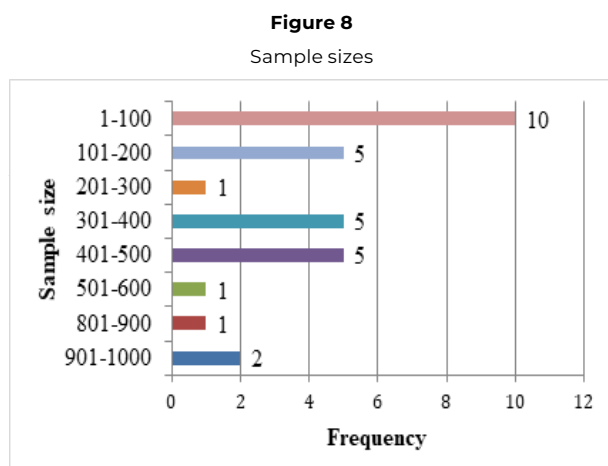
Sample selection methods



According to Figure 7, the most commonly used sample selection method in the studies was criterion sampling ($f=15$), one of the purposeful sampling methods. That is followed by the convenience sampling ($f=7$) and snowball sampling ($f=7$) methods. The least preferred sample selection method by researchers is total population sampling ($f=1$).

Sample Sizes

Figure 8 shows the sample sizes of studies on sharenting behavior in Türkiye.



parents or the photos/videos they shared on social media were considered samples. Table 2 shows the distribution of the studies according to the number of parents whose social media accounts were examined and the number of photos/videos shared on social media.

Table 2 shows eight studies that analyze parents' social media accounts. A large portion of these studies examine parents' social media accounts ($f=6$). In other studies ($f=2$), the photos/videos shared by parents on social media were examined.

Sample Levels

Table 2

Distribution of studies examining parents' social media accounts

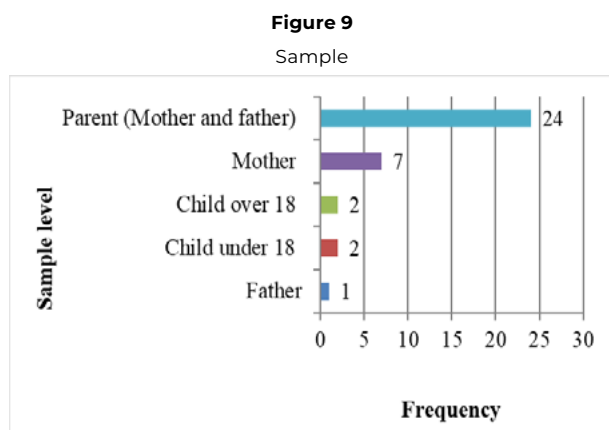
Number of parents whose social media accounts were examined	Number of studies	Number of photos/videos examined on parents' social media accounts	Number of studies
1-10	4	401-500	1
21-30	2	6001-7000	1

Figure 9 shows the sample levels in studies on sharenting behavior in Türkiye.

According to Figure 9, most studies were conducted with parents ($f=24$) at the sample level. When the studies were examined as parental roles, the research conducted with mothers ($f=7$) was more prevalent. However, only one study was conducted with fathers.

Data Analysis Methods

Table 3 shows the data analysis methods in studies



on sharenting behavior in Türkiye.

According to Table 3, the data analysis methods of the studies are addressed in two parts: qualitative data analysis and quantitative data analysis (descriptive statistics, inferential statistics-parametric tests, and inferential statistics-non-parametric tests). In these studies, inferential statistical techniques ($f=53$), including parametric and non-parametric tests, were used more frequently as the data analysis method. Among the inferential statistical techniques, factor analysis ($f=8$) ranked first, followed by the t-test ($f=7$) and ANOVA/ANCOVA tests ($f=7$). The content analysis technique ($f=12$) stands out in qualitative data analysis methods.

Types of Content Shared

Table 4 shows the types of content shared by parents about their children in studies on sharenting behavior in Türkiye.

According to Table 4, the types of content shared in the studies were categorized as special moments,

Table 3
Data analysis methods

	Frequency (f)	Percentage (%)
Qualitative Data Analyses	19	19,7
Content analysis	12	12,5
Descriptive analysis	2	2
Other (Thematic analysis)	3	3,2
Other (Cluster analysis)	1	1
Other (Discourse analysis)	1	1
Quantitative Data Analyses		
Descriptive Statistics	24	24,8
Percentage	8	8,3
Frequency	7	7,2
Mean	5	5,2
Standard Deviation	4	4,1
Inferential Statistics-Parametric Tests	29	30
Factor analysis	8	8,3
t-test	7	7,2
ANOVA/ANCOVA	7	7,2
Correlation	4	4,1
Regression	3	3,2
Inferential Statistics-Non-Parametric Tests	24	24,8
Chi-square	6	6,2
Kolmogorov-Smirnov test	5	5,2
Mann-Whitney U test	4	4,1
Kruskal-Wallis H test	4	4,1
Spearman correlation	3	3,2
Friedman test	1	1
Wilcoxon signed-rank test	1	1

activities, personal information, emotional state, education, daily routines, commercial, and inappropriate. Parents shared the most content related to special moments (f=18) about their children on social media. In contrast, they shared the least content related to commercial (f=4) and inappropriate (f=4) categories.

The Effects of Sharenting Behavior

Table 5 shows the effects of sharenting behavior in studies on sharenting behavior in Türkiye.

According to Table 5, the effects of sharenting behavior in the studies have been addressed under the themes of parents and children and divided into categories such as violation, abuse, risk, emotional, and educational. The effects of sharenting behavior are predominantly researched on children (f=39). Furthermore, the most effect of sharenting behavior on children is a violation (f=17), while the least effect is educational (f=1). Parents experience emotional effects, such as feeling happy

and having a fun time (f=2), as well as educational effects, such as acquiring information (f=1).

Reasons for Sharenting Behavior

Table 6 shows the reasons for sharenting behavior in studies on sharenting behavior in Türkiye.

According to Table 6, the reasons for parents' sharenting behavior in the studies are categorized under socialization, feeling happy, exchange of ideas, collecting memories, commercial gain, and seeking parental approval. Among

the categories, parents primarily engage in sharenting behavior due to socialization (f=22). That is followed by the reason of parents feeling happy (f=18), which results from responses such as receiving likes, positive feedback, and having fun after sharing posts about their children. Among the reasons for sharenting behavior, commercial gain (f=9) and seeking parental approval (f=6) are ranked last.

Table 4
Types of content shared through sharenting behavior

Category	Code	Frequency (f)	Percentage (%)
Special Moments	Ultrasound image	22	23,16
	First step/First tooth		
	Birthday celebration		
	New Year celebration		
	Graduation Ceremony / Year-End Performance		
Activities	Sports	18	18,95
	Art		
	Singing		
	Dancing		
	Playing		
Personal Information	Holiday/Trip	14	14,74
	Name and surname		
	Date of birth		
	Identification information		
Emotional State	Location information	12	12,63
	Unhappy moments		
	Funny moments		
Education	Fun moments	11	11,58
	Educational activities		
	School life/Success		
Daily Routines	Educational games	10	10,53
	Sleeping		
	Eating		
Commercial	Home life	4	4,21
	Economic gain		
	Advertisement sharing		
Inappropriate	Product promotion	4	4,21
	Naked photos		
	Kissing on the lips photos		

Table 5
The effects of sharenting behavior

Thema	Category	Code	Frequency (f)	Percentage (%)
Child	Violation	Privacy	17	40,48
		Right		
		Confidentiality		
	Abuse	Emotional	12	28,57
		Economic		
		Sexual		
		Pedophilia		
	Risk	Digital Identity	7	16,67
		Digital Footprint		
		Digital Kidnapping		
	Emotional	The evil eye	3	7,14
		Feeling Unhappy		
	Total		39	92,86
Parent	Emotional	Feeling Happy	2	4,76
		Fun time		
	Educational	Acquiring information	1	2,38
	Total		3	7,14

Discussion, Conclusion, and Recommendations

When studies on parents' social media posts about their children in Türkiye are examined by publication type, most of them are published as articles rather than theses. Considering the comprehensive literature review, methodological

detailing, long writing process, and defense phase required for theses (Hartley, 2008), the publication process for theses takes longer compared to articles. These characteristics of publication types explain why studies on sharenting behavior predominantly consist of articles. The fact that sharenting behavior has been researched beyond

Table 6
Reasons for sharenting behavior

Category	Code	Frequency (f)	Percentage (%)
Socialization	Interaction with others	22	27,16
	Alleviating loneliness		
	Keeping immediate surroundings (e.g., uncles, aunts, friends) informed about the child's development		
	Staying in touch with immediate surroundings		
Feeling Happy	Showing love	18	22,22
	Feeling good		
	Receiving likes		
	Receiving positive feedback		
	Having fun		
Exchange of Ideas	Sharing information	14	17,28
	Advising parents		
	Sharing parenting experiences		
	Expressing emotions and thoughts		
Collecting Memories	Creating an archive	12	14,81
	Saving memories		
	Creating digital albums		
Commercial Gain	Generating income	9	11,11
	Product promotion		
	Using the child as a brand face		
Seeking Parental Approval	Demonstrating good parenting	6	7,40

thesis studies indicates that the topic is becoming more widespread in the literature.

When the studies are examined by publication year, most studies were published in 2022. Additionally, a trend of increasing publication numbers from 2016 to 2022 has been identified. Furthermore, in recent years, there have been studies on developing scales to measure sharenting behavior (Alemdar & Kahraman, 2023; Cansızlar & Şahin, 2024; Göral, 2022). Due to both the influence of the developed scales and the novelty of sharenting as a research topic, it is expected that the number of studies on this subject will continue to increase over time.

When studies are analyzed based on research approaches, most studies are conducted using a qualitative approach. These studies aim to determine parents' views on their social media posts about their children (Günüç, 2020), identify the content of such posts (Baloğlu, 2023), determine factors influencing these posts (Aslan,

2022; Turgut et al., 2021), evaluate the impact of these posts on children (Baştumur et al., 2021) and examine parents' sharenting behavior legally (Zorluoğlu Yılmaz, 2021). The in-depth examination of the behavior of sharenting, which is a current topic from the perspective of parents and children, is important for understanding the situation in Türkiye. The increased preference for the case and descriptive research models in the relevant studies indicates support for this purpose. Therefore, it is expected that qualitative research approaches will be used more frequently. Moreover, the recent increase in scale development studies has likely triggered a rise in quantitative research on this topic (Tavşancıl, 2019). That situation can be explained by the preference for survey and scale development research models in conducted quantitative studies. Indeed, the survey model offers the opportunity to understand parents' sharenting behavior through larger samples.

When data collection tools analyze studies, the

survey is the most commonly used tool. The use of surveys as a data collection tool in qualitative, quantitative, and mixed-method research could be the result. Surveys make it easy to gather information about emotions, thoughts, beliefs, attitudes, perceptions, and values from large groups (Johnson & Christensen, 2014). The scale is the second most used data collection tool, followed by surveys. It offers objective and comparable data to measure participants' attitudes, skills, and behaviors (Büyüköztürk, 2020), enabling more systematic statistical analyses (DeVellis, 2017). The increase in scale development studies can be said to contribute to the strengthening of the quantitative dimensions in research and to help researchers measure the complex processes related to sharenting behavior. Additionally, in seven of the studies reviewed, documents related to parents' social media posts were used as data collection tools. Such studies are significant in that they examine behaviors in their natural environment rather than relying solely on self-report tools. In self-report-based data collection tools, participants' tendency to respond in accordance with social expectations may lead to subjective bias, not reflecting the actual situation (Podsakoff et al., 2003). Therefore, to properly understand sharenting behavior, it is recommended that mixed methods be used to examine participants' social media posts in addition to self-report-based data collection tools. In terms of data analysis, inferential statistical techniques have been more frequently used in the reviewed studies, with factor analysis standing out among these techniques. Factor analysis, as a result of scale development research, is expected to be the most commonly used inferential statistical technique. Indeed, factor analysis plays a critical role in the scale development process by ensuring the validity and testing of the structural integrity of the scales (Field, 2013). Criterion sampling is the most used method when studies are analyzed based on sampling methods. Criterion sampling enables the selection of individuals with specific characteristics, thereby aiding the research in achieving its objectives and being commonly used in studies involving target populations (Cohen et

al., 2018). Sharenting is a unique behavior involving parents sharing posts about their children on social media. Therefore, the use of specific criteria, such as parents who use social media, having children within a specific age range, or having shared content about their children on social media at least once, makes the widespread use of criterion sampling necessary in studies. The sample sizes determined through relevant sampling methods most frequently range between 1-100. This situation can be explained by the researchers' aim to gather in-depth information from fewer participants and the preference for small sample sizes inherent in qualitative research (Patton, 2015).

When sample levels were analyzed, most studies were conducted with both mothers and fathers. However, more studies have been conducted with mothers than fathers in terms of parental roles. Similarly, the literature indicates that studies on sharenting behavior are predominantly conducted with mothers (Huang et al., 2018; Turgut et al., 2021). This can be attributed to mothers sharing more frequently on social media than fathers (Duggan et al., 2015). The need for mothers to be perceived as good mothers (Fox & Hoy, 2019), the desire to feel proud and envied about their child (Wagner & Gasche, 2018), and the desire to be recognized and liked (Çelik, 2019) lead mothers to share more about their children on social media. Additionally, only one study has been conducted on sharenting involving fathers (Çitil Akyol & Sumbas, 2023). The limited number of studies conducted with fathers is not unique to Türkiye (Ouvrein & Verswijvel, 2019). That situation may also be related to gender roles and expectations (Ammari & Schoenebeck, 2015). Conducting more research on fathers' sharenting behaviors could contribute to a better understanding of gender differences among parents. However, in future studies, fathers' interactions on social media and their sensitivity to their children's privacy could be explored in depth through qualitative research.

When examining parents' social media posts about their children, the content is categorized as special moments, activities, personal information,

emotional states, education, daily routines, commercials, and inappropriate. Among these, special moments, which include ultrasound images, first steps/first teeth, birthday celebrations, New Year's celebrations, and graduation ceremony / year-end performance, stand out.

Maraşlı et al. (2016) stated that parents share special moments related to their children on social media. Similarly, parents also share their children's activities and enjoyable experiences in special moments (Choi & Lewallen, 2018). The findings of the research and the existing literature indicate that "special moments" are the most shared content within the behavior of sharenting. However, another prominent category is 'activities,' which includes sports, art, singing, dancing, playing, and holiday/trip. In the literature, there are studies indicating that parents share photos/videos of their children related to holidays, trips, sports, playing, etc., on social media (Balaban, 2021; Udenze & Bode, 2020). The personal information and inappropriate content shared by parents pose some risks for children. By sharing personal information about their children on social media, parents end up exposing their children (Davidson-Wall, 2018). Parents need to be conscious in their posts to protect their children's personal information (Walrave et al., 2022). Therefore, it is recommended that parents be informed about the risks of sharenting behavior (Williams-cecil et al., 2021). Furthermore, sharing inappropriate content, including naked photos and photos of kissing on the lips, by parents can expose their children to the risk of abuse. Indeed, it is observed that as a result of such sharing by parents, their children are exposed to the risk of abuse (Brosch, 2018; Ouvrein & Verswijvel, 2019). Therefore, a person who commits or contributes to child abuse is considered to have both committed a crime and violated children's rights (Lanzarote, 2007). To protect against these risks, awareness-raising training on ensuring the privacy of children's digital footprints and the risks of sharenting can be organized in educational institutions and on social media platforms (Yilmaz, 2023; Kılıç, 2023). Seminars and educational activities on the risks of

sharenting behavior can be organized for parents in schools and family health centers, and content on sharenting behavior can be added to the Ministry of National Education's parent education programs. Activities related to digital privacy can be carried out through municipalities and local administrations to raise parents' awareness of sharenting behavior. Social media platforms can also develop content filtering systems that protect children's rights against parents' sharenting behaviors, configure privacy settings, and send informative messages.

When analyzing the effects of sharenting behavior, they are categorized under two themes: child and parent. The child theme includes categories of violation, abuse, risk, and emotional, while the parent theme includes emotional and educational categories. Considering these categories, it has been concluded that sharenting behavior affects children more. The behavior creates negative effects on children and adversely impacts the parent-child relationship (Doğan Keskin et al., 2023; Ouvrein & Verswijvel, 2019). Additionally, this research concluded that sharing behavior has only positive effects on parents. Similarly, Latipah et al. (2020) emphasize that sharenting creates positive effects on parents by enabling them to acquire new knowledge. These positive effects on parents can be considered efficient in the continuity of their sharing of their children. While sharenting behavior generally creates positive effects for parents, it poses risks and dangers for children. Among these, the violation category, which includes privacy, rights, and confidentiality, has stood out. In the literature, there are many studies indicating that the behavior of sharenting violates the privacy of children (Cataldo et al., 2022; Holiday et al., 2022; Kopecky et al., 2020; Latipah et al., 2020). At this point, parents need to take specific measures to protect their children's privacy. Sharing a photo where the child's face is not clearly visible, hiding the child's face with digital tags and emojis (Autenrieth, 2018), and using only the child's initials or a nickname (Locatelli, 2017) are a few of the measures that can be taken. Additionally, parents need to take measures to reduce the

other negative effects of sharenting behavior on children. These measures include raising parents' awareness of sharenting behavior, knowing their digital parenting duties and responsibilities, setting social media accounts to private, not providing identifying information in posts about their child, and asking for the child's consent regarding sharing, taking into account the child's age and development (Blum Ross & Livingstone, 2017). In this context, educational programs and workshops can be organized for parents to reduce the negative effects of sharenting behavior on children. In this way, parents can become informed about how to act responsibly in the digital world and can also increase their awareness of protecting their children's privacy.

When examining parents' sharenting behaviors in studies, the reasons for sharing have been categorized as socialization, feeling happy, exchanging ideas, collecting memories, commercial gain, and seeking approval as parents. In this context, the socialization category has been highlighted by parents' desire to alleviate feelings of loneliness, maintain communication with their immediate social circle, and inform their relatives about their children's development. The literature includes studies that indicate parents share about their children on social media to stay in touch with their immediate social circle (J. C. Davis et al., 2015; Duggan et al., 2015; Wagner & Gasche, 2018). Another prominent reason for parents' sharenting behavior is feeling happy. Bartholomew et al. (2012) highlight that sharing posts about their children is emphasized as contributing to parents' happiness by fostering a positive family image. This indicates that social media plays a significant role in shaping perceptions of parenting. However, there are studies in the literature that have reached similar conclusions regarding the collection of memories, which is one of the reasons for parents' sharenting behavior (Aslan & Durmuş, 2020; Verswijvel et al., 2019; Wen et al., 2022). In these studies, parents have stated that by sharing content related to their children, they are creating digital albums for their children and archiving the memories they have collected. Additionally,

it has been determined in this study that seeking parental approval is the least expressed reason for the behavior of sharenting. The studies in the literature on seeking parental approval, which involves demonstrating being a good parent and seeking appreciation, are quite limited (Wagner & Gasche, 2018). In this context, research may be suggested to understand how parents evaluate their parenting on social media platforms and how they perceive feedback from society. Categories such as socialization, feeling happy, exchanging ideas, and collecting memories, which are among the reasons for parents' sharenting behavior, are important for understanding the motivation behind this behavior and its impact on parenting dynamics. Therefore, it may be suggested that in-depth studies be conducted on less frequently mentioned categories, such as seeking parental approval and commercial gain, as well as exploring different reasons for sharing. Thus, it can enrich the literature in the field and contribute to the development of a more comprehensive understanding of parents' use of social media. This research is limited to studies addressing sharenting behavior in Türkiye. Conducting comparative studies on parents' social media posts about their children by considering different cultures and social structures may contribute to understanding the issue in a universal context.

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Genişletilmiş Özet

Ebeveynlerde dâhil olmak üzere bireyler; fotoğraf, video ve kişisel deneyimlerini paylaşmak için sosyal medya platformlarını kullanmaktadırlar (Cataldo vd., 2022). Ebeveynler sosyal medya paylaşımlarına zamanla çocuklarını dâhil etmeye başlamışlardır. Bu doğrultuda ebeveynin sosyal medyada çocuğuyla ilgili paylaşım yapması, sharenting kavramının ortaya çıkmasına sebep olmuştur. Sharenting

yeni bir kavram olduğundan ulusal ve uluslararası literatürde sınırlı sayıda araştırma bulunmaktadır (Günüç, 2020). Türkiye’de sharenting davranışını ele alan araştırmalar incelendiğinde araştırmaların eğilimlerini sistematik literatür taraması ile ortaya koyan herhangi bir araştırmanın mevcut olmadığı görülmüştür. Bu sebeple bu çalışmada, Türkiye’de ebeveynlerin sharenting davranışını ele alan araştırmaların sistematik literatür taraması ile incelenerek genel eğilimlerinin ortaya konulması amaçlanmıştır. Bu bağlamda ilgili çalışmaların veritabanı, yayın yılı, araştırma yöntemi, örneklem seçimi, büyüklüğü ve düzeyi, veri toplama aracı, veri analiz yöntemine göre dağılımı belirlenmiştir. Bununla birlikte ebeveynlerin çocuklarıyla ilgili sosyal medya paylaşımlarının içerik türleri, nedenleri ve etkileri incelenmiştir. Bu çalışma ulusal ölçekte sharenting davranışını ele alan araştırmaların analiz edilerek yorumlanması; sharenting davranışının kapsamlı incelenmesi, çok yönlü doğasının anlaşılması, politika yapıcılara ile araştırmacılara yol göstermesi açısından önem arz etmektedir.

Türkiye’de ebeveynlerin çocuklarıyla ilgili sosyal medyada yaptıkları paylaşımları ele alan araştırmaların genel eğilimlerini ortaya koymak amacıyla sistematik literatür tarama yaklaşımı kullanılmıştır. Sistematik literatür tarama yaklaşımı ile Türkiye’de sharenting davranışına yönelik araştırmalar, araştırma soruları çerçevesinde incelenerek özetlenmiştir. Türkiye’de sharenting davranışını ele alan araştırmaları belirlemek için veri tabanlarında tarama işlemi yapılmıştır. Kullanılan veri tabanları; Ulusal Tez Merkezi, Dergipark, Web of Science, Scopus, ERIC ve TR Dizindir. Bu veritabanlarında “sharenting” anahtar kelimesi ve uygun filtrelemeler kullanılarak literatür tarama işlemi yapılmıştır. Çalışmaya dâhil edilecek araştırmaların belirlenmesinde Sistematik İncelemeler ve Meta-Analiz Protokolleri için Tercih Edilen Raporlama Öğeleri (PRISMA) akış şeması tekniğinden yararlanılmıştır. Yapılan tarama işlemlerinden sonra 79 araştırma elde edilmiştir. İnceleme sonucunda tekrar eden, erişime açık olmayan ve dahil etme kriterlerine uygun olmayan araştırmalar çıkarılmıştır. Bu

doğrultuda 12 yüksek lisans tezi, 1 doktora tezi ve 23 makale olmak üzere 36 araştırma çalışmaya dâhil edilmiştir. Çalışmaya dâhil edilen araştırmalardan veri toplanması sürecinde Göktaş vd. (2012) tarafından geliştirilen Eğitim Teknolojileri Yayın Sınıflama Formu kullanılmıştır. Araştırmalar yayımlandığı veri tabanı, yıl, araştırma yaklaşımı ve modeli, örneklem düzeyi, örneklem sayısı, örneklem seçim şekilleri, veri toplama aracı ve veri analizi yöntemi kategorilerine göre betimsel analiz yapılmıştır. Elde edilen bulgular uygun tablo ve grafikler kullanılarak gösterilmiştir. Sharenting davranışında paylaşılan içerik türleri, sharenting davranışının etkileri ve nedenlerine yönelik araştırmalar içerik analizine tabi tutulmuştur. Bu kapsamda temalar belirlendikten sonra ele alınan araştırmalar kodlanmıştır.

Türkiye’de ebeveynlerin çocuklarıyla ilgili sosyal medya paylaşımlarını ele alan araştırmalar yayın türlerine göre incelendiğinde, tezlere nazaran daha çok makale türünde yayın yapıldığı görülmüştür. Araştırmalar yayın yıllarına göre incelendiğinde, en çok 2022 yılında yayın yapıldığı görülmüştür. Ayrıca araştırmaların yayın yılı 2016’dan 2022 yılına kadar artan bir eğilimde olduğu tespit edilmiştir. Aynı zamanda yapılan araştırmalara bakıldığında son yıllarda sharenting davranışını ölçmek için ölçek geliştirmekle ilgili araştırmaların yapıldığı görülmektedir (Cansızlar ve Şahin, 2024; Alemdar ve Kahraman, 2023; Göral, 2022). Araştırmalar yaklaşımlarına göre incelendiğinde, araştırmaların çoğunlukla nitel araştırma yaklaşımıyla yürütüldükleri görülmüştür. Araştırmalarda en çok kullanılan veri toplama aracının anket olduğu ortaya çıkmıştır. Araştırmalarda en çok amaca uygun (ölçüt örnekleme) örnekleme kullanıldığı görülmüştür. Araştırmaların çoğunlukla anne ve babaların birlikte yer aldığı örneklem düzeyinde yürütüldüğü görülmüştür. Araştırmalarda ebeveynlerin çocuklarıyla ilgili sosyal medyada paylaştıkları içeriklerin özel anlar, etkinlikler, kişisel bilgiler, duygusal hal, eğitim, günlük rutinler, ticari ve uygunsuz olarak kategorilendirildiği tespit edilmiştir. İlgili kategoriler arasında ultrason görüntüsü, ilk adım/ilk diş, doğum günü kutlaması, yılbaşı kutlaması ve mezuniyet/yıl sonu

gösterimini içeren özel anlar kategorisinin öne çıktığı belirlenmiştir. Araştırmalarda sharenting davranışının etkilerinin çocuk ve ebeveyn olarak iki tema altında toplandığı görülmüştür. Çocuk teması ihlal, istismar, risk ve duygu; ebeveyn teması ise duygusal ve eğitsel kategorilerini içerdiği ortaya çıkmıştır. İlgili kategoriler göz önünde bulundurulduğunda sharenting davranışının çocukları daha fazla etkilediği sonucuna varılmıştır. Araştırmalarda ebeveynlerin sharenting davranışının nedenlerinin sosyalleşme, mutlu hissetme, fikir alışverişi, anı biriktirme, ticari kazanç ve ebeveynliğini onaylatma olarak kategorilendirildiği belirlenmiştir. Bu bağlamda sosyalleşme kategorisi, ebeveynlerin yalnızlık hissini giderme, yakın çevreyle iletişimi sürdürme ve çocuklarının gelişimi hakkında yakınlarını bilgilendirme isteğiyle öne çıktığı görülmüştür.

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