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The Relationship Between Mothers' Sharenting and Their Need for Social Approval

Annelerin Paylaşan Ebeveynlik ile Sosyal Onay İhtiyaçları Arasındaki İlişki

This study was presented as an oral paper at the 8th International and 12th National Psychiatric Nursing Congress (April 16–19, 2025, Diyarbakır).

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Abstract

In recent years, mothers' tendency to share parenting practices on social media has drawn considerable attention. These types of posts can be associated with mothers' search for emotional support as well as their need for social approval. This study aimed to examine the relationship between mothers' sharenting behaviors and their social approval needs. This descriptive and correlational research was conducted through an online survey with the participation of 393 mothers. Data were collected using the Sharenting Scale and the Need for Social Approval Scale. The findings indicate that as the time spent on social media increases, the level of sharenting also rises. Additionally, significant relationships were found between the need for social approval and certain sub-dimensions of sharenting. As the need for social approval increases, the effects of positive feedback and sharing behaviors also increase, while social comparison and the effects of negative feedback tend to decrease. In conclusion, it appears that mothers' tendency to make their parenting visible on social media is related to their need for social approval in specific ways. For future research, it is recommended to address this issue with broader and more diverse samples, including fathers.

Keywords: Mothers, social media, psychiatric nursing

Özet

Son yıllarda annelerin sosyal medyada ebeveynlik pratiklerini paylaşma eğilimi dikkat çekmektedir. Bu paylaşımlar, annelerin hem duygusal destek arayışı hem de toplumsal onay ihtiyacı ile ilişkilendirilebilir. Bu çalışmada, annelerin paylaşan ebeveynlik davranışları ile sosyal onay ihtiyaçları arasındaki ilişki incelenmiştir. Tanımlayıcı ve ilişki arayıcı nitelikteki araştırma, 393 annenin katılımıyla çevrimiçi anket yoluyla gerçekleştirilmiştir. Veriler Paylaşan Ebeveynlik Ölçeği ve Sosyal Onay İhtiyacı Ölçeği kullanılarak analiz edilmiştir. Bulgular, sosyal medya kullanım süresi arttıkça paylaşan ebeveynlik düzeylerinin de yükseldiğini göstermektedir. Ayrıca, sosyal onay ihtiyacı ile paylaşan ebeveynliğin bazı alt boyutları arasında anlamlı ilişkiler bulunmuştur. Sosyal onay ihtiyacı arttıkça olumlu geribildirim etkisi ve paylaşım davranışı artmakta; sosyal karşılaştırma ve olumsuz geribildirim etkisi ise azalmaktadır. Sonuç olarak, annelerin sosyal medyada ebeveynliklerini görünür kılma eğilimlerinin, sosyal onay ihtiyacıyla belirli açılardan ilişkili olduğu görülmektedir. Gelecekte, bu konunun babaları da kapsayan daha geniş ve çeşitli örneklemlerle ele alınması önerilmektedir.

Anahtar Kelimeler: Anneler, sosyal medya, psikiyatri hemşireliği

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1. Introduction

With the advancement of technology globally and the increase in internet usage, social media has become an important platform where individuals express themselves and maintain their social relationships. Parents, in particular, share their experiences, achievements, and daily lives with their children, creating a sense of community and receiving social support from their peers (Karataş & Özçelik Aydoğan, 2024). This has led to the emergence of the concept of "sharenting." Sharenting, translated into Turkish as paylaşan ebeveynlik by Günüç (2020), is a term that refers to parents sharing visual and written content about their children on social media platforms (Akkoç & Ayyıldız, 2022; Ranzini et al., 2020).

It is stated that the underlying psychosocial purposes of sharing parenting behaviors displayed on online platforms include establishing communication, exchanging information, providing social support, using albums or diaries, self-actualization, commercial concerns, and seeking approval or acceptance from society (Fox & Hoy, 2019; Özer Deniz, 2022; Peng, 2023; Sarkadi et al., 2020). For example, a study by Cino et al. (2020) found that the likes parents received from social media followers after sharing something about their children were defined as approval and made them and their children feel good. It is thought that mothers also need to prove their motherhood roles to society in order to receive positive feedback, conform to social norms, and reinforce their sense of being valued through sharing parenting actions, and thus meet their social approval needs through social media platforms. Furthermore, it is thought that sharing parenting parallels general social network usage (Ayhan & Öztürk, 2021), that women use social media more than men, and that mothers engage in sharing parenting behaviors more than fathers (Alemdar & Kahraman, 2023). Therefore, it is considered important to examine mothers' levels of sharing parenting within the scope of this study.

The literature indicates that sharing parenting behaviors can lead to a loss of control and become a dependency for parents (Steinberg, 2017), potentially harming the child's developmental stage characteristics and the parent-child relationship (Duygulu, 2019; Haley, 2020), may lead to child neglect and abuse (Erişir & Erişir, 2018), and may even result in long-term negative psychosocial consequences such as digital child abduction (O'Neill, 2015) (Nottingham, 2019). When shared parenting actions are evaluated from a legal perspective, it is also stated that the privacy of minors may be violated (Dursun, 2019).

Although studies examining shared parenting and different sociodemographic characteristics have been published in the national and international literature (Fox & Hoy, 2019; Kopecky et al., 2020; Ögel Balaban, 2022; Porfírio & Jorge, 2022; Ranzini et al., 2020), no study has been found that examines the relationship between shared parenting and the need for social approval. Therefore, this study is considered to be original and to make important contributions to the field. It is also anticipated that the results of this study will provide a roadmap for psychiatric nurses in terms of increasing

parents' awareness of shared parenting behaviors and developing counseling and intervention strategies in the face of adverse situations. In this context, this study aims to examine the relationship between mothers' shared parenting and their need for social approval.

2. Method

2.1. The Purpose of the Study

This study is descriptive and correlational in design.

2.2. Research Questions

What is the level of sharenting among mothers according to their sociodemographic characteristics and social media usage?

What are the levels of sharenting and need for social approval among mothers?

Is there a relationship between mothers' sharenting and their need for social approval?

2.3. Population and Sample of the Study

The population of the study consisted of mothers in Türkiye aged between 18 and 65 who have at least one child under the age of 18. The sample size was calculated using the G*Power 3.1 software. Based on the mean and standard deviation values (70.75 ± 22.67) of women's scores on the "Need for Social Approval Scale" in the study titled *"The Relationship of Social Media Addiction with Need for Social Approval and Body Satisfaction"* by Gökkaya et al. (2020), the required sample size was determined to be 310 participants, with an effect size of 0.18, 95% confidence interval, and 5% margin of error.

A non-probability sampling method, specifically the convenience sampling method, was used in the selection of participants. Accordingly, the study was completed with 393 mothers who were literate in Turkish, aged 18–65, had at least one child under the age of 18 without any intellectual disability, were capable of using social media platforms, and had an active social media account.

2.4. Data Collection and Data Collection Tools

Personal Information Form, Social Media Usage Form, Sharenting Scale, and Need for Social Approval Scale were used for data collection.

2.4.1. Personal Information Form

As a result of a review of national and international literature (Fox & Hoy, 2019; Nottingham, 2019; Ögel Balaban, 2022; Porfírio & Jorge, 2022), a form was developed to determine certain sociodemographic and personal characteristics of the participants. The form consists of 5 questions aimed at identifying participants' age, marital status, education level, employment status, and perceived economic status.

2.4.2. Social Media Usage Form

Based on a review of national and international literature (O'Neill, 2015; Gökkaya et al., 2020; Kopecky et al., 2020; Ögel Balaban, 2022), a form was developed to assess participants' social media usage. The form includes 4 questions aimed at identifying the applications used to access social

media, the duration of social media account usage, the amount of time allocated to different platforms, and the purposes for using social media applications.

2.4.3. Sharenting Scale

The Sharenting Scale was developed by Alemdar and Kahraman (2023) to measure sharenting behaviors and their effects on individuals. It is a 17-item, 5-point Likert-type scale (1 = never, 5 = always). The scale consists of four sub-factors: "Sharing Behavior," "Social Comparison Behavior," "Positive Feedback Effect," and "Negative Feedback Effect." The "Sharing Behavior" subscale includes 6 items (1, 2, 3, 4, 5, 6), the "Social Comparison Behavior" subscale contains 4 items (14, 15, 16, 17), the "Positive Feedback Effect" subscale has 4 items (7, 8, 9, 10), and the "Negative Feedback Effect" subscale consists of 3 items (11, 12, 13). Items 11, 12, 13, 14, 15, 16, and 17 are reverse scored. In the validity and reliability study by Alemdar and Kahraman (2023), Cronbach's alpha internal consistency reliability coefficients were found as follows: $\alpha = 0.86$ for the "Sharing Behavior" subscale, $\alpha = 0.89$ for "Social Comparison Behavior," $\alpha = 0.88$ for "Positive Feedback Effect," and $\alpha = 0.84$ for "Negative Feedback Effect." The overall internal consistency coefficient of the scale was $\alpha = 0.73$. In this study, Cronbach's alpha coefficients were determined as $\alpha = 0.81$ for the "Sharing Behavior" subscale, $\alpha = 0.83$ for "Social Comparison Behavior," $\alpha = 0.84$ for "Positive Feedback Effect," $\alpha = 0.80$ for "Negative Feedback Effect," and $\alpha = 0.72$ for the entire scale. The total score that can be obtained from the scale ranges between 17 and 85, with higher scores indicating a higher intensity of sharenting behaviors.

2.4.4. Social Approval Need Scale

The Social Approval Need Scale was developed by Karaşar and Öğülmüş (2016) to measure individuals' need for social approval. It consists of 25 items rated on a 5-point Likert scale (1-strongly disagree, 5-strongly agree). The scale includes three sub-factors: "Sensitivity to Others' Judgments," "Social Withdrawal," and "Positive Impression Management." The "Sensitivity to Others' Judgments" subscale contains 9 items (3, 7, 9, 12, 16, 19, 22, 23, 24), the "Social Withdrawal" subscale includes 8 items (10, 14, 15, 17, 18, 20, 21, 25), and the "Positive Impression Management" subscale consists of 8 items (1, 2, 4, 5, 6, 8, 11, 13). There are no reverse-coded items in the scale.

In the validity and reliability study conducted by Karaşar and Öğülmüş (2016), the Cronbach's alpha internal consistency coefficients were found as follows: $\alpha=0.83$ for the "Sensitivity to Others' Judgments" subscale, $\alpha=0.80$ for the "Social Withdrawal" subscale, and $\alpha=0.80$ for the "Positive Impression Management" subscale. The overall internal consistency coefficient of the scale was $\alpha=0.90$.

In the present study, the Cronbach's alpha coefficients were determined as $\alpha=0.79$ for "Sensitivity to Others' Judgments," $\alpha=0.78$ for "Social Withdrawal," $\alpha=0.83$ for "Positive Impression Management," and $\alpha=0.88$ for the entire scale. Scores on the scale range from 25 to 125, with higher scores indicating a greater need for social approval.

The data collection tools were adapted for an online survey design, and the data were collected through an online questionnaire. The online survey was conducted using Google Forms between

August 2023 and October 2023. The data were gathered by sharing the survey link in groups on social media platforms actively used by mothers, such as Facebook, Instagram, and WhatsApp. It was clearly stated in the survey forms that only mothers with children under the age of 18 should participate, and information about the purpose of the study was provided.

Before starting the data collection, a pilot study was conducted with 10 participants; these participants were not included in the main sample. Since no unclear questions were identified during the pilot, no changes were made to the survey forms. Additionally, to prevent multiple submissions from the same participant, duplicate responses on the website were deleted.

2.5. Ethical Considerations

Before starting the study, permissions were obtained for the use of the data collection instruments (scales) and ethical approval was granted by the Ethics Committee for Non-Drug and Non-Medical Device Researches of KTO Karatay University (Date: 14.07.2023, Decision No: 2023/022). Informed consent was obtained from the participating mothers at the beginning of the study through the Informed Voluntary Consent Form. The study was conducted in accordance with the Helsinki Declaration.

2.6. Limitations of the Study

The study was conducted using a convenience sampling method instead of a probabilistic sampling method, which may limit the generalizability of the findings. Additionally, this study is limited to the dimensions measured by the data collection tools used and the self-reports of the participants. Therefore, the results of this study can be generalized only to the group of mothers who formed the sample. Furthermore, the descriptive and correlational design of the study and the inability to establish cause-and-effect relationships are also among the limitations of the research. Similarly, the data being collected through online surveys may have resulted in encountering mothers who frequently use social media. For this reason, the absence of a variable closely related to social media addiction among the main variables of the study can be considered a limitation. In this context, it is recommended that future studies address stronger concepts that encompass both sharenting and social media addiction.

2.7. Data Analysis and Evaluation

The data were analyzed using IBM SPSS Statistics 25 (IBM Corp., Armonk, New York, USA) software. The data were summarized as numbers, percentages, and mean ± standard deviation. Whether the data conformed to a normal distribution was examined using the Kolmogorov-Smirnov test, skewness, and kurtosis values. For quantitative data that did not show a normal distribution, the Mann-Whitney U test was used for comparisons between two groups, and the Kruskal-Wallis test was used for comparisons among more than two groups. The relationships between variables were examined using Spearman correlation analysis according to the normality status. The reference provided by Gürbüz and Şahin (2018) was used to evaluate the strength indicated by the correlation coefficients. Results were evaluated within a 95% confidence interval, with significance levels set at $p < 0.01$ and $p < 0.05$.

3. Results

In this study, which aimed to determine mothers' levels of sharenting and social approval needs, and to evaluate the relationship between sharenting levels and social approval needs, the findings are presented under three tables.

Table 1. Distribution of mothers' sharenting scale mean scores according to sociodemographic and social media usage characteristics (n=393)

Variable			Mean±SD	Min-Max		Test value p
Age			36.79±8.51	15-59		r: -0.066 p: 0.189
	n	%	Sharenting Mean±SD	Median	Mean Ranks	Test value p
Marital Status						
Married	360	91.6	50.73±9.25	49	198.01	Z: -0.583
Single	33	8.4	49.88±8.99	45	186.02	p: 0.560
Education Level						
Primary / Middle School	86	21.9	49.15±9.59	46	176.65	KW: 3.805
High School	84	21.4	50.51±8.39	49	197.63	p: 0.149
University and above	223	56.7	51.29±9.34	50	204.61	
Employment Status						
Yes	177	45.0	50.97±9.45	49	201.80	Z: -0.763
No	216	55.0	50.40±9.04	49	193.06	p: 0.446
Perceived Economic Status						
Poor	89	22.6	50.09±8.95	48	192.04	KW: 3.151
Moderate	209	53.2	50.10±8.42	49	190.97	p: 0.207
Good	95	24.2	52.42±10.89	50	214.91	
Most Frequently Used						
Whatsapp	71	18.1	48.61±8.77	46	169.46	KW: 5.747
Instagram	158	40.2	51.05±9.31	50	201.68	p: 0.219
Facebook	100	25.4	51.46±9.35	50.50	209.18	
Youtube	53	13.5	50.72±8.44	49	194.93	
Tiktok	11	2.8	50.64±12.62	53	206.73	

SD=Standard deviation; Min=Minimum; Max=Maximum; r=Spearman correlation; Z=Mann-Whitney U test; KW=Kruskal-Wallis test; *=p<0,05.

Table 1. Distribution of mothers' sharenting scale mean scores according to sociodemograohic and social media usage characteristics (n=393) (Continue)

Usage Duration						
0-3 years	42	10.7	47.70±7.26	45	151.21	KW: 11.259
4-7 years	118	30.0	49.75±8.34	48.5	187.19	**p: 0.010***
8-10 years	120	30.5	51.52±9.14	51	206.40	
10 years and above	113	28.8	**51.90±10.47**	50	214.29	
Daily Usage						
Less than 1 hour	252	64.1	49.97±8.94	47	186.30	KW: 7.619
1-2 hours	104	26.5	51.00±11.53	52.50	222.65	**p: 0.022***
3-4 hours and above	37	9.4	**52.19±8.87**	49	197.74	
Purpose of Use						
Communication/Information	227	57.8	49.80±8.75	48	185.61	KW: 7.660
Social Support	73	18.6	50.38±10.22	49	198.45	p: 0.054
Album/Diary	77	19.6	53.39±9.51	52	225.86	
Commercial Purpose	16	4.1	50.94±7.62	51	213.03	

SD=Standard deviation; Min=Minimum; Max=Maximum; r=Spearman correlation; Z=Mann-Whitney U test; KW=Kruskal-Wallis test; *=p<0,05.

In this study, conducted to determine mothers' levels of sharenting and social approval needs and to evaluate the relationship between sharenting and social approval needs, the average age of the mothers was 36.79 ± 8.51 years. Of the mothers, 91.6% were married, 56.7% had a university degree or higher, 55% were not employed, and 53.2% perceived their economic status as moderate. Additionally, 40.2% of the mothers most frequently used Instagram, 30.5% had been using social media for 8–10 years, 64.1% used social media less than 1 hour daily, and 57.8% used social media for communication/information purposes.

When examining the distribution of mothers' total sharenting scores according to their sociodemographic characteristics and social media usage, a statistically significant difference was found between total sharenting score averages and both social media usage duration and daily usage time (p<0.05). Mothers who had been using social media for 10 years or more and those with a daily usage time of 3–4 hours or more had higher average total sharenting scores compared to other groups. No statistically significant differences were found between mothers' marital status, education level, employment status, perceived economic status, most frequently used social media application, and purpose of use in relation to total sharenting scores (p>0.05) (Table 1).

Table 2. The mean total and subscale scores of mothers' sharenting scale and social approval need scale (n=393)

Variable	Number of Items (Min-Max)	Mean±SD	Median
Total Score Mean of the Sharenting Scale	17 (25-78)	50.66±9.22	49
Sharing Behavior Subscale	6 (6-30)	12.17±6.01	11
Social Comparison Behavior Subscale	4 (4-20)	16.99±3.88	19
Positive Feedback Effect Subscale	4 (4-20)	8.97±5.11	8
Negative Feedback Effect Subscale	3 (3-15)	12.53±3.39	15
Total Score Mean of the Social Approval Need Scale	25 (25-122)	51.70±20.34	49
Sensitivity to Others' Judgments Subscale	9 (9-45)	20.77±8.25	21
Social Withdrawal Subscale	8 (8-39)	14.93±6.76	14
Positive Impression Management Subscale	8 (8-40)	16.00±7.08	14

Meant=Ortalama; SD=Standard deviation; Min=Minimum; Max=Maximum.

The total mean score for the Shared Parenting Scale was found to be 50.66±9.22. The Sharenting Scale consists of the following subscales: Sharing Behavior, Social Comparison Behavior, Positive Feedback Effect, and Negative Feedback Effect, with mean scores of 12.17±6.01; 16.99±3.88; 8.97±5.11 and 12.53±3.39, respectively. The total mean score of the Mothers' Social Approval Need Scale was 51.70±20.34. The Social Approval Need Scale consists of the subdimensions Sensitivity to Others' Judgments, Social Withdrawal, and Leaving a Positive Impression, with mean scores of 20.77±8.25, 14.93±6.76, and 16.00±7.08, respectively (Table 2).

Table 3. Relationship between total and subscale mean scores on the sharenting scale and the social approval need scale among mothers (n=393)

Variables	1	2	3	4	5	6	7	8	9
1. Total Score Mean of the Sharenting Scale	1.000								
2. Sharing behavior subscale score	**r=0.795 ***	1.000							
3. Social comparison subscale score	r=0.042	**r=-0.414***	1.000						

*r=Correlation Coefficient; *=p<0,01.*

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Table 3. Relationship between total and subscale mean scores on the sharenting scale and the social approval need scale among mothers (n=393) (Continue)

	1	2	3	4	5	6	7	8	9
4. Positive feedback effect subscale score	**r=0.704***	**r=0.765***	**r=-0.423***	1.000					
5. Negative feedback effect subscale score	r=-0.059	**r=-0.426***	**r=0.528***	r=-0.570*	1.000				
6. Social approval need total score	r=0.015	**r=0.226***	**r=-0.470***	r=0.337*	**r=-0.401**	1.000			
7. Sensitivity to others' judgments subscale score	r=0.060	**r=0.232***	**r=-0.403***	r=0.333*	**r=-0.358***	**r=0.940***	1.000		
8. Social withdrawal subscale score	r=-0.037	**r=0.159***	**r=-0.432***	r=0.267*	**r=-0.369***	**r=0.910***	**r=0.791***	1.000	
9. Positive impression subscale score	r=0.010	**r=0.236***	**r=-0.490***	r=0.336*	**r=-0.397***	**r=0.919***	**r=0.791***	**r=0.783***	1.000

r=Correlation Coefficient; *=p<0,01.

Mothers' mean scores on the Sharenting Scale's sharing behavior and positive feedback effect subscales, and the total score on the Social Approval Need Scale (r=0.226; r=0.337), sensitivity to others' judgments (r=0.232; r=0.333), social withdrawal (r=0.159; r=0.267), and positive impression subscale mean scores (r=0.236; r=0.336) were found to be weakly and positively correlated at a significant level (p<0.01). The mean scores of the mothers' Shared Parenting Scale social comparison subscale were negatively correlated with the total score of the Social Approval Need Scale (r=-0.470), sensitivity to others' judgments (r=-0.403), social withdrawal (r=-0.432), and positive impression-making (r=-0.490) subscale mean scores (p<0.01). A weak negative correlation was found between the mean scores of the mothers' Shared Parenting Scale negative feedback effect subscale and the mean scores of the sensitivity to others' judgments (r=-0.358), social withdrawal (r=-0.369), and positive impression making (r=-0.397) subscales (p<0.01). The total score mean of the Social Approval Need Scale (r = -0.401) showed a moderately significant negative correlation (p <0.01) (Table 3).

4. Discussion

In this study, it was aimed to examine the relationship between mothers' sharenting behaviors and their social approval needs. With technological advances, the usage level of social media platforms has also increased. Especially, the sharing of parents' information and photos about their children on social media has accelerated, and parents have created their own digital records of life (Brosch, 2016). In this study, it was determined that mothers who have used social media for ten years or more and who spend 3–4 hours or more daily on social media have higher levels of sharenting. According to the data from We Are Social (2024), 62% of the world population worldwide uses social media, and

this rate continues to increase year by year. The same report indicates that social media users in our country spend more time on these platforms than the global average (We Are Social, 2024). In our era, social media has become more than a communication medium — it has turned into the daily life itself and is almost a physiological need (Çalışkan & Mencik, 2015). Social media platforms have strengthened in recent years, continually renewing themselves, enriching their content, and increasing interaction rates. In this process, parents have been more involved in social media platforms; particularly, it has been reported that parents with children under five and young mothers are active users (Cohen, 2015). With advancing technology, the enhancements in smartphones and their features — such as the ability to record photos and videos at any moment and use social media — are reported to make sharenting behaviors almost inevitable among parents (Wagner & Gasche, 2018). Mothers' use of social media platforms is not only for their own purposes but also to share experiences related to their children, gain social approval, or guide others — these are just some of the reasons for usage. In one study, it was reported that mothers with higher digital skills had higher sharenting behaviors (Bhroin et al., 2022). In another study, it was found that 30% of parents share a picture of their child online almost every day (Davis, 2018). In a qualitative study conducted in our country, it was determined that almost all mothers share photos of their children on their social media accounts (Üstündağ, 2023). Over time, as mothers spend more time on social media and are exposed to other people's posts, they may tend to post more frequently in hope that their posts reach wider audiences. On the other hand, the amount of time mothers spend on social media may pave the way for higher sharenting levels. A mother who uses social media for 3–4 hours or more daily, constantly viewing others' posts, receiving comments, and interacting with other parents may be more inclined to share.

In the study, it was found that as mothers' levels of need for social approval increased, their levels of social comparison and negative feedback effect decreased. Another finding from the study was that as the need for social approval increased, so did the levels of sharing behavior and positive feedback effect. Social approval is defined as a condition characterized not only by seeking approval from others but also by avoiding disapproval (Leder et al., 2020). It is noted that individuals with a high need for approval have a stronger desire to feel valued through being liked by others, and they may also tend to participate more frequently in information sharing on online platforms (Nie et al., 2024; Sciara et al., 2021). As a social being, a person's desire to build close relationships and feel a sense of belonging makes social approval also perceived as a need (Karaşar & Öğülmüş, 2016). Mothers may strongly feel the need for social approval during parenting, especially to validate how well they are fulfilling their parental roles. A qualitative study in this field revealed that one of the reasons parents share information about their children is their desire to gain social approval from their followers on social media (Wardhani & Sekarasih, 2021). Especially today, with the widespread use of social media platforms, it can be said that the need for social approval has become more prominent. Parents may feel the urge to gain approval by sharing their children's achievements, special moments, photos, and videos. The positive feedback received from these posts may further reinforce the tendency to share more.

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5. Conclusion

This study aimed to examine the relationship between mothers' sharenting behaviors and their need for social approval, and the results were evaluated in light of the literature. The study found that mothers who had been using social media for ten years or more and those who used it for 3–4 hours or more per day had higher levels of sharenting. It was also determined that as mothers' need for social approval increased, their levels of social comparison and negative feedback effect decreased, while their levels of sharing behavior and positive feedback effect increased.

With the widespread use of the internet and social media, the sharing of content such as audio, images, and videos has significantly increased. This trend is also rapidly rising among parents. In fact, parents may begin sharing content related to their children even before the child is born. However, the potential negative effects of sharenting behavior on children are often overlooked by parents. Therefore, it is recommended that the reasons behind parents' sharing behaviors be further examined, that educational programs be developed to encourage parents to be more sensitive and cautious when sharing content about their children, and that similar studies be conducted with larger sample groups.

Authors Contributions

Study conception/design: EÜ, ÖE, AKU; Data collection and analysis: EÜ, ÖE, AKU; Statistical expertise: EÜ, ÖE, AKU; Drafting of the manuscript: EÜ, ÖE, AKU; Administrative/ technical/ material support: EÜ, ÖE, AKU; Supervision: AKU.

Conflict of Interest

No conflict of interest has been declared by the authors.

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