

# Sharenting: A systematic review of the empirical literature

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## Abstract

Sharenting, the practice of parents publicly sharing information about their children on social media, has become increasingly prevalent in recent years. The purpose of this study was to conduct a systematic literature review in order to evaluate existing publications that have empirically investigated the sharenting phenomenon and conceptualized its characteristics and possible consequences. Following Preferred Reporting Items for Systematic Reviews and Meta-Analysis guidelines, 61 studies were reviewed. Based on the point of view and focus of the studies, six themes emerged: characteristics of sharenting, children's privacy, professional sharenting, children's perspectives, factors affecting sharenting, and social media dilemmas. The review highlights the growing prevalence of sharenting and provides a comprehensive overview of the empirical investigations and conceptualizations of the phenomenon. The findings have implications for parents, professionals, and policymakers, and opportunities for future research to further understand the complex and multifaceted nature of sharenting.

## KEYWORDS

parents, sharenting, social media, systematic review

## INTRODUCTION

The term sharenting, a combination of sharing and parenting, refers to the practice of parents publicly sharing information about their children on social media. It was originally coined by Steven Leckart (2012) and is defined in the Collins Dictionary (2015) as “the habitual use of social media to share news, images, and so forth of one's children.” This behavior has become increasingly prevalent in recent years. In the United States, Security.org (2021) conducted a

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survey on the sharenting practices of 1000 parents and children. The survey showed that approximately 75% of parents shared pictures, stories, or videos of their children on social media, and more than 80% of parents used their children's real names. Moreover, less than 25% of parents took permission from their children before posting about them on social media, and approximately 29% of parents did not obtain their children's consent at all. According to another study conducted by Nominet (2018), a British domain registry company, parents on average share almost 1500 pictures of their child on social media before the child reaches the age of 5 years.

The historical lineage of sharenting can be traced back to the emergence of blogging as a cultural practice that allowed for an empowered representation of parenting (Blum-Ross & Livingstone, 2017). Over time, these practices have evolved into sharenting, with the digital era's interconnectedness bringing both challenges and opportunities to the fore. Parent bloggers' nuanced experiences reflect broader societal changes, showcasing the transition from localized self-presentation to a more networked culture of self-representation, which now includes the intricate dynamics of sharenting.

The advent of blogging marked a pivotal shift in how individuals (in this case, parents) narrated their lives. This new digital landscape offered spaces for writing self and community into being, challenging historical silences, and allowing both mothers and fathers to assert their subjectivities in response to traditional narratives (Boyd, 2006; Holstein & Gubrium, 2000; Juhasz, 2003). Consequently, blogging has become a crucial platform for constructing the story of the self, where the tales of parenting—once written about parents—are now being authored by them.

The motivations driving parent bloggers are as varied as the bloggers themselves. They include seeking creative outlets and establishing a voice, chronicling life stories for future reminiscences, advocating for particular parenting philosophies, building supportive communities, and pursuing financial opportunities (Doucet & Mauthner, 2013; Lenhart & Fox, 2006; Stefanone & Jang, 2007; Webb & Lee, 2011; Whitehead, 2015). These early blogging practices set the stage for a cultural shift toward online sharing in the parenting domain, which would eventually evolve into the nuanced practice of sharenting.

In the context of late modernity, the act of blogging has been redefined. Parents have transformed it from a personal journaling space into a realm that blurs the boundaries between private and public spheres (Bauman, 2002). This transformation has been intensified by the pressures of new momism and intensified parenting, which demand an almost impossible standard of motherhood (Blum-Ross & Livingstone, 2017). Therefore, parent blogging serves as both a perpetuator of and a coping mechanism for these pressures, embodying Giddens' (1991) reflexive project of the self and Clark's (2013) concept of reflexive parenting.

As digital technologies advanced, they reshaped the affordances of social media, allowing parents to share more frequently and widely, and expanding the avenues for sharenting. This progression has been especially notable during the COVID-19 pandemic, when the need for virtual communication in a time of social distancing brought a new dimension to sharenting, highlighting its role in family dynamics. According to Schmidt (2011), the practices of sharenting are more than just an erosion of privacy or digital exhibitionism. They are strategic and complex forms of identity management. In digital spaces, parents engage in selective disclosure, skillfully navigating the tension between sharing and privacy. Parent bloggers, in particular, illustrate this complexity, sharing their lives and their children's experiences, thereby illuminating the spectrum of practices being developed by parents who use social media.

The media and academic community have already paid considerable attention to this phenomenon. The vast majority of parents engage in sharenting, with many sharing intimate details about their children's lives, such as photos, videos, and personal stories (Kopecky et al., 2020). However, concerns have been raised about the potential impact of sharenting on children's privacy, safety, and well-being, as well as the potential legal and ethical implications

of sharenting. Most of studies contend that sharenting has the potential to negatively impact children's privacy because parents may unintentionally show sensitive details about their children, such as their location or daily routines. Sharenting also raises significant questions about who owns children's digital footprints and how that information can be used or misused in the future. Additionally, sharenting has been linked to cyberbullying, identity theft, and other online risks that may harm children (Wachs et al., 2021).

Parents may be unaware of the long-term consequences of disclosing information about their children, such as the impact on their children's future job prospects or relationships (Livingstone & Helsper, 2010). Children may feel embarrassed or uncomfortable with the information their parents share about them online, which can have negative consequences for their self-esteem and relationships. The consequences of sharenting are complex and multifaceted. For example, sharenting may have an impact on children's sense of privacy and autonomy, as well as their ability to control their digital identities. Sharenting may also have an impact on how children perceive themselves, their families, and their relationships with others (Uhls & Greenfield, 2017). Furthermore, sharenting may have an impact on a child's sense of self and identity, as well as their ability to navigate the online world (Uhls & Greenfield, 2017).

Studies have also examined the motivations for sharenting, with some suggesting that parents share information about their children on social media to connect with family and friends, document their children's lives, or seek validation from others (Livingstone & Haddon, 2009; Marwick & Boyd, 2011). In their study, Livingstone and Helsper (2010) argued that sharenting is motivated by a need for social connectedness. Parents utilize social media to stay in touch with loved ones, seek social validation, and obtain social connectedness (Livingstone & Helsper, 2010).

Similarly, Blum-Ross and Livingstone (2017) proposed that sharenting is a form of digital storytelling. Parents employ social media to create a narrative about their children's lives and to share their parenting experiences. As the digital landscape evolves, this narrative extends beyond personal circles into a broader societal discourse. In the era following the emergence of Web 2.0, with its proliferation of blogs and social networking sites, the practice of sharenting has not only become ubiquitous but has also intensified, reflecting a new norm in the public documentation of family life and adding complexity to the parental decision-making process regarding online sharing.

## THE PRESENT STUDY

Sharenting is a rapidly evolving phenomenon that has gained increasing attention in recent years, and it is important to stay up-to-date with the latest research and trends in this area. First, only one previous systematic literature review by Cino (2021) has been published. This review examined 49 studies and employed the conceptual framework of the 5Ws and 1H, which asks who, what, when, where, why, and how questions. The review showed who shared content about parenting and children online, what is shared and where (in terms of platforms used), when, as in life phases during which sharing occurs, why, as in the reasoning underlying it, and finally how, as in parents' decision-making, governance, and privacy strategies. Although the literature review by Cino (2021) provided some insight into various aspects of sharenting, the 5 Ws and 1 H framework used in the review has limitations, such as potentially prioritizing specific types of information over others and not fully capturing the complexity of individual studies or research findings.

The present review expands upon this framework by incorporating a broader scope of empirical studies. Moreover, the review also delves deeper into the complexities and nuances of sharenting practices. It offers a comprehensive analysis that transcends the potential limitations of focusing on specific types of information and strives to capture a more diverse and

intricate portrayal of sharenting's impact on both parents and children within the ever-changing landscape of social media platforms.

Since these initial efforts to shed light on a new phenomenon, empirical research into sharenting has grown significantly. However, these empirical studies have focused predominantly on ethical and legal issues concerning children's privacy, safety, and well-being. In this regard, a new systematic literature review could help to identify the strengths and limitations of existing research and make recommendations for how to address these issues. In addition, sharenting is a complex phenomenon that can be influenced by a wide range of factors, including cultural, social, psychological and technological factors. A more comprehensive examination of sharenting, taking into account the limitations of existing frameworks and research methodologies, would provide a more nuanced understanding of the topic and its potential impact on families, children, and society as a whole.

A new and updated sharenting systematic literature review paper is needed to synthesize the most recent research regarding this rapidly evolving phenomenon, critically analyze the psychological, ethical, and legal issues raised by sharenting, and provide evidence-based recommendations for future research, policy, and practice. Consequently, the main purpose of the present study was to conduct a systematic literature review in order to identify existing studies that have empirically investigated the sharenting phenomena and conceptualized the characteristics of sharenting and possible consequences of sharenting.

## METHODS

### Aims and design

The present study is a systematic literature review on sharenting. To achieve this, the research was carried out and presented in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) guidelines (Moher et al., 2015). PRISMA serves as an evidence-based minimum set of guidelines to report a wide array of systematic reviews and meta-analyses with clarity and transparency. These guidelines comprise a 27-item checklist and a four-phase flow diagram. The checklist includes items pertinent to the content of a systematic review, such as the title, abstract, methods, results, discussion, and funding, which are critical for readers to fully understand the scope, processes, and findings of a review. The flow diagram visually depicts the process of study selection, from the number of records identified through database searching and other sources to the inclusion and exclusion of studies. By adhering to PRISMA guidelines, the present review ensures a rigorous methodological approach, enhancing the reproducibility of the research process and the verifiability of the results obtained.

### Inclusion and exclusion criteria

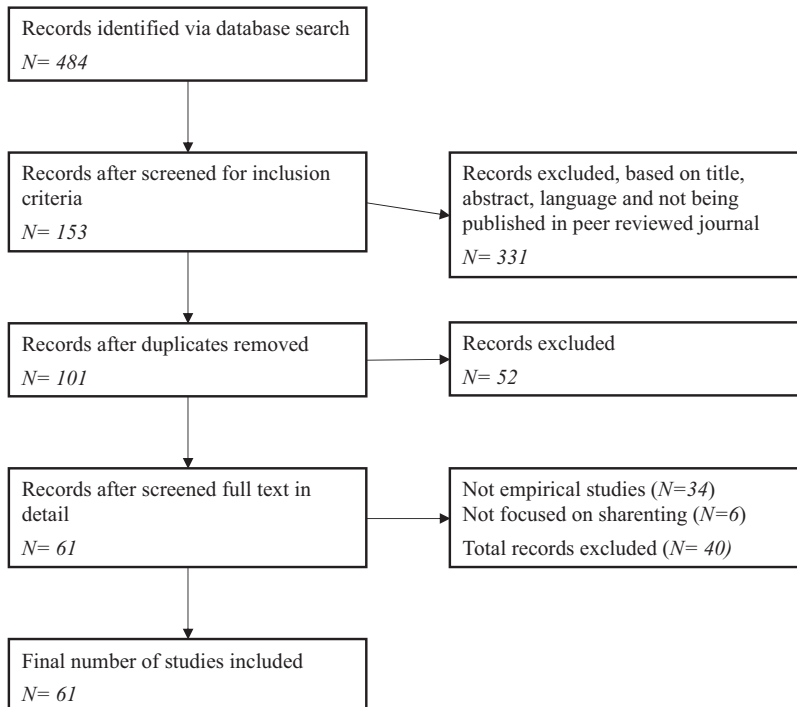
All studies obtained met a number of criteria in order to be included in the systematic literature review. The inclusion criteria for studies are as follows: (a) published up until January 2023, (b) published in peer-reviewed journals, (c) written in English or Turkish (the authors' native languages), (d) were empirical studies (with no restrictions on methodology), and (e) focused on sharenting. Exclusion criteria in the systematic literature review were as follows: (a) not including the concept of sharenting in the title or abstract; (b) written in foreign language (except for Turkish); (c) duplicate studies; (d) not including empirical results (such as review papers and commentaries); (e) not being published in a peer-reviewed journal (e.g., theses, conference proceedings), and (f) not focusing on the sharenting.

## Information sources and search strategy

In February 2023, the databases *Web of Knowledge*, *PsycPapers*, *PubMed*, *Pro-Quest*, *PsychInfo*, and *Science Direct* were searched to find relevant studies. The research team's library database search engine, *One Search*, was used to conduct searches in these databases. The search was performed with only one word—"sharenting." In conducting this systematic literature review, sharenting was selected as the primary keyword due to its prevalent use in existing academic and social discourse when referring to the phenomenon of parents sharing information about their children using social media. This term was chosen for its specificity and the substantial body of literature that has emerged around it, ensuring that the research captured was directly relevant to the study's focus. The term's usage reflects its established recognition and the absence of a direct translation in other languages (e.g., Turkish), as it is widely adopted in its original form in other languages' literature and media, signifying its universality and relevance across languages and cultures. This linguistic decision aligns with the approach often taken with modern neologisms, particularly those emerging from the digital and social media landscapes, which are frequently integrated into diverse linguistic contexts in their original English form.

## Study selection and data collection processes

Initially, the titles and abstracts of every study that were identified throughout the search were used to filter. A comprehensive review of the full texts of the remaining papers and a screening process based on the previously stated inclusion criteria were then carried out. A flow diagram



**FIGURE 1** PRISMA flow diagram.

of this procedure is shown in Figure 1. This includes the total number of papers submitted at each stage and the reasons for exclusion.

The systematic review included studies in multiple languages to ensure comprehensive coverage, in line with PRISMA guidelines. Six Turkish-language papers were selected, all featuring English abstracts, allowing for an initial evaluation of relevance. Where necessary, the contents beyond the abstracts were translated and assessed by bilingual researchers to maintain the integrity of data extraction and analysis. This approach ensures inclusivity and mitigates publication bias while adhering to methodological rigor.

## RESULTS

A total of 484 papers were found in the first search using the word, sharenting. Depending on the title, abstract, and language of the study, 331 papers were excluded. Of the remaining 153 papers, 52 duplicates were excluded. In the next step, the full texts of 101 papers were examined in detail and a total of 40 papers were excluded that were not empirical or focused on the concept of sharenting. The present systematic review comprised 61 studies.

The identified studies were examined, and the methodology, sample, explored domain, research aims, and main results were extracted from each study. The main results and characteristics of the identified studies are summarized in Table 1. The 61 studies dealt with the concept of sharenting on different aspects. Themes were determined depending on the explored domain and focus on the studies on the concept of sharenting. The studies were categorized into six themes. These six themes ordered by the number of studies in each theme are: (a) characteristics of sharenting (21 studies), (b) children's privacy (12 studies), (c) professional sharenting (nine studies), (d) children's perspectives (seven studies), (e) factors affecting sharenting (seven studies), and (f) social media dilemmas (SDMs; five studies).

Two papers in this review included more than one study (i.e., Fox & Hoy, 2019; Klucarova & Hasford, 2023). These studies are detailed in Table 1 inside the corresponding rows (e.g., Study I, Study II, and Study III). When a total of 64 studies were examined, it was found that 36 studies were qualitative (56.3%), 26 studies were quantitative (40.6%), and two studies were mixed methods (3.1%). When examining the samples of the studies, 37 studies comprised parents (57.8%), seven studies comprised children (10.9%), three studies comprised families (4.7%), and 15 studies comprised content related to social media applications (such as posts, photos, or videos) (23.4%). One study comprised articles for co-citation analysis (1.6%), and one study included social media followers of social media influencers (1.6%). Among studies that involved parents or families, in nine of these, only mothers' perspectives were focused on, while in three of them, only fathers' perspectives were examined.

Of the 61 studies examined, 14 were from the United States (22.95%), 10 from Türkiye (16.39%), 7 from the United Kingdom (11.48%), 5 from Belgium (8.20%), 9 from multiple countries (8.20%), 4 from Indonesia (6.56%), 3 from Portugal (4.92%), and 3 from Spain (4.92%). There was one study conducted in Australia, Estonia, India, Iran, Malaysia, Nigeria, Poland, Russia, Sweden, and Tunisia. Six studies are written in Turkish, and all of them included an English abstract, with one of them having an extended abstract.

### Characteristics of sharenting

There were 21 studies on the theme of characteristics of sharenting, which comprised the largest number of studies. This theme includes many studies examining the characteristics and prevalence of sharenting behaviors, as well as providing important insights into how and to what extent sharenting behaviors occur. Studies in this theme focused on the frequency of sharenting

TABLE 1 Summary of characteristics and main results of identified studies.

Study	Methodology	Sample	Domain explored	Research aims	Main results
Aslan and Durmuş (2020)	Quantitative	401 Turkish mothers	Characteristics of sharenting	Explore mothers' whose children attends to the kindergarten, sharing attitudes of the information about their children on social media	The results indicated that a high rate (84.3%) of mothers shared information about their children on social media. About half of the mothers do not mind sharing information and photos.
Atwell et al. (2019)	Quantitative	4400 individuals (UK)	Characteristics of sharenting	Explore the sharenting habits of parents, the frequency with which parents post images or videos of their children online, the views of parents on privacy settings and the sharing of personal images and videos, the awareness of technical mediation among children, and the attitudes of children toward having their images posted online	The results indicated that more than half of the families (54%) shared their children's photos on social media, and 77 percent of them consider themselves sufficient in terms of privacy settings. Also, 39% of children feel sad and 34% feel embarrassed when their parents post pictures of them.
Barnes and Potter (2021)	Quantitative	613 Australian parents	Children's privacy	Explore Australian parents' attitudes to sharing information about their children on <i>Facebook</i> and <i>Instagram</i>	The results indicated that, in contrast to highly qualified family influencers, ordinary parents frequently lack understanding of the audience that can view their social media posts.
Bastemur et al. (2021)	Qualitative: Case study	One Turkish Instamom	Professional sharenting	Explore the <i>Instagram</i> posts of a Instamom who publicly shared her child's photos on social media	The results indicated that most of the posts of the social media celebrity mom on the social media account were the photographs of her child (83%). Four themes, which were private/confidential information, private clothing, emotional moments and commercial purposes, were determined.
Blum-Ross and Livingstone (2017)	Qualitative: In-depth family interviews	17 parent bloggers based in United Kingdom	Professional sharenting	Explore how parent bloggers portray themselves as parents and the implications for others affected by these representations	The results indicated that bloggers face difficult ethical dilemmas because portraying themselves as parents necessarily brings aspects of their children's life into the public eye, introducing risks that they paradoxically responsible for safeguarding against.

(Continues)

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Boufâres Tayaa and Bouzaabia (2022)	Qualitative	20 followers of Tunisian mompreneurs	Professional sharenting	Explore a new form of women's entrepreneurship in an emerging market, which is Tunisia and to identify the determinants of its success	The results indicated that "sharenting" details about their personal lives as well as those of their children is, paradoxically, a predictor of influencer-mompreneur success. Influencer-mompreneurs elicit stronger interactions with their female followers by posting updates about their personal lives, such as family gatherings and children's daily events
Briazu et al. (2021)	Mixed study	190 mothers (UK)	Factors affecting sharenting	Explore the Facebook sharenting behavior of mothers with young children, their comprehension of the advantages and disadvantages and related psychological factors	The results indicated that although fewer individuals posted as frequently after becoming aware of the risks, most individuals continued to publish sensitive information like pictures and information. Reduced posting was not linked to negative social media experiences. Parents continue to show sensitive information while having legitimate privacy concerns, which may be explained by psychosocial reasons like social anxiety.
Brosch (2016)	Qualitative: Netnography	168 Polish parents	Characteristics of sharenting	Explore the kind of baby pictures that parents post on <i>Facebook</i> and the most likely reasons for doing so	The results indicated that <i>Facebook</i> facilitates yet another social activity that is strongly related to voyeurism and arises from the urge for social control over other users. It was demonstrated by the inverse relationship between parents' <i>Facebook</i> friend numbers and the number of child posts. Additionally, by sharenting, parents affirm their ability to carry out their parental responsibilities, and posting on <i>Facebook</i> appears to be the modern-day counterpart of sending a letter with a picture inside.
Campana et al. (2020)	Qualitative: Netnography	21 Instastad (UK)	Professional sharenting	Explore how these influencers perform sharenting labor, which is the labor involved in commodifying and monetizing the sharing of parental experiences	The results indicated that sharenting labor has the power to shift discourses on masculinities and provide male parental caring behaviors more legitimacy. Faced with the family, Instastads work together by including other family members in their influencer activities; they stage family life to produce shareable material; and they protect the children by making an effort to safeguard them from the moral threat of engaging in commercial activity.



TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Cataldo et al. (2022)	Scientometric; Document co-citation analysis	287 papers	Characteristics of sharenting	Explore sharenting by finding the supporting evidence, the most relevant papers, the key themes that are related to it, and any gaps in the expanding body of knowledge	The results indicated four main areas that respectively, "Parents vs. children," "The internet parentsphere," "Online parenting interventions targeted at the child's mental health" and "Frequently discussed topics." According to both the citing and cited publications in the various clusters, very few studies have looked at the effects of parents' internet behavior on their offline connections with their children.
Choi and Lewallen (2018)	Qualitative; Content analysis	510 photos from Instagram (USA)	Characteristics of sharenting	Examine how children are represented on Instagram, paying particular attention to how children are portrayed in connection to traditional stereotypes	The results indicated that children's clothing appeared to be gender typical as the most typical clothing color for girls was pink and the most typical color for boys was blue. Additionally, the White racial group continues to dominate media representation (59.8% Whites, 40.2% ethnic minorities). Children from ethnic minorities are less likely to be participating actively in an activity, such as sports play, and they are also less likely to have happy feelings in these photographs.
Cino (2022a)	Quantitative; Content analysis	657 threads parenting forum (USA)	Social media dilemmas	Explore what kind of dilemmas parents report experiencing about sharenting when seeking support on a parenting forum	The results indicated that pre-birth dilemmas (46%) revolved around sharing information/photos/updates of one's pregnancy, the unborn child's gender show, and birth delivery procedure on social media. Post-birth dilemmas (54%), in turn, concerned sharing about children from the moment they were born onward. Both types of dilemmas may concern the poster's personal sharing behaviors or those of other individuals.
Cino (2022b)	Qualitative; Thematic analysis	1626 posts from 47 discussion threads (USA)	Social media dilemmas	Explore how a parenting forum might work as an informal reflective and learning site where parents naturally discuss social media dilemmas associated with sharenting	The results indicated that these conversations allowed parents to voice new types of dilemmas that contemporary mothers and parents in general may face, and for which they may find it difficult to find support elsewhere; to report a range of possible courses of action for posters to learn how to face the dilemma by drawing on their peers' experiences and parenting strategies; and to demonstrate a new facet of sharenting, specifically the "dilemmatic" one.

(Continues)

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Cino and Formenti (2021)	Qualitative: Thematic analysis	1237 posts from 26 threads on parenting forum (USA)	Social media dilemmas	Explore mothers' pre-birth social media dilemmas	The results indicated that online posters face dilemmas about performing their pregnancies on social media and collectively learn to make sense of and question a culture of surveillance, while reclaiming their self-representational agency in the process.
Cino and Vandini (2020a)	Qualitative: Thematic analysis	1124 posts from 38 discussion threads (USA)	Social media dilemmas (SMD)	Explore social media dilemmas associated with sharing about children online as a source of dialectical tensions between daughter in law and mother in laws	The results indicated that the disorienting nature of SMDs pushed mothers to look for support through forums. Additionally, discussing minors on social media can lead to dialectical conflicts between interacting systems (such as the nuclear family and the extended family), as mothers assert and demand first-level control over their children's digital footprints in order to promote systemic differentiation in the digital home.
Cino and Vandini (2020b)	Qualitative: Thematic analysis	556 posts from 13 discussion threads (USA)	Social media dilemmas	Explore the management of children's online presence as debated in an online parenting forum	The results indicated how this incident is presented as a boundary violation that compromises parents' ability to manage their children's digital footprints. Additionally, posters emphasize the dangers of such photo-sharing activity, create moral identities for parents and teachers in the social media age, portraying them as either good or bad, and offer ways for regaining control and reclaiming parental agency. These results imply that this happens to validate the family as a higher-level mechanism for establishing limits regarding children's social media presence.
Cino and Wartella (2021)	Quantitative	290 parents (USA)	Children's privacy	Explore parents' intra- and extra-systemic approaches used to protect their children's online privacy when adults post about them on social media as a proxy for social media literacy	The results indicated that posting information about children on social media is a very common habit for this sample of parents, and that only a small percentage of respondents think parents should defer to their children in making decisions regarding their digital footprints. However, over half of the sample expressed some worry about a variety of problems that could result from posting about a child, including as images being turned into child pornography, data being gathered and utilized by businesses, digital kidnapping, and bullying.

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Cino et al. (2020)	Quantitative Qualitative	222 parents 141 parents (USA)	Characteristics of sharenting	Explore parents' understanding of like and the emotions associated with it	The results indicated that a parent who receives a Like on a picture of his or her child is more likely to share more about him/her, based on two main interpretations of the paralinguistic cue: the Like serves as validation of one's parenting, or it serves as a measure of connection with important individuals, leading to emotional reactions.
De Wolf (2020)	Quantitative	2000 teenagers (Belgium)	Children's perspectives	Explore both personal and interpersonal privacy management to ultimately understand teens' privacy practices	The results indicated that teens negotiate their parents' sharenting behavior in a stricter manner than they do with their peers. Also, when coordinating boundaries with peers, interpersonal privacy management is less important than when coordinating sexual materials and dealing with personal information shared by parents
Er et al. (2022)	Qualitative: Descriptive content analysis	401 posts collected from public Instagram accounts (Türkiye)	Characteristics of sharenting	Explore the content of sharenting of parents during the early COVID-19 pandemic and quarantine periods in Türkiye	The results indicated that the trending hashtag #stayathome is particularly significant because to its optimistic portrayal of society's lockdown process. One of the benefits of this time period, which show that family members spent more time together when social media shares were taken into account. Children's privacy concerns may arise from the fact that children's faces were mostly kept exposed in the early pandemic's outcomes of continual sharenting. Mothers also shared more during this time.
Erişir and Erişir (2018)	Quantitative	25 Instagram users (Türkiye)	Children's privacy	Explore what kind of legal and health problems these shares may cause	The results indicated that parents mostly shared without considering the legal rights and healthy development of their children
Esfandiari and Yao (2022)	Qualitative: Netnography	15 Iranian parents	Characteristics of sharenting	Explore how Iranian parents view the benefits and hazards of sharenting and how their cultural background affects how they behave when sharenting	The results indicated that sharenting a child's personal information with others helps parents build their family and social relationships. In addition, the cultural embodiment of the "evil eye" is the source of some participants' worries about the negative aspects of sharenting. Parents struggle to set online privacy limits and employ poor management techniques to control their children's social media behavior.

(Continues)

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Fox and Hoy (2019)	Study I: Grounded theory approach Study II: Document analysis	Study I: 15 interviewees Study II: 1062 tweets (USA)	Children's privacy	Study I: Explore how mothers' risk factors for consumer vulnerability might contribute to posting their children's personally identifiable information Study 2: Explore mothers are engaging in such behaviors as a result of marketing communications	Study I: The results indicated that mothers readily post about their children on social media to share with various circles of contacts. Study II: The results indicated that mothers enthusiastically share their children's personal information with a brand when requested to do so
Fox et al. (2023)	Mixed	75 first time dads 8 first time dads (USA)	Professional sharenting	Explore first-time dads' decisions to engage in sharenting, or posting information about one's child on social media, as marketers seek to connect with new parents through engagement tactics that encourage sharenting	The results indicated that first-time dads are likely to perceive their own and their child's information as sensitive yet be willing to share it with marketers when prompted
Garmendia et al. (2022)	Quantitative	2900 Spanish schoolchildren	Characteristics of sharenting	Explore sharenting, a relatively widespread practice among Spanish mothers and fathers that involves the publication of comments, images or videos of the lives of their children on social networks or blogs	The results indicated that nearly one in every five children believe their parents have shared personal information about them online. This practice becomes more prevalent with age, affecting girls in particular. Approximately 12% of the children requested that their parents delete this shared information, and negative consequences, whether direct or indirect, are uncommon (4%). Furthermore, parents who frequently moderate their children's online activity share far less information
Günüş (2020)	Qualitative: Content analysis	130 Turkish and British mothers	Characteristics of sharenting	Explore the views of Turkish and British mothers about their sharenting on social media	The results indicated that, although there are some differences in sharenting between cultures, similar themes based on technological dynamics have similar effects on societies or mothers

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Hasanah and Ermawati (2022)	Qualitative: Phenomenological	Three mothers (Indonesia)	Children's privacy	Explore rising phenomenon of young mothers who do sharenting	The results indicated that sharenting among young mothers includes young mothers using social media accounts to make information about their children more accessible to others; and young mothers accidentally exposing their children's real whereabouts or full names; young mothers do not give their children veto rights over online creations; young mothers accidentally share pictures of their children undressing; and young mothers do not believe the sharenting effect will affect them
Holiday et al. (2022)	Qualitative	125 posts (USA)	Characteristics of sharenting	Explore parents' <i>Instagram</i> posts using constant comparative analysis to determine how parents self-present in their sharenting posts	The results indicated three self-presentational categories, demonstrating how parental social media posts depicting a parent-child relational identity may be intended representations of the parent's self. These are polished, promotional, and intimate categories
Hoy et al. (2023)	Quantitative	418 parents (USA)	Children's privacy	Explore how parents with at least one child aged 10 years and under perceive the sensitivity of their children's personal information and their willingness to share it with social media marketers	The results indicated that a variety of types of children's information are perceived as sensitive, with certain information (e.g., videos, photos) that parents readily share via social media being regarded as extremely sensitive. Furthermore, fathers and single parents are more likely to regard their children's information as sensitive, but are more willing to share it
Jorge, Marôpo, and Neto (2022a)	Qualitative: Content analysis	213 posts (Portugal)	Professional sharenting	Explore the relation between celebrity sharenting and the wider construction of children's digital identities	The results indicated that Instagram sharenting engages audiences by portraying children as the parents' extended self. Content from Instagram and news outlets is appropriated in vernacular and commercial digital spaces for opposing effects: the cute father-son dyad and the son as an extension of the uber-famous, vain father
Jorge, Marôpo, Coelho, and Novello (2022b)	Qualitative: Case study	11 case studies of Portuguese mummy and family influencers	Professional sharenting	Explore how are parenting and family presented to audiences by mum and family influencers	The results indicated that prominent mummy influencers reproduce a neoliberal ethos that favors an individual management of reconciling motherhood and a career in the context of post-austerity and precarity, via an emotional discourse that promotes relatability with the audience, which has been converted into an essentially consumerist agenda

(Continues)

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Kaur and Kumar (2021)	Qualitative; Interpretative phenomenological analysis	23 parents (India)	Children's privacy	Explore the antecedents of sharenting, the underlying strategies for mitigating the privacy risks of sharing children's personally identifiable information, and the relationship between parents' sharenting activities and their buying behavior	The results indicated the multifaceted reasons that persist underlying parental sharenting activities and showed a strong relationship between parental sharenting and purchasing behavior
Kluciarova and Hasford (2023)	Quantitative; Experimental	Study I: 147 participants Study II: 168 participants Study III: 478 participants (USA)	Characteristics of sharenting	Explore the impact of over-sharenting on others' desire to affiliate with parents	The results indicated a consistent effect in which parents are viewed as less desirable acquaintances when they overshare, which is particularly paradoxical given that the desire for affiliation motivates sharenting behavior. Furthermore, external observers may perceive oversharing as a violation of social norms
Kopecky et al. (2020)	Quantitative	1460 Czech and Spanish parents	Characteristics of sharenting	Explore the type of content that parents publish about their children and to compare the sharenting behavior of Czech and Spanish parents	The results indicated that the vast majority of parents publish photographs of their children on social networks accessible to their contacts, without regard for the child's privacy
K içtikali and Serçemeli (2019)	Quantitative	204 Turkish lecturers	Children's privacy	Explore the phenomenon of sharenting by considering the privacy rights of children in social media	The results indicated that lecturers are very careful about sharing information about their children on social media. When asked about the parents they follow on social media, they stated that the parents they follow are careless in their posts about their children, that they can share private information about their children that can show their location
Latipah et al. (2020)	Qualitative; Phenomenological approach	10 individuals (Indonesia)	Factors affecting sharenting	Explore on the motives, strategies, and psychological effects of sharenting by millennial parents	The results indicated that sharenting parents seek affirmation and social support, as well as to demonstrate their ability to care for children, social participation, and documentation. Sharenting is used by millennial parents who have a peer-oriented communication model. Sharenting has both positive and negative effects for millennial parents, such as providing new information and knowledge, making new friends, and providing support. Feeling insecure, comparing her child to someone else's child, and causing animosity and dissent are all negative consequences

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Lavorgna et al. (2022)	Qualitative: Content analysis	Textual data from each of the platform's relevant self-regulatory documents (mostly Terms and Conditions, and Community Standards, in their English version)	Children's privacy	Explore the self-regulations (in the form of corporate documents and forms of self-organization) of five major social media platforms and identifies several risks and vulnerabilities to harmful sharenting practices embedded in the platforms' policies	The results indicated how criminological imagination can effectively contribute to multidisciplinary discussions about digital ecosystems and their regulation, paving the way for a reduction in criminogenic and harmful opportunities online
Lazard (2022)	Qualitative	20 mothers (UK)	Characteristics of sharenting	Explore mothers' identity work in their talk about posting family photos to social networking sites	The results indicated how identity troubles were created and repaired in three types of mothers' photo sharing constructions: emotionally connected mothers, digitally relational mothers, and proud mothers. Family photo posts were constituted as a selective process that performed relational work to rhetorically manage the networked audience by deflecting conflict in these constructions. This included the digital repair of offline troubled identities to present oneself as "good" while avoiding class-based othering
Lipu and Siibak (2019)	Qualitative	14 Estonian mothers and their children	Children's perspectives	Explore what kind of information mothers shared about their children on <i>Facebook</i> and how the children perceived and reacted to such posts	The results indicated a significant gap between parents' and children's perspectives on whether a parent should seek permission to post child-related content on social media. Pre-teens were frequently frustrated by their mothers' sharenting practices, which caused privacy boundary turbulence between parents and children.
Marasli et al. (2016)	Qualitative: Content analysis	219 Turkish parents	Characteristics of sharenting	Explore the frequency and content of social media sharing, as well as the information a group of parents shared online about their children	The results indicated that some parents share very detailed experiences with their children on social media, and so many shares of parents could have been possible. Parents reported that they shared on special occasions or whenever they found something worthwhile to share. When their profiles were viewed and analyzed; however, it was discovered that this was not the case. General sharing of children appears to be more prevalent than sharing only on special days, occasions, or worthy cases.

(Continues)

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Morva and Gül Ünlü (2022)	Qualitative: Content analysis	15 Turkish parent bloggers	Children's privacy	Explore how the digital privacy of the child is addressed based on the content shared by parents on the parent blogs in Turkey	The results indicated that four basic determinants of blogger parents' privacy management have been identified: Ethical principles and auto-control, the child's intervention and demands, interactions with their followers and, the legal context.
Ni Bhroin et al. (2022)	Quantitative	5639 parents across all six countries (Estonia, Germany, Spain, Norway, Poland, and Russia)	Characteristics of sharenting	Explore both how individual characteristics such as demographics and digital skills, and relational factors, including parental mediation styles, concerns about children's privacy, and communication between parents and children influence sharenting practices	The results indicated that contrary to expectations, parents who are more proficient in digital technology are more likely to participate in sharenting. Additionally, parents who actively monitor their children's internet use and who are more concerned with their children's privacy are also more likely to participate in sharenting.
Ögel-Balaban (2021)	Quantitative	984 Turkish parents 491 Turkish parents' Facebook account	Factors affecting sharenting	Explore parents' sharing of their children's photos on their Facebook account as a sharenting practice in Turkey with its demographic, Facebook use- and social network-related predictors	The results indicated that special events (birthdays, celebrations), trips/holidays with children, and activities with family/friends were the most frequently reported contents of shared photos. Age as a demographic factor; the frequency of sharing on Facebook as a Facebook use-related factor; the number of Facebook friends and the perceived offline social support as social network-related factors were demonstrated to predict the frequency of sharenting
Ömür and Uyar (2022)	Qualitative	20 Turkish parents	Characteristics of sharenting	Explore the social media sharenting tendencies of parents toward their children	The results indicated that the motives for sharing were generally to be appreciated and to feel happy. Although the majority of parents said they valued privacy settings, it appeared that in reality they were unable to implement them
Ouvrein and Verswijvel (2019)	Qualitative: Focus group discussions	46 Belgian adolescents	Children's perspectives	Explore adolescents' experiences with sharenting against the background of their own impression management	The results indicated that although adolescents trust their parents and appear to generally approve of sharenting, there are occasionally reported instances of frustration. Adolescents discussed various contradictions between the online identity they are attempting to represent and the posts made by their parents, which could lead to embarrassing situations.



TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Ouvrein and Verswijvel (2021)	Quantitative	144 Belgian adolescents	Children's perspectives	Explore how adolescents use child mediation strategies in the context of their parents' sharenting behavior and how this is related with family conflict	The results indicated adolescents their use of active, restrictive, and supervising child mediation strategies in the context of sharenting. Sharenting frequency of both mothers and fathers was associated with increased use of restrictive strategies.
Porfirio and Jorge (2022)	Quantitative Qualitative: Content analysis	1116 pieces of content related to children (Portugal)	Professional sharenting	Explore whether the narratives and content strategies conveyed by celebrities about their children are integrated into authentic and advertising content, and how these vary according to the celebrity's gender	The results indicated that children are mostly depicted in spontaneous everyday life that are often perceived as intimate and exclusive. While content explicitly identifying advertising or partnerships is uncommon, there was some sort of commercial presence in many of these contents, for example, through brands identified in children's content. There were also significant differences in the themes of content posted by mothers versus fathers
Puspita and Edvra (2022)	Quantitative	385 mothers (Indonesia)	Children's privacy	Explore the relationship between mother's safety competencies and risk perception of children's privacy in "sharenting" activities.	The results indicated that the safety competency factor only correlates 14.4% with the mothers' risk perceptions of children's privacy. Also, the majority of moms (89,1%), prefer to post pictures of their children's activities rather than their names, dates of birth, or other private information (13%). Only 45% of mothers avoid posting pictures of their child's face on <i>Instagram</i> . The majority of moms (87%) choose to hide their children's personal information, such as name, date of birth, and school name.
Ranzini et al. (2020)	Quantitative	320 Instagram user parents (UK)	Children's privacy	Explore the impact of parents' privacy concerns on the sharing of child-related content, as well as on their general Instagram sharing	The results indicated that parents' privacy concerns are unrelated to sharenting, and only situational concerns are marginally related to parents' general sharing. Parents' reported privacy self-efficacy did not influence their sharing of personal or child-related content. On the contrary, <i>Instagram</i> sharing and having a network that supports parental sharenting both positively predict sharenting

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TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Romero-Rodriguez et al. (2022)	Quantitative; Scale validation	146 Spanish adults	Characteristics of sharenting	Validate the Sharenting Scale (SES), designed to assess the degree of sharenting in the adult population	The results indicated that the first factor explained 25.79% of the variance and included seven items, all of which related to the implications of sharing images of minors online. The second factor accounted for 20% of the total and included the six items concerning social behavior in sharenting. The third factor accounted for 8.49% of the total and consisted of four items related to the adult's self-control when sharing images or videos of the child
Sarkadi et al. (2020)	Quantitative	68 children (Sweden)	Children's perspectives	Explore children's opinions about sharenting	The results indicated that children were generally quite negative toward sharenting. Most acceptable was sending photos to a relative and least acceptable was posting photos of the child on social media without asking
Sivak and Smirnov (2019)	Qualitative	10,000 posts (Russia)	Characteristics of sharenting	Explore gender preference in sharenting	The results indicated that parents mention sons more often than daughters and that posts featuring sons get more "likes."
Turgut et al. (2021)	Qualitative	88 Turkish parents	Factors affecting sharenting	Explore the factors affecting parents' share on social media about their children	The results indicated that the majority of parents posted about their children on social media. When sharing posts about their children on social media, parents are mostly concerned with their children's appearance and privacy. Furthermore, the factor of staying in contact with the parents' social environment stands out.
Udenze and Bode (2020)	Qualitative; Netnography	20 parents (Nigeria)	Factors affecting sharenting	Explore reasons why parents sharent and what kinds of pictures are shared, and which parent sharent the most	The results indicated that parents' motivations are social approval, family ego, social networking, or no motivation at all. Also, mothers share more than fathers, and both share photos of happy times more frequently than other types of photos
Verswijvel et al. (2019)	Quantitative; Survey	817 adolescents (Belgium)	Children's perspectives	Explore adolescents' perceived motives for sharenting	The results indicated that typology of four perceived sharenting motives: parental advice motives, social motives, impression management motives, and informative-archiving motives. Adolescents believe that parents primarily share information about their children on SNSs for educational and archival purposes. Furthermore, preliminary research indicates that adolescents strongly oppose sharenting

TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Vizcaino-Verdú et al. (2022)	Quantitative; Content analysis	1034 <i>YouTube</i> videos (Spain)	Professional sharenting	Explore the level of intimacy represented in their video content as performative strategies that shape the profiles' posts through interactions with followers, brands, and self-promotion	The results indicated that the level of intimacy shown in this content becomes a performative process for these family <i>YouTube</i> s, with the more intimate the exposure, the more popular the information offered to the user. In short, this type of content prioritizes <i>YouTube</i> s' routines, which include their closest family members and friends as a means of attracting attention, while devoting their time to interacting with brands (advertising) and recording, editing, and submitting a vast amount of personal and private information on the platform (dissemination) in a promotional-private manner
Wachs et al. (2021)	Quantitative; Survey	EU Kids Online IV sample. Self-reports of 5433 young people from 10 European countries, namely Belgium (i.e., Flanders region), the Czech Republic, Finland, France, Italy, Lithuania, Norway, Poland, Romania, and Slovakia.	Children's perspectives	Explore the Routine Activity Theory to explain cyberhate victimization and the Problem Behavior Theory to understand cyberhate perpetration	The results indicated that higher levels of sharenting were positively correlated with higher levels of witnessing cyberhate, excessive Internet use, and sensation seeking. Problematic aspects of sharenting increased the risk of being a cyberhate victim
Walrave et al. (2022)	Qualitative	10 Belgian families (three member of each family, parents and child)	Factors affecting sharenting	Explore parents' motivations for sharenting and adolescents' attitudes toward sharenting.	The results indicated that parents share information about their adolescent children because they are proud of them or to inform family and friends. Adolescent approval of their parents' sharenting behavior, in turn, is dependent on the content parents disclose online
Wardhani and Sekarasih (2021)	Qualitative; Interpretative phenomenological approach	20 parents (Indonesia)	Factors affecting sharenting	Explore the factors that affect parental decisions to share their children's private information on social media, as well as their perceived risk to their children's online safety	The result suggests that the perceived benefit of sharenting exceeds its perceived risks. Also, four reasons why parents exercise sharenting: to document their children's development, to gain social support from their followers on social media, and to overcome loneliness as new parents and the low self-efficacy of parents in protecting children's privacy on the internet

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TABLE 1 (Continued)

Study	Methodology	Sample	Domain explored	Research aims	Main results
Wen et al. (2022)	Qualitative: Thematic analysis	8 parents (Malaysia)	Characteristics of sharenting	Explore the contents of children's information that are shared by parents and also the reasons that motivated parents to be involved in the trend of sharenting	The results indicated two key themes specifically funny and interesting photos as well as children's educational progress. Also, several reasons listed including to keep in touch with friends/family members, to keep as memories, and gain support from others
Williams-Ceci et al. (2021)	Quantitative: Randomized controlled experiment	246 parents (USA)	Characteristics of sharenting	Explore cases where, in the experimental conditions, who watch the intervention video will be less willing to post inappropriate potential posts and give lower appropriateness ratings to inappropriate posts in the experimental conditions	The results indicated that the intervention reduced parents' willingness to post both inappropriate and appropriate content about their children, but only if the video message was reflected on in writing by the parents. However, the interventions had no effect on parents' attitudes toward asking their children for permission before posting

behavior (Aslan & Durmuş, 2020; Atwell et al., 2019; Garmendia et al., 2022; Ömür & Uyar, 2022), the types of information shared (Brosch, 2016; Er et al., 2022; Marasli et al., 2016), motivations of sharenting behavior (Cino et al., 2020; Wen et al., 2022); gender representations (Choi & Lewallen, 2018; Sivak & Smirnov, 2019), perceived risks and benefits (Esfandiari & Yao, 2022), the privacy paradox (Ni Bhroin et al., 2022), parental self-presentations (Holiday et al., 2022), sharenting interventions (Williams-Ceci et al., 2021), and cultural comparisons (Günüç, 2020; Kopecky et al., 2020). Therefore, while the objectives and viewpoints of these studies were distinct, they show that there is no substantial body of knowledge on any specific sharenting topic, even within this theme that included the largest quantity of empirical research.

The majority of parents shared posts about their children on social media, including photos, videos, and various types of information (Aslan & Durmuş, 2020; Atwell et al., 2019). These posts typically contained content related to special occasions, celebrations, holidays, and milestones in their children's lives (Kopecky et al., 2020). Parents justified their sharenting behavior by saying that it helped them collect memories, kept them in touch with family and friends, and was a way to receive parenting support (Aslan & Durmuş, 2020; Wen et al., 2022).

Sharenting practices, as explored across a spectrum of cultural contexts, highlighted a multifaceted digital phenomenon deeply rooted in parental identity and societal norms. Investigations into Turkish, British, Polish, Iranian, Spanish, Russian, Estonian, German, Norwegian, Czech, and Malaysian contexts demonstrated a prevalent inclination toward sharing children's experiences online. Studies by Aslan and Durmuş (2020), Atwell et al. (2019), and Brosch (2016) emphasized a significant engagement in sharenting, with variations in parental motivations ranging from seeking community validation to nurturing familial relationships, as detailed by Esfandiari and Yao (2022) and Ömür and Uyar (2022). While many parents believed in the sufficiency of their privacy settings, children's emotional reactions often told a different story, with feelings of embarrassment and sadness not uncommon, a disjunction highlighted by Atwell et al. (2019). The digital portrayal of children, as discussed by Choi and Lewallen (2018), often aligned with conventional gender and racial stereotypes, suggesting an extension of societal norms into the digital domain. Studies analyzing these posts have found that gender-typical clothing, such as pink and blue, was dominant (Choi & Lewallen, 2018) and that boys received more likes than girls (Sivak & Smirnov, 2019).

The studies collectively illustrated that the *like* button functions as a digital nod of approval, influencing further sharenting, a notion supported by Cino et al. (2020). This positive reinforcement via social media likes potentially sets a benchmark for what is perceived as *good* parenting, as these digital endorsements may encourage the replication of behaviors that garner such approval. As parents receive this immediate feedback, it underscores emphasizes the complex emotional landscape parents navigate in digital spaces. During the pandemic, the role of sharenting evolved, reflecting a form of digital coping and familial bonding, a trend observed by Er et al. (2022).

Studies examining self-representation through sharenting, such as those by Holiday et al. (2022) and Lazard (2022), delineated how parents curate their digital presence, intertwining personal identity with parental roles. Holiday et al. (2022) suggested that parents present themselves in three different ways: polished, promotional, and/or intimate, which respectively exhibit desired relational distance, self-promotion, and a focus on the parent-child bond without emphasizing the parent's identity. Marasli et al. (2016) and Garmendia et al. (2022) add to this narrative by highlighting the intricacies of public versus private life negotiation in online spaces. The impact of digital skills on sharenting practices is multifaceted, with Ni Bhroin et al. (2022) reporting an increased likelihood of sharenting among digitally savvy parents. However, this does not necessarily equate to more effective privacy management, revealing a paradox within the digital literacy domain.

Comparative analyses demonstrated underlying commonalities in sharenting despite cultural differences, with Güniç (2020) noting similar themes across Turkish and British contexts. Kopecky et al. (2020) further distinguished between the sharenting behaviors of Czech and Spanish parents, emphasizing diverse usage patterns across digital platforms. The validation of the Sharenting Evaluation Scale by Romero-Rodríguez et al. (2022) developed a psychometric instrument to assess these behaviors. Wen et al. (2022) broadened the scope by examining the content forms of sharenting in Malaysia, highlighting the dual themes of humor and educational achievements, enriching the understanding of what drives parents to share online.

Williams-Ceci et al. (2021) provided a unique contribution to this field through their examination of video-based interventions designed to heighten American parents' awareness of sharenting risks, testing two interventions: one where parents watched a video highlighting the dangers of sharenting and another where parents additionally summarized the video's content. The findings suggest that the interventions, particularly the reflective act of summarizing the video, were effective in altering parents' willingness to share potentially inappropriate content about their children on social media. However, it is notable that these interventions did not significantly alter parents' attitudes toward seeking their children's consent before posting, which raises questions about ingrained beliefs regarding parental rights and children's autonomy in the digital sphere. The study highlights the potential of targeted educational content to modify certain aspects of sharenting practices, yet it also emphasizes the complexities involved in changing parental attitudes on consent. In sum, these 21 studies call for a deeper analysis of sharenting's impact, not just on family dynamics but also on children's developing sense of privacy and identity in the digital age.

## Factors affecting sharenting

The seven studies examining the factors affecting sharenting focused on social media experiences (Briazu et al., 2021), seeking attention (Turgut et al., 2021), social support (Latipah et al., 2020; Ögel-Balaban, 2021; Warhani & Sekarasih, 2021), and social approval (Udenze & Bode, 2020; Walrave et al., 2022). These studies aimed to identify the psychosocial factors that either directly or indirectly affect the sharenting behaviors.

Sharenting, while a seemingly personal act, is intricately woven with broader societal fabrics, encompassing a range of factors from social validation to risk mitigation. A UK mixed-methods study (Briazu et al., 2021) highlighted a paradox where informed mothers continued to sharent despite privacy concerns, suggesting a complex decision-making process where the psychological need for social interaction may outweigh privacy risks. This dichotomy was echoed in Latipah et al.'s (2020) exploration of Indonesian millennial parents, where sharenting was not only a multifaceted tool for affirmation and parenting support, but also a potential source of psychological distress due to social comparison.

The act of sharenting extends beyond mere sharing because it is also a form of social currency and community building. Ögel-Balaban (2021) identified demographic markers and social network size as predictors of sharenting among Turkish parents, indicating that sharenting frequency is not just about personal choice but also about an individual's social ecosystem. Similarly, Udenze and Bode (2020) highlighted that Nigerian parents' sharenting, driven by social acceptance and family pride, emphasizes the intersection of family life with social capital.

Analyzing content and motivations demonstrates that sharenting is not merely a passive activity but one that is actively managed and negotiated. Turgut et al. (2021) noted the social utility of sharenting in maintaining familial bonds, while Walrave et al. (2022) reported a dynamic of negotiation between Belgian parents and adolescents, with sharenting serving as a collaborative venture between generations, each with their own privacy decision-making process.

These seven studies collectively indicate that sharenting is not a uniform practice but one differentiated by cultural and individual factors. Wardhani and Sekarasih (2021) reported that Indonesian parents see more advantages in sharenting, using it as a platform for communal sharing and educational purposes. However, this is juxtaposed with the potential for conflicts and the impact on parents' self-efficacy in protecting their children's privacy.

Based on these combined findings, sharenting behaviors are influenced by an intricate mix of factors, including social norms, personal beliefs, parental roles, and the digital literacy landscape. Parents navigate a tightrope between the desire to share and the responsibility to protect, often mediated by the feedback they receive from their social circles and the perceived impact on their children's well-being. The research suggests that sharenting is not an isolated practice but a reflection of contemporary societal dynamics where digital and real-life interactions are increasingly blurred.

## Social media dilemmas

Five different studies (Cino, 2022a, 2022b; Cino & Formenti, 2021; Cino & Vandini, 2020a, 2020b) were conducted on parental forums regarding SDMs and emphasized the conflicting and challenging aspects of sharing on social media platforms for parents. Navigating the social media landscape presents American parents with a series of dilemmas, as evidenced by the studies by Cino (2022a, 2022b) and Cino and Formenti (2021). Parents face various predicaments concerning the sharing of information, photos, and updates of their children on social media, including before and after birth (Cino, 2022a, 2022b; Cino & Formenti, 2021; Cino & Vandini, 2020a, 2020b). These dilemmas are not limited to the poster's own sharing behavior, but also concern other individuals' sharing behavior, such as extended family members or teachers. The emotional language prevalent in forum posts reflects the inner conflict parents experience as they tread through this new aspect of parenting, balancing their desire for sharing against the need for privacy.

Cino's (2022a, 2022b) studies show that parents often seek support and advice from online communities, emphasizing the role these platforms play in helping them understand and manage the intricate challenges of maintaining a child's digital footprint. These forums are not mere echo chambers but serve as critical spaces for parents to question the surveillance culture and reclaim autonomy over how they and their children are represented online.

Cino and Vandini (2020a, 2020b) probed deeper into the family dynamics that emerge from sharenting, identifying dialectical tensions particularly between mothers-in-law and daughters-in-law. The studies suggested that SMDs are a source of conflict that extends beyond the nuclear family to the broader kinship network, prompting a renegotiation of boundaries regarding children's online presence. These tensions not only concern personal preferences but are also about navigating external influences, such as educators sharing information about children on social media. Cino and Vandini (2020b) point out that such external sharing is often perceived as a transgression of parental boundaries, contributing to a heightened sense of risk and prompting parents to assert moral identities and governance over their children's digital representations.

In sum, these five studies outline a complex web of SMDs where American parents find themselves at the intersection of personal agency, family dynamics, societal norms, and digital surveillance. The studies suggest that parents actively seek ways to reconcile their desire to participate in social media culture with the imperative to protect and manage their children's digital legacies. This ongoing negotiation emphasizes the need for more nuanced understandings of digital parenting, suggesting that parents are not passive participants in the culture of sharenting but actively construct and reconstruct the boundaries and meanings of their children's digital footprints.

## Children's privacy

The theme of children's privacy was explored in 12 studies, focusing on various aspects including digital literacy and competencies (Barnes & Potter, 2021; Puspita & Edvra, 2022; Ranzini et al., 2020), privacy-protective behaviors (Cino & Wartella, 2021), vulnerability (Fox & Hoy, 2019), sensitivity of personal information (Hasanah & Ermawati, 2022; Hoy et al., 2023), privacy management (Kaur & Kumar, 2021; Küçükali & Serçemeli, 2019; Morva & Gül Ünlü, 2022), and legal implications (Erişir & Erişir, 2018; Lavorgna et al., 2022). These studies highlighted the potential risks and concerns associated with sharenting, such as privacy violations, data gathering, and exposure to cyberbullying.

The issue of children's privacy in the context of sharenting is a multifaceted concern that has been researched a number of countries. From Australian parents who lacked an understanding of their social media audience (Barnes & Potter, 2021), to young Indonesian mothers who often inadvertently disclosed sensitive information such as full names and locations (Hasanah & Ermawati, 2022), there was a consistent underestimation of the risks associated with sharenting. American parents frequently posted about their children but seldom incorporated their children's perspectives when curating their digital identities, even in the face of potential threats such as digital kidnapping or exploitation by businesses (Cino & Wartella, 2021; Fox & Hoy, 2019). Hoy et al. (2023) found that while American parents recognized the sensitivity of their children's data, their willingness to share this information with marketers highlighted a paradox in privacy attitudes. Indian parents employed various strategies to manage privacy risks, linking sharenting with consumer behaviors (Kaur & Kumar, 2021). On the other hand, Puspita and Edvra (2022) stated that many parents review their content before sharing it and avoid sharing sensitive information to protect their children's privacy. Turkish academic parents are careful in their sharing behavior and describe the sharing behavior of other parents as careless, intimate, and uncomfortable for their children (Küçükali & Serçemeli, 2019).

Morva and Gül Ünlü (2022) added a layer of complexity by identifying the ethical and legal considerations reported by Turkish parents, along with the actual input from their children, in managing digital privacy. Conversely, Puspita and Edvra (2022) reported a weak association between Indonesian mothers' safety competencies and risk perception, suggesting a disparity between knowledge and application in digital privacy practices. In the United Kingdom, Ranzini et al. (2020) challenged the notion that privacy concerns directly influence sharenting behavior, suggesting instead that supportive social networks and platform engagement are more indicative of parents' sharing practices.

The legal ramifications of sharenting, particularly in the context of children's rights and privacy, are critical yet often overlooked by parents and social media platforms alike. Erişir and Erişir (2018) highlighted a concerning trend among Turkish parents, who frequently shared their children's information on social media without due consideration of the legal implications or the children's well-being. This behavior ranged from well-intentioned sharing for guidance to self-serving or commercial sharenting, with little regard for the children's rights to privacy and a healthy developmental environment.

Complementing this, Lavorgna et al. (2022) examined the self-regulatory mechanisms of major social media platforms and unearth vulnerabilities that could exacerbate harmful sharenting practices. Their findings pointed to significant regulatory gaps within these platforms' policies, which may inadvertently enable illegal or harmful behaviors. The study called for a more robust framework that holds both users and platform operators accountable, emphasizing that the current self-regulatory approach may not adequately protect children from the potential risks posed by sharenting. Together, these studies advocate for a heightened awareness of the legal aspects of sharenting, urging a shift toward more responsible sharing practices that



prioritize children's rights and a stronger regulatory stance from social media entities to safeguard against harmful consequences.

These 12 studies call for a concerted effort in enhancing digital literacy among parents, emphasizing the protection of children's privacy against the backdrop of social norms and commercial pressures. In relation to children's privacy, studies suggest that the occurrence of sharenting behavior is not related to parents' potential knowledge of risks, digital literacy, or competencies (Barnes & Potter, 2021; Ranzini et al., 2020). Moreover, research suggests that parents are willing to share sensitive information about their children in supportive environments where they feel comfortable (Ranzini et al., 2020) or when they are prompted by brands (Fox & Hoy, 2019; Hoy et al., 2023; Kaur & Kumar, 2021). The risk of sharing personally identifiable information with social media marketers is especially high for first-time mothers (Fox & Hoy, 2019), first-time fathers (Fox et al., 2023), and single parents (Hoy et al., 2023). The studies also emphasized the critical role of children's agency in the narrative of sharenting, advocating for a more inclusive approach that considers the child's voice in the digital portrayal of their personal lives.

## Children's perspectives

The children's perspectives theme included seven studies focusing on family conflict (Lipu & Siibak, 2019; Ouvrein & Verswijvel, 2019; Ouvrein & Verswijvel, 2021), perceived motivations of sharenting (Sarkadi et al., 2020; Verswijvel et al., 2019), online risks (Wachs et al., 2021), and privacy management (De Wolf, 2020). Studies examining children's perspectives on sharenting highlighted a critical awareness and a desire for control over their digital footprints. Belgian teenagers showed a discerning approach to privacy, negotiating more stringent terms with parents than peers (De Wolf, 2020).

According to De Wolf (2020), more than half of parents do not ask for permission before sharing about their children. Lipu and Siibak (2019) reported a gap between Estonian mothers' actions and children's expectations, emphasizing the need for parental consent before posting. Ouvrein & Verswijvel, 2019 and Ouvrein and Verswijvel (2021) noted Belgian adolescents' sensitivity toward the online image crafted by sharenting, indicating preferences for posting boundaries and audience control to avoid conflicts and maintain their self-image. However, sharenting seems acceptable when their parents share their proud or happy moments (Lipu & Siibak, 2019; Ouvrein & Verswijvel, 2019). In this context, the children's perceptions of the parents' sharenting motivations play a key role. However, when their parents share in order to collect memories, children have more positive attitudes toward sharenting. However, when parents utilize their children for their own self-impression management, it is evident that the children do not approve of it (Verswijvel et al., 2019). In Sweden, Sarkadi et al. (2020) reported children's attitudes toward sharenting to be predominantly negative, favoring privacy and consent, especially for publicly shared photos. Verswijvel et al. (2019) described Belgian adolescents' perceptions of sharenting as primarily archival and educational, albeit with a strong resistance to the practice overall. Moreover, Wachs et al. (2021) reported higher levels of sharenting as being associated with an increased risk of cyberhate exposure, excessive internet use, and sensation-seeking behaviors among children. This association highlighted the potential dangers of sharenting, where oversharing by parents could inadvertently increase their children's vulnerability to online risks, including cyberhate victimization. In sum, these seven studies emphasize the necessity of a generational dialogue that prioritizes children's privacy and agency. They advocate for the development of shared privacy norms that respect both the children's evolving digital identities and the parents' desire to share family experiences.

## Professional sharenting

Nine studies addressed professional sharenting which focused on self-presentation (Blum-Ross & Livingstone, 2017), sharenting labor (Campana et al., 2020), engagement tactics (Bastemur et al., 2021; Fox et al., 2023; Porfirio & Jorge, 2022; Vizcaíno-Verdú et al., 2022), celebrity sharenting (Jorge, Marôpo, Coelho, & Novello, 2022b; Jorge, Marôpo, & Neto, 2022a), and follower perspectives (Boufares Tayaa & Bouzaabia, 2022). The focus of these studies was on how parents conducted their sharenting behaviors on social media in a professional manner.

Professional sharenting, as practiced by Instamoms, dad influencers, and family *YouTubers* intertwine their private lives with public representation and commercial interests. Family *YouTubers* specifically refer to those who have established a brand or channel on *YouTube* with a focus on family-related content. These channels have gained a substantial following, often resulting in monetization through advertising partnerships or sponsorships. Bastemur et al. (2021) provided insight into a Turkish celebrity mother whose Instagram content predominantly featured her child, often blurring the lines between private moments and commercial purposes. Blum-Ross and Livingstone (2017) highlighted the ethical quandaries faced by parent bloggers, balancing the representation of parenting with the imperative to protect their children, a responsibility that extends into the commercial exploitation of shared content.

Campana et al. (2020) explored the nuanced sharenting labor of British father influencers, demonstrating how these activities can reframe perceptions of masculinity and legitimize male caregiving in the digital sphere. This labor included careful orchestration of family life for content creation while attempting to shield children from the inherent moral risks of commercialization. In the United States, Fox et al. (2023) observed that first-time fathers, despite recognizing the sensitivity of their own and their children's information, were willing to share it with marketers, suggesting a trade-off between privacy concerns and the benefits provided by social media platforms.

Jorge, Marôpo, and Neto (2022a) investigated the interplay between sharenting and the crafting of children's digital identities. They examined the portrayal of Cristiano Ronaldo's family, where children became an extension of their parent's celebrity identity, yielding various interpretations in the public eye. While specific followers engage with the adorable father-son relationship in a variety of ways, others engage in egocentric and insolent humor (Jorge, Marôpo, & Neto, 2022a). In fact, because the child is viewed as an extension of their renowned parents, the formation of their identity can be attributed to parental inheritance (Jorge, Marôpo, & Neto, 2022a). Jorge, Marôpo, Coelho, and Novello (2022b) further dissected the content strategies of Portuguese mother influencers, revealing a consumerist agenda beneath the relatable narratives of reconciling motherhood with career aspirations.

Porfirio and Jorge (2022) examined the content dichotomy between Portuguese celebrity parents, noting gendered differences in the themes and commercial undertones in the portrayal of children, with (a) mothers often being associated with domestic caregiving and (b) fathers often being associated with outdoor activities. Vizcaíno-Verdú et al. (2022) examined Spanish family *YouTubers*, describing a performative strategy where the intimacy of family life was leveraged to captivate audiences, blending personal moments with brand engagements. This performative intimacy was a calculated maneuver, enhancing viewer engagement while promoting products within the seemingly private sphere of family routines.

Boufares Tayaa and Bouzaabia's (2022) study offers a rare glimpse into how follower perceptions shape the success of influencer-mompreneurs in Tunisia. Their research indicated that sharing personal and family life details, including aspects of children's lives, contributes to the influencers' success. Followers may value a perceived authenticity and personal connection that comes with sharenting, despite the potential privacy concerns it raises for the children involved. Interestingly, the study challenges the prevailing assumption in sharenting literature that respect for children's privacy is a determinant of an influencer's success. Instead, it posits that the

impact of sharenting on success is more nuanced, possibly dependent on cultural context and market expectations. This finding opens a conversation about the balance between personal branding and privacy, and the role of audience engagement in defining the boundaries of acceptable sharenting practices. The collective findings from these nine studies highlighted the complex landscape of professional sharenting, where content creation was a meticulously managed act, balancing personal narratives and family privacy against the pull of audience engagement and commercial gain.

## DISCUSSION

The present systematic literature review identified and examined empirical literature in the context of sharenting. Six themes were employed to categorize the 61 identified empirical studies on sharenting in the literature. Family science studies provide a holistic perspective on sharenting by examining family dynamics, parent–child relationships, and the evolving nature of family life in the digital age. The field of communication and media studies predominantly offers a critical perspective on the dissemination and interpretation of sharenting within the evolving landscape of social media, highlighting the dialogue between technology and family dynamics. Concurrently, psychological studies examine the cognitive and emotional consequences of sharenting among both parents and children, suggesting a keen interest in the individual impacts of digital sharing behaviors. Significant contributions also come from gender studies, where the nuanced differences in how mothers and fathers engage with sharenting are analyzed, shedding light on how traditional roles may be both challenged and perpetuated in the digital era. Marketing and consumer research investigates sharenting's implications within the digital marketplace, focusing on branding, consumerism, and the commercialization of family life through social media. Finally, sociology and cultural studies explore sharenting's broader societal and cultural dimensions, contemplating its place within family dynamics and societal norms. Together, these diverse fields contribute to a comprehensive understanding of sharenting, each adding a unique lens through which the phenomenon is examined and understood.

### Characteristics of Sharenting: Parenting behaviors, identities, and dilemmas

Sharenting is influenced by a complex interaction of psychological, social, and cultural factors. Several studies reported that parents primarily share positive child-related events and images, like holidays and family outings (Ögel-Balaban, 2021; Udenze & Bode, 2020). Although parental privacy concerns are considered as a protective factor for sharenting, Briazu et al. (2021) partially explained the privacy paradox. Despite the long-term risks associated with sharenting behavior, parents continue to engage in such behavior, in what is known as the *privacy-openness paradox* (Chalklen & Anderson, 2017). This refers to the complex trade-off between the short-term benefits and long-term risks of sharing personal information online, and how parents navigate this delicate balance (Cino & Wartella, 2021). Despite privacy concerns, they continue to share even sensitive information (Barth & De Jong, 2017). According to Wardhani and Sekarasih (2021), the privacy paradox is considered as a phenomenon that explains the practice of sharenting among parents.

Some studies found that parents continue to engage in sharenting behavior despite their concerns with low digital literacy and competencies in managing privacy boundaries (Esfandiari & Yao, 2022). While sharenting does not necessarily indicate a lack of digital skills, more skilled parents may share more frequently due to their belief in good privacy management skills or awareness of privacy protection measures. However, the paradoxical finding shows that parents

who worry more about their children's privacy tend to share more frequently, potentially compromising their children's privacy. Similar to this, Ní Bhroin et al. (2022) highlighted that parental privacy concerns may not always translate into protective behaviors. This is evidenced by parents choosing not to use the privacy setting option on social media, tagging their children's locations in everyday routines, and—in some cases—even setting up social media profiles for their children.

Parents grapple with the decision-making process both before and after their children are born, facing dilemmas that revolve around their personal sharing behavior and the actions of others, such as extended family or educators. Digital dilemmas faced by parents in navigating their children's digital presence, and the role of social media in shaping parenting practices highlight the need for continued research and dialogue concerning the challenges associated with sharenting. These studies also contributed to the existing literature on digital dilemmas (Blum-Ross & Livingstone, 2017; Chalklen & Anderson, 2017) by illuminating the reflective practices that parents' employ to make sense of and address such challenges.

The desire for media literacy and digital literacy is manifested in parents' engagement with these reflective practices, which is not universal, because some parents do not pay enough attention to digital-related issues and do not know how to effectively use the internet to learn about them. Barassi (2020) also challenged the notion propagated by the media that parents are generally unaware of their children's digital footprints. The findings are consistent with parents' broader concerns regarding their role as protecting caregivers and the moral imperative of good parenting (Cino & Formenti, 2021), as well as the role of children in the process, whose agency was considered in relation to how they may feel about the digital breadcrumbs left by their parents in the future (Cino, 2022b).

Sharenting behavior is becoming increasingly normalized among parents (Cino & Wartella, 2021) and is seen by some as a necessity of modern parenting. As noted by Leaver (2017), these various practices culminate in the normalization of intimate surveillance, where monitoring, mediating, and publicly sharing media about infants become markers of good parenting and culturally appropriate levels of care. Therefore, parents who choose to engage in unplugged parenting may be perceived as both irresponsible and aberrant, further reinforcing the social pressure to engage in sharenting behavior.

Sharenting behavior is viewed as a validation or measure of connection, enabling parents to continue sharenting despite online risks (Cino et al., 2020; Ömür & Uyar, 2022). The pursuit of likes not only influence parental decisions on what to share, but may also lead to a conformity to perceived online parenting ideals, potentially overshadowing authentic parenting experiences in favor of more likeable content. This dynamic introduces a nuanced layer of social comparison, where parents might measure their parenting success against the curated portrayals of others, adding pressure to meet or exceed these publicly validated standards. Especially for millennial parents, receiving social approval and support and demonstrating that they can be a good parent are seen as important motives (Latipah et al., 2020; Ögel-Balaban, 2021; Udenze & Bode, 2020). In addition, according to other studies, impression management and getting advice may be important motivations for mothers of younger children (Kumar & Schoenebeck, 2015; Marasli et al., 2016). Overall, social media provides a unique platform for individuals to engage in self-presentation. As Brosch (2016) stated, sharenting has become a form of social behavior in which parents satisfy their needs for self-realization and social approval.

Culturally, it has been observed that parents have similar sharenting behavior in terms of frequency and content, although cultural norms influence parents' concerns about sharenting behavior (Esfandiari & Yao, 2022; Ní Bhroin et al., 2022; Zabihzadeh et al., 2019). For example, in some cultures, parents may be concerned about the "evil eye," while in others, privacy concerns may be more important. The cultural concept of the *evil eye* is a widespread belief across many cultures and countries, including the Mediterranean, Middle East, Scotland, South

Asia, and Latin America (Berger, 2012). It is believed that the envy or jealousy of others can bring harm to individuals, particularly children, causing physical or emotional harm or even death. People in many cultures believe that the evil eye can be cast unintentionally, for instance, by admiring or complimenting someone without proper precautions or rituals (Berger, 2012). To protect against the evil eye, people in these cultures may use a variety of rituals or symbols, such as amulets or talismans, to ward off harm (Berger, 2012). This belief in the power of the evil eye is deeply ingrained in many cultures, and understanding this cultural context is essential to understanding parents' concerns about sharing personal information or photos of their children online. As Esfandiari and Yao (2022) noted, some parents are concerned about the evil eye and therefore avoid sharing too much information about their child online for fear of attracting negative attention. This concept highlighted the influence of cultural norms and values on individuals' behavior and decision-making, even in the digital age.

### Children's agency, privacy, and risks: Personal and legal implications

Sharenting can be complicated, especially in terms of the right to be forgotten, because it involves balancing the parent's right to document and share their experiences with the child's right to privacy and protection. However, it is important to acknowledge that conducting this task as a professional or as an amateur in the digital realm will have a significantly broader audience than real life or than who may only share with close family and friends. In some cases, parents or children may regret sharing specific information or images and may wish to have them removed from online platforms. However, this can be challenging because once information is posted online, it can be difficult to completely erase.

Acknowledging these complexities, the discourse on sharenting extends into the realm of children's rights and the broader societal and legal implications of these digital practices. There are numerous nonempirical studies in the literature that address the topic of sharenting in terms of children's rights (Brosch, 2018; Donovan, 2020; Erdem, 2022; Goshadzade, 2020; Haley, 2020). The commodification of children, according to numerous studies, creates serious legal and interpersonal issues. Parental rights do not grant permission to freely share every detail of a child's life without their consent (Erişir & Erişir, 2018).

While self-regulation and moderation systems are important, Lavorgna et al. (2022) suggested that social media design should carefully consider the impact of content moderation in practice on potentially harmful behavior. Regulating the power of platforms is not an easy task, and the mere presence of platform regulations does not guarantee efficient and effective practices (Lavorgna et al., 2022). Parents or guardians sharing minors' information and their audiences and secondary distributors have been identified as slack and irresponsible (Lim et al., 2020) for creating criminogenic opportunities online (Lavorgna et al., 2022).

Sharenting can lead to conflicts between parents and children, especially regarding privacy and impression management. Adolescents, in particular, give great importance to their appearance and seek approval. As children and adolescents develop online identities to get approval and acceptance, their parents' sharing of them indicates a contradiction (Ouvrein & Verswijvel, 2019). So-called "cute" images shared by parents can be seen as embarrassing and frustrating by adolescents (Leaver, 2017).

Children also consider the potential consequences of sharenting far more seriously. Wachs et al., 2021 concluded in their study with young people that sharenting was related to being a victim of cyberhate. It has also emphasized that in the long run, sharenting might have possible negative consequences on the children, even when looking for a job in the future (Ouvrein & Verswijvel, 2019). In order to avoid this undesirable situation known as digital tattoos (Blum-Ross & Livingstone, 2017) rather than digital footprints, there is a common view that children and parents should set boundaries together for their parents' sharenting behaviors (Lipu &

Siibak, 2019; Ouvrein & Verswijvel, 2019; Sarkadi et al., 2020). Adolescents and children prefer that parents respect their boundaries and seek permission before sharing any content on social media. Raising parents' awareness of their children's perspectives and negotiating acceptable information sharing terms are essential to avoid family conflicts related to sharenting.

## Professional sharenting: Digital labor, influencing, and parent microcelebrities

Professional or commercial sharenting refers to parents who monetize their children's online presence through sponsored posts, advertisements, and brand endorsements. Some individuals have turned their sharenting practices into a career by becoming social media influencers or bloggers who specialize in parenting and family-related content. Over time, commercial sharenting has emerged as a lucrative business, with some parents earning thousands of dollars for a single post. These parents often have a large following on social media platforms, such as *Instagram* and *YouTube*, and use their children's images and stories to generate revenue.

Blum-Ross and Livingstone (2017) assert that professional sharents, much like their non-professional counterparts, aim to document their children's memories, and consider this as a crucial aspect of their parenting duties. Professional sharents, also referred to as *Instamoms/dads*, *mompreneurs*, and *parent bloggers*, emphasize the benefits of earning money while simultaneously caring for their children, effectively commodifying the institution of parenting. Despite expressing concerns regarding their children's digital identities and privacy, these individuals often share their children's private information for commercial purposes.

According to both Abidin (2017) and Djafarova and Rushworth (2017), children can be integrated into the promotional activities carried out for brands by parents who have a monetizable online identity as professional influencers. Leaver (2017) has also examined a form of celebrity performance known as *micro-celebrity parental mediation*, which involves parents creating a separate profile for their children to post child-related content for financial gain. Professional sharenting illuminates how the digital identities of children are shaped by divergent audiences, whose actions are motivated by their association with the parent (Caliandro & Anselmi, 2021; Jorge, Marôpo, Coelho, & Novello, 2022b; Jorge, Marôpo, & Neto, 2022a).

This research on sharenting presents a complex tapestry of gendered narratives and commercial influences in parental blogging, reflecting a broader cultural shift in digital representations of family life. Documented trends show a shift toward monetization in mommy blogs, where authentic sharing is increasingly supplanted by content designed for advertising and profit, a development that echoes consumerism as a contemporary aspect of motherhood (Hunter, 2016; Van Cleaf, 2015). This trend obscures the distinction between personal experience and commercial interests because family influencers navigate the delicate balance between authenticity and the commercial potential of their platforms (Abidin, 2017; Song, 2016). Meanwhile, sharenting is acknowledged not just as an outgrowth of intensive parenting but also as a coping strategy for its high demands (Blum-Ross & Livingstone, 2017).

Simultaneously, the gender dynamics in digital spaces are being redefined, particularly through the lens of fatherhood. Fathers are increasingly challenging traditional parenting stereotypes through their online presence, countering the narrative that men are less adept at childcare. Studies such as those by Scheibling and Milkie (2023) found that dad blogs are pushing back against gendered stereotypes and showcasing fathers' competence and compassionate involvement in childcare, promoting healthier, care-focused masculinities. This shift aligns with findings that fathers are disseminating a *fit fathering discourse* that enriches fathering narratives and supports familial well-being (Scheibling & Marsiglio, 2021). Both mothers and fathers are seen to contribute to the online discourse around childcare and family health (Ammari et al., 2018), yet how these issues are framed may vary significantly between mommy and dad blogs, indicating an area in need of further investigation.

This nuanced intersection of gender norms and commercial interests in the digital portrayal of parenting is further illustrated by Porfirio and Jorge (2022), who observed differences in how Portuguese celebrity parents depict their children, with mothers often associated with domestic caregiving roles and fathers associated with outdoor activities. These portrayals not only reflect traditional gender roles but also align with the monetization trends in parental blogging, wherein content is often utilized for brand partnerships and targeted advertising. The consistent gendered framing across various cultures implies that, despite evolving parenting roles, conventional roles continue to hold sway in shaping the content shared online. Collectively, these insights shed light on how the digital economy influences family life and parenting culture, offering insights into the ongoing perpetuation and possible subversion of gender norms through social media.

According to the extant literature, influencers or mothers who respect children's privacy are more likely to achieve their goals. In terms of the privacy paradox, marketing is predicted to be more effective when mothers can strike a balance between protecting their children's privacy and collaborating with brands. Some influencers considered shifting their content creation toward capitalizing on their personalities as parents, rather than solely focusing on their children, due to concerns over public scrutiny and the temporary nature of children's tractability (Campana et al., 2020).

On the contrary, mompreneurs engage more strongly with female followers when they post about their private lives, such as family gatherings and children's daily activities (Boufares Tayaa & Bouzaabia, 2022). Similarly, parents who do this professionally are also aware that sharing more intimate content will attract more attention from their followers (Porfirio & Jorge, 2022; Vizcaíno-Verdú et al., 2022). Sharing the private lives of their children also increases the interest of the followers, and consequently, the number of followers and their success (Blum-Ross & Livingstone, 2017; Choi & Lewallen, 2018). Therefore, some parents worry that they may jeopardize their income if they remove their children from content (Campana et al., 2020). This highlights both followers' and parents' lack of awareness and consciousness of self-disclosure risks. Also, the complexity of sharenting as a factor in digital entrepreneurship suggests that follower perspectives can diverge significantly from the concerns typically emphasized by parents and legal scholars.

Overall, sharenting as a profession raises important questions about the intersection of parenting and digital media, and the balance between privacy and profit. Campana et al. (2020) suggest that future research could explore the limits and opportunities of sharenting labor without involving the child, and that careful management is required when commodifying private relationships for profit because they can be subject to intense public scrutiny.

## Limitations

The present systematic review has several limitations that could affect the accuracy and comprehensiveness of the results. First, the authors only searched for studies using the term, sharenting, which may have excluded studies that used different terminology for this phenomenon. Second, the review focused only on peer-reviewed journal papers, excluding nonempirical studies and gray literature, papers published in languages other than those spoken by the authors and unpublished PhD theses, which may have limited the scope of the review. These limitations may have contributed to underrepresented research and increased the risk of publication bias, which should be taken into account when interpreting the findings of the review.

## Directions for future research

Based on the findings here, there are several recommendations for future research on sharenting. First, given that the majority of the studies included in this review focused

on mothers and few studies included fathers, future studies could explore the sharenting behaviors of fathers and investigate possible gender differences. In addition, the voices of the children who are the primary focus of sharenting are still missing. While the studies included in the present review mainly focused on the perspective of parents, it is crucial to consider the voice of children and young people. It is also important to investigate the impact of sharenting on family dynamics and relationships, especially when children do not have a say in the content that is shared about them.

Second, future studies should explore the impact of cultural and contextual factors on sharenting behaviors. The studies included in the present review mostly focused on middle-class families in Western countries, specifically in the United States and Europe. It is important to expand the scope of the studies to include different cultural and socioeconomic groups to examine how sharenting is practiced in diverse contexts. Different cultures and communities may have varying norms and expectations regarding sharenting, as well as different legal and policy frameworks related to children's privacy.

Research into digital literacy and safety must be expanded, promoting educational programs that cater to both parents and children. Such programs could foster an understanding of the implications of sharenting and its potential impact on children's long-term well-being. Furthermore, there is a need for policy-driven research that examines how various cultural, legal, and socioeconomic factors influence sharenting practices and how these can inform the development of culturally sensitive educational campaigns. Finally, further research could investigate the potential impact of parents' personality traits and psychological factors, such as parenting styles and attachment on their sharenting behaviors. This investigation could provide insights concerning the complex interplay between psychological factors, parenting, and digital media use.

## Implications for policy and practice

In light of these suggestions, there is a clear directive for interdisciplinary collaboration to fully comprehend the complexities of sharenting. The future of sharenting research lies in bridging the gap between empirical studies and practical, actionable strategies that inform family practitioners, policymakers, and the families they support. To better serve families and children, family practitioners require guidelines to navigate conversations regarding sharenting. There is an opportunity to develop training that addresses the digital footprint and strategies for safe sharing. Policy recommendations should focus on establishing and enhancing children's digital rights, with particular emphasis on informed consent for sharing images online.

Building on the review's findings, several practical recommendations for family practitioners and policymakers to navigate the complex landscape of sharenting are proposed. Practically, family practitioners could be provided with training modules that focus on the nuanced aspects of sharenting, enabling them to guide families on safe online sharing practices. These modules could include strategies to maintain children's privacy and dignity online, as well as discussions on the digital footprint left by sharenting. Professionals working with families, such as social workers and educators, should facilitate conversations around the ethical implications of sharenting and advocate for children's agency in decision-making regarding their digital presence (Holloway & Green, 2016).

Policy recommendations include the creation of digital literacy guidelines for families regarding the legal and ethical considerations of sharenting, informed by the latest research findings. These guidelines could assist parents in making more informed decisions about what they share online, helping them to balance the benefits of community support with the need to protect their children's privacy and autonomy. From a policy standpoint, there is a need for more comprehensive laws and regulations that protect children's digital rights in the realm of



sharenting. This could involve setting clearer standards for consent regarding the sharing of children's images and information online, including age-appropriate regulations that empower children to have a say in their digital presence.

Additionally, family life education programs could incorporate modules on digital literacy, with a focus on sharenting and its implications for children's well-being. This would enable parents and children to have open and informative dialogues regarding online sharing, its benefits, and its potential drawbacks. For child services, a deeper understanding of sharenting's impact could inform interventions and support provided to families, ensuring that children's best interests are kept at the forefront of digital sharing practices.

## CONCLUSION

The present systematic literature review provided a comprehensive and updated overview of existing empirical studies on sharenting, highlighting its various characteristics and consequences. The findings indicated that parents' digital competencies and privacy concerns do not significantly affect their sharenting behaviors, which can be practiced both as a personal habit or even as a profession in some cases, influencing the masses. The persistence of these behaviors emphasizes the need for a nuanced understanding of the motivations underlying sharenting.

The inclination to share content online, while often well-intentioned, overlooks potential legal ramifications, such as violations of privacy laws and the child's right to digital self-determination (Livingstone, Davidson, & Bryce, 2017a; Steinberg, 2017). Moreover, the lack of clarity on children's perspectives raises ethical concerns about their autonomy and digital rights (Third et al., 2019). The absence of consent in sharing children's images can lead to intrafamily conflict and may have unforeseen consequences on children's social interactions and future opportunities (Ammari et al., 2018; Boyd, 2014). In response to these findings, there is a paramount need for educational initiatives that enhance parents' digital literacy, equipping them with strategies to mitigate risks and protect their children's online identities (Livingstone, Ólafsson, et al., 2017b).

In the context of professional sharenting, considering it as a profitable market, given its ability to amass a significant following by showcasing the everyday lives of families, carries numerous risks. Abidin (2015, 2017) stated that even though children have a strong presence on digital platforms, their online activities have not been officially recognized as labor. Furthermore, there is currently no governing body regulating their online activities, and as a result, they fall outside the jurisdiction of child labor laws that have traditionally been applied to child stars in mainstream industries. Despite these concerns, sharenting as a profession is still growing, and social media platforms are constantly updating their guidelines and policies to regulate this practice (Lavorgna et al., 2022).

Finally, it is imperative to integrate children's voices into the discourse on sharenting to ensure their perspectives are represented and their rights upheld (Third & Collin, 2016). Overall, the present study provides additional insight regarding the complex and evolving nature of sharenting, and calls for more interdisciplinary and collaborative research to fully understand its implications and address its ethical and legal challenges. The evolving nature of sharenting necessitates a collaborative approach to research and policymaking, aiming to balance the benefits of digital sharing with the protection of children's privacy and autonomy in the increasingly public realm of the internet.

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## CONFLICT OF INTEREST STATEMENT

The authors declare no conflict of interest.

## ETHICS STATEMENT

Ethical approval is not applicable for this research.

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