



**Jurnal Pendidikan Usia Dini**

<http://journal.unj.ac.id/unj/index.php/jpud>

Volume 15. Number 1. April 2021

e-ISSN (Online Media): 2503-0566

P-ISSN (Print Media): 1693-1602

## Parenting Program to Protect Children's Privacy: The Phenomenon of Sharenting Children on social media

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DOI: <https://doi.org/10.21009/JPUD.151.09>

Accepted: January 15<sup>th</sup>2021. Approved: March 4<sup>th</sup>2021. Published: 30<sup>th</sup> April 2021

**ABSTRACT:** Sharenting is a habit of using social media to share content that disseminates pictures, videos, information, and parenting styles for their children. The purpose of this article is to describe the sharenting phenomenon that occurs among young parents, and the importance of parenting programs, rather than protecting children's privacy. Writing articles use a qualitative approach as a literature review method that utilizes various scientific articles describing the sharenting phenomenon in various countries. The findings show that sharenting behaviour can create the spread of children's identity openly on social media and tends not to protect children's privacy and even seems to exploit children. Apart from that, sharenting can also create pressure on the children themselves and can even have an impact on online crime. This article is expected to provide benefits to parents regarding the importance of maintaining attitudes and behaviour when sharing and maintaining children's privacy and rights on social media.

**Keywords:** *Sharenting on social media, Children's Privacy, Parenting Program*

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## 1 INTRODUCTION

Among social media users, the group of young parents is the most active part by showing information online in the form of experiences and styles of feeding to the virtual community (Marasli et al., 2016). Not only to share content related to themselves but also to share the content of their children's activities, this activity sharing children's content on social media by parents is known as Sharenting. Sharenting was first coined by The Wall Street Journal in 2012 (Marasli et al., 2016) over sharenting. Sharenting itself is the behaviour of parents who upload content containing personal information on social media, such as uploading photos, videos or other things that can violate personal rights (Brosch, 2018).

Sharenting behaviour can be related to violations of children's personal rights, especially when parents upload personal and sensitive information for children who is considered a common practice among parents (Brosch, 2016). Based on an online survey conducted by Marasli et al., (2016) of 219 parents using Face-book, almost all parents uploaded photos and videos of their children on Facebook with captions involving the personal data of a child, this happened because of a lack of Parents' understanding of the negative effects of sharenting on children. Furthermore, the AVG Technologies survey in 2010, Siibak and Traks (2019) stated that around 81% of minors in United States, Canada, Australia, New Zealand, Japan, France, England, Germany, Italy and Spain have online identities on social media carried out by his parents.

Bessant (2017) describes in his case study a protest by an 18-year-old girl in England against her mother for posting her childhood, which was deemed shameful. As a recommendation for his research, it is stated that there is a need for a legal entity that protects the rights and privacy of children and opens easy access for children in submitting the process of deleting personal data from social media. In an article written by Bessant and Nottingham (2020), it is stated that recently, the British government has reformed the data protection law in order to protect children who are victims of the sharing of their parents. Children can sue future parents and ask for the right to remove their identity from social media in the right to be forgotten from social media. Indonesia's rules for the protection of personal data have been regulated in Ministerial Regulation number 20 of 2016 concerning Personal Data Protection (PDP) in an electronic system which was established on 7 November 2016 and has been, in effect, since 1 December 2016. However, so far there have not been any specific rules to handle case's violation of children's privacy on social media.

From some of the statements above, there is no definite reason why parents do the sharenting. An interview survey conducted Latipah et al., (2020) shows that the motive of parents for sharenting is to get recognition and social support from the community. Parents want to show the world about their parenting skills. Even though this sometimes has negative impacts such as the emergence of feelings of insecurity, discomfort, the existence of comparative comments between their children and other children who will trigger hostility between parents on social media because of differences of opinion. As for

children's responses to this sharenting activity, Sarkadi et al., (2020) describes an incident in Sweden, which tells of teenagers who are victims of parental sharenting. His findings show that when his parents share photos and videos through social media platforms, children generally expect their parents to ask permission before sharing, and parents do not violate children's privacy rights. Subsequent developments, especially in the country of France, were born then laws that allow children as adults to sue their parents for violations of the right to privacy (Koetse, 2019).

When it comes to parenting, there are a lot of cases in which people have no prior knowledge. Parents will get direct help from many people using social media in today's technology-integrated world. This assistance often entails "sharenting," or the use of social media to exchange information about a child daily. Fox and Hoy's (2019) research uncovered new knowledge about maternal insecurity and how it relates to their motivation to post publicly identifying information about their children on social media. They address the ramifications of these unexplored aspects of children's online privacy and our profoundly technology-integrated culture for public policy and management. Parenting services related to sharenting are especially important for caregivers, given the detrimental effect on children's privacy rights.

Based on the problem of sharenting in children and various related studies that have been done (Bessant, 2017; Bessant & Nottingham, 2020; Brosch, 2018; Koetse, 2019; Latipah et al., 2020; Sarkadi et al., 2020), the question arises why the phenomenon of sharenting has a bad impact on children? And what are the parents' motives for sharenting? Funds, can parenting programs help prevent or minimize sharenting that violates children's privacy (Benedetto & Ingrassia, 2021; Fox & Hoy, 2019; Lee et al., 2021; Traube et al., 2020)? To fill the gap in this problem, this study aims to describe the phenomenon of sharenting along with the development of digital technology and the use of social media as a communication medium, as well as parenting programs as a solution to the problem of sharenting in children.

## 2 THEORITICAL STUDY

### 2.1 *Sharenting*

From conception to puberty, sharenting is a common occurrence in children's lives (Archer & Kao, 2018). Adults have balanced it against ethical and moral questions (Bessant, 2018), whilst the children who the targets of the practice are either object to growing up with pre-emptive multimedia narratives of their lives, or don't like it when it shows their interests and activities, or their family existence (Moser et al., 2017). The concept of sharenting has been studied on the internet and in social media (Blum-Ross & Livingstone, 2017; Choi & Lewallen, 2018). The existing literature Verswijvel et al., (2019) has posed questions regarding the impact of sharenting on children's development and personality, implying that the phenomenon complicates the forming of children's personalities since they are already widely portrayed online (van der Velden & El Emam,

2013). Despite these and other privacy issues, parents almost universally post about their children on social media, and many parents see it as their right (Bessant, 2018).

Sharenting is the behaviour of using social media to share news, pictures, videos and others about children (Collins English Dictionary, 2014). Meanwhile, according to Brosch, (2018) sharenting is the behaviour of parents who upload content on social media containing children's personal information such as photos, videos or other identities that can violate children's personal rights. This sharenting behaviour can appear as behaviour that parents realize or do not realize. Generally, parents consider this behaviour to be normal and not risky. Not a few of the parents shared their experiences when they became a father or a mother. Parents share their lives' stories, including sharing information on parenting patterns that they apply to their children, not only the stories that are shared, but also photos, videos, and activities of their children.

Uploading photos of children to social media may have become common nowadays, especially in Indonesia (Putra & Febrina, 2019), as long as uploads made by parents are positive and do not reveal their children's identities in cyberspace. sharenting practice, sharenting can disrupt children's lives, both in cyberspace and in real life (Marasli et al., 2016). This disorder can be felt by children, when they start to reach adolescence, around the age of 12 years and over, when they start to care about their identity. For some children, there is some content that parents think is appropriate for uploading on social media but, which is sensitive for children. This can make children the subject of mockery bullying cyber bullying (Fitri, 2017). Apart sharenting that, sharenting can also cause several dangers online as kidnapping, human trafficking and paedophilia (Durkin & Bryant, 1999; Nottingham, 2013). Therefore, parents must be wiser in using social media so that the sharenting of sharenting is not always in a bad or negative sense so that it is hoped that it can provide inspiration and motivation to the public as a form of its positive impact.

While the media is swift to mark parents who sharenting as exploitative, the extent at which parents sharenting should warn those deterministic conclusions. It according to the abuse presumption, the fact that more than 90% of parents post pictures of their children online (Bessant, 2018) may mean that parents routinely violate their children's privacy or manipulate their children's identities. Given the diligence in which parents defend their children's online privacy (Lwin et al., 2008), this notion begs the question of alternative interpretations.

Parents, like any other adult, try to show a positive image of themselves on social media. When parents create a personal image through parenting posts, Blum-Ross and Livingstone (2017) discovered that they are mindful of their relational identities. Although these parents used blogging for personal branding and marketing purposes, they usually reported that they tried to authentically self-represent while keeping in mind that what they shared and addressed had at least to indicate the involvement of their children. When the intent of their social media posting is for off-handed self-representation (Shumaker et al., 2017) rather than intentional production of editorial material about parenting, parents may be less aware of their children's position, and what is created may be

less depictive of the child than it is representative of the parent's self. This may be because oneself is made up of one's own body and internal workings, as well as things, memories, and ideas.

Belk (1988) accepted children as objects of ownership, which is important. This is reinforced by legislation identify children as possessions, attitudes regard children as personal playthings or extensions to their own fashion esthetical (Åberg & Huvila, 2019). Family development stages recognize the acquisition of an initial child triggers a transition from a single identification to a relational (Sakashita & Kimura, 2011), and family development stages. Belk (2013) argued the extended self includes acts and representations of the self who are enacted in the digital environment and on social media, and the online portrayal of the digital self now recursively affects the construction, growth, and preservation of the offline self. Extended self encompasses actions and representations of the self who are enacted in the digital world and on social media. In the current sense, this may imply that sharenting. It is central to their status as a parent, and that it implies more about the parent as a person than the child portrayed.

Considering both the potential expanded self and parents' defensive inclinations during the sharing process, it is plausible that portraying one's children on social media may be implemented as a mode of self-presentation that includes children as a variable in the definition of the self. Adopting this perspective provides for a textual analysis of parents' social media messages to their children from a theoretical prism that speaks to the parent's identity, Belk (2013) as well as additional perspectives into the motivations that influence sharing.

## *2.2 Protection of Children's Privacy Rights*

No legal expert has yet written an essay on the conflict between a parent's freedom to communicate online and a child's right to privacy online. Few academics have looked at the question of interfamilial protection, or, more accurately, a child's right to privacy from his or her parents. This section places sharenting in the context of current legal and public health controversies. The above-mentioned parental interactions, which form the basis for sharenting disclosures, are interconnected with the personal lives of their minor children. Although many parents make these online disclosures with the best of intentions, the children rarely engage in the decision-making process (Steinberg, 2017).

Several experiments have looked at how parents behave online while sharing pictures of their children alone. As a result, most of the parents in this study neglected to conceal important details such as their child's date of birth, full name, gender, and location. Furthermore, fewer parents weighed the implications of revealing their child's face, full name, and personal details before sharing it. One of the most serious topics is the practice in posting images on social media, as photos of children are often used in cyber bullying and bullying. Facebook pages that gather pictures of infants and make fun of 'ugly babies' are a recent example of this (Manotipya & Ghazinour, 2020).

Children's protection and privacy are both aided and harmed by social networking, and parents must be more cautious about what details their children share online. Parents who share stories about their children's health conditions profit from this post more than their children because they gain valuable information, feel less isolated, and obtain moral encouragement from others. In the negative hand, certain parents use their children's stories to vent their anger or cure themselves. Some of them use hash tags like fear or sad in their feeds to find more stories that are close to their own and to develop their online communities (Manotipya & Ghazinour, 2020).

Because of their lack of maturity and life experience, children and teenagers are considered a fragile category (O'Keeffe et al., 2011). The Children's Online Privacy Protection Act (COPPA) was passed by Congress for the online population, prohibiting websites from gathering information from children under the age of 13 without parental permission. Many social media outlets, however, remain age-restricted, like sites like Disney and Club Penguin, which cater to teenagers and children. It is the responsibility of parents and guardians to assess and track social media platforms for their children, as well as to serve as responsible role models in the proper use of social media resources (Manotipya & Ghazinour, 2020).

Recent analysis has recognized the risks that adult consumers take when they publish personal children information on websites (Pan & Yu, 2018). It has concluded that overall loss of privacy on the Internet will continue to rise. Online privacy issues have been extensively researched for adults, including recent reports that privacy concerns retailer quality expectations (Miyazaki, 2008). There have been few longitudinal studies on privacy issues involving children's disclosure of personal details.

There are two ways to defend children on the Internet: governmental intervention and parental mediation. Though advertisers usually prefer self-regulation over regulations when it comes to defending consumer interests on the Internet (Friedman, 2000), the United States Federal Trade Commission (FTC) discovered that many websites were unable to safeguard children's privacy and proposed legislation to limit the unwanted solicitation of personal information from children (Lwin et al., 2008). As a result, the Children's Online Privacy Protection Act (COPPA) was enacted, which establishes rules for online protections aimed at preventing the gathering of personal information from children. As a result, the Children's Online Privacy Protection Act (COPPA) was enacted, which establishes rules for online protections aimed at preventing the processing of publicly identifying information from children without parental permission (Children's Online Privacy Protection Act (COPPA), 2002).

In terms of parents' roles, parents actively track their children's online behaviours to protect them from the dangers of the Internet. While parental mediation techniques have been studied in the context of other media, the relative efficacy of various mediation approaches about children's online activities is still unclear. We fill this void by evaluating the efficacy of multiple parental intervention strategies in managing children's online disclosure activity, both with and without website protections (Lwin et al., 2008).

### 2.3 *Urgency of Parenting Program*

Parenting is consistently linked to children's ability to self-regulate. Positive parental management mechanisms, such as simple and effective limit-setting, scaffolding, and autonomy award, as well as affective traits like comfort, sensitivity, and responsiveness, are linked to greater infant self-regulation in the future (Hammond et al., 2012). Behavioural management mechanisms that promote acceptable degrees of autonomy while establishing and maintaining consistent goals offer external supervision of behaviour that can become highly internalized as children mature.

Parenting programs have been described as an important tool for combating child abuse. As a result, they are vital to implementing UN SDG 16.2, which calls for the elimination of "all kinds of abuse against children" (World Health Organization (WHO), 2016). Moving from a "traditional" parenting approach to a more modern job of "parental mediation," or the various practices adopted by parents to control their children's interactions with the Internet and the mass media, a "digital parenting" construct has been created (Benedetto & Ingrassia, 2021). Digital parenting can also be used to control parental behaviour against violations of children's privacy, such as sharenting.

Parents have access to a variety of accounts or blogs that offer real-time parenting and child development statistics. Those with a broad following become parenting material centre/hubs, representing, and guiding mainstream parenting material. These hubs have a much broader range of credentials for giving parental advice or viewpoints than previous parenting authority. Hub profiles, in the Internet era, include those written by writers, bloggers, and ordinary parents that may have millions of followers but do not come from a career that may have traditionally designated them as a parenting expert. As a result, the Internet has better access than ever before to a wide range of intelligence sources and knowledge (Manganello et al., 2016).

Evidence-Based Parenting Interventions are effective in preventing childhood cognitive, behavioural, and social problems that are linked to later severe mental wellbeing and conduct problems (Biglan et al., 2012). Recognizing the substantial global unmet demand for care and related demands for transformative approaches to the implementation of program parenting, and treatment-based models that allow wider scope and encourage greater access to resources across the larger mental health sector (Comer & Barlow, 2014) For the past decade, parenting experts have been increasingly advocating for a public health approach to parenting (Morris et al., 2017). As a result, parenting experts have been paying greater attention to Web-based methods in recent years, owing to the significant ability of Internet-delivered services to attract much more people than traditional types of parenting strategies (e.g., intensive individual sessions or group programs).

### 3 METHOD

A literature study was carried out to find studies by exploring various literature sources with a qualitative approach that discusses the sharenting phenomenon that began to emerge from 2012-2020. The data obtained will be collected, analysed, and concluded to get conclusions about the sharenting phenomenon carried out by young parents on social media and its impact on children. The source criteria chosen as material for the researcher's analysis were national and international accredited journal articles that were relevant to the research topic. In the early stages of searching for articles in the database, the authors used the keywords "sharenting in social media," "parenting on social media," "sharenting and privacy." A total of about 575 articles appeared from 2012 to 2020. Of these, only about 14 articles were published. Considered relevant, which discusses the research question "why the phenomenon of sharenting affect's children? And what are the parents' motives for sharenting?". The literature review process begins with the identification of searches for related journals through the scholar database and found 575 related articles, then put aside or excluded by reading the abstract title. The result was obtained 14 articles to be analysed and read in full. The results of this literature review will be used as an identification of the sharenting phenomenon carried out by young parents, so that it is expected to provide understanding to readers, especially parents in doing shared actions.

#### 3.1 *Process of Identifying the Relevant Studies and Data Extraction*

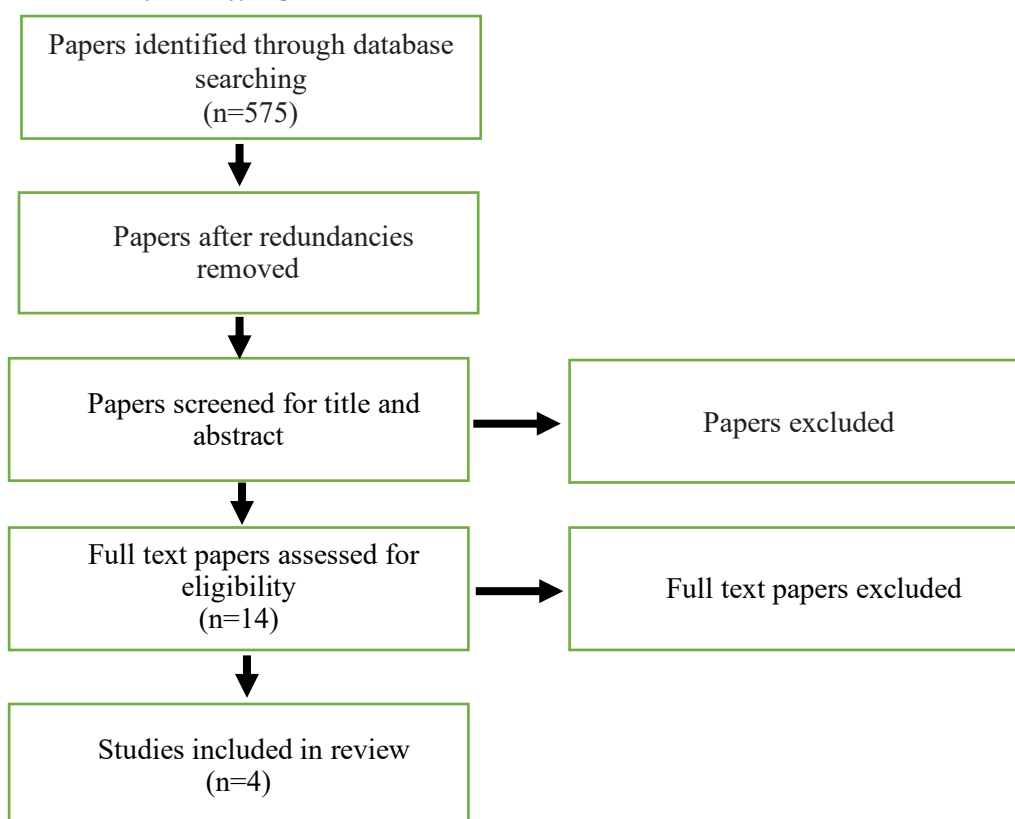


Figure 1. Flow Chart for Selection of Studies Included in Literature Review



The figure 1 shows, the titles and abstracts of proposed articles were initially scrutinized. The relevant publications were then thoroughly examined for inclusion in the present literature review. The ultimate decision on whether to include or exclude someone was made based on the predefined inclusion and exclusion criteria. Details from the evaluated publications were retrieved and displayed on the literature review matrix.

## 4 RESULT AND DISCUSSION

### 4.1 Result

Of the 14 articles selected for complete review, there is one article published in 2012, two articles published in 2016, three articles published in 2018, three articles published in 2019 and five articles published in 2020. Each article is read starting. From the title, abstract, objectives and results obtained to answer research questions. In general, sharenting occurs due to parents' ignorance of the impact and considers that sharenting is a common and activity among parents. Table 1 show the literature review of journal coding used.

Table 1. List of Coding Literature Review Articles

Coding	Description	Resource
Parents post photos of their children on Instagram	The results of the analysis show that there are motives and goals for parents to post photos of their children on Instagram accounts.	(Krisnawati, 2016)
children have no privacy	the impact, children do not have privacy in cyberspace	Jurnal Ilmu Komunikasi
Vulnerable to online crime		
Instagram and Facebook social media that parents love the most	such information will be vulnerable to misuse for crime.	(Prasetyo et al., 2019)
The intensity of accessing social media	Instagram and Facebook are the most preferred social media for sharing children's information such as photos and videos.	Conference Proceeding (International Conference on ECEP)
The presence of children reduces the time to access social media		
Sharenting on YouTube for personal gain	6 out of 15 participants access their social media 3 times a day.	(Bessant & Nottingham, 2020)
The Council of Europe releases the right to protect the privacy of children	Even so, all participants admitted to reducing their time to access social media after having children.	<i>Parenting for a Digital Future</i>

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	The government's concern arises here when many parents open YouTube Vlogs regarding their children for personal gain.	(Latipah et al., 2020)
Parents' motive for sharenting	So that the Council of Europe released a joint statement regarding the right to protect children's privacy data during Covid19, both for business and educational purposes.	<i>Universal Journal of Educational Research</i>

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## 4.2 Discussion

### 4.2.1 Factors That Drive Parents to Sharenting

Prasetyo et al., (2019) stated that parents' decisions in sharing content related to their children come from internal and external encouragement, encouragement to do sharenting, including wanting to get likes and comments, social recognition of parenting experiences, expressing happiness with children. In addition, it is to get social support and recognition (Latipah et al., 2020). Parents also want to be considered "slang" and "up-to-date." However, there are some parents who are starting to care about children's rights and privacy, so they implementing several strategies by covering their child's face and still posting with pride (Wagner & Gasche, 2018). Another cause is driven by feelings of connection with the community and family (Bartholomew et al., 2012). There are several other motives expressed by parents based on the results of research conducted by Krisnawati (2016), the results of this study state that 90% of children lose privacy due to social media Instagram. This is of course inseparable from the behavior of parents who save children's photo albums on Instagram, hoping that their children can be a source of inspiration for others who see them, or just share moments of pride and happiness for parents.

Another reason that motivates parents to do sharenting is to make money. As is the case that has occurred and described (Leaver, 2020) where there was a child who protested against his parents not to post himself on social media anymore, but his parents ignored him because he saw the money he made. The child then always uses a face covering wherever he goes to avoid the mother's camera. Although the parents were disappointed because their source of income was reduced, what this child did manage to attract attention and get 3,500 positive responses from the community. The community asks that the parents of the child be more respectful of their child's wishes and privacy. Recently Bessant and Nottingham (2020) conducted a study related to the impact of Covid 19 on the increase in sharers on social media during isolation. Where all activities are carried out online and further strengthen the relationship between a person and social media. Concern arises here when many parents open YouTube Vlogs regarding their children for personal gain. So that the European Council released a joint statement regarding the right to protect children's privacy data during Covid 19, both for business and educational purposes, this is in line with (Zeeuw et al., 2018) which describes the same thing.

#### 4.2.2 *The Impact of Sharenting on Children*

There are several advantages to sharing or sharenting. Sharenting common parenting experiences pull people together and help them connect with others in similar situations across the world. Parents have a right and an interest in openly expressing their lives' stories, and children are frequently key protagonists in those stories. With each parental revelation, however, a piece of the child's life narrative is taken away from her to share on her own terms. Equally crucial as the child's right to one day tell her own tale is the child's right to choose whether to reveal the information at all (Steinberg, 2017).

Apart from some of the motives of parents, doing sharenting related to their children, it turns out that this sharenting also has an impact on the children themselves because sharenting is considered a form of child exploitation when children are used as material for personal interests, for example, endorsement (Fridha & Irawan, 2020). And usually sharenting increases when the holiday season arrives (Koetse, 2019). The impact is the creation of a child's online identity, loss of children's privacy, the emergence of online crime, and even has an impact on the child's own psychological condition. Therefore, it is necessary to have a legal entity that covers child protection and an understanding of parents regarding sharenting (Brosch, 2018; Salleh & Noor, 2019).

Privacy is an important and sensitive matter. Respecting privacy is like being tolerant of others. There are three forms of privacy proposed by Sobur (2001) namely privacy towards physical, privacy regarding behaviour, and privacy towards psychology. These three forms are the privacy that someone wants and needs in their social life. The need for rights and privacy is also needed by a child, especially for privacy protection from the Public As Expressed In Law No. 35 of 2014 concerning child protection, which states that children have the right to be protected from publication of their identity. In addition, children have the right to care, care, education, and protection for the development process of their parents according to their abilities, talents, and interests (Indonesian Law No.35 of 2014, article 59). Interactions in parenting can be in the form of care, attitudes or behaviour of parents when interacting with children, including how to apply rules, values and norms, provides affection and shows good attitudes and behaviour so that they become role models for their children (Berns, 2016; Brooks, 2008). The appropriate parenting style is what makes children feel loved, protected, valued, and supported by their parents so that it will have a positive influence when the child grows up (Nooraeni, 2017). Therefore, in parenting, parents need to understand the child's privacy rights so that the child will feel protected and respected in the surrounding environment.

Regarding the research question "why can sharenting have a negative impact on children?" because there are so many impacts that harm children and even appear to exploit children if it is carried out without reasonable limits. Thus, parents need to consider the effects of sharenting with all the possibilities that can occur. Therefore, there are several codes of ethics that are recommended by the author for parents before sharing, including: (1) Parents need to filter out the type of information, photos, or videos to be uploaded, try to share uploads that do not make children feel embarrassed when they see them on future.

(2) Parents are obliged to respect children's privacy. (3) Parents must ask permission from children when they want to share information related to their children, because for children not all content is appropriate to be shared on social media. (4) Parents need to avoid comments that can cause hostility between parents on social media and be painful for children such as online bullying.

Steinberg (2017) study is present in a comprehensive set of best practices from a legal standpoint. The suggested paradigm recognizes the value of a parent's right to free speech, but also urges parents to share only after considering the information's potential harm. These best practices should not be viewed as regulations, but rather as recommendations for parents who want to use the Internet in a way that promotes healthy child development. Parents should treat their children as autonomous individuals who are entitled to protection not only from physical harm (such as that posed by paedophiles and identity thieves), but also from more intangible harms, such as those that may result from inviting the world into their children's lives without first obtaining informed consent.

#### *4.2.3 Importance of Parenting Programs to Prevent Sharenting and Protect Children's Privacy*

Parenting programs that encourage caregivers and children to form secure and caring interactions at a young age are excellent ways for reducing child maltreatment (Centers for Disease Control and Prevention, 2014). Negative parenting habits, on the other hand, are a risk factor for behavioural and emotional difficulties in children, but they may be changed via parenting intervention programs (Sanders, 2012). These programs provide parents with support, experiences, and opportunities to improve their knowledge and confidence in supporting their children's development, managing child behaviour, and appropriately confronting current challenges in raising their children (Trivette & Dunst, 2009).

Parenting programs may help parents enhance their knowledge, skills, and parental support while also preventing child abuse and neglect (Holzer et al., 2006). Such programs also appear to be successful in lowering the likelihood of child maltreatment (Mikton & Butchart, 2009) and have shown to be beneficial in reducing parental hostility against children (Santini & Williams, 2016). Previous reviews have found that parenting programs are effective in improving parenting behaviour (Wyatt Kaminski et al., 2008) Preventing child behaviour problems and modifying disruptive child behaviour (Lundahl et al., 2006).

Treatments that help mothers regulate their emotional response and avoid harsh parenting had a favourable impact on maternal mental health. Parenting programs can be provided to all parents in a demographic group or tailored to high-risk families and parents of children who are at risk of developing behavioural problems. According to a systematic review of universal violence and prevention programs for parents, all the studies reviewed showed improvements in effective parenting strategies post-intervention, and 90 percent of the studies that assessed this outcome showed improvements in child behaviour (Altafim & Linhares, 2016). Given the difficulties in detecting child maltreatment

inside families, universal preventive programs can be a fantastic way to prevent violence and maltreatment while also avoiding stigma (Byrne et al., 2014).

Based on the importance of parenting programs, related to sharenting, knowledge of the results of Steinberg's study is obtained. Those parents need knowledge to prevent or make sharenting something useful for children and prevent violations of their privacy rights. Therefore, the following is a parenting program content that should be able to prevent parents from doing sharenting which violates children's privacy rights. Such as, parents should read the privacy policies of the websites with which their children interact. When their child's name appears as a Google search result, parents should set up notifications to notify them. Parents should consider sharing anonymously on occasion. Parents should use caution while disclosing their child's exact location. Parents should give their children "Veto Power" over online disclosures such as images, quotes, achievements, and challenges. Parents should think twice before sharing photos of their children in any state of undress. Parents should think about how sharing might affect their child's sense of self and well-being now and in the future (Steinberg, 2017).

## 5 CONCLUSION

Based on the results of the analysis, it can be concluded that sharing has often been done by parents on social media, whether consciously or not, with various motives. This has become a habit and is considered normal but risky. The risks caused by sharenting can have an impact on the child's own potential, child development, identity or privacy and the child's mentality. Some of the social media targeted by parents in sharing include Facebook, Instagram, Twitter and even WeChat and YouTube. Sharenting can have a negative impact on children because it can have a negative impact on children, including the publication of children's profiles widely, loss of children's privacy and can lead to online crime. The hope is, whatever the motive, parents can filter the content will be posted first so sharing does not cause negative impacts that are detrimental and not just for fulfilling social recognition and prestige. However, sharenting is expected to provide benefits and inspire and increase motivation for the good of many people.

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