

From the Childhood Past

Views of Young Adults on Parental Sharing of Children's Photos



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Don't turn your kids into content with sharenting

It can have lasting implications on a child's life

By *Harmeet Singh And Salik Khan* | Issue Date: March 10, 2024 | Updated: March 03, 2024 08:00 IST



Illustration: Deni Lal

75% of parents have shared a picture, stories or videos of their children on social media.

80% and more parents have used real names.

source [security.org](https://www.security.org)

RQ1

How do young adults perceive parental sharing of content about their children?



RQ2

How do perceptions vary based on experiencing parental sharing during childhood?



RQ3

How do perceptions vary based on the relationship with the child whose content is shared?



RQ4

How do perceptions vary based on being a parent?



Perceptions about parents sharing of children content were informed by the literature.

Motives e.g., archiving childhood, showing pride in the child

Photo Types e.g., child in the bathroom, child with food

Age Groups



Infant or toddler



Preschooler

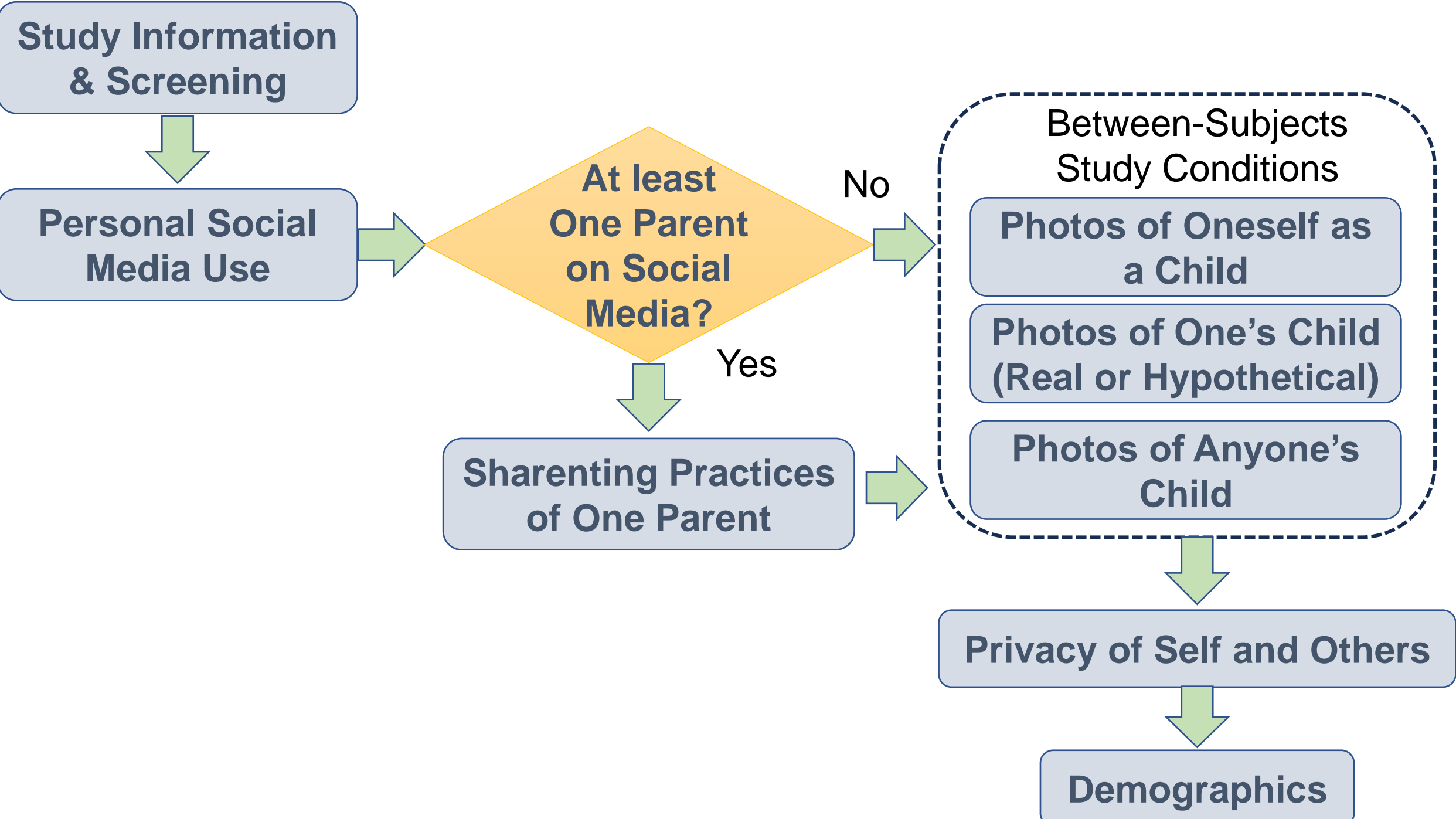


Middle
childhood



Teenager

Acceptable Audiences e.g., friends, followers, connections



Study Information & Screening

Personal Social Media Use

At least One Parent on Social Media?

No

Yes

Sharenting Practices of One Parent

Between-Subjects Study Conditions

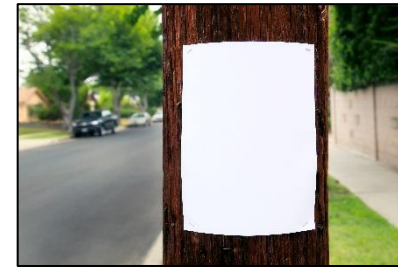
- Photos of Oneself as a Child**
- Photos of One's Child (Real or Hypothetical)**
- Photos of Anyone's Child**

Privacy of Self and Others

Demographics

- (i) **18 to 30** years old
- (ii) lived the **entire life** in the **United States**
- (iii) familiar with **photo sharing** on **social media**

amazon
mechanical turk



238

+

144

=

382

Age **25.28** mean, **25** median

Gender **212** women **164** men **6** non-binary

163 parents **219** non-parents

264 their content shared online by their parents

Our participants were distributed roughly equally across study conditions

124 Oneself as a child

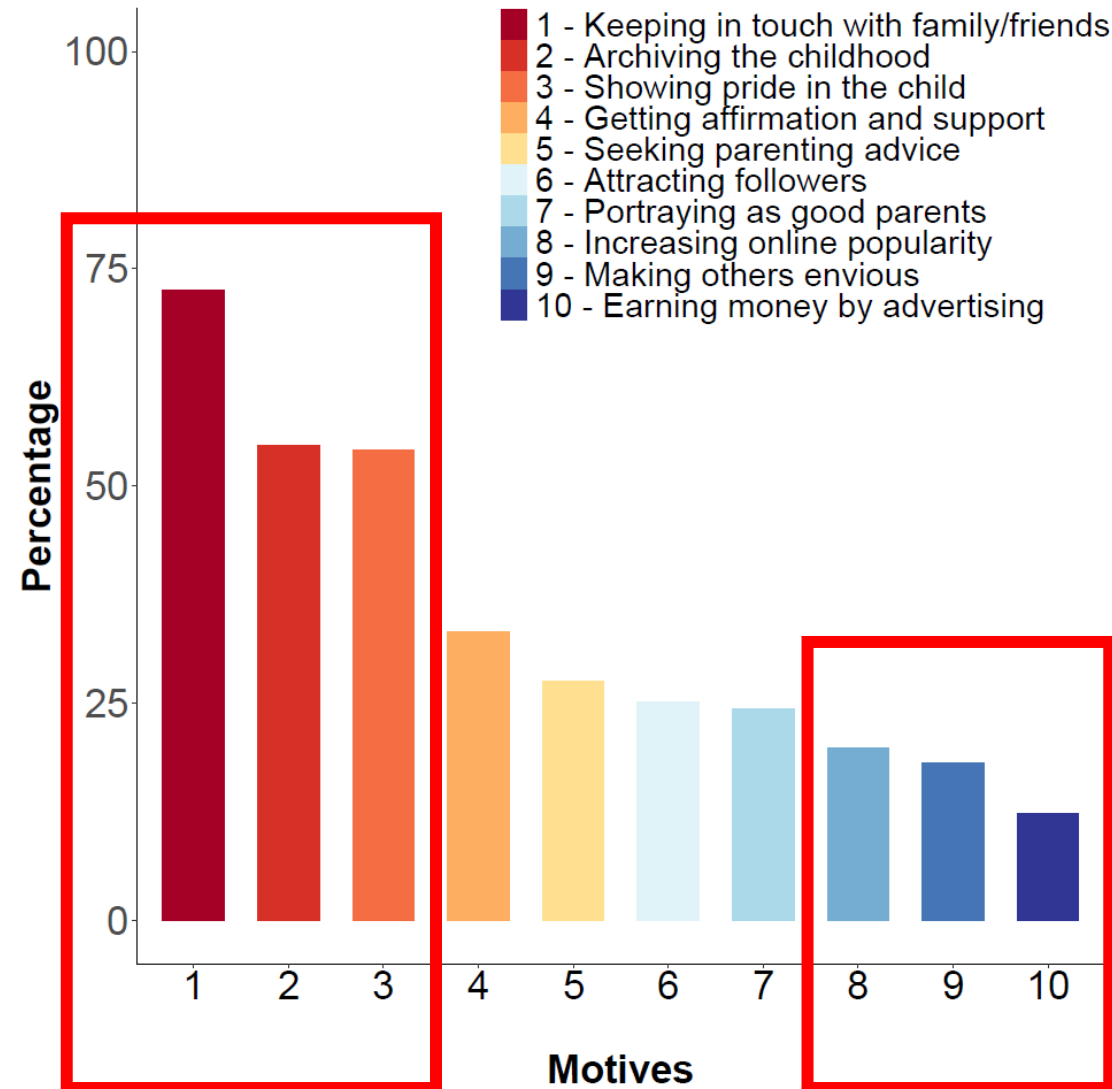
136 One's child

122 Anyone's child

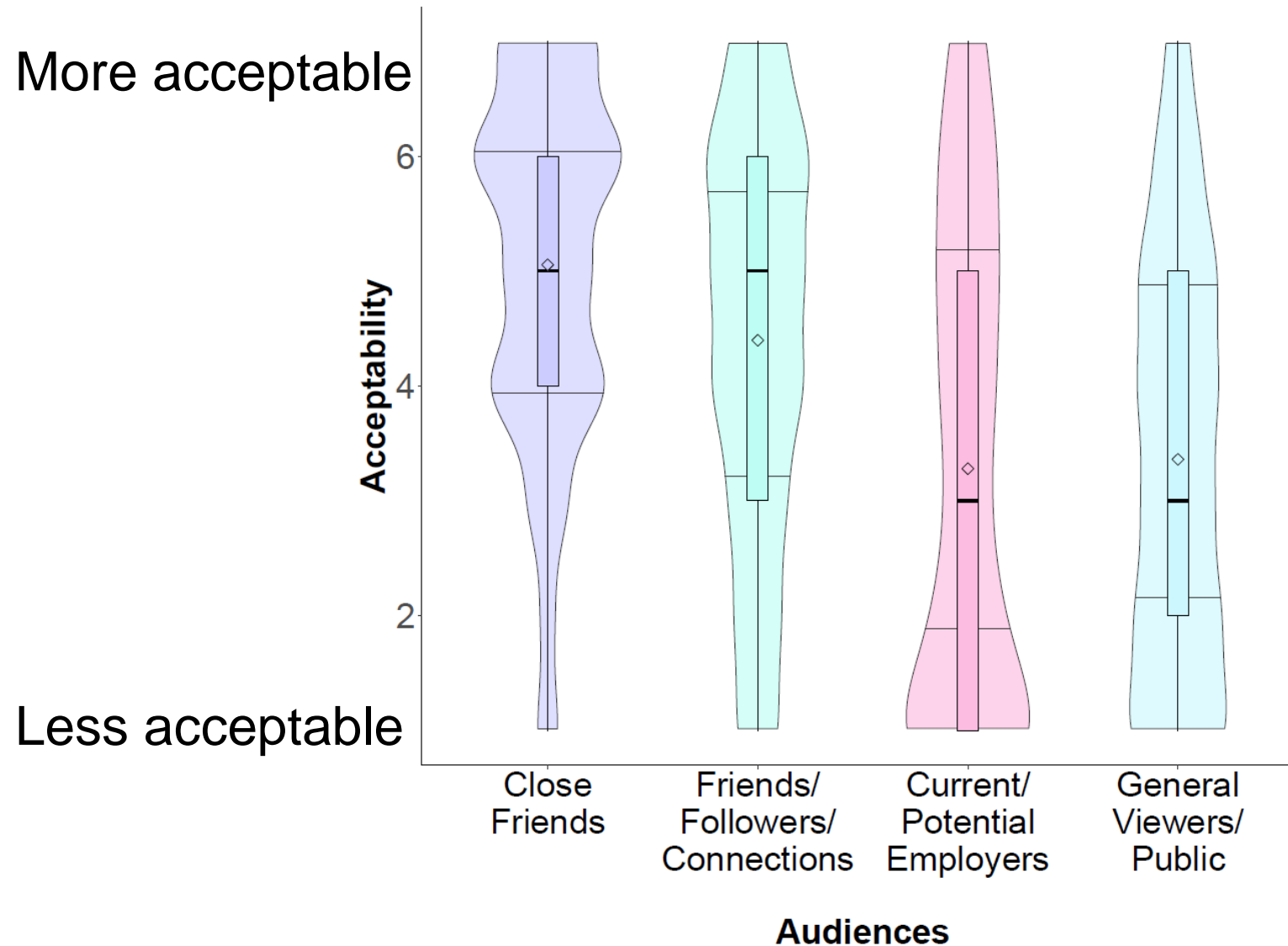


RQ1: How do young adults perceive parental sharing of content about their children?

Motives about typical social media use are more acceptable than those driven by material or negative outcomes.



Less acceptable to share photos of their children with socially distant audiences.





RQ2: How do perceptions vary based on experiencing parental sharing during childhood?

Those who experienced parental sharing of their photos during childhood were **more acceptable** of parents sharing **highly sensitive photos** of their children with **diverse audiences**.



RQ3: How do perceptions vary based on the relationship with the child whose content is shared?

Relationship between a young adult and a child is **not an influential factor.**



RQ4: How do perceptions vary based on being a parent?

Non-parents are **more comfortable** with sharing **less-sensitive** photos of children, while parents find it **more acceptable** to share children's photos with **socially distant groups**.

Interventions to increase children's security and privacy...



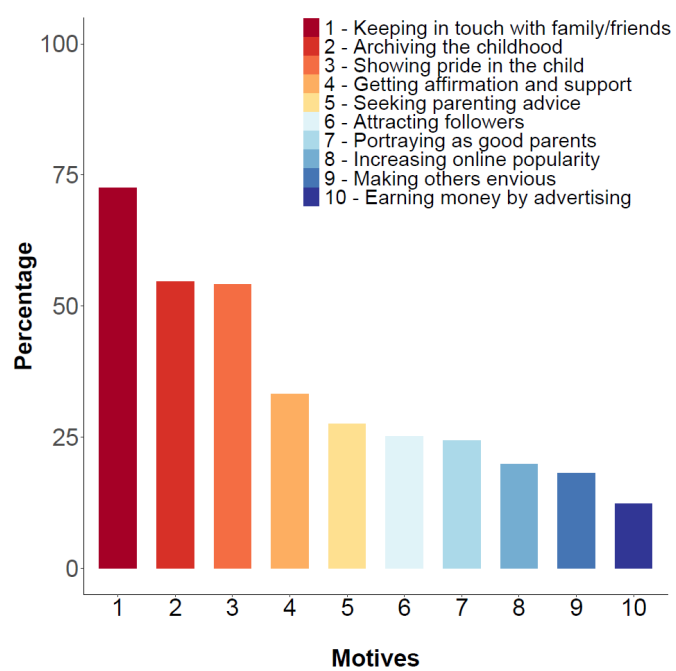
Develop various solutions for social media.



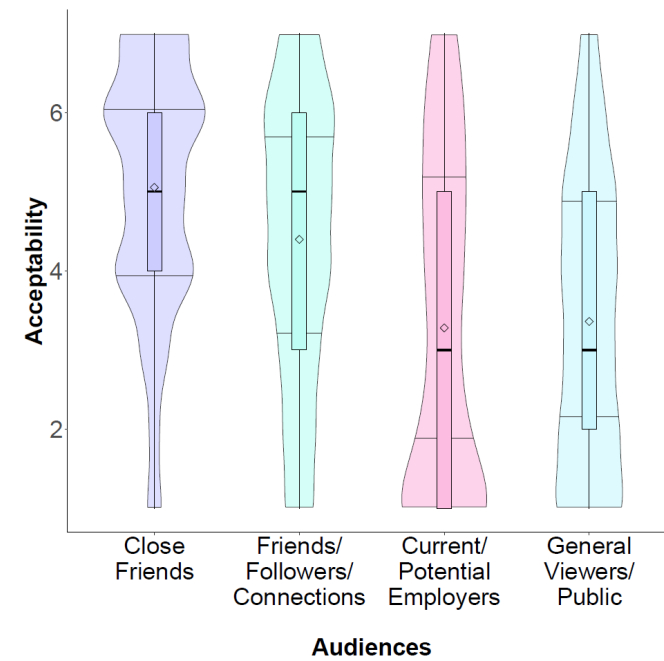
Design laws & regulations to increase due diligence.



Implement social media literacy campaigns.



Parents sharing their children's photos for social interactions is more acceptable than material motives.



Parents sharing children's photos with social distant audiences is less acceptable.

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