Sharenting of Young Mothers in Yogyakarta: A Phenomenological Study

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Abstract

This research is motivated by the rising phenomenon of young mothers who do *sharenting*. *Sharenting* is a phenomenon of parents' habit of sharing information about their children on social media. This study aimed to identify descriptions *sharenting* by young mothers in Yogyakarta. This study employed descriptive qualitative research, collecting data through interviews, observations, and recordings. The data analysis technique in this study adopts phenomenological research analysis. Findings suggest that *sharenting* among young mothers includes young mothers sharing using social media accounts to make information about their children more accessible to others; young mothers *sharenting* without regard for anonymous sharing; and young mothers accidentally exposing their children's real whereabouts or full names; young mothers don't give their children veto rights over online creations; young mothers accidentally share pictures of their children undressing; and young mothers don't think the *sharenting* effect will affect their children's present and future state.
Keywords: *Sharenting*; Young mothers; Early Childhood.

Introduction

Human life experiences change the times and affect perspective, communication, and how to socialize humans. One factor that influences changes in human civilization's development is the presence of the industrial revolution and technological discoveries (Harari, 2017). Young parents who live in the current generation have an understanding of children, perspectives on parenting, and how to socialize with other parents, have different from parents of previous generations. For the current generation with various existing problems, young parents are critical to understanding the conditions of the times and how to respond to them.

Social media users are not only teenagers and young people, but young parents – especially young mothers – are also one of the most active groups of social media users. Apart from uploading daily activities, outings, and activities with family, one of the favorite types of uploads for mothers is photos of their children. In one study, nearly 70% of parents stated that social media is used to get advice from other parents who are considered more experienced. About 62% said this made them less worried about their child's condition. Most parents who use social media (74%) believe other parents who share too much information about their children on social media, including parents who share embarrassing information about their children (56%), will provide information that can identify children with personal information.

Location of children (51%) or sharing inappropriate photos of children (27%)(C.S Mott & on children's health, 2015).

Parents always want to share their children's success, and social media makes that much easier. Parents often share a lot about their children because they are proud and because, for many, it is easy to keep family and friends up-to-date on their family life. Unfortunately, some parents, especially young mothers, are prone to sharing too much about their children online (Catana, 2019). The phenomenon of parents' habit of sharing information about their children on social media is called "*sharenting*". The word "share" is a combination of the words "share" and "parenting," first used by Wall Street Journal writer Steven Leichhardt in May 2012. Generally speaking, *sharenting* refers to information that parents share on social media. The term sharing subsequently led other authors to study sharing. *Sharenting* is an acronym for parents sharing information about themselves and their children online, involving parents and the wider community (Blum-Ross & Livingstone, 2017).

71% of the studies reviewed provided information on "when" *sharenting*, suggesting that *sharenting* began long before a child was born by posting about ultrasounds and pregnancy, followed by posts about childbirth and children's Early stages of parenting. Reach infancy or childhood. *Sharenting* happens at almost every 'stage' of a child's life, with the transition to parenthood and the child's first eight years appearing to be an important part of posting on social networking sites (Cino, 2021). The sharinting by parent constructs the shared reality through three iterative stages of externalization, objectification, and internalization, and experiences objective reality, symbolic reality, and subjective reality. Use the concept of crystallization to explain the online process of building reality. The three stages of shared reality construction are illustrated in the six stages of the sharing process: (1) Document, (2) Select, (3) Edit, (4) Comment, (5) Upload, and (6) Receive Response. In addition to the *sharenting* process, we also discovered the rules and values of sharing, family members other than moms participating in the *sharenting*, and social media other than Instagram also used for *sharenting*. Good parenting or bad parenting depends on the rules parents make when choosing what to share. Good *sharenting* brings benefits by helping children develop better by sharing parenting information with other parents. *Sharenting* is bad when parents invade their children's privacy, jeopardizing their child's safety (Putri et al., 2021).

Sharenting behavior of parents is related to the upbringing of children. Parents who practice *sharenting* by sharing their solidarity with their children are sure to show what parenting looks like. If, in the past, how to gain good parenting knowledge offline and at home, then *sharenting* makes it easier for others to gain knowledge about parenting by looking at examples of child parenting work shared on social networks (Hasanah & Purnama, 2021). Research in 2017 found that one of the main motivations behind *sharenting* is the desire to connect with family and friends. Overall, research supports that through sharing, parents demonstrate family narrative and identity and foster connectedness with extended family members involved (Damkjaer, 2017).

Fox and Hoy's research on 15 young mothers in America showed that for young mothers, posting about their experiences and sharing personal information about themselves and their

children served as strategies related to seeking affirmation, social support, or relief from stress. the anxiety/depression you feel when you're a parent (Fox & Hoy, 2019). The research suggests improved government guidance to protect children's online privacy from commercial entities. Fox and Hoy also suggest that parents need more education about the consequences of sharing their children's personal information in *sharenting*.

The issue of personal data has recently become an issue in several countries. Also, in Europe, the General Data Protection Regulation 2016/679 was created to protect the data and privacy of every citizen of the EU. As for Indonesia, notwithstanding the promulgation of Law No. 11 of 2008 on Information and Electronic Transactions, as amended by Law No. 19 of 2016, Law No. 11 of 2008 on Information and Electronic Transactions (from now on referred to as UU means website). Not considered specific enough to discuss data and privacy issues, especially children's privacy laws. The lack of recognition of the legal rights of children's privacy rights will make it difficult to enforce these rights. Furthermore, children's privacy rights are still being debated in several countries, including Indonesia, because of their incompetence and their parents' control (Permanasari & Sirait, 2021).

The federal Children's Online Privacy Protection Act (COPPA) Restrict collecting or sharing information over the Internet until the age 13; ironically, many children in this age group have long "digital profiles" based on their parents' social media usage. Parents should consider using social media to discuss parenting issues and encourage them to take a closer look at privacy policies that may affect how their children's information is shared. A new French law allows adult children to sue their parents. '*Sharenting*' is condemned in mass media as exploitative, narcissistic, or childish (Webb, 2013). Because when parents share a lot of personal information about their children on social media networking sites online, this makes information about their children easily accessible to others (Ouvrein & Verswijvel, 2019).

Research by Microsoft Corporation in 2020 conducted on teenagers in Indonesia showed that fifty-three percent of the respondents stated that they had problems with their parents' behavior in uploading information about them online. A CBBC Newsround survey warned that a quarter of the children whose photos were shared on the internet had felt embarrassed or worried by the act. Based on the results of the research, the pros and cons of "*sharenting*" revolve between parental power over children and the child's right to privacy. The trigger is that they have not realized the boundaries between the rights of parents to share content about children and the rights of children's privacy. Parents legally have power over children as stated in Article 47 paragraph (1) of Law no. 1 of 1974 concerning Marriage, where children who have not reached the age of 18 (eighteen) years or have never married are under the control of their parents as long as they are not revoked from their power. Children's data can be spread widely without being controlled and used by others for purposes we do not want, like the threat of pedophiles who can take advantage of these photos.

Several studies have shown that mothers are likelier to share stories and representations of their parents and children online (Dworkin et al., 2013). This is in line with historical analysis, which explains that in the family, there is usually a role played by women (mothers) as narrators of family life through diaries or photographs to document family moments. The statement that

mothers do *sharenting* more often than fathers is also because most overseas studies examining sharing are subject to mothers in various countries. On the other hand, some studies considering sharing as a multimodal narrative practice (i.e., about not only posting photos of children but, in general, telling family stories through multimodal representations – written, video, photography, etc.) suggest that mothers, in particular, get involved more often (Atwell et al., 2019).

While research on *sharenting* is still in its infancy, scholars, public opinion, and media outlets have expressed interest in the topic. *Sharenting* phenomenon is very interesting and important to study, related to human development by way of socializing that uses a new style in the use of social media, especially regarding the use of social media in sharing parenting experiences which in reality in the scientific realm there are still not many studies, which explains in depth.

Literature Review

First, research conducted by Arum Nilasari, The results of this study indicate that parents have used six motives, namely curiosity motive, competence motive, love motive, self-esteem motive and the need to seek identity, the need for values, longing and meaning of life, and the need for self-fulfillment. Of the six motives, it shows that parents most widely use the motive of competence. While the motives that parents less use are self-esteem motives and the need to find identity. Nevertheless, all parents have the same goal in uploading children's photos and videos, namely sharing (Nilasari, 2017). The difference between the research conducted by Arum Nilasari and the research that future researchers will carry out lies in the theoretical basis used, in this study not using the foundation of social learning theory and Maslow's theory of needs, but researching with a phenomenological analysis of *sharenting* in young mothers.

Second, research conducted by Anis Shuhaiza Md. Salleh, entitled *Sharenting*: Implications from the Malaysian Legal Perspective (*Sharenting*: Its Implications from the Malaysian Legal Perspective). The results of this study were published in the Kanun journal, the journal of the Malaysian Law Study Center, Universiti Utara Malaysia in January 2019. This study aims to look at the latest trend issues among parents, namely sharing more holistically by reviewing the needs of the law. This study uses socio-legal qualitative methods by examining the sharing of the social situation of the community and reviewing the existing laws. The results of the study found that there was a need to look at this issue more seriously by making improvements to existing laws in order to implement more comprehensive protection for children (Shuhaiza & Azlina, 2019). This research is also one of the triggers for the emergence of the impetus to conduct further research on *sharenting* in Indonesia in the hope that the reviewers of legislation in Indonesia can also examine existing child protection regulations to then make changes or create new policies to address and control this phenomenon. that happened.

Thrid, Research paper by Ai Permanasari, Yohanes Hermanto Sirait, Maranatta Christian University School of Law, Faculty of Law, Maranatha Christian University with the

title "Protection of Children's Privacy Rights for *Sharenting* Violations by Parents in Indonesia", Journal of Legal Communication, Volume 7 Number 2, August 2021. This study examines the importance of aggression in the practice of *sharenting* and protecting children from the dangers of *sharenting*. The research was conducted normatively using primary, secondary and tertiary legal materials. To answer legal questions, legislative and conceptual approaches are used. The findings suggest that the practice of *sharenting* is due to a lack of parental understanding of the impact on children and a lack of government regulations on parental violations of children's privacy (Permanasari & Sirait, 2021).

Fourth, research about *sharenting* by Raffi Ahmad and Nagita, *Sharenting* has become popular activities done by artists and celebrities. This research Through descriptive qualitative approach and observation on Raffi Ahmad and Nagita Slavina's Instagram account, this paper aims to point out Rafatar's existence emphasising on *sharenting* practices (Sespiani, 2022). fifth, Amanda's research analyzes, analyzes digital footprints on Instagram through the hashtag #anakku, describes parental *sharenting* in Indonesia, and discusses privacy concerns with children. This study examines the culture of digital media users through online footprints using a netography approach. The findings identified five categories of shared posts on Instagram with the hashtag #anakku. Survey results also show that parents lack awareness of protecting their children's privacy on Instagram (Dwiarsianti, 2022). Sixth, Research by Adi utomo shows that the practice of *sharenting* commoditization can be found on Chelzea Nail's YouTube account, where almost all of the featured videos are of Chelzea Verhoeven and Nail Fadhly (the account owner) with a child named Kiano. The form of commodification proposed by Vincent Moscow – the commodification of content, audience, workers – is also evident in account activity (Utomo, 2022).

Based on these previous studies, there are no guidelines for understanding what should and should not be shared on the internet and social media. For this reason, this study was conducted to add to the treasure trove of revealing the truth of the phenomenon of *sharenting* among young mothers.

Methods

This research is using a qualitative descriptive method and using a phenomenological approach. The informants in this study are young mothers in Yogyakarta who following criteria: As parents who are newly married and have children (maximum 7 years of marriage); The first child is only 0-6 years old; Doing *sharenting* on social media; Willing to be an informant in this research. This study uses data collection methods with interviews, observation and documentation. Research locations in Yogyakarta. Data analysis techniques in this study using phenomenological study analysis include: Fully describe the phenomena experienced by the subject; Find the statement of the results of the interview and be detailed Back; Grouped into meaningful units; Reflecting and using imaginative variations or structural descriptions, seeking overall meaning through divergent perspectives; Construct the whole explanation of the meaning and essence of the experience. To examine the validity of the findings, triangulation was then performed in this study by examining the applicability between sources extracted from

interviews, observations and information sharing documents. This technique was performed to check the validity of the data and to avoid data that was inconsistent with the findings from observational interviews and documentation. Through online observations of the informant's social media accounts, the validity of the informant interview results against the observational data was double-checked and reconciled with the document data collected.

Result/Findings

In this section, it will be explained about the findings of the research. Three people have been determined as informants for those studied in this study who have met the research criteria. The informants in this research are:

Table 1. Informants identity

No	Name	Date of Birth	Profession	Address	Child Age
1	NI	Kebumen, 22/09/1994	House wife	Sleman	11 months
2	NA	Jakarta, 11/04/1995	House wife	Bantul	2 years old
3	DLH	Jakarta, 11/11/1993	Entrepreneur	Sleman	3 years old

After doing research of *sharenting* by young mothers using phenomenological study, it is explained as follows:

1. Young Mothers Use Social Media Accounts to Do *Sharenting* that Makes It Easy for Others to Access Information About Children

    Based on the results of interviews with research subjects, in doing *sharenting*, young mothers use social networking sites with social media accounts that make it easier for others to access information about their children. There are even young mothers who do not regulate the privacy settings of their social media accounts. As Mrs NI as one of the research subjects' answers in the interview stated that: *"I share photos/videos of my children directly and usually I don't set social media settings because I let all my followers/followers on social media see my posts."*

    Young mothers don't set up alerts to remind them when their child's name appears in a search engine. This suggests that they did not do a good job of sharing on the first point of *sharenting* among young mothers. Other study participants in this study also had other opinions, which they shared by setting preferences for posting photos and videos of their children on social media accounts to avoid controversy or negative comments from others who shared other opinions with the mother. This is not done because it prevents others from easily accessing information about their children, but instead closes/hides other people's accounts that are seen as conflict triggers. Ms. NA explained this in an interview:

"Usually, I do the settings, because sometimes there are people who don't wear comments when I comment, so sometimes I hide it like that, like the difference in parenting, right. Like how to carry, sometimes comments are so skinny and so on. So, if I post something that disagrees with that person, I hide it, like yesterday I posted like this how to hold a baby, and then comment on this, and the next day I post, if I'm pregnant with someone else's baby, I put It hides. But not all my posts are hidden, this person only commented on certain posts. "
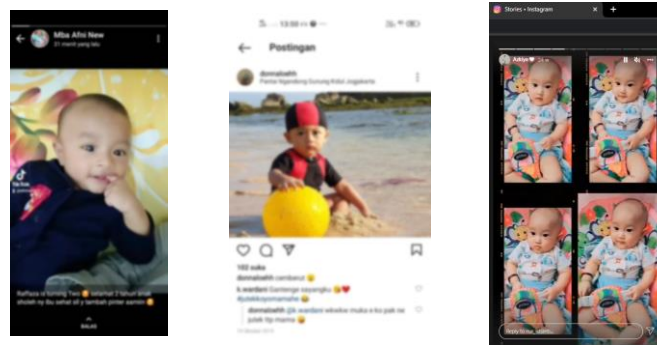

Fig. 1. *Sharenting* by young mother on social media

Instagram is one of the main social networking sites that young mothers use to do *sharenting*. The various features of Instagram make it easy for young mothers to share photos and videos of their children on social media. But there is also a feature on Instagram that allows to set which accounts can see, or if we don't want multiple accounts to access the post, we can hide it. Ms. NA has chosen to take the precaution of not allowing access to certain individuals who are believed to have reaped conflict over disagreements between the mothers of viewers/followers surrounding her Instagram account. There is one of informan who stated that he regulates privacy on his social media accounts, so that only limited people can access sharing posts and cannot be easily accessed by strangers, thus young mothers do *sharenting* feeling safe. As Mrs. DLH said: *"My Instagram account is also private, it's not that I'm not private (public access disabled), so it's safe because it's private."* DLH's statement shows that some young moms have good sharing metrics, namely By setting up social media accounts for sharing so they can control whether their child's name appears in search engines and is not easily accessible by foreigners.

2.   Young Mothers Do Sharing Without Even Considering Sharing Anonymously

The second point in a good indicator of *sharenting* is that young mothers do sharing by considering sharing it anonymously, but based on the results of this study, it shows that the research subjects did not do this. As the results of the interview with Mrs. NA answered related to these considerations that: *"I don't use a pseudonym or anonymous, because that's my account, my followers also know that it's my name. So, if my child is sick, sharing tips is purely from his own account."* The statement from NA's is also similar to the statement of NI's and DLH's that in doing sharing, they do not consider doing it

anonymously, they openly mention their child on their social media accounts and other people can find out their child's name. Mrs. DLH said *"I'm using my own account, but I've never used a pseudonym like that. If you use a child's name, it's rare."*

Based on the results of observations on the social media account of DLH's that she was sharing by mentioning her child's nickname. The description on the whatsapp story is used by writing the name of the child so that other people know the name of the child. Likewise, the results of observations on the social media accounts of NI's showed that she included her child's name in her Instagram bio and saved a highlight feature on Instagram with a description of her child's nickname.

Fig. 2. *Sharenting* by DLH on whatsapp story that mentioning her child's nickname.

3.   Young Mothers Are Not Careful Before Sharing Their Children's Real Locations or Full Names

Paying attention to being careful in including the location and full name of the child in this sharing post is the third indicator of good sharing. However, based on the results of the analysis of this study, it shows that young mothers do not be too careful sharing. Young mothers sometimes do sharing by including the location where the child is. This is as stated by NA's that:

"I don't always pay attention to that. Sometimes I use my full name, sometimes I just use my nickname. The location setting is also not always right, sometimes when you go to a place, you just include the location of that place."

Including the location in the post is one of the phenomena carried out by social media users, including what is done by young mothers in sharing. Based on several opinions regarding sharing, it is better to avoid including the location of the child in order

to avoid kidnapping cases. However, in the description of what happened to the sharing done by young mothers, they often included a description of the location.

Fig. 3. *Sharenting* by NI on instagram that mention location.

4.   Young Mothers Don't Give Their Children Veto Right Over Online Disclosure.

The fourth indicator of good sharing is that young mothers give veto rights to their children over online disclosures, but based on the results of research on the image of sharing by young mothers, it shows that the informan do not grant this veto. Some of them are because they think that children are still too young to understand this but also with an explanation that they do *sharenting* as a means of documentation, mementos or just private collections. As in the results of the interview with Mrs. NA, she explained that:

"If it's not right now, because my son is only 2 years old, he doesn't understand, so I only share photos and videos of the child's social media for memories and personal collections, and I share them not about the lack of children or so, more about things positive and have fun. Maybe tomorrow when he grows up, if he understands, I will give understanding to my child, if it is for memories when he grows up."

NA's opinion is also similar to the statement of DLH's who stated that she did not communicate with her child regarding permission to post videos and photos of her child on her mother's social media account because she felt her posting was safe :

"It's just for my own collection, I also have a private account, so only my followers will see my posts. I don't know all of my followers, yes, maybe there are some that I don't know, but I just feel safe. I'm already private. I didn't ask my son's permission first, he's still young".

Children's veto rights over their disclosures online should also be given by mothers to children when they do *sharenting*, because sharing makes children have a digital footprint. Even though the child is still small when the mother has done sharing, the plan to grant the veto power will be given later if the child understands, it should also be understood by mothers to communicate whether the child is pleased if the mother discloses about her child online on social media accounts. As stated by NI's who explained that she plans to ask permission from her child in the future when her child grows up:

"When I post a photo/video of a child, I don't ask my child for permission first because my child is still small (still a toddler) & doesn't understand. Maybe later when my child is older, I will ask him for permission first and give understanding about it."

5.   Young Mothers Don't Pay Attention to Sharing Photos Showing Undressed Children

The fifth indicator of sharing is that in doing sharing, it is necessary to pay attention to children's clothes. Parents are not allowed to do *sharenting* with the condition of the child not wearing clothes. Based on the results of this study, it was shown that during interviews with young mothers admitted that they paid attention to the clothes used by children, but the researchers found that there was one post by young mothers that showed the child was not wearing clothes. Based on the results of an interview with DLH's that she did this because she posted a photo of the child taking a bath and the fact that the child was not wearing the clothes, he only posted it on the whatsapp story feature which could not be accessed at a later date, the whatsapp story feature does allow posts to be automatically deleted. after 24 hours. However, doing so shows that young mothers do not pay attention to their children's privacy by posting photos of their children not wearing clothes on social media.

Fig. 4. *Sharenting* by DLH on whatsapp (WA) that show her child undress

"When I swim, my son wears a bathing suit. but I never post pictures of my son not wearing clothes. but I don't share it on IG, at least it's on WA stories, because WA only sees people I know. It's not eternal, it's only 24 hours in the post. Or mostly for myself. So I made my collection personally"

As for other subjects in this study, researchers did not find other posts that showed photo or video content of children when not wearing clothes. This is also supported by features on other social media applications (besides WhatsApp), if you post photos or videos of children who are not wearing clothes, they will be automatically banned and deleted automatically. For example on Instagram social media, if there is an account that shares photos or videos of children who are not wearing clothes, then the video or photo will be taken down and the user will be given a warning. This feature supports privacy

that should not be seen by the public. If there is no such feature in the WhatsApp application and parents can still do sharing if they post photos of their children not wearing clothes, then this is a sign of bad sharing. We recommend that young mothers who do sharing need to pay attention to the privacy of their children. As stated by NA's:

"I pay attention to the clothes, because it's a child's privacy, so when the child is not wearing clothes, I never post or capture videos or pictures of my child, because it could also be from the existing cases that it was made into bad material. As in many cases, child abuse."

Fig. 5. *Sharenting* by NA on instagram

6.   Young Mothers Don't Consider That The *Sharenting* Effect Can Affect Their Children's Current and Future Status.

Young mothers doing good *sharenting* should pay attention to how the impact of posting about their children can affect their children in the future. However, based on the results of interviews with research subjects, they stated that they did not pay attention to this matter under the pretext of doing sharing for documentation purposes. As NI's said:
"I didn't consider it, because the reason I post photos/videos on social media is just for mementos so that when my son grows up he can see his past photos/videos."
As for the opinion of the DLH that she only shares within reasonable limits, she does not consider that sharing will have a bad effect on the child's future.*"At least I think it's like sharing what's normal, when it's funny, what's wrong. It's not that adventurous, he's the best when he sings, plays, that's just the way it is. So maybe there will be no negative impact. Because what I post is also natural stuff."*

Discussion

As a parent, you should be familiar with privacy literacy. Privacy literacy is defined as "an informed concern for user privacy and effective strategies for protecting it" (Debatin, 2011). Trept et al. Define it as a combination of declarative (knowing) and procedural (knowing how) knowledge about online privacy. (Hong & Thong, 2013) developed a scale to measure privacy concerns. Privacy behaviors are also associated with social media satisfaction. Use and materialization theory assumes that people have specific motivations for using media and to actively and goal-oriented to meet their needs. Initially, these needs or gratifications were identified as distraction (escapism), interpersonal (use of media for companionship), personal identity (reinforcing values), and surveillance (information that helps a person achieve

something). Recent research has focused on how social media use intersects with privacy activities; for example, it has been found that many people who use social media for entertainment are more likely to use an anonymous profile, while those who use it to communicate may focus on adjusting privacy settings.

The researcher would like to convey several suggestions related to the description of *sharenting* in young mothers, including: so that parents can pay more attention to indicators of good sharing. Parents need to pay attention to aspects of child development and not only pay attention to documentation or digital collections related to child development, parents need to pay more attention to children's privacy rights. Furthermore, the researcher also provides suggestions for other researchers to be able to conduct related research on *sharenting* with more in-depth research in order to increase knowledge and understanding for the community about *sharenting* so that they can contribute to research results for various parties who observe the psychological, social emotional conditions of children and parents which is a component of the *sharenting* phenomenon.

Conclusion

According to the results of this study, the sharenring of young mothers in Yogyakarta includes young mothers sharing using social media accounts, which makes it easier for others to obtain information about their children; young mothers sharing without considering anonymous sharing; young mothers accidentally exposed the real whereabouts or full names of their children; young mothers don't veto online disclosures of their children; young mothers accidentally share pictures of their children undressing; and young mothers don't think the *sharenting* effect affects their children's present and future status.

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