

CHAPTER 4

NAVIGATING MODERN CHALLENGES IN JOURNALISM AND SOCIAL MEDIA

SHARENTING AND SOCIAL MEDIA: TURNING PARENTS' POSTS INTO MARKETING TOOLS

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Abstract. After the phone, social media has become one of the most effective communication tools for today's people. People share many experiences from their daily lives to education and marketing on these platforms. At the same time, social media enriches these shares with videos, pictures, audio and written texts and presents them to other people. This study aimed to investigate the effects of parents' shares on social media on children and businesses. The impact of social media has affected parents' family relationships and parenting habits. The digital traces that parents create about their children, storing various memories about their children, documenting their growth processes, creating social networks in this sense, strengthening family ties and even sharing experiences with other parents represent the positive side of sharenting. However, sharenting, as a form of interaction between parents and social media, carries certain risks beneath its innocent appearance. First of all, children's privacy is violated. A picture that seems innocent at first may also cause children to encounter some bullying in the future. Written or visual products shared without children's permission may even cause psychological damage in the future. Our study is based on the thesis that sharing can offer opportunities for marketing strategies. Many consumers are positively affected by innocent images of children and may form closer relationships with the brand. In many cases, these images can offer advantages for businesses to develop products. Businesses can influence parents through their children, encouraging them to buy more products and increasing brand reliability. In fact, short photos of parents with their children can enable businesses to produce content that supports these moments, thus creating an emotional connection and increasing consumer loyalty. All of this is possible if the right strategy is used. In addition to academic studies, professional opinions of the business world on social media were also used in the presentation of this study. The practical implications of the study reveal that parent sharing, if used correctly, can be beneficial in terms of marketing without causing psychological or social harm to children.

Keywords: sharenting, social media, digital parents, marketing, marketing tools.

JEL Classification: L 82, M 31, Z 33

Formulas: 0, fig.:2, tabl.:0, bibl.:46

Introduction. The requirements of the digital age also transformed parental responsibilities and gave birth to the concept of the digital parent (Baloğlu, 2023:768). According to Stacey Steinberg, a law professor at the University of Florida, “Our children are the first generation to grow up with their photos shared. We are the first generation to raise children in an environment with social media” (Unicef Turkey, 2024). Confirming this statement, Oswald, James, and Nottingham called the youngest members of Generation Z the “Tagged Generation” due to their frequent presence in publications and social media at the hands of others, including their parents (Gligorijevic, 2019:203).

Research shows that children have a very negative attitude towards sharenting. “The most acceptable is sending photos to a relative, while the least acceptable is sharing photos of the child without permission. Also, contrary to what many parents think, younger children find it less acceptable to take photos without permission, while older children do not mind sharing” (Sarkadi, 2020:982).

Literature Review.

Sharenting Concept and Its Dangers. Sharenting was first defined by Collins Dictionary in 2015 as “the practice of parents who regularly and in detail post about their children on their social media accounts” (Cataldo et al., 2022:1; Karataş & Aydoğan, 2024:136). The concept can be evaluated within the scope of negative parenting or parenting abuse (Günüç, 2020:281). The widespread sharing behavior of parental accounts about their children on social media with photos, videos, and text content has started to attract attention and is evaluated within the concept of “Sharenting” (Brosh, 2016:225; Alemdar&Kahraman, 2023:71). This name is derived by combining the concepts of “share” and “parenting” in English and is used as “sharing parenting” in Turkish literature (Alemdar & Kahraman, 2023:71; Romero-Rodríguez et al., 2022:1). Some studies have used the term “sharingparenting” or “socialmediaparenting” for this concept, directly inspired by its English translation (Cansızlar&Şahin, 2023:127). However, some parents - especially those who have adopted social media at an early age - fall into the trap of posting about their children a little too often, which is called “over-sharenting” (Günüç, 2020:282; Kaspersky, 02.11.2024).

In the United States, it is reported that 92% of children share photos and videos on social media before the age of 2 and 1/3 in the first 24 hours of life. It is thought that in the first 5 years of life, a parent will have shared an average of 1000 photos of their child. In addition to parents, family relatives, health professionals, birth photographers and teachers can upload photos and videos of children to social media uncontrollably. In addition, thanks to the hashtag (tagging) technique, these photos shared on social media can instantly reach users all over the world (Akpınar et al. 2020:9). In a study conducted in Denmark, it was emphasized that parents are caught between the dilemma of “sharing or not sharing” on the grounds of being a “good parent” and publicizing it (Aslan & Durmuş, 2020:139; Günüç, 2020:283). However, according to the information obtained from the participants by Akyol and Sumbas (2023:1289), sharing about children may cause real or unrealistic experiences about how good a father is.

Sharing usually starts with parents announcing their pregnancy via social media (Korajlija, 2021:7). Studies suggest that mothers are more likely to share information about their children than fathers. Mothers' and fathers' posts differ in terms of content. Mothers are said to post more frequently on social media than fathers, and fathers are said to be more cautious than mothers. More than half of mothers (56%) post on social media on topics related to child health and parenting, compared to 34% of fathers (Alemdar & Kahraman, 2023:71; Bartholomew et al., 2012:455). However, the changing social structure has also changed the roles of fathers. There is clearly an increase in the number of fathers who want to address their children's needs and problems, spend more time with their families and share on social media, as well as economic opportunities (Subaşı et al., 2024:3). In another study conducted in the UK, it was found that 2000 British parents shared 195 photos every year and parents uploaded approximately 1500 photos of their children to social media before the age of five (Kopuz, 2021:14-15). C. S. Mott Children's Hospital's National Survey of Child Health (2015) found that 56% of mothers and 34% of fathers share information about their children on social networking sites. Another study showed that 30% of parents share photos of their children every day (Kılıç et al. 2023). According to a study in Poland, 32.7% of the participants shared baby videos and documents related to the child such as birth certificates and kindergarten diplomas (Aslan & Durmuş, 2020:139). Parents start to form the digital identity of the child and shape their digital shadows with the posts they make on social media, such as ultrasound images or the mother's pregnancy photo. In other words, parents cause their children to be born digitally before physical birth (Kopuz, 2021:14-15; Aslan & Durmuş, 2020:139).

Parents who share their children's lives often do so by relying on a process that results in positive stimuli that are approved by their social circles (Karataş & Aydoğan, 2024:135). Sharing therefore has positive aspects for parents. Social media "provides parents with support, advice, social connection and a distraction from the complexities of parenting. Some parents post to validate their children's behavior or attractiveness or to see that they are good parents" (Er et al., 2021:2; Peimanpak et al., 2023:2). However, social media is difficult to control, its sphere of influence is very wide, and posts spread quickly. Users generally do not investigate the content and its accuracy. Therefore, the possibility of a crisis in social media is quite high (Kaya & Mengi, 2019:99).

Parents sharing pictures of their children may seem innocent when described as a memory. However, a significant portion of sharing can cause problems for parents and their children in the future. In order to stay away from these sharing dangers, parents need to be careful about certain issues. Potential dangers may include:

- Even if the child does not want it, the sharing leaves a digital trace, that is, a digital identity. With this incident, which occurs without the consent of the parties concerned, there is a violation of confidentiality. "This behavior has been defined as digital kidnapping" (Kılıç et al., 2023:1258). While this identity is the same as their real-life identity for some people, it is a completely new identity for others (Günüç, 2020:284). Children's privacy is actually an important problem in many countries. "Even if American parents encountered digital kidnapping, they were sharing with marketers.

Indian parents associated sharenting with consumer behavior. Turkish academic parents are more careful in their sharing behavior and define the sharing behavior of other parents as “careless, private and disturbing” (Tosuntaş & Griffiths, 2024:548). This result can be evaluated as related to the education levels of academics. As a result, research shows that sharenting “violates privacy, disregards child protection laws and creates a digital footprint from an early age, leading to loss of privacy, risks of identity theft, deception, cyberattacks and encourages pedophilia” (Tisocovd, 2024:182).

- Due to the prevalence of social media, desired or undesired sharing can spread rapidly to many other platforms. In short, no content remains in just one platform. In addition, “although it is thought that photos and videos that may cause discomfort can be deleted once shared on the internet, it is not possible to prevent these photos from being stored by third parties” (Serçemeli, 2020:231). According to a study conducted by the security department of the Australian government, almost half of the photos uploaded to pedophilia sites were taken from social media platforms (Müezzini, 2022:3).

- In digital child abduction, the photographs of their children shared by parents are stolen under the guise of “Instagram Role Playing”, and a new digital history is written for the children, and the fake parents present this photograph in the virtual environment as if it were their own child (Karataş&Aydoğan 2024:136).

- The right to joint benefit that occurs when family members take pictures together can cause problems between family members. In many cases, family members do not ask permission from others for the pictures they share. “A study conducted by Holiday, Norman, and Densley (2022) determined how parents present themselves in Instagram posts. The study showed that although parents claim to be careful about their children's privacy on social media, their desire to show themselves on social media during the sharing phase does not take into account their children's privacy (Cansızlar & Şahin, 2023:127)”.

- Loss of control; even if parents use privacy settings for sharing, images can easily be copied via screenshot. Any sharing also becomes the property of the relevant social media platform.

- Even though it is perceived as being deleted by its owners, digital data on the internet cannot be deleted and persists for very long periods of time,

- Other psychological factors are also included among the negative consequences. One of these is that “parents feel inadequate when they compare their own children with other children. This situation can cause feelings of insecurity and a hostile environment between them and other parents because they think their children are not as perfect as others” (Özlü, 2024:179).

- A significant problem is that posts can be used to describe a child's home, care or play area. In situations such as child custody disputes or domestic violence cases, the disclosure of some information can pose a risk (Hasanah, 2019:44). Therefore, a form of self-censorship is often practiced by parents online: Locatelli (2017) found that new mothers only mentioned their child's initials (e.g. “J” or “F”) or used pseudonyms (Ranzini et al., 2020:?).

- As the child grows up, potential feelings of shame and possible psychological problems can negatively affect personality development. “According to the Parents, Privacy and Technology Use report, 19% of parents stated that they posted something online that their child found embarrassing and the child asked the parent to remove the post” (Aslan&Durmuş, 2020:140).
- Identity theft; Cybercriminals can parse a child's name, birthday, photos, and accompanying titles. These people can use the identity they have obtained through phishing or data breaches on the Dark Web for malicious purposes (Kaspersky, 02.11.2024). For example; When Google software sees a picture of a child's birthday cake, it not only identifies the cake, but can also collect information about the people in the photo (Müezzini, 2022:3).

In the risks that children may encounter in digital environments, the child is in the role of a receiver, participant or actor. In the role of a receiver, the child is exposed to risky content, and in the role of an actor, the child performs risky behavior. In the role of a participant, the child is the party experiencing situations such as harassment, abuse, ideological propaganda and misuse of personal information. When considered in the context of sharenting, it can be said that children are the ones who carry the possible risks. The child can be transformed into economic capital or an ideological commodity by their parents through social media platforms (Kopuz, 2021:16).

In Figure 1, we have systematized the consequences of Sharing Pictures of Children by their parents.

Legal Measures and the Situation in Türkiye. In some countries, such as France and Germany, the legal system recognizes the right of children to own their own images. In the US, the issue is more complex, but there are still privacy and legal issues to consider. “In the US, the Children's Online Privacy Protection Act (COPPA) prohibits the unauthorized use of data on children under the age of 13. In Italy, a 16-year-old child was ordered to pay 10,000 Euros in compensation in a lawsuit filed against his mother for sharing photos of him. According to the law in France, parents are given the right to sue for the sharing” (Aslan & Durmuş, 2020:140). The most comprehensive regulation regarding children's rights is the “United Nations Convention on the Rights of the Child”, which includes Turkey. The Convention defines the rights of all children, regardless of where they are born, who they are, their gender, religion or social origin” (Küçükali&Seçemeli, 2019:1178). In particular, Article 16 is about sharing.

“Article 16. No child's private life shall be subject to arbitrary or unjust intervention, nor shall his or her honour and reputation be unjustly attacked.”

According to the theory of surveillance anxiety, all the data shared every day reveals too much about the person, while on the other hand, it misrepresents him/her, thus causing anxiety in the person (Yavuz, 2020:19). For this reason, the right to be forgotten, which is called the right to erasure in the European Court of Justice and the General Data Protection Regulation of the European Union, is in question. The right to be forgotten is “the right to delete, limit or change past records that contain data that is misleading, unnecessary, chronologically inaccurate, embarrassing or possibly not

related to the person's name, in order not to disrupt the current perception of the person" (Ayhan&Öztürk, 2021:170).

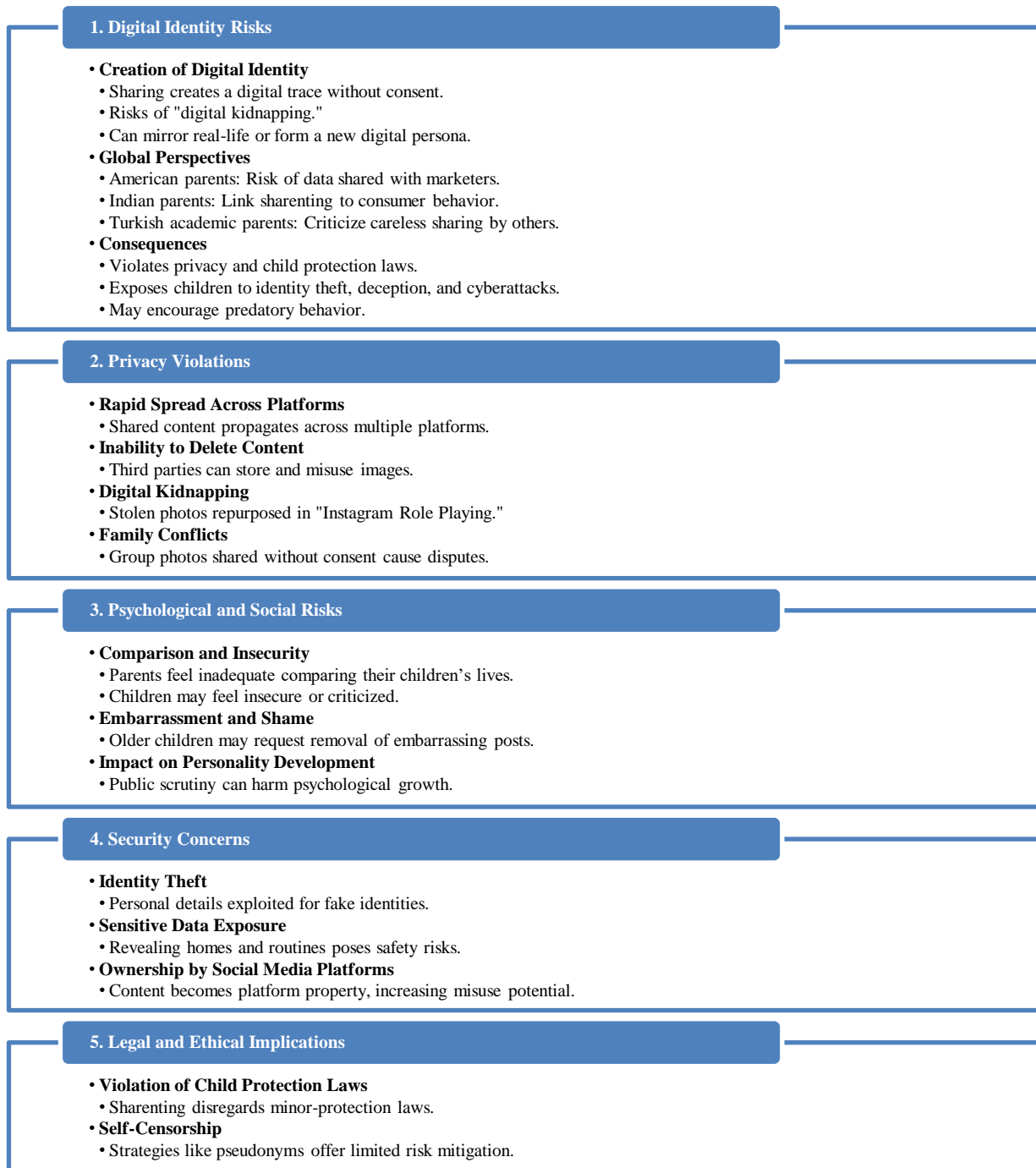


Figure 1. The consequences of sharing pictures of children by their parents

Source: developed by the authors

Although there are regulations regarding sharing in countries such as Germany and France, there are no sufficient laws in our country to prevent or impose sanctions on such sharing (Akpınar et al. 2020:9). In our country, there are regulations regarding children's rights in the relevant articles of the 1982 Constitution, the Türk Penal Code No. 5237 and the Türk Civil Code No. 4721 (Serçemeli, 2020:234):

“The conventions on children’s rights, of which the Republic of Turkey is a contracting state, are within the scope of the Constitution of the Republic of Turkey, which also forms the basis of the legal regulations in the Turkish Penal Code and the Turkish Civil Code; the Turkish Penal Code, which is relevant to cases where the parent’s attitude towards the child constitutes a crime; the provisions on custody in the Turkish Civil Code, which regulate the relations between children and parents, since the persons to whom the phenomenon of sharingnting is related are the child and the parent; and the provisions on personal rights and the protection of these rights in the Turkish Civil Code.” (Karataş & Aydoğan 2024:137).

In addition, the circular of the Ministry of National Education regarding the use of social media in schools states that “.....the unlawful sharing of any audio, text, image and video recordings of students studying on the internet or in other digital or printed media is against the Constitution, international agreements and Law No. 1739; these acts are regulated as crimes in the Turkish Penal Code.....” (Küçükali and Seçemeli, 2019:1179).

In a study examining parents’ Facebook posts, it was found that sharing behavior was common among Turkish parents. Although parents stated that they shared special days or moments they found valuable, when their profiles were examined; it was found that they shared general and daily memories rather than special days when sharing photos (Cansızlar&Şahin, 2023:127). In a study conducted in Turkey, 81,4% of parents shared information about their children. Akpınar et al (2020) found that 72% of mothers shared nude photos of their children by the sea and pool, and approximately 50% shared photos containing their children’s identity data on social media (Kılıç et al.2023:1257).In another study where Facebook posts were analyzed for 3 months, it was seen that 81,4% of the participants shared special days such as birthdays, graduations and end-of-year shows (Aslan&Durmuş, 2020:140). Another study showed that housewives tend to share about their children, the vast majority of parents are not informed about the risks of sharing images of their children, they share even if they are not informed, and some parents do not refrain from sharing even if they are informed (Cansızlar & Şahin, 2023:127). According to the study by Ocakoğlu et al. (2023), Instagram is the most used social media network among parents with 91%, while Facebook (Ocakoğlu et al., 2023:46) came in second. The findings revealed that Instagram is the most frequently used social media platform, that mothers use it an average of 5,8 times a day and spend an average of 75 minutes a day on the platform. The study by Kılıç et al. (2024(a):1) showed that sharing privacy-invasive photos of their children is positively associated with mothers' own depressive symptoms and negatively associated with their life satisfaction, while another study by Kılıç et al. (2024(b):644) showed that 73,3% of mothers share nude photos of their children near water areas and that approximately 50% of photos containing their children's personal information are shared. Despite awareness of the risks posed by children sharing on social media in Turkey, many parents still share about their children on these platforms. The practice of sharing brings with it many problems such as the violation of the child’s right to be forgotten, the violation of privacy and vulnerability to abuse (Kılıç et

al.2023:1257). Although there are legal regulations in the USA to protect children from the risks of such sharing, there is no legal regulation in Turkey yet (Aslan&Durmuş, 2020:136).

Sharenting as a Marketing Tool. Commercial sharing is not a sharing that emerged with the emergence of digital marketing. The commercial use of sharenting dates back to very old times. At the same time, the commodification of parenting through practices such as “tagging brands in sharing, using product placement, openly recommending products or services, participating in brand events and receiving a fee for sharing, and using the product or service offered by the commercial enterprise for free” (Yavuz, 2020:19) is not a new event. For example, the growing American toy market in the 1920s naturally used children’s pictures in their commercial advertisements in order to present them to the growing consumer masses. When examined historically, it is seen that the images used by businesses in their advertisements, especially those related to children, are generally associated with the product. According to research, likes on social media show people’s positivity towards images of children. Getting more likes for content about a child motivates parents to disclose information about their children (Ocakoglu et al., 2023:49). Perhaps the most extreme form of use of the sharing phenomenon can lead to the exploitation of children for commercial purposes. Children can be used as a tool by parents to attract the attention of followers and earn money (Ayhan&Öztürk, 2021:170). Therefore, businesses that have discovered that children’s cute appearances are attractive among other products have sometimes presented their products that are harmful to health as a product that must be purchased by using children’s images. In addition, considering the commercial aspect of social media, there is an economic benefit for some families to share their children’s pictures. “Brands use social media influencer parents to offer more intimate, personal advertisements to their target audiences and increase their visibility on social media. It can be argued that social media parents turn parenting into a profession with their posts” (Yavuz, 2020:19). In addition to these developments, it has been claimed that photos of children uploaded to Flickr are being used to train facial recognition systems without permission. In other words, it is claimed that photos of children uploaded by parents to social media, even categorized as confidential, are turning into data that commercial enterprises use to improve surveillance technology (Yavuz, 2020:24).

Some sharing can be done by parents for professional purposes. This type of sharing is called commercial sharing. This type of sharing is usually in the form of pictures or videos. However, this sharing can also be a well-known audio file. Commercial sharing can be found on businesses’ websites, as well as on various social media platforms. Naturally, these are published publicly without access permission. Commercial advertisements associate sharing related to children with their commercial areas. For example, a diaper manufacturer can share a picture of a child sitting on a potty. Or they can write their own story on an existing sharing. There are three types of narratives in commercial sharenting: life stages, activities, and cause-based communities. Sometimes there is more than one narrative frame. Each type of narrative has subtypes. For example, family prank videos can be understood as a specific type

of activity. Crafting with children is another subset of activities (Plunket, 2019). The concept of excessive sharenting is emerging in commercial enterprises. Many enterprises can pressure families to share more frequently or employ incentive systems. While money is more important to some parents, reputation is more important to others. Also important are the insights into commercial sharing. For example, “if a mattress company says that all babies will sleep 100 percent better if you use their mattress, and that claim is misleading, then the business's advertising is illegal. On the other hand, if a mother says that their sleep advice worked for her child and she hopes it will work for your child, that doesn't appear to be deceptive. “If the business pays them to do it, then there is a breach of integrity in advertising” (Plunket, 2019).

Aims. This study aimed to reveal the legal dimensions of parents’ visual and written posts about their children on social media, their psychological dimensions in terms of their impact on children, and how the marketing world benefits from these posts.

Methodology. There are many theoretical and empirical studies in the field regarding parental sharing. Some of these studies aimed to reveal the psychological problems that parental sharing creates on children. The premise of our conceptual study was the psychological effects on children. In this context, studies such as Ayaz (2024)'s "Being an Influencer Parent on Instagram: Sharing Motivations and Privacy Violations", Aslan and Durmuş (2020)'s "Current Parental Behavior in a Preschool Period: Sharenting" and Yüksel (2021)'s "Construction of Children's Image on Social Media in the Context of Sharenting" were examined. On the other hand, it was examined how parental sharing was transformed into an economic benefit in terms of the marketing world. In this sense, a conceptual study has been conducted on the basis of the legal dimension in the academic literature, based on studies such as Çelik (2019)'s "A Qualitative Research on Digital Marketing Strategies and Methods for Digital Native Parents" and Aktan and Erdem (2023)'s "Blogger Motherhood as a Type of Digital Parenting: Evaluation of Marketing Messages of Blogger Mothers".

Results. Children can be negatively affected by the unconscious and intensive use of social media. The literature talks about the negative situations related to careless and excessive sharenting rather than the negative aspects of sharenting. Most of the time, parents’ careless sharing can have harmful consequences for themselves as well as for children. When evaluated in this way, it can be said that the intensive use of social media affects social life and even poses a danger to future generations in some cases. Despite all the discussions, sharenting can create positive environments for other people as well as parents. Sharenting appeals to people’s emotions in most cases. It helps unhappy people to be happy as well as supporting the dreams of people who seek goodness. Watching such sharing can sometimes cause joy, smile, sadness or tears. Sharenting also supports purposes such as collecting memories, showing oneself, and becoming famous. This study is interested in the commercial dimension of sharenting. In a commercial sense, sharenting supports the marketing strategies of brands, especially for families. In this sense, for example; Brands that sell children’s products may want to create positive impressions about their products and increase their awareness by showing cute photos of influencers with their children on social media.

In some cases, sharenting supports the creation of content suitable for the target audience. Studies have proven the positive effects of sharenting on marketing and advertising.

Based on the results of the research we developed the main measures to turn parents' social media posts into marketing tools (Figure 2).

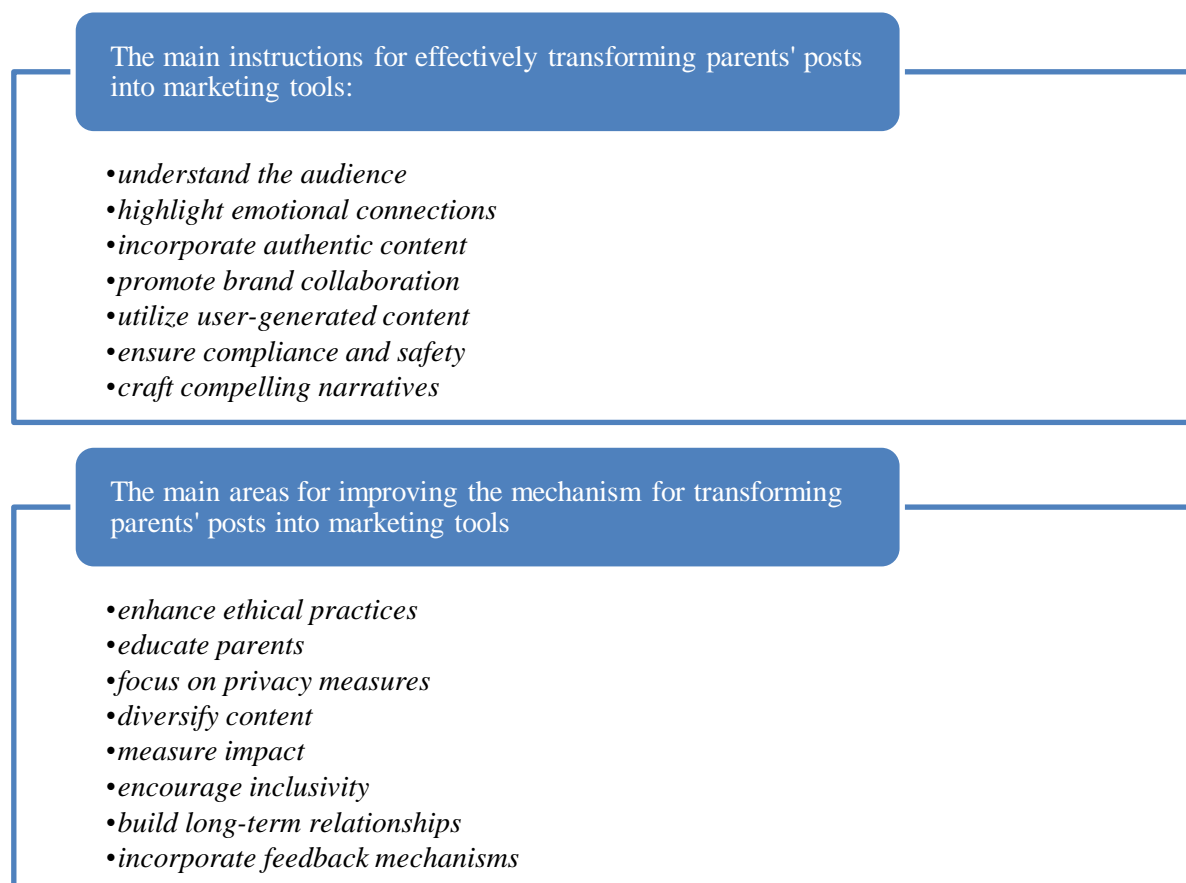


Figure 2. The main measures to turn parents' social media posts into marketing tools

Source: developed by the authors

We have developed instructions for effectively transforming parents' posts into marketing tools, namely:

- *understand the audience* - identify the target demographic (e.g., parents with young children) and their preferences to craft relatable and effective content;
- *highlight emotional connections* - use posts that evoke emotions such as joy, nostalgia, or empathy, as these are proven to drive engagement and consumer action;
- *incorporate authentic content* - encourage parents or influencers to share genuine stories or experiences with products to build trust and credibility;
- *promote brand collaboration* - partner with influencers and parents to create content that aligns with the brand's values while resonating with the audience;
- *utilize user-generated content* - leverage real-life posts from parents showcasing products to enhance authenticity and relatability;
- *ensure compliance and safety* - adhere to legal guidelines for child privacy and protect the digital identities of children featured in posts;

- *craft compelling narratives* - align posts with storytelling techniques that focus on key themes such as milestones, family activities, or community engagement.

The results of the study allowed us to offer the main areas for improving the mechanism for transforming parents' posts into marketing tools:

- *enhance ethical practices* - develop guidelines for ethical marketing to avoid exploitation and ensure the well-being of children featured in campaigns;
- *educate parents* - provide resources to parents on safe and effective content creation to mitigate risks of oversharing or privacy breaches;
- *focus on privacy measures* - collaborate with parents to anonymize sensitive information, ensuring a balance between marketing objectives and child safety;
- *diversify content* - incorporate a mix of visuals, videos, and written content to keep campaigns fresh and engaging;
- *measure impact* - use analytics to track the success of campaigns and adapt strategies based on audience engagement and feedback;
- *encourage inclusivity* - represent diverse families and parenting styles to broaden appeal and foster inclusivity in marketing;
- *build long-term relationships* - foster ongoing partnerships with parent influencers to create consistent and trust-based marketing campaigns;
- *incorporate feedback mechanisms* - use surveys or social media interactions to understand audience preferences and adjust content strategies accordingly.

Discussion. The phenomenon of sharenting presents a dichotomy of advantages and risks. On the one hand, sharing parental experiences on social media creates a sense of community, supports emotional well-being, and serves as an effective marketing tool for brands targeting families. Parents often share their children's lives online for reasons ranging from memory collection to gaining social validation. For businesses, sharenting offers an avenue to market products authentically by tapping into consumers' emotions through relatable and sentimental content.

However, the risks associated with sharenting are significant. Privacy violations, digital identity formation without consent, and exposure to cybercrimes like identity theft or digital kidnapping highlight the potential negative impact on children. Psychological harm, such as embarrassment or insecurity, could result from parents sharing content without the child's permission. Furthermore, the permanence of digital content amplifies these risks, as even deleted content may persist across various platforms. Ethical concerns regarding the commodification of children's images for commercial gains also warrant serious attention.

The legal frameworks around sharenting vary across countries. While some nations, like France, have robust privacy laws protecting children, others, including Turkey, lack comprehensive regulations. The absence of such laws leaves children vulnerable to exploitation and raises questions about parents' responsibilities when sharing online.

Despite these concerns, the commercial aspect of sharenting cannot be overlooked. Businesses leveraging parental content effectively connect with their audience, demonstrating the power of storytelling in marketing strategies. However, it

is essential for brands and parents to prioritize children's privacy and well-being, adhering to ethical and legal standards.

Conclusions. For a successful marketing strategy, it is important to know the target audience. When parents share content about their children, it is very important to determine which age group of parents they want to address. In most cases, brand collaborations are recommended for sharenting to be successful. It is possible to reach a wide audience by collaborating with brands that offer children's products or services. When using sharenting effectively in terms of marketing, it is also important to pay attention to children's safety and privacy. When sharing pictures or videos of children, it is necessary to take into account the necessary legal and ethical measures to protect their safety and privacy. If not used carefully, sharenting can be dangerous for brand reputation. For example, if a parent's child has a negative experience using a brand's product, it will be dangerous for brand reputation. The issue of copyright is another problem for businesses. A photo taken by a parent of their child using a brand's product can create problems between the business and the parent in terms of copyright. This issue is also important in terms of advertising regulations in most cases. Future research should focus on the long-term psychological effects on children, and should seek to find consensus on the business-society-parent triangle.

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