

THE RISE OF SHARENTING MARKETING: IMPLICATIONS FOR DIGITAL CONSUMER CULTURE, IDENTITY FORMATION, AND CHILD PRIVACY.”

Ms. Akanksha Jaiswal

Research scholar

Madan Mohan Malaviya University of Technology, Gorakhpur
Management Studies

Dr. Sonia Bhatt

Assistant professor

Madan Mohan Malaviya University of Technology, Gorakhpur
Management Studies

Ms. Kumari Surabhi

Research scholar

Madan Mohan Malaviya University of Technology, Gorakhpur
Management Studies

Abstract

Sharenting, or sharing on social media material about a parent's child, is a new phenomenon where they send their parents updates on anyone who writes about them; this can only be called "sharenting." This article considers the rise of sharenting as an emergent marketing phenomenon and critiques its effects on both identity formation within digital consumer culture and children's privacy. Based on bibliometric coupling, the paper finds four major thematic areas represented in the literature: (1) Sharenting, social media, and advertising; (2) Digital consumer culture and social media; (3) Analogue games/apps and ethnography or fieldwork of the digital consumer; and finally (4) Digital consumer engagement marketing strategies. As the findings of this study show, sharenting is no longer limited to individual communications. Parents have become informal brand advocates, and they also tell stories for commercial purposes by creating their own content on social media. Meanwhile, sharenting is a critical way for parents to construct their own digital image, reflecting broader cultural trends. Wealth: However, the increasing commercialization of children's online appearances attitude leads to big worries such as of privacy, consent, and longer-term digital traces. On the basis of this evidence, we hope to integrate several works spread all over in literature where sharenting is repositioned within a marketing or socio-cultural context. Besides, the article suggests that in subsequent study ethical problems arising from linking family life to digital media in a setting ultimately controlled by profit-making firms will need to be faced head-on.

Keywords: Sharenting, Influencer Marketing, Digital Consumer Culture, Identity Formation, Child Privacy, Social Media Marketing.

INTRODUCTION

Because of the rise of online social networks, beloved ones now record and share details from their daily interactions in a different way than they used to. "Sharenting," leading to parents voluntarily posting images, videos, or confidential details about their kiddies on various social media platforms, is one method of communication growing in popularity (Steinberg, 2017). Sharing photos and videos might appear like an innocuous instrument to communicate family occasions, but examinations reveal that it brings up substantial problems with younger people's authorization, confidentiality, and long-term identities through the internet (James et al., 2017; Steinberg, 2017).

In accordance with empirical evidence, an increasing number of parents spend time sharenting without seeking permission from their children, substantially overestimating the possibilities that their children will come across feelings of discomfort or embarrassing situations in subsequent years. According to a report from (Amon et al., 2022) comprehensive study of Americans who are parents of infants and toddlers, an overwhelming majority of environmentally connected parents feel relaxed about displaying snapshots of the children they love on social media without getting permission from their kids. An increased general social media updating intensity, bigger social media followings, and more permissive approaches to parenting have been demonstrated to be factors that indicate widespread parental sharing (Amon et al., 2022; Amon et al., 2021).

Besides just sharing, parents are also increasingly employing sharenting as an instrument of advertising by communicating about merchandise, lifestyles, or services while showcasing their kids, irrespective of whether it is intentional or accidental. The expanding commercialization of parental responsibility, childhood, and attachment to family in digital cultural consumption can be observed in this recent development. In fact, the most recent systematic review encompassing studies conducted from 2019 to 2024 notes that parents organize content associated with their children not only to keep records of their relationships with their kids but also to shape their social media image. Their reasons for doing so frequently include validation from society and managing their impressions (Malik et al., 2024).

This study seeks to fill existing literature and research gaps by conducting a bibliometric analysis of sharenting in the context of digital marketing and consumer culture. To achieve this purpose, the present study sets up the following research questions.

RQ1. Where are we now in the scientific production on sharenting marketing and production?

RQ2. It is a point that has already been made. Who has the most influence in this field?

RQ3. How many key clusters in terms of theory are isolated from existing academic literature so far on sharenting? Does any change occur in each cluster according to digital consumer culture, social identity creation, and marketing practices?

RQ4. What research directions into sharenting marketing could be pursued in the future, particularly focusing on consumer engagement and children's privacy?

To start, this study extracts a set of materials from the Scopus database for bibliometric analysis, thus using bibliometrics and network techniques to identify the development trends

of sharenting marketing. Another method for reinterpreting existing research is to use cluster analysis to cut new dimensions into sharenting New Media, where it has become both marketing-driven and a socio-cultural need. The results show that though sharenting has been widely researched in association with parenting and new media, very few articles exist on it as a factor in digital consumer culture or as a part of identity formation and branding strategies. To answer the questions put forward above this, the present study conducts a bibliometric coupling analysis to identify the largest four clusters: (1) sharenting and social media as well as advertising, (2) digital consumer culture and identity formation, (3) platform-mediated practices in everyday parenting, and (4) consumer engagement as well as the strategy of digital marketing. In view of these clusters and previous research, the study provides a conceptual framework that researchers may use to extend their work; meanwhile, marketers can use it for digital strategic purposes.

The structure of the remaining article is as follows. The next section details the research methodology. The third section presents the results of the bibliometric and network analysis. This is then followed up by a cluster analysis. The detailed section looks at the thematic evolution of sharenting from the outset and within a marketing context. This cluster analysis is unique in both visualization techniques and content presentation. In the meantime, any prospective negative consequences of sharing have become apparent. Williams-Ceci et al. (2021) determined in a randomly assigned experimental promotion study that the willingness of parents to share reduces when they have been made prominently knowledgeable about the risks associated with online posting of information about the kids they have and given an opportunity to pause and think. However, understanding alone is inadequate for accomplishing this effect; parents will need to be actively supported in reflecting (Williams-Ceci et al., 2021). These outcomes demonstrate both the widespread prevalence of collaboration as well as the momentum that underlies it: plenty of individuals share by default, regardless of permission from children or intellectual curiosity.

Literature Review

In contemporaneous family life, sharing—parents' online dissemination of the activities of their kids' photos, personal data, and psychological details—has transformed into an essential socio-digital phenomenon (Steinberg, 2017). According to (James et al., 2017) and Blum-Ross & Livingstone 2020), parents are increasingly substantial developers of their children's online personalities as social media platforms become progressively incorporated into daily parenting practices. They frequently establish perpetuating data traces before children can give genuine permission. Researchers maintain that decisions made by parents concerning sharing through the internet are determined by visibility, performativity, and social endorsement, and that the sharing behavior is a reflection of larger modifications to electronic communication norms (Lipu & Siibak, 2019).

Parental social networking involvement behavior has an enormous effect on sharenting behavior, according to recently published findings from empirical studies. According to comprehensive studies, parents are far more inclined to share content related to children if they

post consistently, keep larger social media platforms, or practice how to manage impressions (Amon et al., 2021, 2022). According to systematic reviews (Malik et al., 2024; Verswijvel et al., 2019), parenting motivations consist of developing idealistic family perspectives, obtaining social capital, archiving memories, and seeking emotional support. Notably, a lot of parents share without obtaining permission, but they overestimate the risks to their confidential information and don't know how their young ones will respond to such announcements (Ammari et al., 2015; Moser et al., 2017).

Sharenting marketing, or making a profit or commercial utilization of children's online visibility by way of parental production of content, is an even more recent yet important component in this growing trend. According to research on the lifestyles of social platform users, parents are listing brand product posts' features in their children, So they, including micro-influencers, turn private family moments into valuable resources for brands. (Abidin, 2020; Archer, 2022). The definition of authenticity, aesthetic appeal, and emotional resonance drives involvement evaluation criteria that firms proactively use in platform economies, which is shown by this update (Pew Research Center, 2022).

Exacerbated by communication marketing concerns about autonomy and identity, children's privacy is highlighted. According to the researchers, children whose work appears in paid posts have faced more algorithmic restrictions, although these types of children have less control on their online representation, and they may lack self-confidence (Stoilova et al., 2021; Nansen & Jayemanne, 2021). Parents may worry about them, but according to the studies, they don't answer anything until and unless anyone asks them about this. However, only awareness of the risk does not change their behavior, but some studies show that if people focus on self-assessment techniques, then sharing desire may decrease (Williams-Ceci et al., 2021). This attitude shows that for many families, economic incentive structures and the standards of specific platforms become more important than privacy concerns.

The researchers in the fields of policy and legislation have also found the major loophole in the rules or laws that allow sharenting marketing to enter children's online lives. There are many countries that have introduced laws to prevent kids from this type of marketing, but on the other hand, some countries haven't introduced any laws for this type of marketing strategy (Mascheroni, 2021; OECD, 2021). Due to the simple reality that parents, and not business organizations, are the primary consumers of data, contemporary privacy laws, like the GDPR, provide few alternatives and make judicial responsibility and implementation more difficult.

Methodology

The commercialization of parental interactions by means of sharenting marketing has become known as an important concern with broad ramifications for the evolution of digital customer behavior, online identity establishment, and child privacy in the rapidly transforming digital ecosystem. Many parents now distribute the adventures of their kids, photos, stories, and everyday moments in ways that conflate effective advertising with genuine expression as social media continues to influence parental behaviors regarding communication. For the purpose of investigating how sharenting marketing influences consumer behavior, helps contribute to the commercialization of childhood, and raises questions of ethics regarding children's digital

freedoms, the present article takes a theoretical perspective, primarily depending on secondary data, previously released research, and policy analyses. The research investigation critically examines international reactions to the growth of sharenting marketing and evaluates its consequences for protecting the confidentiality of kids in an era driven by platform visibility through the integration of knowledge from literature in academia, legal frameworks, and modern technological innovations. The intellectual structure and evolution of research on sharenting marketing can be thus examined throughout various aspects of its relationship with digital consumer culture, the formation of identity in children, or child privacy protection through a quantitative bibliometric study design. It is only through bibliometric analysis that large amounts of academic literature can be systematically assessed using statistical and visualization techniques, providing an objective examination for publication trends and evidence of influential contributions. An objective reference is also provided by the analysis for the identification of the research frontier, unimportance among possible directions for future study in order to help researchers steer clear of blind spots that can choke off creative thinking.

Data Analysis Tools

This research utilizes bibliometric analysis techniques to study the intellectual structure and emerging lines of investigation into sharenting marketing. The development of social network analysis has been considered an important advance in bibliometric analysis. It provides systematic and quantitative tools for identifying influential authors, journals, and institutions, as well as thematic changes within a given field of research, which can be used to map the idea and social structure that governs journal publications' division of energy. On account of previous studies based on bibliometrics, Bibliometrix (the R-studio environment) was used in this research to carry out the performance analysis, including annual scientific production, leading journals, influential authors, and citation analysis. Bibliometrix offers a series of rich statistical techniques and visualization methods that can help researchers understand trends of research in addition to tracing the evolution of themes of various degrees, providing researchers with an all-round understanding from time estimation to analysis tasks. Furthermore, VOSviewer is widely used for constructing and visualizing bibliometric networks, including co-authorship, co-occurrence of keywords, citation, and bibliographic coupling networks. With VOSviewer, keywords such as "sharenting," "social media, digital consumer culture, identity formation," and "child privacy" can be visually represented graphically in relationship to one another. This helps to litigate emerging themes and hence facilitates new avenues of inquiry. The method of preprocessing and converting bibliographic data files was through spreadsheets, which allowed compatibility with visualization software. Integrating Bibliometrix and VOSviewer can enhance the reliability and validity of bibliometric results. Network mapping techniques that complement statistical analysis serve to provide a true understanding of the process through which marketing literature is going, sharenting evolving, and its impact on consumer culture, especially children's privacy.

Bibliometric and Network Analysis

Chronological Publication Trend

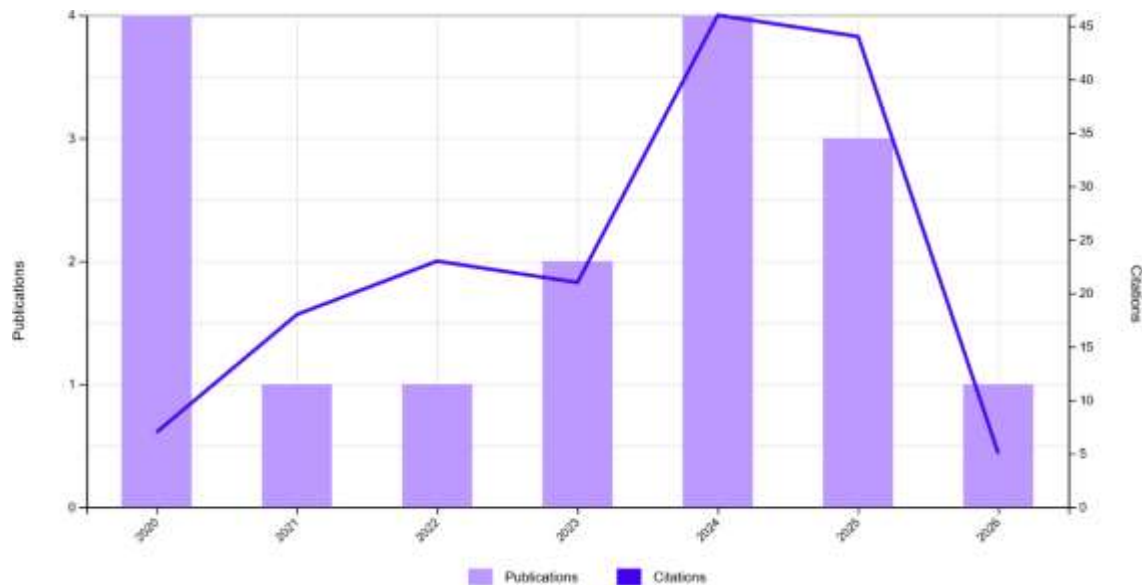


Figure 1.

In the years 2020 to 2026, publications and citations demonstrate that scholarly interest has ebbed and flowed. The number of articles published about sharing children on social media, its associated field marketing, or related subdomains continues to increase steadily; with a lot more help, researchers can expect and, in turn, more notice from colleagues. In 2020, as shown in the picture, the number of publications rose again. It dropped in 2021 and then declined further in 2022. During this initial phase of sharenting, marketization brought in only limited academic interest, but with each year that passed, a little more momentum was generated, gradually climbing upwards since 2023 until by 2024 there is now a peak. Thus, sharenting suddenly emerges as an important research subject in the fields of digital marketing or consumer cultures. A little slippage in 2025 and 2026 still shows that at least some of the team's work is going forward. Scholarly communities continued to thrive. In 2024, the number of citations for these works had been rising steadily over time. 2014 saw the highest number ever recorded in Instinet. 2015: The number of citations on the basics, different from previously copious such periods, indicates a literature that has made considerable academic impact. In 2026, the number of citations dropped slightly relative to 2025. This is called the "fresh effect": new papers have much less time upon which they are intended. Now that the sharenting marketing publications and citations combined show a trend of increased publications in an increasingly professional field, the general status of this turn for digital consumer goods reaches unprecedented heights.

Affiliation	Articles
UNIVERSITAS PENDIDIKAN NASIONAL	4
GHENT UNIVERSITY	3
PONTIFICAL UNIVERSITY OF SALAMANCA	2
UNIVERSITY OF LONDON	2
AALTO UNIVERSITY	1
AIRLANGGA UNIVERSITY	1
BIRKBECK UNIVERSITY LONDON	1
BRUNEL UNIVERSITY	1
EOTVOS LORAND UNIVERSITY	1
FUNDACIO TECNOCAMPUS UNIV POMPEU FABRA	1

Previous **1** 2 3 Next

Figure 2.

Working with this index gives a rough picture of the scholarly research pearls of knowledge. Geographically, research on the black market is not all over the place; instead, it prefers a chillier realm to haunt. Analysis of the landscapes shows that Universitas Pendidikan Nasional outputs the most papers total (4). This study is making progress in research on digital consumer culture and practices of sharenting, deepening our understanding in these respects. Belgium's Ghent University is itself not far behind, with a distinctly European perspective and 3 articles to its name. Pope University of Salamanca and London University follow with 2 papers each, underscoring their continuous research on identity construction and digital childcare. One publication apiece is contributed by Aalto University, University of London Birkbeck College, Brunel University London, Eotvos Lorand University, Pompeu Fabra University (Pompeu Fabra University), and Universitas Airlangga. The final nine institutions each provide a publication, suggesting that research crosses many institutions but forms only pieces. In summary, we find in the sharenting terminology market a situation where either only a small number of universities are key players or research is otherwise spread across many institutions globally. This reflects the artificial and progressively developing discipline of this field, which is at once about marketing, media studies, and perhaps digital sociology.

Author Influence

Source	h_index	g_index	m_index	TC	NP	PY_start
2020 ZOOMING INNOVATION IN CONSUMER TECHNOLOGIES CONFERENCE (ZINC)	1	1	0.143	2	1	2020
AM JOURNAL OF ART AND MEDIA STUDIES	1	1	0.143	1	1	2020
CONSUMPTION MARKETS & CULTURE	1	1	0.333	3	1	2024
INFORMATION COMMUNICATION & SOCIETY	1	1	0.333	24	1	2024
INTERNATIONAL JOURNAL OF INFORMATION MANAGEMENT	1	1	0.143	82	1	2020
JOURNAL OF CONSUMER CULTURE	1	1	0.200	3	1	2022
JOURNAL OF ENTREPRENEURSHIP IN EMERGING ECONOMIES	1	1	0.200	10	1	2022
JOURNAL OF MARKETING COMMUNICATIONS	1	1	0.333	5	1	2024
JOURNAL OF MEDIA ECONOMICS	1	1	0.250	6	1	2023
JOURNAL OF RETAILING AND CONSUMER SERVICES	1	1	0.143	27	1	2020

Previous **1** 2 Next

Figure 3.

In the field of sharenting marketing, a diverse and interdisciplinary publication landscape is the result of thorough examinations of leading sources (journals and conference proceedings). As can be seen from the figure, there is no great disparity among listed publication sources in terms of productivity. All have an identical number for NP (i.e., each contributes one publication),

indicating that the field of study still remains emergent without any single journal having monopoly power. It has also contributed to ZINC (Zooming Innovation in Consumer Technologies Conference) and AM Journal of Art and Media Studies (2020), marking pioneering moves at this stage into sharenting within media technology contexts. Particularly striking is the International Journal of Information Management. It has the highest total citation (TC=82) and is therefore an influential publication for this field. As in many examples, the Journal of Retailing and Consumer Services is highly cited (TC = 27), as is Information, Communication & Society (TC = 24), appearing very strongly in university quality rankings; this reflects the importance of consumer behavior and the digital communications perspective on sharenting research. As evidenced by a recent spate of articles in journals such as Consumption Markets & Culture, Journal of Marketing Communications, and Journal of Media Economics (2023–2024), much academic attention now focuses on the economic dimensions of sharenting. In general, the way that journals straddle topics from marketing to media studies and information systems shows that this new field of research, in which scholars are now only beginning to find their way, is an enormously diverse one drawing on many separate academic disciplines.

Citation Analysis

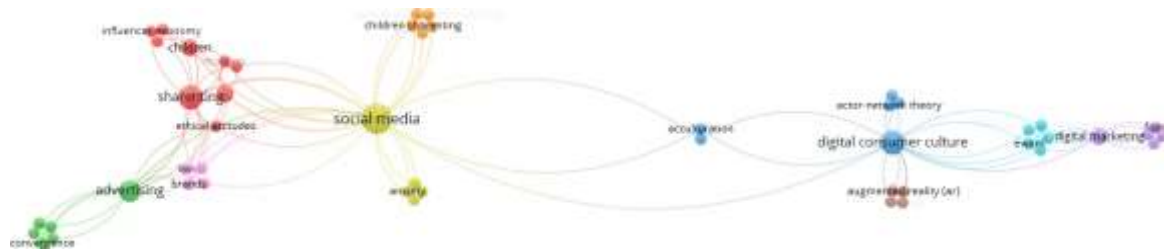


Figure 4.

Reveals the intellectual structure and topics within sharenting marketing, using VOSviewer's author keyword co-occurrence network. As shown in Figure 2, the keyword “social media” is at the head of one who has significant links to other keywords, thus forming clusters and acting as a bridge between sharing parents’ research recently implicated in consumer behavior. And digital culture. One significant cluster (red) emphasizes 'sharenting' practices, ‘children,’ and 'influencer economy'—resulting papers invariably look at the phenomenon of parents sharing their lives online, child portrayal, or influencer-generated content. Another cluster (green) links "advertisements," "brands," and "integration,” echoing a general trend among marketing communications strategies now only applicable in digital environments. What's more, the existence of links among three different key concepts— “digital consumer culture,” “acculturation,” and "actor-network theory"—which measures the manner and theory orientation for the entrance into them (in terms of cultural edification, etc.), demonstrates in another respect how modern customers are dealing, perhaps digitally (or electronically), with performing complex cultural actions via plain text. The appearance of rapidly growing

technological themes like “augmented reality (AR)” is another point that can confirm that digital engagement is still in vivo. On the right side, the purple cluster connects digital marketing with topics such as engagement, WOM, and WOM Balance Forums, emphasizing a tendency of consumer disempowerment in dealing with companies. Brand communication outcomes are also included here. Smaller clusters also refer to specialist topics such as children’s guardianship of the internet (often called “children sharenting”) and mental anguish.

Co-word Analysis

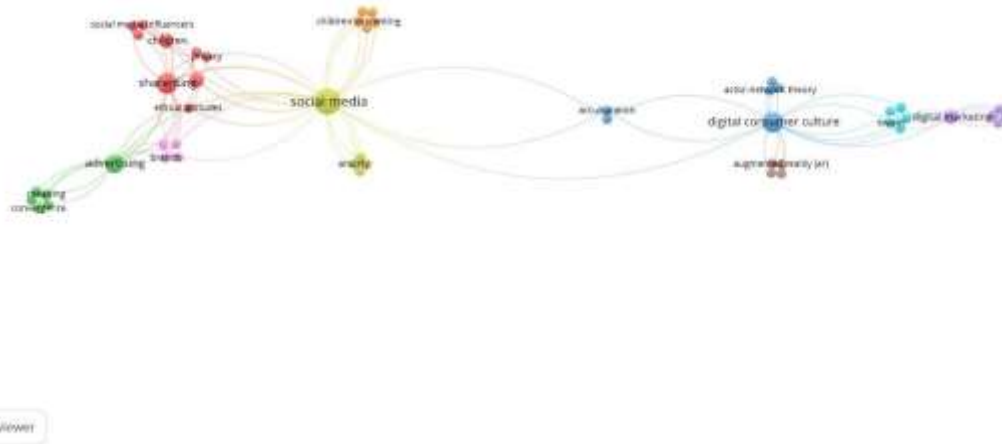


Figure 5.

Using the VOSviewer tool, we performed a co-word analysis to identify sharenting marketing research's key thematic structure. Visualizing networks shows that "social media" is core to the topic, after all. It also fosters a strong association with sharenting, children, privacy, ethical attitudes, etc. Social media influencers are not newcomers in this field either. And then there is another cluster containing advertising and brands, which points up the growing role of sharenting in digital marketing strategy. Moreover, digital consumer culture has a close relationship with digital marketing, eWOM, actor-engage network theory, and augmented reality (AR). This points to the influence of new technology on consumer engagement and identity formation. At the same time, the co-word network shows that sharenting marketing research mainly concentrates on social media behavior, digital consumer culture, brand management, privacy concerns, and child identity formation. This also indicates the new and interdisciplinary nature of this area's research.



Figure 6. Words Clouds

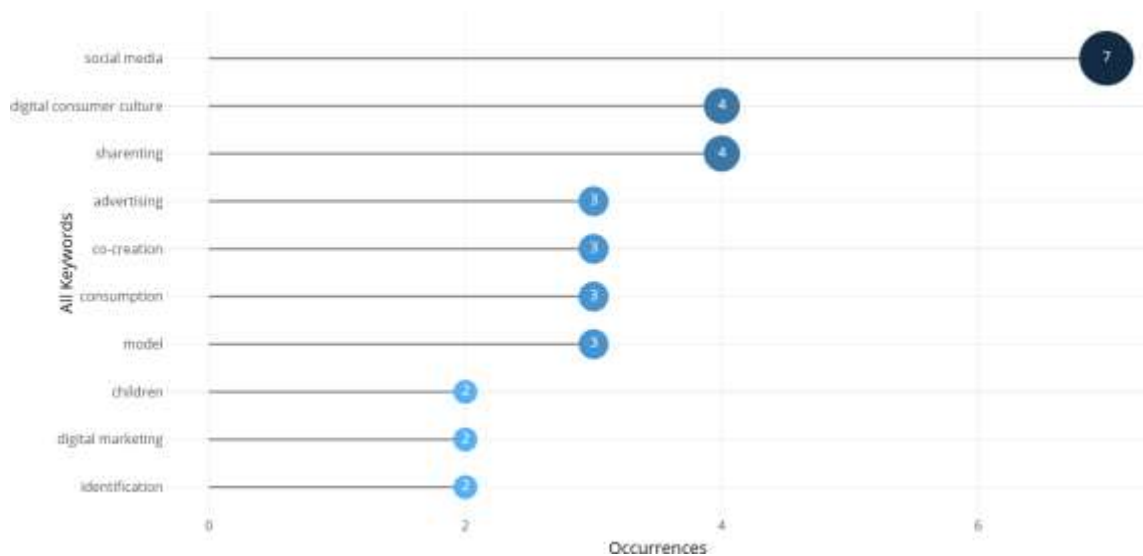


Figure 7.
Co-citation Analysis

VOSviewer was employed to analyze co-authorship relationships among authors primarily active in the field of sharenting (advertising) and digital consumer culture. This network visualization demonstrates that multiple author clusters are associated with the rise of new topic areas, an idea supported by the author names. Important authors such as Abidin, C., Ismagilova, E., Brown, S., Kozinets, R.V., and Rogerson, M.J. Figure 8 as influential nodes in this newly emerging domain. Their vital contributions to industrial practice-type matters related to media opinion expression, related consumer behavior, and digital marketing. The interdisciplinary crossover is vast, as seen in one such interconnected cluster marketing to influencers, online consumer communities, and technology-supported consumer experiences. As researchers continue to explore the practices of sharenting marketing, the process of collaboration will be more grasped. For example, the co-authorship network shows that research in this area is still young; over ten years there are only a handful of papers with even one mention of digital consumer culture.

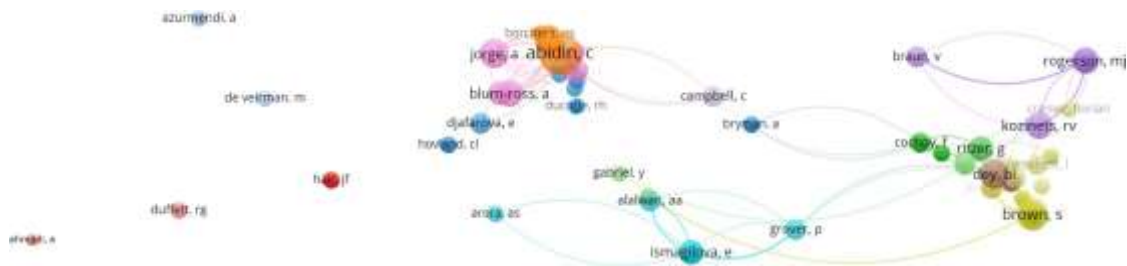
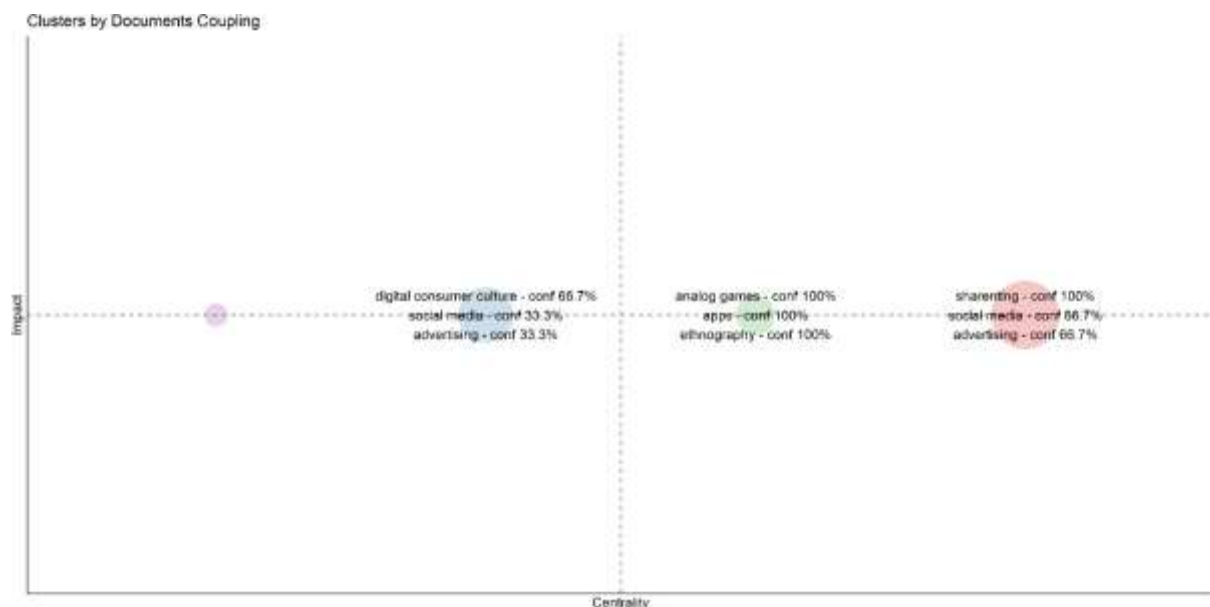


Figure 8. Co-citation Analysis Cluster Analysis

Cluster 1 (Red): Sharenting, Social Media, and Advertising

In this, Sharenting serves as important point where social networking behaviour collides with commercial advertising. Subsequent analysis shows that With parents sharing images and stories of their children over such platforms is not just an elegant marketing technique, but can even be seen as a form of cognitive manipulation. Parents mold themselves into customer order-takers, injecting a dash of casualness or taking off with their sharenting images ever so discreetly planted in digital narratives. And on the business side, the "conglomerate" sharenting



couple in the above example vividly illustrates potential For future Artificial leather manufacturers: sharenting moments from daily family life turn into moncler smugglers' brand stories.

Figure 9. Cluster Analysis

Cluster 2 (Blue): Digital Consumer Culture and Social Media

The co-creation of digital dual consumer experiences for parents is where our curiosity lies. In the hands of a sharenting parent, it is more than just an attempt to record the series of

achievements that define her child's growth. It also provides a showcase for digital selves attached to consumer goods and behaviors. Parents participating in sharenting make this division clear: as long as they take the good parts from their lives and put them out there, others will know, but if there's nothing in them, then how can anyone see? Their social status and consumer identity are passed on slyly through the forms of cultural products that they display online. As a result, sharenting becomes a kind of display that tells you how to fit in with this kind of culture.

Cluster 3 (Green): Analog Games, Apps, and Ethnography

In this workshop, we brought together ethnographers who were taking their work from traditional forms of play in new and emerging games. In order to test the effectiveness, it bridges analog games, mobile apps, and user field studies. Through ethnographies, one sees increasingly exquisite terms and rules devised for using shared symbols both on the Internet and in real life by families. Different places and stages of life with their differing motives and means of operation make it not a uniform digital parenting approach but a fragmented one.

Cluster 4 (Purple): Digital Consumer Engagement, Marketing Strategies

Courses in this cluster focus on digital consumer engagement but also strategic marketing tactics. It delves into how sharenting is integrated into the digital marketing campaign, with love and sharing driving commercial success. Brands employ sharenting to make posts on marketing that are both down-to-earth and inspirational. Hence, the private narratives of parents are turned into commodities. Therefore, sharenting is newly defined as a strategic tactic within digital consumer engagement strategies.

Discussion and Future Research

Our analysis shows meaningful sharenting to be in keeping with and part of the digital economy. This can be seen in everyday parental sharing becoming innovative marketing tools functioning as commercial brand stories. Second, one becomes a micro-influencer when one is a parent, building their digital identity and behavior as well as visibility through consumption. Moreover, as analog and digital spaces converge—take note of all the truly special in-between, ethnographic connotations combined with that—you get a social practice that is liable to vary most significantly: sharenting. Each family unit is a unique little sharenting experiment all its own; its dynamic factors plus platform affordances give rise to a very different flavor of practice. Future research should examine this topic rigorously, particularly children's right to consent and privacy in the fast-developing field of modern technology. Also, future studies may utilize other technological means or new platforms to impact both parenting identity development and the strategies of brands. Therefore, while it gives a rich insight into digital consumer behavior, sharenting also poses fundamental questions of ethics and privacy and over the future state of digital parenting.

Future Research Directions

In answering Research Question 4 (RQ4), based on the clusters found in this study, there are a number of directions for future research worth identifying. The first direction to explore is how

brands employ parental content in sharenting marketing and social media advertising and what effect it has on consumer trust or authenticity. Second, so far little has been written on the connection between sharenting and the construction of parents' identities within different cultural arrays in the digital consumer culture phenomenon. Third, in the age of media manipulation, the scholar may look to investigate how different kinds of emerging technologies and algorithms on platforms push back upon and guide sharenting practices over time. In consumer engagement and marketing strategies, future work can look at how sharenting content impacts the purchase intentions of consumers in digital markets. Even more significant, across all clusters there is a pressing need for study into matters involved with children's rights online: not only from an ethical standpoint but also balancing mummy bloggers' marketing opportunities on one hand with kids' digital dignity in software terms.

Conclusion and Implication

Finally, this study shows that within consumer culture in the digital age, parents are not just consumers but also reserves of information. Such a largely emerged sharenting practice as locating visible displays and then developing those into audio and video culture products has a huge impact on marketing strategies. Furthermore, when we look at these clusters—from sharenting-promoted ad campaigns to digital shopping lifestyle clusters—we find once more that parental sharing practices change the way brands tell stories and have a direct impact on consumer interactions. For marketers, the implications are enormous: if they can understand the dynamics of sharenting, more brands may launch campaigns that exude sincerity and compassion. But we also demand a transition in practice to protect children's privacy rights and ensure parental consent. We urge lawmakers, researchers, and parents to formulate regulations that have the backing of all stakeholders, rather than becoming merely technological playthings with no obligation in confidentiality. In this way, by merging marketing discoveries with privacy considerations, this article sets a new direction for both marketing as a practice and marketing science research purposes aimed at critical consumer issues.

REFERENCING

Amon, M. J., Benenson, C., Hugenberg, K., & Kapadia, A. (2021). *Sharenting: Children's privacy in the age of social media*. **Proceedings on Privacy Enhancing Technologies**, 2021(2), 1–17. <https://doi.org/10.2478/popets-2021-0027>

Amon, M. J., Benenson, C., Hugenberg, K., & Kapadia, A. (2022). *Sharenting and children's privacy in the United States: Parenting style, practices, and perspectives on sharing young children's photos on social media*. **Proceedings of the ACM on Human-Computer Interaction**, 6(CSCW2), 1–28. <https://doi.org/10.1145/3555624>

James, C., Davis, K., Charmaraman, L., Konrath, S., Slovak, P., Weinstein, E., & Yarosh, S. (2017). *Digital life and youth well-being, social connectedness, empathy, and narcissism*. **Pediatrics**, 140(Suppl 2), S71–S75. <https://doi.org/10.1542/peds.2016-1758G>

Malik, A., Wani, T. A., & Naseer, A. (2024). *Sharenting practices: A systematic review of* Vol. 19, No. 1, 2026

Steinberg, S. B. (2017). *Sharenting: Children's privacy in the age of social media*. **Emory Law Journal**, 66(4), 839–884.

Williams-Ceci, S., Grose, G. E., Brubaker, J. R., & Semaan, B. (2021). *Combating sharenting: An intervention to alter parents' attitudes toward posting about their children on social media*. **Computers in Human Behavior**, 122, 106866.
<https://doi.org/10.1016/j.chb.2021.106866>

Abidin, C. (2020). *Mapping Internet celebrity on TikTok: Exploring attention economies and visibility labours*. *Cultural Science Journal*, 12(1), 77–103. <https://doi.org/10.5334/csci.140>

Ammari, T., Kumar, P., Lampe, C., & Schoenebeck, S. (2015). Managing children's online identities: How parents decide what to disclose about their children online. *Proceedings of the ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW)*, 1895–1906. <https://doi.org/10.1145/2675133.2675157>

Amon, M. J., Burman, J. T., & Omori, K. (2021). Predictors of parental sharenting: Examining social media use, parental identity, and social norms. *New Media & Society*. Advance online publication. <https://doi.org/10.1177/14614448211035396>

Amon, M. J., Burman, J. T., & Omori, K. (2022). Parents' willingness to share about their children on social media: A large-scale survey. *Journal of Child and Family Studies*, 31, 2300–2315. <https://doi.org/10.1007/s10826-022-02367-9>

Archer, C. (2022). Parenting influencers and the commodification of children on social media. *Media International Australia*, 183(1), 34–48. <https://doi.org/10.1177/1329878X211068838>

Blum-Ross, A., & Livingstone, S. (2020). *Parenting for a digital future: How hopes and fears about technology shape children's lives*. Oxford University Press.

James, C., Davis, K., Charmaraman, L., Konrath, S., Slovak, P., Weinstein, E., & Yarosh, S. (2017). Digital life and youth wellbeing: Research insights and recommendations for educators. *Journal of Youth and Adolescence*, 46(12), 2588–2605. <https://doi.org/10.1007/s10964-017-0735-5>

Lipu, M., & Siibak, A. (2019). "Take it down!": Estonian parents' and pre-teens' opinions and experiences with sharenting. *Media International Australia*, 171(1), 57–66. <https://doi.org/10.1177/1329878X19828366>

Malik, A., Dhir, A., Kaur, P., Kaur, A., & Johri, A. (2024). Sharenting: A systematic review of parents' online sharing of their children's information. *Computers in Human Behavior Reports*, 9, 100246. <https://doi.org/10.1016/j.chbr.2022.100246>

Mascheroni, G. (2021). Datafied childhoods: Contextualising datafication in everyday life. *Journal of Children and Media*, 15(4), 457–461. <https://doi.org/10.1080/17482798.2021.1952492>

Moser, C., Chen, T., & Schoenebeck, S. (2017). Parents' and children's sharenting practices.

Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 522–534. <https://doi.org/10.1145/2998181.2998213>

Nansen, B., & Jayemanne, D. (2021). Child data play: Mapping children's datafication, play, and rights in digital environments. *New Media & Society*, 23(11), 3264–3283. <https://doi.org/10.1177/1461444820965234>

OECD. (2021). *Children in the digital environment: Revised typology of risks*. Organisation for Economic Co-operation and Development.

Pew Research Center. (2022). *Parenting children in the age of screens*. Pew Research Center Report.

Steinberg, S. B. (2017). Sharenting: Children's privacy in the age of social media. *Emory Law Journal*, 66(4), 839–884.

Stoilova, M., Livingstone, S., & Nandagiri, R. (2021). Children's data and privacy online: Growing up in a digital age. *New Media & Society*, 23(8), 2355–2374. <https://doi.org/10.1177/1461444820928051>

Verswijvel, K., Walrave, M., Hardies, K., & Ponnet, K. (2019). Sharenting, is it a good or a bad thing? Understanding how adolescents think and feel about sharenting on social network sites. *Children and Youth Services Review*, 104, 104–127. <https://doi.org/10.1016/j.childyouth.2019.104401>

Williams-Ceci, S., Wright, A., & Ceci, S. (2021). Reducing parental sharenting: A randomized controlled trial of reflective versus informational interventions. *Journal of Experimental Child Psychology*, 206, 105097. <https://doi.org/10.1016/j.jecp.2021.105097>