A First Look at Sharenting and Related Discourse on TikTok

Sophie Stephenson, Chris Page, Miranda Wei, Apu Kapadia, Franziska Roesner

**Motivation: “Sharenting” is a Security & Privacy Concern**

- Show love for child
- Update family & friends
- Archive memories
- Privacy & consent
- Online safety
- Offline safety/wellbeing

**RQ1** What does sharenting look like on TikTok?  **RQ2** What is the discourse around sharenting on TikTok?

**Data Collection & Qualitative Analysis**

- **Search TikTok**
  - Explored the space
  - Search terms: 3 sharenting, 3 anti-sharenting
  - Used built-in TikTok search to collect 1,461 videos

- **Filter Videos**
  - Three categories: sharenting, discourse, and irrelevant
  - Identified 328 sharenting videos and 438 discourse videos

- **Analyze Videos**
  - Mostly deductive analysis of sharenting videos
  - Inductive analysis of discourse videos
  - Connections between videos

**328** Sharenting videos  **438** Discourse videos

**Preliminary Findings**

**Sharenting dataset**

- All ages of children are shared, most commonly toddlers and preschoolers.
- Children are often physically shown (77% show face) and a variety of info is shared.
- Sharenting usually happens in comedy videos, parenting videos, and trends.
- Consent is almost never mentioned, and sometimes is actively violated.

**Discourse dataset**

- Creators share personal boundaries, and criticize videos, and generally speak out.
- Videos are interconnected with stitches, duets, comment replies, and embeds.
- Creators are concerned about sharenting on principle and based on consequences.
- Children are sometimes shown in anti-sharenting videos, potentially adding risk.

**Sharenting**: the phenomenon where parents share text, photos, or videos about their child on social media.

82% of parents who have used social media have engaged in sharenting [1]

---