A First Look at Sharenting and Related Discourse on TikTok

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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]

[1] Auxier et al. Parenting Children in the Age of Screens. Pew Research Center, 2020.

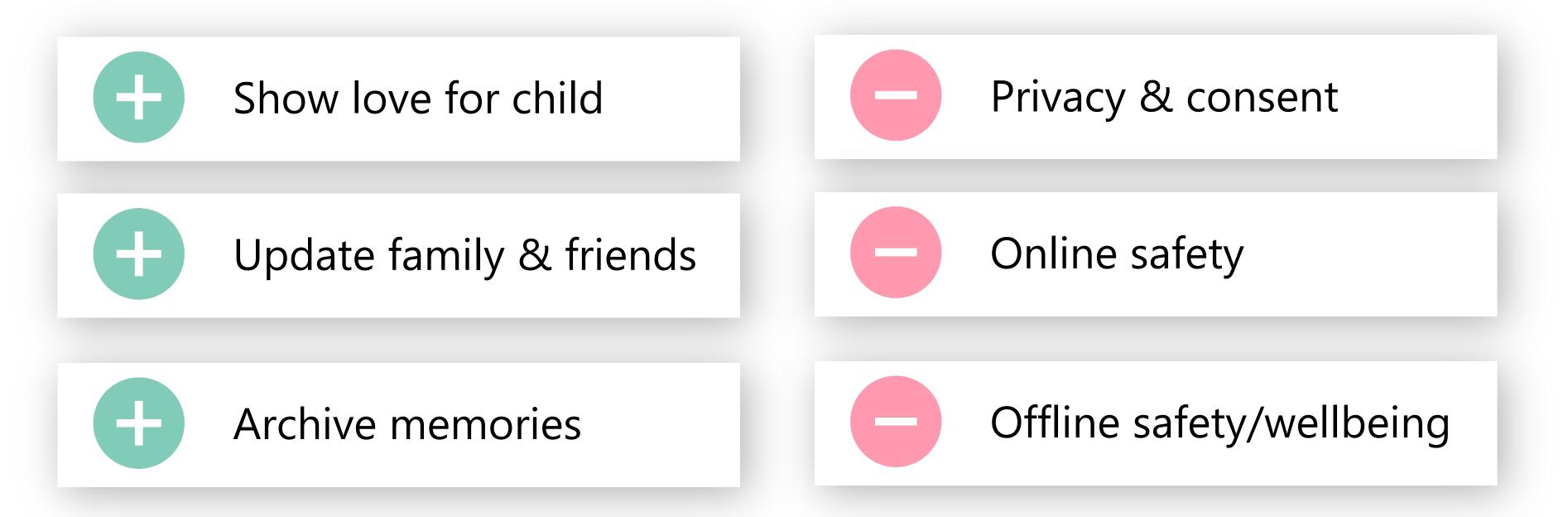


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Motivation: "Sharenting" is a Security & Privacy Concern



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



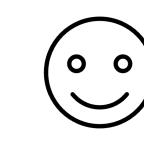
Discourse videos

Preliminary Findings

Sharenting dataset



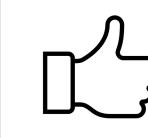
All ages of children are shared, most commonly toddlers and preschoolers.



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.

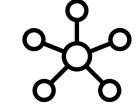


Consent is almost never mentioned, and sometimes is actively violated.

Discourse dataset

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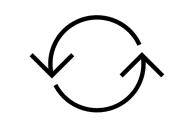
Creators share personal boundaries, and criticize videos, and generally speak out.



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 antisharenting videos, potentially adding risk.