A New Syndrome in Families: Sharenting

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Today, with the rapid development of technology, the responsibilities and duties of parents have transformed. Protection of their children in this environment and being a role model for the use of technology is also added to responsibilities. However, parents, who never hesitated to protect their children in everyday life, have become competing with each other in publishing their digital footprints through social networks. This has led to the emergence of a new concept of 'sharenting'. This concept, which first appeared in the Wall Street Journal in 2013, is a combination of the words 'share' and 'parenting'. This concept, which is defined as parent's sharing's news, photos, etc. about their children in social media and presenting themselves as a parent, also is used as over sharenting in literature. This concept emerges in Turkish as a mixture of extreme sharing and parenting. This concept, which is used also as social media parenting, multi-sharing parent or share-loving parents, is a way of sharing much information on the internet without permission of the children, in other words, sharing too much information about their children as photos, videos and visuals in online environments.

In today's world where so many parents are sharing, the reason why parents with a higher education graduation exhibit behaviour as sharing their children's information in digital environment has been researched. The research data were collected by semi-structured interviews. The participants of the research consisted of five parents who are graduates of a from high school, had children, and share information about their children in social media. The semi-structured interview form, which was developed by the researchers used as data collection tool in the research, and content analysis technique were used to analyse the data. As a result of the analysis, four themes have been reached. These themes are: in which cases the parents share, in which cases they do not share, the emotions that initiate sharing, and the emotions that hinders their sharing.

When in which cases they share is examined it is seen that; parents share their children's special events such as birthdays, new developments in their children's lives, the holidays they went with their children, the activities their children doing, the planned activities they went, the activities they have done with their children. Parents generally stated that, they shared these six different situations in social media.

When in which cases they do not share is examined, it is seen that; there are four different situations. One of these situations is the one that which could hurt the child. Parents indicated that they did not share the child's naked photographs or personal information. Other situations in which parents do not share about the child are; the child's illness, the situations in which the child may feel uncomfortable in the future, and the memories their children have defined very specifically.

When parents' feelings that initiatives sharing about their children are examined, is seen six different senses are given to explain sharing. These feelings are; sharing happiness, saving the moment in the online environment, sharing good feelings; showing off to relatives and to remind people of themselves. Parents have expressed that they are directed to share by these impulses.

The feelings of the parents that hinders sharing their experiences were examined; it is found that they gave up sharing when they felt six different emotions. These feelings that prevent parents from sharing are; empathy, evil eye, repulsion, sadness, discomfort and protection. It was seen that parents gave up sharing when they empathized with non-children families. Also, they expressed that they do not share when they think that will be repulsive by other users when the number of shares is high. At the same time, they expressed that they do not share; when they thought that evil eye would touch their children, when they thought that their children would feel uncomfortable in the future and felt the feeling of protecting the child. In addition to these, parents did not share when they were sad. It is seen that parents who share about their children in social media are, very little aware of the hazards and take some precautions according to them. The precautions that they take are; set the privacy settings of their accounts, sharing in small groups, and not sharing when they think it can be harmful. However, it was seen that parents did not realize that these precautions were not enough for not printing their digital footprint. Nevertheless, parents were not aware that they violated their children's rights.