

The Influence of Sharenting Behavior on Children's Privacy in Bandung City

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Abstract

Parents feel the need to share moments of their children's lives with family and friends via social media. Especially regarding their success in raising children, they need validation from other people. So parents in the city of Bandung do not hesitate to sharenting by utilizing various platforms on social media. Parents have freedom of expression, but each child also has privacy that must be protected because the other side of sharenting can have negative impacts. This research will examine the influence of sharenting behaviors carried out by parents on children's privacy. The research method used was quantitative, with the statistical tests used being the linear regression test and the F test. The research was conducted with 100 parents in the city of Bandung. The results of the hypothesis test show that sharenting behavior (variable X) simultaneously influences children's privacy (variable Y). This is proven by the calculated F value of 44.931, which is greater than the F table of 6.010. Thus, a significant value of 0.000 is also obtained, which is lower than the probability limit of 0.05.

Keywords : Sharenting, Children's Privacy, Parents Behavior, Social Media

INTRODUCTION

The presence of new media technologies creates new patterns in media and also in interaction in society, including in family life. The use of digital media has become an integral part of family cultural practices. It also changes the behavior of parents in keeping with the development of children's lives. According to Martins et al. (2020) this is becoming a unique behavioral characteristic and problem that has not occurred in previous generations. The media is not just an intermediary but a creator of a new culture for its users. A new life is created, and a new behavior is formed. The same applies to the lives of parents who are in the process of fostering their children, easily accessing information and also providing information to their online networks about the fostering process, even sharing their children's development. This information activity even starts from pregnancy to childbirth, from the start of the child's movements, voices, and important developmental moments in the child (latipah, etc., 2020). Even the results of the study (Leaver, 2019) mentioned that parents upload the first ultrasound picture of their child online. Referring to research conducted by Fox, Alexa, K, and Hoy (2019), it was found that out of 15 mothers aged 24–40 who were interviewed, they admitted that they were actively engaged in social media sharing.

Parents' behavior in sharing moments of their child's life on social media (Steinberg, 2017) calls it sharing. The activities of parents in sharing information about their children (Marasli et al., 2016) Strengthened by research carried out by C.S. Mott Children's Hospital (2015), 75% of parents use their social media to share photos, videos, and status updates about their children online. Parents also disclose their children's personal information online. (Blum-Ross and Livingstone, 2017). Perlihatkan exists a conventional family photo that used to be dialbum photos, now divided into widespread masayarakat. In the United States, 92 percent of the two-year-olds in the abbey are on social media, and even a quarter of them are unborn. (Duggan, Lenhart, Lampe, and Elisson, 2015).

The development of the sharing trend was triggered by the growth of celebrities who also posted their children's activities. (Archer, 2019) further explains in his research that mothers from the ordinary follow the steps of celebrities or selegrams in sharing their children's activities. There are a variety of reasons why parents engage in their activities as a form of social participation, pride, and confirmation (Wanger & Gasche, 2018), while research carried out in Belgium indicates that behavior is sharing because of information archiving. Michel Walrave, Kris Hardies, and Wannes Heirman (2018), while according to Denze and Bonze 2020, highlight everyday moments by sharing the happiness they feel or seeking support from other parents. In general, mothers feel that sharing is not the wrong thing because no one is hurt. But U.S. child rights lawyer Stacey B. Steinberg says in her research that sharing practices are risky because they can cause children to feel uncomfortable as their privacy is disseminated on social media. Reinforced by Martin et al. (2020), it is called an oversharing activity because it is often exaggerated in sharing children's information through text, photos, and videos that can damage the child's privacy and even threaten the safety of the child and the whole family. It was also presented by Frida and Rawan (2020) on the impact of sharing in Indonesia as a form of exposure for children.

The other side of the use of technology is its negative impact on its users, as does sharing. In Indonesia, there is no law governing the danger of sharing, but in the United States, there has been a law on sharing since 1998, when Facebook was not introduced. But in Indonesia, until now, there has been no law on sharing, so mothers often take action to share stories about growing children. Steiberg (2017) shows the opposition of the right of parents to creep themselves and their children to keep their privacy. Everyone has their own privacy, whether it's children or adults. Though the children are not yet aware of the matter of privacy, a mother must take care and give an explanation to the child (Otero 2017). Strengthened by research carried out by Brosch (2018), children have no control over any information their

parents share in the online world. Based on the exposure above, the researchers wanted to study the influence between sharing and the privacy of the child being performed in the town of Bandung. The city itself has a record of 431 cases of violence against children throughout 2020. Of the 431 instances of violence against children during 2020, there are 155 cases of psychological violence, 69 cases of social harassment, and 55 cases of physical violence. That number is said to be quite a lot happening in Indonesia (Ariyanti et al., 2021). Incidental matters have become important for further surveillance as child privacy violations can also interfere with the child's safety.

RESEARCH METHODS

In this study, we use quantitative research that explains the relationship between research variables. (Djaali 2021, 3) According to the Sugiyono (2016) method of investigation to find out the influence of one or more free variables (independent variables) on a bound variable (dependent variable), in this study, the influence of a free variable is sharing behavior on a tied variable, i.e., child privacy. The sample of this study consisted of 100 mothers with the characteristics of having children in the age range of 0–12 years, as well as mothers aged 17–40 years. This quantitative method uses purposive sampling techniques, i.e., sample collection that prioritizes a purpose rather than the nature of the population in determining the research sample. (Anna Wati Dewi Purba 2020) In this study, data collection techniques were used with a questionnaire (Google Formulir). The questionnaires are given closely with questions of double choice, so respondents can choose the answers available on the questionnaire. (Oliver 2017). Respondents have four options: STS (very disagree), TS (not agree), N (neutral), S (agreed), and SS (very agreed). For data analysis techniques, there is a reference to validity tests, meaning that measuring such instruments can be used to measure what should be, while reliability is used for further testing to determine whether such measuring instruments provide a relative consistent result. The T test can also be used to test the influence of independent variables on dependent variables (Neni 2015). The t test is used to examine the partial influence between cognitive (X1), affective (X2), conative (X3), and child privacy (Y). To test the simultaneous influence of free variables on bound variables. The F test is utilized to determine the simultaneous impact of cognitive (X1), affective (X2), and conative (X3) on child privacy (Y).

RESULT AND DISCUSSION

RESULT

As a result of this research, the author has tested the data obtained by the questionnaire. Data testing covers validity and reliability, with no intention of ensuring that the author is not confused about the actual circumstances. In order for the test results to be accurate, the validator performs validity and reliability tests using SPSS. This research begins with the presence of preliminary research that is used as an implementation in this research. In this study there were 100 respondents of mothers aged 17-40 years and having children aged 0-12 years in Bandung City. The questionnaire replies filled by respondents will be processed using the SPSS version 26 application to determine whether the data is valid or not.

Tabel 1. Demographic composition of the sample

	%
Age	
17-25	43
26-40	57
Education	
High school first	2

high school secondary	39
Diploma	16
S1	33
S2	9
S3	1
Children's age	
0-5 Years	80
6-12 Years	20
Social media used	
Facebook	37
Youtube	38
WhatsApp	6
Instagram	14

To find out the research results for each sub-variable in the independent variable (X1) and in the dependent variable (Y), researchers have the following calculation ranges:

Minimum score = 1

Maximum score = 5

Scale width = $\frac{5-1}{5} = 0.8$

be categorized on the following scale:

1.0–1.80=Very Low

1.81 – 2.60 = low

2.61 – 3.40 = medium

3.41 – 4.20 = high

4.21 – 5.00 = Very high

Respondents' answers regarding the cognitive as subvariable (X1)

Tabel 2. Cognitive Subvariable (X1)
Respondents' answers to mothers' understanding of information regarding sharing and children's privacy

Statemen	Score					Amount	Average
	SS	S	N	TS	STS		
Mothers know about parenting information (sharing photos on the media)	19	33	29	16	3	349	3,49
Mother knows the impact of sharenting information	10	49	26	12	3	351	3,51
The mother does not know information about the child's privacy	19	40	27	11	3	361	36,1
Amount						1061	10,61
Average						354	3,54

Table 2 shows respondents' agreement on the influence of mothers' cognitive aspects in sharenting activities on children's privacy in Bandung City with an average score of 3.54. This means that respondents had a very high response regarding the cognitive subvariable (knowledge) that mothers had in the sharenting activity process.

Subvariable (X1), namely cognitive behavior, which is part of the shrenting behavior variable, has the highest value for the statement "mothers do not know information about children's privacy" with an average value of 3.61, so it can be said that the respondents gave an agreeable assessment. In the sense that mothers who carry out sharing activities do not know about the concept of children's privacy, which of course has a negative impact on children. Meanwhile, the lowest average lies in the statement "mothers know information or skills on how to share information about children on social media," with an average value of 3.49, which means mothers know information about giving an affirmative assessment. If we look at the highest and lowest values in the cognitive sub-variable (X1), it can be concluded that more mothers do not know about their children's privacy, compared to ways or information about sharing their children's information on social media.

Respondents' answers regarding the affective as subvariable (X2)

Table 3. Affective Subvariable (X2)
The feelings that mother feels

Statement	Score					Amount	Average
	SS	S	N	TS	STS		
Mothers feel proud of their children when they share them on social media.	19	39	31	9	2	364	3,64
Mothers disguise their identity when uploading photos/videos of their children (putting stickers on their faces, or other identification)	12	44	29	9	6		
Mother thinks that sharenting is not wrong because no party is harmed						347	3,47
Mothers share (share photos/videos) about their children to share happiness with others on social media	15	45	33	6	1	367	3,67
Amount						1078	10,78
Average						359	3,59

Table 3.3 shows respondents' agreement on the influence of mothers' effective attitudes (feelings) in sharing activities on children's privacy in Bandung City, with an average score of 3.59. This means that the respondent's response was very high regarding the affective sub-variable (feelings) felt by mothers when carrying out sharenting activities.

Subvariable (X2), namely affective behavior, which is part of the shrenting behavior variable, has the highest value for the statement "mothers share (share photos or videos) about their children to share happiness with others on social media" with an average value of 3.67, so it can be said that respondents gave an affirmative assessment, in the sense that sharing activities are a form of happiness for mothers that are shared on social media, while the lowest average lies in the statement that according to mothers, sharing is not wrong because no party is harmed with an average value of 3.47. So it can be interpreted that the mother is not aware that sharing activities can harm the child.

Respondents' answers regarding the conatif as subvariable (X3)

Table 4. Conative Subvariavel (X3)
Mother's Behavior

Statement	Score					Amount	Average
	SS	S	N	TS	STS		
Mothers share sharenting activities about their children's growth and success	34	35	20	7	4	388	3,88
Mothers do not disguise their identity when uploading photos/videos of their children (putting stickers on their faces, or other forms of identification)	13	36	30	17	4	337	3,37
Moms share photos and videos to keep a digital footprint	23	33	28	13	3	360	3,60
Amount						1085	10,85
Average						361	3.61

Table 3 shows respondents' agreement on the influence of mothers' conative aspects in sharing activities on children's privacy in Bandung City with an average score of 3.61. This means that the respondent's response was very high regarding the conative subvariable conative carried out by mothers in sharenting activities. Subvariable (X3), namely conative behavior, which is part of the sharing behavior variable, has the highest value for the statement "Mothers share sharing activities about their children's growth, development, and success" with an average value of 3.88, so it can be said that respondents gave an agreeable assessment in the sense that sharing activities are a form of happiness for mothers that are shared on social media, while the lowest average lies in the statement that mothers do not disguise their identity when uploading photos or videos of their children (putting stickers on their faces or other identification marks) with an average value of the average was 3.47, which means the mothers gave an agreeable assessment.

Respondents' answers regarding the Children's Privacy (Y)

Table 5. Variable (Y)
Children's Privacy

Statement	Score					Amount	Average
	SS	S	N	TS	STS		
Mothers only supervise children when they are active in the real world.	11	48	33	7	1	361	3.61
Mothers only supervise children when they are active in the real world.	4	41	37	16	2	330	9.29
Mom understands online crime	10	37	30	19	4	330	3.30
Mom understands online crime	32	33	28	5	2	336	3.36
The mother is worried that the photos and videos will be misused by irresponsible individuals.	12	37	31	16	4	337	3.37
Mothers are concerned about whether their child's information can be accessed easily.	29	45	19	6	1	395	3.95
Amount						2089	20.89
Average						348	3,48

Table 5 shows the respondents' assessment of agreement with children's privacy, obtaining an average score of 3.48. This means that respondents also understand about children's privacy. Variable Y regarding children's privacy has the highest value in the statement "Mothers worry about children's information being easily accessed," with an average value of 3.95, so it can be said that respondents gave an agreeable assessment in the sense that mothers also have concerns when they do sharing activities. Meanwhile, the lowest average lies in the statement "Mothers do not understand the impact of sharing behavior on children's privacy," with an average value of 3.30, which gives an agree rating. So it can be seen that mothers do have concerns about the posts given, but mothers also do not have the knowledge to understand the impact of sharing.

T test

The t test is used to find out the partial influence of cognitive (X1), affective (X2), and conative (X3) on children's privacy (Y) with the following criteria:

1. If the significance value of the t test is <0.05 , then partially cognitive (X1), affective (X2), and conative spirit (X3) influence children's privacy (Y).
2. If the significance value of the t test is > 0.05 , then partially cognitive (X1), affective (X2), and conative spirit (X3) influence children's privacy (Y).

From the results of data processing using the SPSS 26 program, the following results were obtained:

Tabel 5. Uji T

Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	1,262	0,21		6,01	0		
X1	0,198	0,077	0,265	2,574	0,012	0,409	2,443
X2	0,227	0,081	0,277	2,819	0,006	0,449	2,227
X3	0,214	0,081	0,308	2,658	0,009	0,322	3,102

F test

The F test is used to determine the simultaneous influence of cognitive (X1), affective (X2), and conative (X3) on children's privacy (Y) with the following criteria:

1. If the significance value of the F test is <0.05 , then simultaneously cognitive (X1), affective (X2), and conative (X3) influence children's privacy (Y)
2. If the significance value of the F test is > 0.05 , then simultaneously, cognitive (X1), affective (X2), and conative (X3) influence children's privacy (Y).

From the results of data processing using the SPSS version 26 application, the following results were obtained:

Tabel 6. Uji F

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	23,984	3	7,995	44,931	,000 ^b
Residual	17,082	96	0,178		
Total	41,066	99			

From the table above, it can be seen that simultaneously cognitive (X1), affective (X2), and conative (X3) influence children's privacy (Y) because they have a significance value smaller than 0.05, namely 0.00.

Correlation Test

To find out the correlation of the sharing variable (X) and the child privacy variable (Y), the correlation of each variable is calculated as shown in the data in the SPSS version 26 output table as follows:

Table 7. Correlation Test

		X	Y
X	Person Correlation	1	0,764
	Sig.		0
	N	100	100
Y	Person Correlation	0,764	1
	Sig.	0	
	N	100	100

The magnitude of the influence of variable X (sharing) on variable Y (children's privacy) is 0.764. Thus, it shows that there is an influence between variable X and variable Y. Statistical analysis shows that 0.764, or 76.4%. This means that there is a strong influence between variables X and Y, which varies in the interval 0.60-0.799.

According to the data from the validity test, there are 15 statements, with 9 statements from the variable. Through the reliability test, there are 15 statements, with 9 statements from the variable. Through the t test, there are 15 statements, with 9 statements from the variable. In the F test, the data shows that the correlation number is 15 statements, with 9 statements from variable X and 6 statements from variable Y regarding maternal sharing of children's privacy. It is known that simultaneously motivation (X1), work environment (X2), and work enthusiasm (X3) influence work productivity (Y) because they have a significance value smaller than 0.05, namely 0.00.

In the correlation test, the magnitude of the influence of variable X (sharenting) on variable Y (children's privacy) is 0.764. Thus, it shows that there is an influence between variable X and variable Y. Statistical analysis shows that it is 0.764, or 76.4%. This means that there is a strong influence between variables X and Y, which varies in the interval 0.60-0.799.

DISCUSSION

a. Cognitive influences on maternal sharenting behavior on children's privacy

Based on the results of hypothesis testing using a partial test (t test), the results showed that the cognitive aspect of the mother's sharing behavior (X) had a significant influence on the child's privacy (Y). This can be seen from the significance value in the T test of the cognitive variable (X1) that influences children's privacy (Y) because it has a significance value smaller than 0.05, namely 0.012. Based on this, the first hypothesis, which states "cognitive aspects of sharing behavior influence children's privacy in the city of Bandung", is proven to be true and can be declared accepted. This means that the higher the mother's cognitive knowledge regarding sharing behavior, the higher the mother's understanding and protection of the child's privacy. So, mothers must know in advance about their children's privacy, which must be protected and which must not be shared on social media. By knowing these points, mothers can also control their sharing behavior on social media. Mothers even have to get permission from their

children first when sharing posts on social media. The results of this research are in line with the findings of research conducted by Ai Permanasari and Yohanes Hermanti Sirait (2021) explaining that sharing is carried out because there is a lack of understanding from mothers regarding the impacts that can endanger children's privacy and the government does not yet have appropriate laws regarding violations of children's privacy. Mothers already know about sharing information and that they have to be wiser in uploading daily activities with their children, even though sometimes they share their child's adorable behavior (Gabriella Natasya 2019). Mothers also understand the impact of sharing, namely the lack of protection of children's privacy. When the child becomes a teenager or adult, there is a possibility that there will be feelings of dislike or discomfort. For example, with too many posts, the situation in the photo is that the child feels embarrassed when seeing documentation when he was still small (Fauziah et al., 2021). In Indonesia, there is still no specific law regarding sharing, so mothers can only choose which ones are suitable for public consumption and which ones can only be enjoyed by their own family (Permanasari and Sirait, 2021).

b. The influence of the mother's affective aspect of sharing on the child's privacy

Based on the results of hypothesis testing using a partial test (t test), the results showed that the affective aspect of the mother's sharenting behavior (X2) had a significant influence on the child's privacy (Y). This can be seen from the significance value in the affective subvariant T test (X2) which influences children's privacy (Y) because it has a significance value smaller than 0.05, namely 0.006. The second hypothesis which states "the affective aspect of sharenting behavior carried out by mothers regarding children's privacy in the city of Bandung, is proven to be true and can be declared accepted." This means that the feelings a mother has when carrying out sharenting activities can affect the child's privacy. Every mother has the desire to share the happiness of her child's life, but this can affect the child's privacy which she wants to protect. The results of this research regarding mothers' feelings in sharing their children's moments are in line with research conducted by USG (Aw and Setiawan 2020) that in sharing content, mothers aim to save moments, show the cuteness and development of their children. Not a few mothers during pregnancy have shared photos or videos during ultrasound (Aw and Setiawan 2020). This is confirmed by research conducted by (Bambang P. Pratama, Ahmad Sofian, Besar 2020) that there is encouragement within oneself when you see your child's behavior, you will feel happy and will share it on social media because you want to show your child's cuteness. Meanwhile, in research (Fauziah et al. 2021), mothers share their children's activities, apart from being fun for themselves, but also want to show their affection for others. This can also be a sweet memory when the child grows into a teenager. When the child grows up, he can see how much his mother loves him.

c. The influence of the mother's constructive aspect of sharing on the child's privacy

Based on the results of hypothesis testing using a partial test (t test), the results showed that the conative aspect of the mother's sharing behavior (X3) had a significant influence on the child's privacy (Y). This can be seen from the significance value in the conative subvariant T test (X3), which influences children's privacy (Y), because it has a significance value smaller than 0.05, namely 0.009. Based on this, the second hypothesis, which states "the conative aspect of sharenting behavior carried out by mothers regarding children's privacy in the city of Bandung, is proven to be true and can be declared accepted. This means that the higher the conative behavior in the mother's sharing, the higher the influence on the child's privacy. Based on this sub-variable, mothers do not disguise their identity when uploading photos or videos of their children (by putting stickers on their faces or other identification). In fact, every mother shares moments with her child because she wants to make it a digital footprint that the mother keeps on social media. This can also be a sweet memory when the child grows into a teenager. When

the child grows up, he can see how much his mother loves him (Fauziah et al., 2021). Relevant to research conducted by Fridha and Irawan (2020) When sharing photos and videos, it doesn't have to be for public consumption; there must be a part where the mother protects the child's privacy, for example, by disguising their school identity, full name, location when they are at the location, etc. This is to ensure that bad things don't happen.

So the mother must understand the child's privacy so that she knows the limits of what she will do. It is confirmed in research conducted by Permanasari and Sirait (2021) that sharing photos or videos on social media is just for fun, even though, in fact, sharing photos or videos can be the start of a crime that cannot be denied. Mothers need to be more careful about the predators out there. This is what sometimes makes mothers careless about what they do. In the real world, watching children play is fun, but in the virtual world, mothers sometimes find it difficult to find out. Meanwhile, the child's personal data can be tracked from snippets of photo or video content that the mother shares. (Permanasari and Sirait, 2021). Mothers are aware of the large number of online crimes and sometimes do not know what the purpose of finding out victim information is; therefore, mothers must be more vigilant and selective about which ones should be shared on social media and which ones should be for personal consumption (Otero 2017). Mother still thinks that crimes and privacy that must be protected are only for influencers or other public figures. So mothers still don't fully understand the impact of mothers' behavior in frequently sharing photos or videos on social media (Gabriella Natasya 2019).

CONCLUSIONS

Sharenting behavior carried out by mothers has an influence on children's privacy on the cognitive aspect, which discusses mothers' understanding of information regarding sharenting and children's privacy in the city of Bandung. An average score of 3.54 was obtained. This means that respondents' responses were very high regarding mothers' understanding of information regarding sharing and children's privacy in the city of Bandung.

Sharenting behavior carried out by the mother has an influence on the child's privacy in the affective aspect, which discusses the feelings felt by the mother. An average score of 3.59 was obtained. This means that respondents' responses were very high regarding the feelings felt by mothers regarding sharing and children's privacy in the city of Bandung.

Sharenting behavior carried out by the mother has an influence on the child's privacy. The conative aspect, which discusses the mother's behavior, obtained an average score of 3.61. This means that respondents have a very high response to mothers' behavior regarding sharing and children's privacy in the city of Bandung.

Mothers' sharing behavior has an average score of 3.48, which affects children's privacy. This means that respondents have a very high response to children's privacy in the city of Bandung.

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