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Sharenting Practices by Millennial Parents as an Effort to Gain Social Recognition

Praktik Sharenting oleh Orang Tua Generasi Milenial sebagai Upaya Mendapatkan Pengakuan Sosial

Syahrul Hidayanto [1*], Fadli Muhammad Athalarik [2]

[1] Communication Department, The Faculty of Communication Science, University of Bhayangkara Jakarta Raya, Jakarta, Indonesia. Email: syahrul.hidayanto@dsn.ubharajaya.ac.id
[2] Communication Department, The Faculty of Communication Science, University of Bhayangkara Jakarta Raya, Jakarta, Indonesia
[*] *Corresponding author

Abstract: *Unwittingly, when parents share information about their children's lives on social media (sharenting), they need their followers' attention, affection, and a warm attitude to fulfill their emotional needs. This study used a qualitative research approach. Data collection tools in this study were in-depth interviews, literature studies, and observations. The criteria for research informants were parents from the millennial generation who had been actively using social media for more than three years and had a high frequency of social media use. The data analysis used was thematic analysis, which could help researchers capture informants' experiences accessing social media, which researchers then presented through specific themes. Based on the research data processing, in the current digitalization era, the practice of sharing carried out by millennial parents is used to gain social recognition. The results of this study can enrich the discussion on sharing motivation, namely not only in the aspects of self-presentation and social participation but also in the aspect of social recognition.*

Abstrak: Tanpa disadari, ketika orang tua membagikan informasi tentang kehidupan anaknya di media sosial (sharenting), mereka membutuhkan perhatian, kasih sayang, dan sikap hangat dari pengikutnya untuk memenuhi kebutuhan emosionalnya. Penelitian menggunakan pendekatan penelitian kualitatif. Alat pengumpulan data dalam penelitian ini adalah wawancara mendalam, studi pustaka, dan observasi. Kriteria informan penelitian adalah orang tua dari generasi milenial yang aktif menggunakan media sosial selama lebih dari tiga tahun dan memiliki frekuensi penggunaan media sosial yang tinggi. Analisis data yang digunakan adalah analisis tematik yang dapat membantu peneliti menjaring pengalaman informan dalam mengakses media sosial, yang kemudian peneliti sajikan melalui tema-tema tertentu. Berdasarkan olah data penelitian, di era digitalisasi saat ini, praktik berbagi yang dilakukan orang tua milenial digunakan untuk mendapatkan pengakuan sosial. Hasil penelitian ini dapat memperkaya pembahasan mengenai motivasi berbagi, yaitu tidak hanya pada aspek presentasi diri dan partisipasi sosial tetapi juga pada aspek pengakuan sosial.

INTRODUCTION

Some of the reasons millennial parents share photos or videos about their children's lives on social media are to stay connected with close friends and family, get feedback that validates what they have done for their children, and generate a feeling of support in their decisions. For this reason, sharing information about children's lives and parenting styles needs to be appreciated. Whether in the form of unwarranted "likes," "shares," or "comments", sharing personal information publicly often generates positive stimuli, which, in turn, encourages parents to continue sharing personal information in the public domain. Based on previous research (Bessant, 2018), apart from aiming at validating "good parents" and getting social support in parenting, for parents, sharing information about their children's lives is also a means of exchanging advice about parenting challenges. From shared photos or videos, parents provide parenting advice and feedback from their online contacts. This makes parents feel supported in raising their children. In addition, parents also hope that other parents can learn from their parenting style (C.S. Mott Children's Hospital, 2015; Duggan et al., 2015; Maraşli et al., 2016; McDaniel et al., 2011; Wagner & Gasche, 2018). This study offers a new perspective by focusing on the social motivations behind sharenting practices, particularly in pursuing social recognition. This differs from previous sharenting studies focusing on the impact on children's privacy (Brosch, 2018), digital security risks (Siibak & Traks, 2019), or the ethics of disclosing children's personal information online. By highlighting the social recognition aspect, this study discusses how millennial parents use social media to build social identities and strengthen their social connections in digital communities.

Based on the results of the researcher's initial observations, some general topics are usually shared by parents online on social media, for example, tips on nutrition or good nutrition for children, how to make children fall asleep faster, make children more disciplined, give reasonable punishment or sanctions to children if children make mistakes, etc. Content in the form of photos, for example, photos of adorable children, photos or videos of children who are crying/tantrums, and photos of children holding trophies because they have won something in a competition at their school (C.S. Mott Children's Hospital, 2015).

Sometimes, some people or strangers question a parent's decision to share so much information about their child on social media that it exceeds reasonable limits. However, some other people will need help recognizing the child's privacy interests in the information shared and considering what the parents are doing as a regular practice and can be found in any part of the world. This practice, in particular, is called sharenting, an umbrella term according to Blum-Ross & Livingstone (2017), and includes uploading representations of parents and children on social media. Meanwhile, Mascheroni (2018) stated that sharenting is part of a more comprehensive ratification process of everyday life, in which information and representations ranging from one's pregnancy to stories of children's lives are transformed into online data. Today, parents are almost everywhere posting about their children on social media (Bessant, 2018; Dockterman, 2013) with many parents seeing it as their right (Demozzi & Cino, 2018).

The practice of sharenting is very intersecting with social recognition. When parents share information about their children's lives on social media, they

subconsciously need attention, affection, and warmth from close friends and family to satisfy their emotional needs. In addition, parents also want themselves to be labelled as someone who can be an example for other parents, especially new parents. They also want any act of parenting that is done to be valued and respected. Furthermore, parents need positive recognition for their attributes, talents, and accomplishments in parenting their children as well as confirmation that they are capable of doing so (Ong et al., 2022; Sirlopú & Renger, 2020).

Sharenting is defined as a growing phenomenon of parents sharing photos and videos of their children and other identifying information on their social media accounts. This habit has quite an impact on the growth and development of children and the protection of privacy for children (Mak, 2022). The question of why so many parents engage in sharing and what drives them to do so becomes crucial. For parents of infants, sharenting can help alleviate the social isolation that accompanies this period in their children's lives, and the desire for interpersonal connection also makes it very likely that parents may share too much during this period (Brosch, 2016; Choi & Lewallen, 2017). Also, some new parents receive positive likes and comments in response to baby photos they share via social media; it validates them as good parents and makes them feel supported. While sharenting is often associated with many photos of babies and toddlers being posted, parents of teenagers also share information about their children on social media. Undeniably, this can be positive because it allows people to connect with friends and family in a world where people are increasingly living apart from one another (Vinney, 2022).

There are many reasons to be concerned about sharing photos of children on social media, especially when parents share too many photos with too many people. For example, protecting a child's privacy is compromised, in which case inappropriate or disclosed information can become problematic in the parent-child relationship, especially as the child becomes an adult. A child's trust in their parents might be harmed by sharing sensitive information, particularly if it is something they find humiliating or intimate, like information about their health or academic achievement. Furthermore, disclosing too much could cause greater harm. For example, if a parent discloses identifying information about their child on social media, such as full name, home address, or date of birth, and a hacker also manages to obtain their social security number, they could steal the child's identity and use it to apply for credit and services. This can cause problems before the child is old enough to use their credit card (Ferrara et al., 2023; Steinberg, 2017).

In addition, the cute photos or funny observations that parents share online about their children can become a problem when their children get older. In particular, colleges and Human Resource Development (HRD) are increasingly scrutinizing applicants' online activity (Vinney, 2022). As a result, information uploaded by parents can become a source of embarrassment or influence the college's or HRD's assessment of their child. Another problem that arises is the child's excessive self-confidence. For example, when children are young if they are alone and meet strangers who seem to know them because of things their parents have posted online, they can believe that everyone knows them. This can cause children to have difficulty differentiating between strangers and acquaintances, leading them to believe strangers are potential threats (Vinney, 2022).

Another impact that can arise from sharing is that it can form a child's digital identity and influence identity

development. This can be seen by parents forming their child's digital identity long before children start thinking about who or what they want on social media or vice versa. This impacts children in the long term, with speculation that it may play a role in their development of self-awareness. For example, if a parent shares embarrassing or inappropriate information online, and their friends find out about it, it could put them at risk for bullying. This reality, or even just a fear of shame, can seriously impact a child's development, shaping their sense of who they are. Sharenting can also be a source of friction between parents and their children (Leaver, 2020; Vinney, 2022; Zhu et al., 2024). Children develop their identity during adolescence and also use this time to experiment with self-presentation, including on social media. As a result, if parents have established an online identity for their children that leads people to form certain perceptions of them, it can affect their sense of individuality and independence. This may be especially true if the digital photo the child's parents uploaded for them conflicts with the digital photo they are trying to create for themselves. As a result, if parents share embarrassing information that children do not want to disclose, it can lead them to withhold information about their lives from parents so that they can better control what can and cannot be uploaded about them (Leaver, 2020; Vinney, 2022; Zhu et al., 2024). Besides that, it also raises the potential for many crimes that can harm children, such as sexual exploitation, where there are sexual predators who are also found in online environments, including virtual reality worlds and popular games (Mak, 2022). Tens of millions of images of children posted on social media have been discovered to reappear on pornographic websites by researchers looking into online child abuse. Comments are frequently made concerning this content, even if it is not explicit. Furthermore, images can be digitally altered to appear sexual (Mak, 2022). Not only that, the metadata in digital photos will hurt children. Metadata in photos tells third parties what pertinent information is in the photo, where it was taken, and what kind of person uploaded it. In this way, unscrupulous companies can create digital documents about users that tell them precisely what they are most likely to click on. The manipulative power of this type of system is as far-reaching as it is dangerous, especially when it comes to children's data, there is a risk of letting certain information become the target of surveillance (Mak, 2022). After all, many factors drive parents to do the sharenting. First, parents share content about their kids for a variety of internal and external reasons. These include wanting to receive likes and comments, social recognition for their parenting skills, and expressing happiness with their kids. They also want to be seen as cool, modern parents. Finally, parents share content to earn money (Adawiah & Rachmawati, 2021).

Sharenting is closely related to social recognition theory. Due to the activities that can be carried out on social media, one of the goals is to seek social validation. Georg Wilhelm Friedrich Hegel was the first thinker to develop the theory of social recognition, while Axel Honneth, a German philosopher and member of the Frankfurt School, later expanded on and elaborated on this idea. Thus, Hegel was the first, and Honneth followed with a more modern interpretation. In his major work, *Phenomenology of Spirit* (1807), Hegel introduced the concept of recognition in the context of the "master-slave" dialectic. He argued that individuals need recognition from others in order to form a sense of self. According to Hegel, a person's identity is not formed in isolation but through social interaction in which recognition from others is essential. Meanwhile, Axel Honneth expanded on

Hegel's recognition theory in his work, *The Struggle for Recognition* (1995). He placed recognition at the heart of the social and political struggle. Honneth (1995) emphasized that forms of social injustice often arise from the failure or lack of recognition of the dignity and identity of individuals or groups. Honneth identified three forms of recognition that are necessary for human self-development. Honneth (1995), suggests three forms of social recognition: caring, equality-based respect, and social appreciation (Renger et al., 2017). The first form of social recognition, namely caring, is related to one's dependence on receiving emotional attention from others. A person feels acknowledged when other people provide attention, affection, satisfy emotional needs, and show warmth. This form of recognition is fundamental in adolescence and adulthood. Consistent caring by others paves the way to healthy self-confidence (Renger et al., 2020).

The second form of recognition is respect based on equality. People need reassurance from others that they are taken seriously and respected equally. This form of social recognition refers to the extent to which others perceive and treat individuals as persons with equal rights who are taken seriously. Respect for experience is an essential prerequisite for self-esteem, as is the belief that individuals have equal rights. The last form of social recognition is social appreciation. People need to receive positive recognition for their qualities, contributions, and achievements. Ultimately, people want to be seen as capable, competent, highly valued, and always receive positive feedback (Renger et al., 2020; Renger & Simon, 2011; Simon & Stürmer, 2003; Sirlopú & Renger, 2020).

In the current era of digitalization, it is interesting to understand the practice of sharenting as an effort to gain social recognition. As previously stated, although research on sharing experiences has been widely conducted (Adawiah & Rachmawati, 2021; Brosch, 2016; Choi & Lewallen, 2017, Vinney, 2022) those emphasizing recognition have not been widely conducted. This research was conducted to fill this gap. Therefore, the research aims to understand how sharenting practices by millennial parents are an effort to achieve social recognition. Based on the literature review that has been carried out, the research theme of sharenting and social recognition has yet to be widely discussed. This research can also enrich the results on sharenting motivation, namely, self-presentation, social participation, and social recognition.

METHOD

This study uses a constructivist paradigm with a qualitative research approach. The study lasted for one year, from September 2022 to September 2023. The primary data collection tool in this study was in-depth interviews. The criteria for research informants are parents of the millennial generation who have been actively using social media for more than three years and have a relatively high frequency of social media use. Experienced social media users for more than three years are considered eligible as research subjects. Several studies have shown that the duration of social media use is correlated with the level of experience, understanding, and engagement of users, thus affecting the quality of their participation in research (Aziz, 2020; Mulawarman & Nurfitri, 2017). Informants are also social media users who actively share photos of their children's activities. There were four informants in this study. The researcher first disseminated information on searching for informants based on criteria on social media. Researchers create informant search content on social media such as Facebook, Twitter, and Instagram. After that, social media users interested in becoming

informants can directly contact researchers through the contacts listed in the content. After conducting a selection, four people were selected who met the criteria. Two informants were male; two were female. All four informants were parents. Gender diversity in sharenting research is essential because this phenomenon is influenced by social roles, expectations, and unique experiences based on gender. Male and female parents often assume different roles in parenting and sharing content about their children on social media. Furthermore, social expectations about gender roles can influence how parents feel comfortable or judged when sharing. Gender diversity allows researchers to see these dynamics holistically. By including gender diversity, research on sharenting can provide more comprehensive and fair insights into this behavior's motivations, challenges, and social consequences.

Interviews were conducted online via Zoom Meeting and had a maximum duration of two hours. All informants were asked forty open-ended questions related to the research theme. The answers of all informants that had been recorded were reviewed first before being translated into interview transcripts. After that, data coding was divided into three stages: open coding, axial coding, and selective coding. The results of selective coding were then transferred to the research results section. To achieve data saturation, in addition to in-depth interviews, researchers also collected additional data through literature studies and observations. Observations were conducted over a period of three months and were conducted independently.

The data analysis used in this study was a thematic analysis that could help researchers capture informants' experiences in accessing social media for work and personal purposes, which researchers then presented through specific themes. The data triangulation technique used was technical triangulation, where researchers compared the data collection results using in-depth interview techniques, observations, and literature studies. From the results of data triangulation, no doubts were found in the data. So that the data can be stated as objective. However, by the characteristics of qualitative research, data depth is prioritized.

RESULTS AND DISCUSSION

After selecting informants based on the criteria mentioned above, four informants were obtained with the initials D, A, R, and U. The informants had various backgrounds ranging from homemakers (IRT) to professional workers. In this section, there are the results of thematic analysis on research data such as millennial parents' sharenting practices on social media, their motivations for sharing children's digital content on social media, social media as a place for millennial parents to show different parenting styles, social demands related to millennial parents' competence through sharenting, and the relationship between sharenting and social recognition.

Millennial Parents Sharenting Activities on Social Media

D is a private television worker. Currently, he lives in Tangerang. D has been an active user of social media since he was in junior high school. The duration of D playing social media can be more than three hours every day. D usually uploads three to four of his digital photos in one week. This activity is routinely carried out through the Instagram Story feature. The photos he uploaded were about family activities and D's activities while at work. Informant D rarely uploads his child's activities on social media. According to him, his wife is much more often doing these activities. Informant D only

occasionally re-uploaded content that his wife had uploaded.

D prefers to upload photo content rather than video. Photo content that is usually uploaded usually captures the funny expressions of their children. D is also not a social media user with an interest in sharing his parenting style with his followers. For him, sharing tips on parenting is only done by wives, not by husbands. D realized that he was classified as a new parent with minimal experience. So, D felt that he did not have enough capacity. D follows several influencer accounts that discuss parenting. D was inspired by one of his content and imitated the parenting influencer's style. By imitating the parenting style, D hopes that his followers will do the same.

Uploading children's activities on social media also makes D reconnect with old friends. Relationships that have been lost for a long time can then be reconnected. D also once submitted a digital photo of his son to a photo competition on social media. D enthusiastically registered his daughter's digital photos because the photos were interesting and funny. In addition, if you win, family D will get a prize. Apart from funny things related to his daughter, D also often uploads his holiday activities with his family.

The following informant, A. A, is a 30-year-old housewife (IRT). She once worked as a property consultant in a private company. Her previous work as a consultant made her frequently access online platforms, one of which was social media. She quite often posts digital photos on social media. Before getting married, A uploaded more selfies. However, after getting married, she actually uploaded more digital photos of her family. Initially, A did not want to share digital photos of her daughter on social media. However, with significant consideration, A finally uploaded content about her child while still paying attention to her child's privacy. She hope that when her child grows up, she can view A's social media and remember the photos on her social media as fun things and proof of the love between children and their parents.

She experienced ups and downs in uploading children's content on social media. On the one hand, many people appreciate it, but on the other hand, they also receive negative and degrading responses. According to her criticism and suggestions, social media need to be filtered with sanity. She quite often shares tips on parenting on social media. She also did not close herself off from learning parenting from her followers. She will accommodate and sort every input on how to raise children first. She will adjust and measure what she is facing. When it is felt that A is too much-uploading content about parenting, she is usually reminded by her family. According to A, the role of the family is enormous as a reminder and controller.

Not infrequently, A uploads content quotes about parenting. The content quotes that she shares always have good meaning. Sometimes, she makes up the quotes herself.

> "Of course, what I share, whether it is any post, aims to be of benefit. One is if I can give positive vibes and happiness to other people who see, read, and enjoy my works. Even in the smallest form." (Informant D, personal interview, Mart 23, 2023).

Meanwhile, R is a freelance designer from Jakarta. In one day, R accesses social media for three hours. The frequency with which R uploads photos on social media is quite rare. However, at a particular moment, R can simultaneously upload multiple photos. The story feature is his choice when he wants to upload a digital photo of his child. R will only upload

digital photos that will make him feel happy. R needs to be more confident when it comes to uploading private photos. R expected people to refrain from responding to content about his daughter on social media. According to him, there are other things besides getting a response from followers. R thinks that sharing photos or videos of his children on social media is only for his enjoyment. However, he is happy if his followers respond well to the content that has been created. The child's activity that D most often uploads on social media is when he and his family are on vacation. D has low expectations that his followers will be entertained by content about his daughter.

> "Actually, on Instagram, regarding video content, I hope to get many likes. Sometimes the number of followers is so much that it should get many likes. I do not expect it, but I can estimate how many likes I should get from followers. It is not hope. Only the prediction can be that much, but even if, for example, it does not get that much or it turns out to be far from that, it does not matter." (Informant R, personal interview, February 12, 2023).

The last informant, U. U, is a housewife (IRT) and a working mother. U is 26 years old and lives in South Tangerang. In one day, U can access social media for three hours—usually, U shares digital photos on her social media two to three times a week. Initially, U often shared content about her daughter's growth on social media. However, after U listened to lectures from religious experts, U began to think long and hard when uploading content about her daughter on social media. U feared her daughter would be mistreated by someone she did not know.

U got a positive experience while doing sharenting activities. Several times she received input from her followers regarding her parenting style. U once faced the challenge of parenting, namely that her child was difficult to feed. She calls this phenomenon the Shut Up Movement (GTM). She also uploaded her daughter's problem to her social media. As a result, U got a variety of responses. After filtering, U then carries out the suggestions given by her followers. Several suggestions were successful, so U considered that sharing children's activities on social media was very positive.

U was also one of the informants who gained experience communicating with old friends because she uploaded content about her daughter on social media. One of his high school friends once shared and told a direct message (DM) about her experience of being a young parent on social media. U is grateful when what she does can be helpful to his old friend. In addition, U is pleased to capture her daughter's achievements and family vacation activities on social media.

Motivation for Sharing Children's Photos on Social Media

Each informant, father, and mother has their motivation for sharing photos and videos of their children on social media. In general, all of them have the motivation to share the momentum of happiness with their friends on their social media. They use social media as a digital photo album for children that they can remember in the future (see Table 1).

Table 1. Motivation for Millennial Parents to Share Photos of Children on Social Media

No.	Informant	Motivation
1	D	For documenting cute and fun children's momentum, sharing information on child development, and proving myself as a father.
2	A	Sharing precious and prayerful moments and happy memories for future children.
3	R	To sharing happiness with many people.
4	U	Sharing childcare activities is aimed at fellow young mothers, so they can exchange opinions with other young mothers and gain parenting knowledge.

Source: Research results

"My motivation is more about momentum. Coincidentally the momentum is funny. Then there is also a kind of confession (as a father) like "This is my child." Providing information to others, how old my child is now, and what her development is like." (Informant D, personal interview, Mart 23, 2023).

"So that it can be a valuable and prayerful moment to accompany her growth and development with us. Later she will remember it happily when we are still with her or not in this world." (Informant A, personal interview, Mart 11, 2023).

"According to me, because to share happiness. More like I am happy; having children is what makes me happy." (Informant R, personal interview, February 12, 2023).

"The motivation is that I want to share more because I am a new mother. Many are my age who are new mothers too. More to just wanting to share sharing what I experienced, whether it also happened to other people or not. I also get knowledge from sharing information about my children." (Informant U, personal interview, February 12, 2023).

The Concern of Followers Becomes a Motivator for Sharing Children's Activities on Social Media

As social beings, humans depend heavily on receiving emotional attention from others. People will be considered to exist when they get recognition from others through a sense of caring and affection, their emotional needs are satisfied, and warm behavior from others (Sirlopú & Renger, 2020). Several millennial parents who became informants in this study admitted that they felt cared for by their followers when they uploaded content about parenting on social media. Their followers' high sense of concern has more or less encouraged them to re-upload content about their children on social media.

"After I posted content about my child on social media, I got lots of prayers from followers. I often get positive responses such as encouraging and also giving good input. Far more female followers care about my child's development." (Informant D, personal interview, Mart 23, 2023).

"Many of my followers provide moral and material support. For example, many families helped and empathized when my family was sick. I am grateful, my emotional needs are also met, and I feel happy

when the content I normally share is useful and can make others happy." (Informant A, personal interview, Mart 11, 2023).

"There are many followers who care about my family. When my child is sick, many suggest what hospital to go to or what medicine to take. I'm happy because, finally, I can exchange stories. I am very grateful when there are followers who care and help my family." (Informant R, personal interview, February 12, 2023).

"As long as I upload content about children on social media, I never get negative comments. All of my followers care about my child when she is healthy and sick." (Informant U, personal interview, February 12, 2023).

Social Media Is A Way To Show That Millennial Parents Have Different Parenting Styles

Self-recognition can also be earned through equality-based respect. Someone feels respected if he is placed in an equal position. They want to be treated as human beings with the same values (Renger et al., 2020). Informant D said that the sharenting activity proved to his followers that he could educate his children in his way. Informant D is okay with if many parents upload parenting content on their social media. According to D, this is a form of proving to others that parents can educate their children well.

"As proof that I can educate my children in my way. Even though I do not have much knowledge, I have no problem with it. I do not mind when parents share their child's growth stories on social media. In my opinion, people who show off how to raise children on social media also do not need to be questioned. This is proof that he was single before marriage and can

raise a child." (Informant D, personal interview, Mart 23, 2023).

Meanwhile, informant A revealed that her parenting style cannot be compared to other parents. Things that, according to her, are not following family values, she will expressly convey in sharenting content.

"At first, I was shy and insecure when I had to share my child's activities on social media. I often worry, am I right to be a mother? However, I began to dare to share stories about my child over time. However, regarding very principled matters, I will explain in the content that this is my parenting style. I do not feel better than anyone else. I still have a lot to learn. If someone invites me to discuss parenting on social media, I try to build a healthy discussion, not forcing, not cornering, and not blaming." (Informant A, personal interview, Mart 11, 2023).

Since the first time R uploaded content about his child on social media, he has received various criticisms about how he raises children. He felt that the criticism given seemed patronizing. However, after a few years, he felt it would be okay to listen to criticism from his followers.

"When I had my first child, I avoided patronizing criticism. I tend to be anti-criticism. However, after I became a parent for five years, I changed my mind and began to accept all the criticism. From that criticism, I will look for the good things." (Informant R, personal interview, February 12, 2023)

Meanwhile, according to U, millennial parents have different parenting styles; according to her, it is legitimate and worthy of respect. So far, she has never received a negative response from her followers

regarding her way of raising children. If she has a different opinion regarding parenting, U is more than open to discussing it.

> "Parents have different parenting styles. So that is fine. If there are differences, I am willing to discuss and share." (Informant U, personal interview, February 12, 2023).

Society Assesses Millennial Parent Competence in Parenting Through Sharenting

Self-recognition will be valid if social rewards are fulfilled. Nowadays, people need to receive positive appreciation for their quality, contribution, and achievements. It is undeniable that if social media is a tool for its users, it shows its advantages. By showing this, he will get positive feedback, and his achievements will be highly rated by others (Renger & Simon, 2011). Based on the experience of each informant, almost all of them received social rewards in parenting. Some informants want to be seen as good parents in many people's eyes.

> "I want to be seen as a flexible parent—parents who do not demand their children's wishes. However, I also want to be perceived as a parent who has clear principles. Thanks to the parenting style I have applied so far when my child achieves an achievement, I will be very proud. I will document all these achievements on social media." (Informant D, personal interview, Mart 23, 2023).

> "What I share (parenting) on social media inspires many of my followers. This is a positive acknowledgment. Some people even thanked me. It is nice if my content provides many benefits to others." (Informant A, personal interview, Mart 11, 2023).

> "I want people to see my family is okay. With my adopted parenting style, I want to show that my children are happy." (Informant R, personal interview, February 12, 2023).

> "Many people compliment me on social media because of my parenting style. Most of the positive responses come from the family. Many also turn to me for parenting advice. These positive responses make me happy to share children's activities on social media." (Informant U, personal interview, February 12, 2023).

Millennial Parents, Sharenting, and Social Recognition

When parents share on social media about their children's lives, they can connect with friends, family and often get feedback to validate their parenting and support them in sharing information about their lives on social media. Giving symbols of likes, shares, or comments on posts about children often encourages parents to continue sharing their children's stories on social media.

Today, almost all parents worldwide share their children's life stories in the public domain. Many parents also see that this is legitimate and that sharing stories about children is the right of parents (Bessant, 2018; Demozzi & Cino, 2018; Dockterman, 2013). Sharing stories about children is usually done on the parent's or child's accounts. Not a few parents struggle to create social media accounts for children under three. That sounds weird. However, creating social media accounts for their babies nowadays is commonplace.

For millennial parents, sharing their child's life story on social media is an attempt to exchange advice as fellow new parents. They can also make sharenting an activity to build good relationships with their family and friends (Wagner & Gasche, 2018). They are also motivated to show

people they are good parents and are proud of their children's achievements. (Davidson-Wall, 2018). Being a parent is defined as a heavy burden for some people. For that, they need social recognition while they are raising children. Social recognition is earned by sharing information about their children on social media and their various challenges (Duggan et al., 2015). In the context of sharenting research, Honneth's theory helps explain how the practice is rooted in the need for social validation and how millennial parents use digital platforms to construct identities and strengthen social connections through validation from others. First, recognition as a Core Motivation. In the context of sharenting, millennial parents share moments from their children's lives online to gain social validation. Honneth explains that recognition, through appreciation, attention, or validation from others, is an essential motivation in human social relationships. These parents may seek recognition through "likes," positive comments, or other interactions, which can enhance their self-esteem and social validation as parents. Second, Honneth's Three Forms of Recognition. Honneth's theory distinguishes three forms of recognition relevant to sharenting. First, Love Recognition. Parents share photos or stories about their children as an expression of affection, hoping to gain recognition from family and friends that they are caring parents. Second, Rights Recognition. In sharenting, parents present themselves as recognized members of society with certain rights, including the right to share their personal lives (including their children's) in the digital public space. However, this can also be considered from the children's rights to privacy perspective. Third, Solidarity Recognition. Parents hope to gain recognition from their online community regarding their contribution and role in raising their children. In the digital community, social solidarity is created, where parents support and appreciate each other.

Honneth (1995) states that social recognition plays a vital role in identity formation. For millennial parents, their identity as parents is often formed through the way they present themselves on social media. By sharing their children's lives, they try to build a self-image as successful, caring, and competent parents, and this is all related to the recognition they receive from their social environment. In Honneth's theory, recognition is often the result of social struggle. Parents who share may seek recognition in the social competition on digital media, where social status and rewards are often measured based on responses and interactions on social media. Sharenting can be seen as an attempt to win these forms of recognition, whether from friends, family, or the wider community. Honneth (1995) also discusses how recognition contributes to social capital, that is, how relationships between individuals become social resources. Sharenting parents may use the recognition they receive to strengthen their social relationships, gain support from the community, and enhance their social status as respected parents.

CONCLUSION

In the current era of digitalization, the practice of sharenting by millennial parents is indeed used to gain social recognition. The practice of sharing that has been carried out so far aims to get the label of an exemplary parent. Sharenting activities also have implications for things such as establishing good relationships with followers, getting positive suggestions from followers, and the emergence of constructive discussions among millennial parents. The motivation for millennial parents to share their children's activities on social media is to document cute and fun child momentum, share information

on child development, prove themselves as a father or mother, make memories, exchange opinions with fellow millennial parents, and gain parenting knowledge. For some people, becoming a parent is a huge burden. While raising children, people require societal recognition for that. Social recognition is obtained by posting details about their kids' struggles on social media.

The results of this study can enrich the discussion on sharenting motivation, namely not only on the aspects of self-presentation and social participation but also on the aspects of social recognition. Some suggestions for future research related to this research theme are as follows. First, examine how children who are sharing subjects feel and understand social recognition formed through social media by their parents. This could include long-term impacts on children's identity, privacy, and how they view themselves as part of the "narrative" formed by parents on social media. Second, conduct cross-cultural research to explore how sharenting practices and social recognition differ across cultural contexts, including differences in values and norms that influence parental behavior on social media. Third, explore how economic and social status affect the intensity and style of sharenting. Consider whether parents from various socioeconomic backgrounds who want to share in order to gain social recognition differ from one another.

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