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The Effect of Parents Digital Literacy on Sharenting Practices and Children's Privacy on Instagram

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ABSTRACT

The development of technology has given rise to various social media platforms, such as Instagram. Instagram offers numerous features to its users for content creation, such as Instagram stories, feeds, Instagram reels, and live Instagram. The use of social media is closely related to digital literacy skills. Social media has a significant impact on society, including changes in parenting patterns, known as "sharenting." Sharenting refers to the activity of parents sharing photos or videos of their children's growth and development on social media, which often makes it difficult to restrict their lives on social media and their children's privacy. This study aims to investigate the influence of parents' digital literacy on their sharing behavior and their children's privacy. The research utilizes a quantitative method by conducting a survey with 400 respondents. The findings of the study reveal that digital literacy has a significant influence on sharenting, with a coefficient of 0.799, a t-statistic of 16.785, and a p-value of 0.000. This indicates that digital literacy has a proven positive and significant impact on sharenting. Furthermore, digital literacy also has a positive and significant influence on children's privacy, as the coefficient of digital literacy's influence on children's privacy is 0.774, with a t-statistic of 16.059 and a p-value of 0.000.

INTRODUCTION

The development of technology and information has created social media. Indonesian people are active in using social media. According to the results of research by Hootsuite and We Are Social, social media users in Indonesia in early January 2023 amounted to 167 million users, equivalent to 60.4% of the total population of Indonesia (Kemp, 2023a). Currently, various social media platforms have various types of user characteristics. One example is Instagram. Instagram is a social media platform that aims to share photos and videos and can apply digital filters, hashtags, and other digital interactions (Kurniari et al., 2021). Currently, Instagram offers many features for its users to create content, such as Instagram stories, feeds, reels, and live Instagram. Based on the results of the We Are Social survey, Instagram is in second place as the social media platform most used by Indonesians, namely 86.5%, and globally, Indonesians are the fourth most active Instagram users, amounting to 106 million active users (Kemp, 2023b).

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Social media provides facilities that make it easier for users to receive and provide information (Harnum et al., 2022). Therefore, the use of social media is closely related to the ability to use and access information intelligently, called digital literacy. Digital literacy is defined as the ability to operationalize digital technology in understanding information so as to create information communication that can provide insight to the community (Putri et al., 2016). Based on the Katadata Insight Center and Kominfo Survey results, Indonesia's digital literacy index is 3.47 on a scale of 1-5, which means that digital literacy in Indonesia is not at a good stage (Pusparisa, 2020). (Pinariya & Lemona, 2019) explains that there are 5 digital literacy competencies, one of which is consciously and responsibly creating and conveying information. Three main values in understanding the digital world can affect human life: collaboration, creativity, and critical thinking (Yemmardotillah & Indriani, 2021). Critical thinking is the most crucial component for parents when doing sharenting activities because it filters what information can and cannot be shared about their children on social media.

Sharenting is a combination of the words Sharing and Parenting, which is a parenting pattern that tends to share children's development from various sides through social media (Sespiani, 2022). There is a variety of information shared by sharenting practices in parenting and according to Martins (2020), information that is usually shared is about objects owned, clothes used, places visited, food consumed, school and play activities, and various other activities carried out by children (Dwiarsianti, 2022).

The sharenting phenomenon has various impacts on children, both positive and negative. One of the positive impacts is to hone children's potential, especially in entertainment. However, this sharenting practice also has a negative impact with considerable effects and is very dangerous for children. Various negative impacts include the emergence of online pedophilia, the misuse of photos of children for marketing, bullying, kidnapping, or other crimes resulting from the unprotected identity of children (Fauziah et al., 2021). According to the results of data from the Indonesian Child Protection Commission (KPAI), in 2022, there were 502 cases of child victims of physical and/or psychological violence with several contributing factors, including the negative impact of technology and information, poor quality of parenting, and freedom in the socio-cultural environment (KPAI Admin, 2023). In addition, current technological advances have resulted in geotagging, a system that can recognize the location where a photo was taken, which can pose a significant risk to children (Permanasari & Sirait, 2021). Children do not understand how social media works and do not know that many people know it. Still, people recognize them and often go wild when they meet them, making children uncomfortable (Novianty & Rachmawati, 2019).

So, there is still a lack of parental awareness of children's rights to privacy and comfort. In fact, according to the results of Microsoft research conducted in 2020, 53% of teenagers in Indonesia have problems with their parents' behavior in sharing their information online (Permanasari & Sirait, 2021). Parents have an important role in parenting because they are children's first environment (Yemmardotillah & Indriani, 2021). Therefore, in this case, parents also need to realize the importance of protecting children's privacy rights. Parents from the general public practice sharenting with the

aim of sharenting experiences and getting emotional support from other parents in parenting (Gracia, 2021).

There are several couples of parents from the general public who are not celebrities or influencers who practice sharenting and eventually go viral on social media, including the first couple, Adnan Fahmi and Ochi Febrina, who actively share funny content with their child named Shabira Alula Adnan, who went viral in 2021, who was 3 years old at the time. They named their Instagram account with the username @shabiraalula with 1.6 million followers and have a total of 1.153 posts. The Instagram account actively provides child and father content in the form of active and funny videos and photos.

Figure 1. Shabira alula's Instagram Account
Source: @shabiraalula, 2023

The second-parent couple, Rama and Juju, actively shared funny content with their 6-year-old daughter Mazaya on social media in early 2020. They named an Instagram account with the username @mazayaamania. The account currently has 701 thousand followers and a total of 1,580 posts. The Instagram account provides children's content through creative and funny videos and photos. Mazaya has become a kid influencer and is also active in entertainment.

Figure 2. Mazaya's Instagram Account
(Source: @mazayaamania, 2023)

The third-parent couple, Hartati Eka and her husband, actively share content with their 4-years-old daughter Queenza Zhevanya Zefiryn Wahyudin on an Instagram social media account called @queenza.zevannya. Currently the account already has 634

thousand followers and has a total of 1.351 posts. The Instagram account actively provides content for children, mothers, and fathers in the form of daily videos and creative reviews as well as their children's intelligence in memorizing various knowledge about Islam.

Figure 3. Queenza Zhevannya's Instagram Account
(Source: @queenza.Zevannya, 2023)

The ease with children becoming famous on social media has increased the number of parents sharing their children's content on Instagram. Through the phenomenon of sharenting practices described above. So, researchers are interested in researching digital literacy related to sharenting practices and children's privacy on Instagram social media accounts to the followers of the three accounts. Therefore, this study aims to determine the effect of digital literacy on sharenting practices on Instagram social media accounts and to determine the impact of the influence of digital literacy on children's privacy on Instagram social media account.

METHOD

This research uses quantitative methodology with the type of explanatory survey method. This survey aims to determine the occurrence of a condition or phenomenon and test various hypotheses with the aim of justifying or strengthening the hypothesis and finding the cause and effect of a symptom. The main instrument of the survey in data collection is a questionnaire (Kriyantono, 2014). Atmodjo (2011) in (Iskandar & Isnaeni, 2019) explains that a survey is a study using a population sample using a questionnaire as a data collection tool. The population in this study are followers of the Instagram accounts @shabiraalula, @mazayaamania, and @queenza.zhevanya, with a total of 2.935.000. As well as taking the number of samples using probability sampling with stratified random sampling techniques through Solcin calculations, where the total number of respondents who will be sampled in this study is 400 respondents.

RESULTS AND DISCUSSION

This study uses the Partial Least Square (PLS) Data Analysis Technique. The following is the outer model in this study.
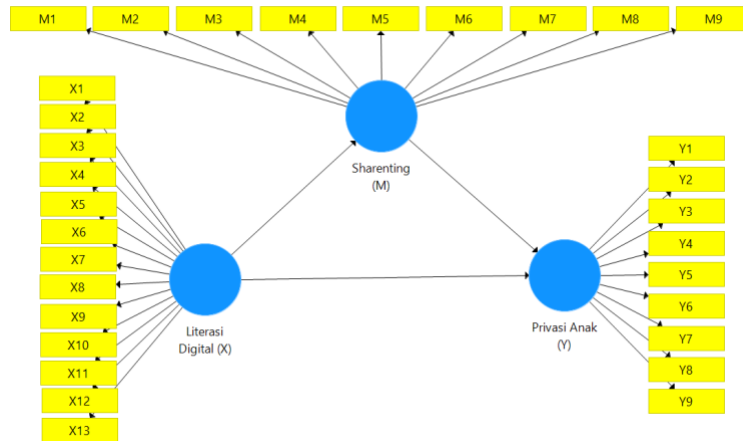

Figure 4. Outer Model
(Source: Primary Data, 2023)

In the early stages of this study, researchers conducted a validity test to determine whether a statement/instrument could be said to be valid or invalid (Riyanto & Hatmawan, 2020). The validity test is carried out with two types of test including Convergent Validity and Discriminant Validity. In testing Convergent validity, the following result was obtained.

Loading Factor Results. All statement items on each variable are declared to have passed the convergent validity test if the loading factor value between each item is > 0.50. In this study, the results show that all variable items have a loading factor value > 0.50. Therefore, it can be concluded that all variable items in this study passed the convergent validity test.

Average Variance Extracted (AVE), the statement could be valid if the Average Variance Extracted (AVE) value is greater than 0.5. The results obtained from the AVE parameter test are the Digital Literacy variable (X), the sharenting variable (M), and the child privacy variable (Y) are more than 0.5, so it can be concluded that all variables are declared valid.

Based on the results of the test evaluation analysis carried out on the measurement model (Outer Model) through the results of the loading factor parameter and the Average Variance Extracted (AVE), all variable items have a loading factor value > 0.50. Therefore, it can be concluded that all research variable items have good convergent validity.

After conducting the convergent validity test, Discriminant Validity is next using the following parameters. (a) Fornell-Larcker. From the test carried out, it is known that the highest correlation value of the variables occurs in the relationship with the variables, so this shows that the variables in this study have good discriminant validity. (b) Outer Loading, the next parameter used in discriminant validity is Outer Loading.
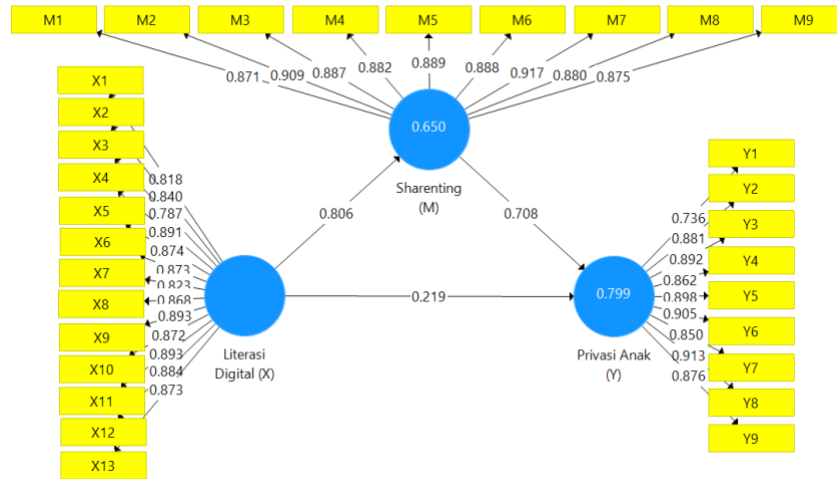
Figure 5. Outer Loading
(Source: Primary Data, 2023)

Based on the test conducted, it is known that the highest item correlation value occurs in the variable, so it can be concluded that the variable items have good discriminant validity.

In this study, not only did the validity test but also conducted a reliability test which aims to determine whether a construct is reliable. The following are the results of the reliability test conducted is:

Table 1. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Digital Literacy	0.971	0.972	0.974
Sharenting	0.959	0.962	0.965
Children Privacy	0.967	0.967	0.971

Source: Primary Data, 2023

From the table above, the test results show that the Cronbach Alpha and Composite reliability values of all variables are greater than 0.70. This shows that all variables have good reliability.

Then, namely evaluating the structural model (Inner Model) by analyzing through the R-Square. The following data is the result R-square value for Sharenting variable (M) dan Children Privacy Variable (Y).

Table 2. Reliability Test Results

	R Square	R Square Adjusted
Children Privacy	0.799	0.798
Sharenting	0.650	0.649

Source: Primary Data, 2023

Based on the table above, it can be concluded that the Sharenting variable has an R Square value of 0.650, meaning that digital literacy can explain sharenting by 65.0% while other variables outside the research model explain the rest (100-65.0 = 35.2%). Then the Children Privacy variable has an R Square value of 0.799, meaning that digital

literacy can explain child privacy by 79.9% while the rest (100-79.9 = 20.1%) is explained by other variables outside the research model.

The last stage in this research is to test the hypothesis to determine the effect of the Digital Literacy variable (X) on the Sharenting variable (M). The resulting coefficient of the effect of Digital Literacy on Sharenting is 0.219 with a t statistic of 2.787 and a p value of 0.0006. Because the coefficient is positive, and t statistic > t table (2.787 > 1.96) or p-value < 5% (0.006 < 0.05). It can be concluded that Digital Literacy positively and significantly affects Sharenting. So, the first hypothesis states that parents' digital literacy affects sharenting behavior is proven acceptable.

Furthermore, testing the Digital Literacy variable (X) on the Children's Privacy variable (Y) resulted in the coefficient of the effect of Digital Literacy on Children's Privacy being 0.806 with a t statistic of 16.872 and a p-value of 0.000. Because the coefficient is positive, and t statistic > t table (16.872 > 1.96) or p-value < 5% alpha (0.00 < 0.50), it can be concluded that Digital Literacy is proven to have a positive and significant effect on Children's Privacy. It can be concluded that the second hypothesis, which states that parental digital literacy affects children's privacy is proven and acceptable.

The last is testing the Sharenting variable (M) on the Children's Privacy variable (Y) results in a coefficient Sharenting on the Children's Privacy variable (Y) of 9.019 and a p-value of 0.000. Because the coefficient is positive, and t statistic > t table (9.019 > 1.96) or p-value < 5% alpha (0.000 < 0.50). It can be concluded that sharenting is proven to have a positive and significant effect on Children's Privacy. It can be concluded that the third hypothesis, which states that Sharenting behavior affects Children's Privacy, is proven and acceptable.

CONCLUSION

Based on research that has been conducted on 400 respondents through distributing questionnaires which are processed using smarts data analysis, it is found that there is an influence of parental digital literacy on sharenting and parental digital literacy also has an influence on children's privacy. It can also be concluded that parental digital literacy influences sharenting and children's privacy. Parents who have good digital literacy can certainly sort out what can be published on social media related to their children and parenting and what should not be published. With digital literacy, parents can also understand that every child still has privacy that must be maintained by parents and not published for everyone's consumption on their social media.

Parents have the right to share content and express themselves on their personal social media accounts. However, this often leaves no boundaries between social media life and children's privacy, making it possible that sharenting practices can threaten the privacy and safety of their children. Currently, sharenting activities are carried out by various groups ranging from influencers to the general public, hence the importance of digital literacy skills in today's digital era.

Meanwhile, other researchers can continue this research by studying parents' digital literacy using other more diverse variables, such as children's psychological influences. So, in the end, there will be more research on the importance for parents to have a good understanding of digital literacy.

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