

Abstract

The thesis deals with sharenting, i.e. the oversharing of information about children online by their own parents. The thesis itself then looks at what this content captures, who it is primarily aimed at and what parents are trying to communicate by sharing it. The theoretical part of the thesis elaborates the notion of representation and self-presentation. Subsequently, the concept of childhood itself and how it is represented in different types of media is discussed. In the second part of the theory, the concept of sharenting itself is anchored and its characteristics and possible downsides are presented. The practical part of the thesis was conducted on the basis of qualitative research, specifically through the analysis of selected articles and thematic analysis of semi-structured interviews with ten respondents. The results of the research find that the participating parents communicate mainly positive content on their social networks through sharenting content, as well as authentic moments from their lives. They also try to present their children in a similar and responsible way. In terms of their own self-presentation, respondents tend to present themselves subconsciously rather than directly. Although the findings are not generalisable to the population as a whole, they offer interesting suggestions for possible further studies.