

Abstract

This bachelor's thesis deals with the topic of sharenting, specifically the perspectives of parents and children on this issue. Thesis is divided into a theoretical and a research part. In the first, theoretical part, the terms sharenting, social networks and digital footprint are explained. Next, the types of shared content, possible motivations of parents and different parental approaches to sharenting are discussed. Other subsections are dedicated to the positive and negative effects of sharenting, including risks and influence on relationships within the family. At the end of the theoretical part, related legal aspects are described, as well as educational campaigns on the subject of sharenting. The research part is focused on qualitative research. Using semi-structured interviews with children aged 9-12 and their parents, I tried to find out what attitudes they take towards sharenting and how they define boundaries when sharing content on social networks. The results showed that most parents do not ask their children's consent before sharing content online, but children are not bothered by this fact. However, parents are aware of some of the risks associated with sharenting and they perceive sharing through instant messaging services as safer compared to social networks like Facebook.