
FROM FAMILY SHARING TO DIGITAL EXPOSURE: BIBLIOMETRIC INSIGHTS ON SHARENTING AND CHILD REPRESENTATION ONLINE

Widiastiana Vista Wijaya¹, Tuti Widiastuti², Dinda Rakhma Fitriani³, Christiana Wulandari⁴

^{1,2,3,4}Jalan Margonda Raya No. 100, Universitas Gunadarma (Depok, Indonesia)

E-mail korespondensi: widiastianavw@staff.gunadarma.ac.id

ABSTRACT

This study aims to map the trends and developments in academic research on sharenting practices between 2016 and 2025. This study employs a quantitative approach through bibliometric analysis. Data was collected using the Publish or Perish software with the keyword “sharenting” in the Scopus-indexed journal category. After the screening process, 179 relevant articles published over the past ten years were identified. The data was then exported in RIS file format and analyzed using VOSviewer. The analysis results were visualized in three forms: Network Visualization, Overlay Visualization, and Density Visualization. The study findings indicate that sharenting research has seen significant development across various dimensions, ranging from parent-child relationships and digital rights to emerging issues such as digital identity, children’s self-representation, and specific social media platforms like TikTok and Instagram. Network Visualization identified 12 main thematic clusters, while Overlay Visualization showed that research on platforms and contemporary implications has only begun to develop in the past two years. Density Visualization highlighted the highest concentration areas on topics related to sharenting, parents, and children, while issues such as the privacy paradox and digital identity are still developing on the periphery of the discourse. The conclusions of this study emphasize that sharenting research is not stagnant but demonstrates contextual interdisciplinary expansion following the dynamics of media technology and family social practices. Sharenting research within a media and information literacy approach plays a crucial role in enhancing parents' awareness, responsibility, and digital literacy in managing children's information, while also serving as a strategic foundation for building an ethical media literacy culture at the family and digital society levels in Indonesia.

Keywords: Bibliometric Analysis, Digital Literacy, Sharenting Practices

INTRODUCTION

Sharenting is a combination of the words “share” and “parenting.” This term refers to the etymology of the Collins English Dictionary and Oxford English Dictionary. According to the Collins English Dictionary, sharenting is “the routine use of social media to share news, photos, and so on about one's children.” According to Oxford University Press, sharenting is “the act or habit of sharing news, pictures, or videos about one's children on social media sites.” This definition is derived from the term oversharenting. The term “oversharenting” is used by Leckart (2012) without considering the long-term consequences. Studies on sharenting have been conducted extensively, as evidenced by various journal index databases. One of the most widely used is Scopus, one of the largest academic databases, which includes abstracts and citations from various documents, including articles, conference proceedings, and peer-reviewed papers, providing a broad and comprehensive coverage of high-quality academic literature (Omotehinwa, 2022). Literature reviews on sharenting have been conducted by several researchers previously.

The study by Tosuntaş & Griffiths (2024) used a systematic review approach with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) guidelines. The data used consisted of 61 empirical studies on sharenting published up to January 2023. The findings revealed that the majority of studies employed qualitative methods (56.3%), followed by quantitative methods (40.6%), and a small number used mixed methods (3.1%). These studies focused on various themes related to sharenting, including: characteristics of sharenting (21 studies), children's privacy (12 studies), professional sharenting (9 studies), children's perspectives (12 studies), factors influencing sharenting (7 studies), and social media dilemmas (5 studies).

A scientometric approach using DCA (Document Cocitation Analysis) was conducted by Cataldo et al. (2022). The data analyzed consisted of 287 publications downloaded from the Scopus database from 1998 to 2021 using the keywords sharenting, digital parenting, social media parenting, Facebook parenting, Instagram parenting, online parent sharing, mother online, father online, and parent online. The analysis was conducted using CiteSpace to map citation patterns and group publications based on topic similarity, resulting in four main clusters reflecting the sharenting research domain: “Parents vs. Children,” “The Internet Parentsphere,” “Online Parenting Interventions Targeted at the Child's Mental Health,” and “Frequently Discussed Topics.” The findings indicate that most research focuses on parents' online activities, such as blogging and social support, while the impact of sharenting on offline family relationships is relatively understudied.

Bibliometric analysis was used by researchers as a basis for developing this study by searching for selected publication documents through Scopus. The purpose of using bibliometric analysis was to map trends and developments in academic studies on sharenting practices.

METHOD

This study uses bibliometric analysis. Bibliometric analysis is one of the quantitative approaches to measuring scientific and social activities and projecting trends through literature review (Mardiansyah et al., 2024). This explanation is reflected in A. F. J. van Raan (1996), who states that bibliometric indicators offer a “quantitative

aspect” and that these indicators provide “numbers” that can be used to assess research performance. Additionally, the use of data such as the number of publications, the number of citations, and statistical analysis of the structure of scientific communication shows that this approach is oriented toward the collection and processing of numerical data, which is a characteristic of quantitative methods. Based on research conducted by Donthu et al. (2021), the bibliometric procedure consists of several stages, including:

1. Determining the Purpose and Scope of the Study

The first step is to set the objectives and scope of the study. This is done to ensure that the data sources obtained are relevant to the retrospective analysis of the performance and science of sharenting research. The scope of the study includes:

- a. The research field covers sharenting
- b. The sharenting research period is from 2016-2025 until June
- c. The research output is the number of articles from an institution included in the Scopus database. These articles include various types of publications that are considered major scientific works, namely normal articles (including proceeding papers published in journals), letters, notes, and reviews (excluding meeting abstracts, obituaries, corrections, editorials, etc.) (T. van Raan, 2014).

2. Selecting Bibliometric Analysis Techniques

The two main principles in bibliometrics are citation analysis for research performance assessment and science mapping (Donthu et al., 2021; T. van Raan, 2014). This study aims to provide an overview of the past, present, and future of sharenting research, and will therefore combine several analysis techniques, including co-citation analysis, bibliographic coupling, and co-word analysis.

3. Collecting Bibliometric Data

In the initial search using Publish or Perish (PoP) software version 8.18.5090.9296 with the Scopus database, the keyword “sharenting” was used. From the Scopus database, 183 articles were obtained in Figure 1. The data included literature published between 2016 and 2025 with a focus on recent developments in sharenting. The selection criteria used in this study included publication types, such as articles, books, book chapters, conference papers, letters, notes, and reviews, resulting in 179 documents for analysis in Figure 2.



Figure 1 Publications About Sharenting Research

The graph above shows the development of the number of publications on sharenting research from 2016 to 2025. In the early years, this topic did not receive much attention, as evidenced by the low number of publications, namely 2 publications in 2016 and 4 publications each in 2017 and 2018. However, starting in 2019, there was a significant increase to 11 publications, followed by a surge to 17 publications in 2020 and remained stable in 2021. A sharper increase occurred in 2022 with 29 publications, then jumped again to 36 publications in 2023 and reached its peak in 2024 with 38 publications. Meanwhile, as of June 2025, the number of publications recorded was 25, but this figure may not yet reflect the entire year. Overall, this graph illustrates the increasing academic attention to the issue of sharenting over the past decade, indicating that this topic is becoming increasingly relevant for research as the use of social media by parents in daily life continues to grow.

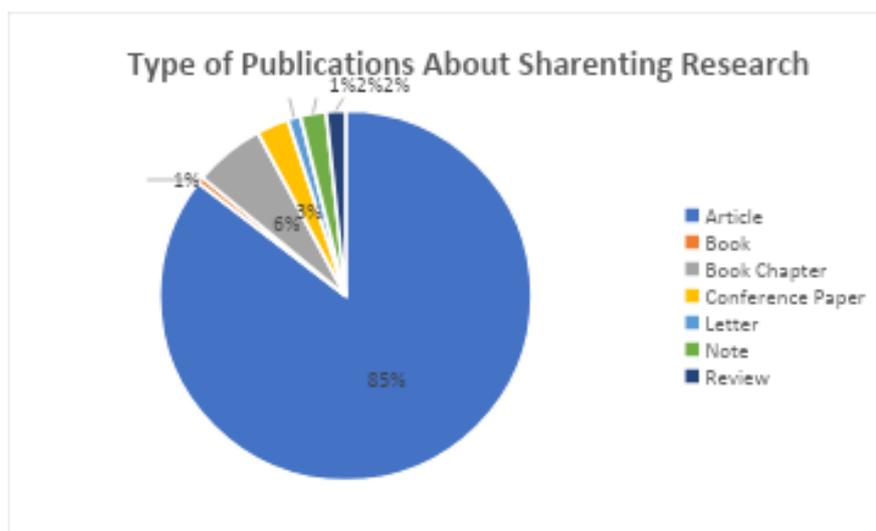


Figure 2 Type of Publications About Sharenting Research

Based on data on the types of publications related to sharenting research from 2016 to 2025, it is evident that the majority of scientific works published are journal articles, totaling 153 publications or approximately 85.5% of the total 179 publications.

The dominance of articles indicates that the topic of sharenting is more widely studied and disseminated through scientific journals, which serve as the primary medium for formal and in-depth academic discourse. Meanwhile, other forms of publication remain relatively scarce, such as book chapters (6.1%), conference papers (2.8%), notes (2.2%), reviews (1.7%), letters (1.1%), and books (0.6%). The significant increase in the number of sharenting publications from 2019 to its peak in 2024 aligns with the growth in interest in this issue, which has not only increased quantitatively but has also become concentrated in peer-reviewed scientific channels.

4. Data Data Analysis and Interpretation

The data found and successfully collected was then stored in RIS or CSV format. Next, the researchers mapped the 179 articles using VOSviewer software. To visualize and understand the structure of this study, Vosviewer was used as an approach that combines mapping and clustering techniques (Waltman et al., 2010).

VOSviewer was developed to facilitate the visualization and analysis of bibliometric data such as document networks, keywords, authors, or journals. In practice, VOSviewer allows researchers to display bibliometric maps, where nodes represent entities such as publications or authors, and the distance between nodes reflects the level of similarity or relationship, and these nodes are grouped into specific clusters based on a weighted and parametric modularity clustering algorithm that aligns with the selected mapping method (Noyons et al., 1999).

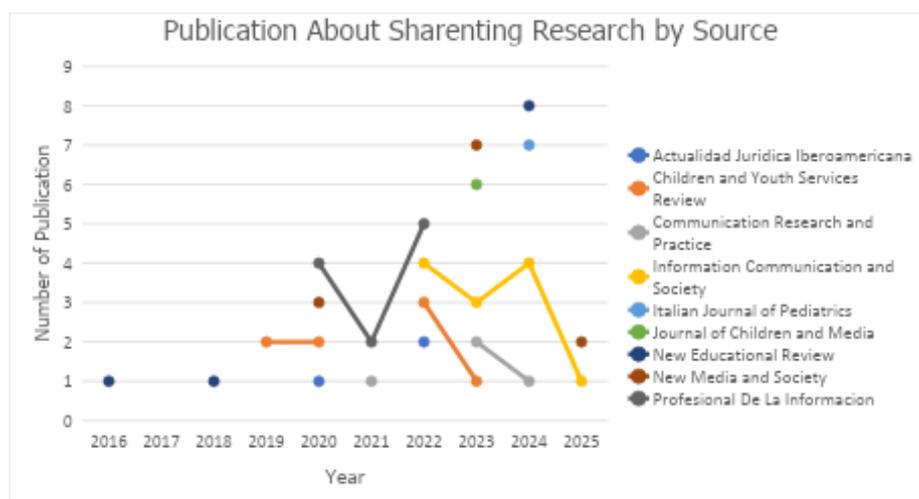


Figure 3 Publication About Sharenting Research by Source

Figure 3 above shows the trend in the number of documents on sharenting research published by five major sources from 2016 to 2025. The five sources are Profesional De La Información, New Media and Society, New Educational Review, Journal of Children and Media, and Italian Journal of Pediatrics. Profesional De La Información is the most consistent and productive source, with a significant increase since 2019 and reaching its peak in 2024 with 8 documents. Profesional de la Información is a scientific journal published in Spain by El Profesional de la Informacion and has a specific focus on bibliometrics, informetrics, indicators, information

management, libraries, documentation centers, scholarly publication, databases, intelligence, marketing, indexing, and social media networks. This journal is indexed in Scopus and is in Quartile 1 (Q1) in the category of Library and Information Sciences or Communication, indicating its high academic quality and visibility (*Profesional de La Informacion*, n.d.)

New Educational Review and Journal of Children and Media also show stable growth and record their highest numbers in 2024. Meanwhile, New Media and Society and Italian Journal of Pediatrics have more fluctuating publication patterns but still contribute significantly in key years such as 2020, 2022, and 2023. Overall, this graph indicates that these five journals are the primary channels for the dissemination of sharenting research, with the greatest contribution occurring between 2022 and 2024, reflecting the peak of academic attention to this issue.



Figure 4 Publication About Sharenting Research by Author

Figure 4 above shows the number of publications on sharenting research based on author names. This graph provides an overview of the key authors who are major contributors to studies on sharenting. D. Cino is the most prolific author in this field, with a total of 8 publications, far surpassing other authors. This shows the significant contribution of D. Cino to the development of academic literature related to sharenting, both in terms of theory, practice, and ethics. Meanwhile, several other authors have two publications each, including P. Ugwuike, A. Benevento, M. Walrave, A. Jorge, and L. Lazard. Although their number of publications is not as high as D. Cino's, the presence of these names indicates a consistent and strong academic interest in the issue of sharenting from various perspectives and academic backgrounds.

RESULT AND DISCUSSION

After considering the number of citations and other metrics, researchers analyzed the results from the PoP software into the VOSviewer software to identify frequently occurring keywords. VOSviewer was used to create bibliometric map visualizations in three different forms, namely network

Several clusters also show the expansion of themes into other areas, reflecting the multidisciplinary approach in this study. Cluster 2 includes terms such as “risk” (8), “impact” (5), and ‘challenge’ (4), indicating the connection between sharenting and issues of digital risk and psychosocial impact. Clusters 8 and 9 feature keywords such as “digital identity,” “social media platform,” and “digital mothering,” showing that the study of identity and digital parenting is becoming increasingly important in the discourse on sharenting. Other clusters, such as clusters 10, 11, and 12, with keywords like “awareness,” “young person,” and “understanding,” mark a reflective and applied approach focused on public awareness, digital understanding, and social policy responses. Cluster 7 also expands the context by discussing the limitations of representation in digital media (“limit” (2), “social medium” (25)), particularly in the construction of children’s identities by mothers (5).

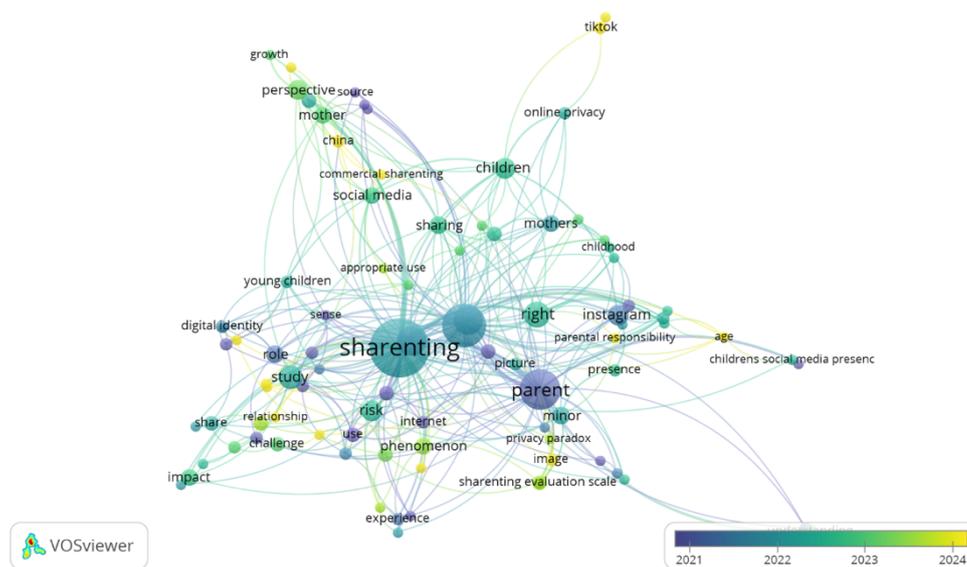


Figure 6 Overlay Visualization About Sharenting Research

The overlay visualization provides clear indications of the temporal evolution of research topics over time. This visualization adds a temporal dimension to the keyword network structure, with node colors representing the average publication year of the term. Blue indicates topics that appeared more frequently at the beginning of the period (around 2021 and earlier), while green to yellow indicates more recent appearances (2023–2024).

Core terms such as “sharenting,” “parent,” and “child” are colored blue to green, indicating that the foundational concepts of sharenting and the parent-child relationship have been a focus since the early stages of research in this field. Nodes like “study,” “role,” “privacy paradox,” and “digital identity” also appear earlier, suggesting that conceptual and ethical dimensions have long been academic concerns. Meanwhile, terms in lighter or yellowish colors such as “tiktok,” “age,” “presence,” “experience,” “challenge,” and “commercial sharenting” represent the latest research trends in sharenting, which are moving toward new platforms, issues of child representation, the dynamics of digital experiences, and practical challenges arising in current digital parenting practices.

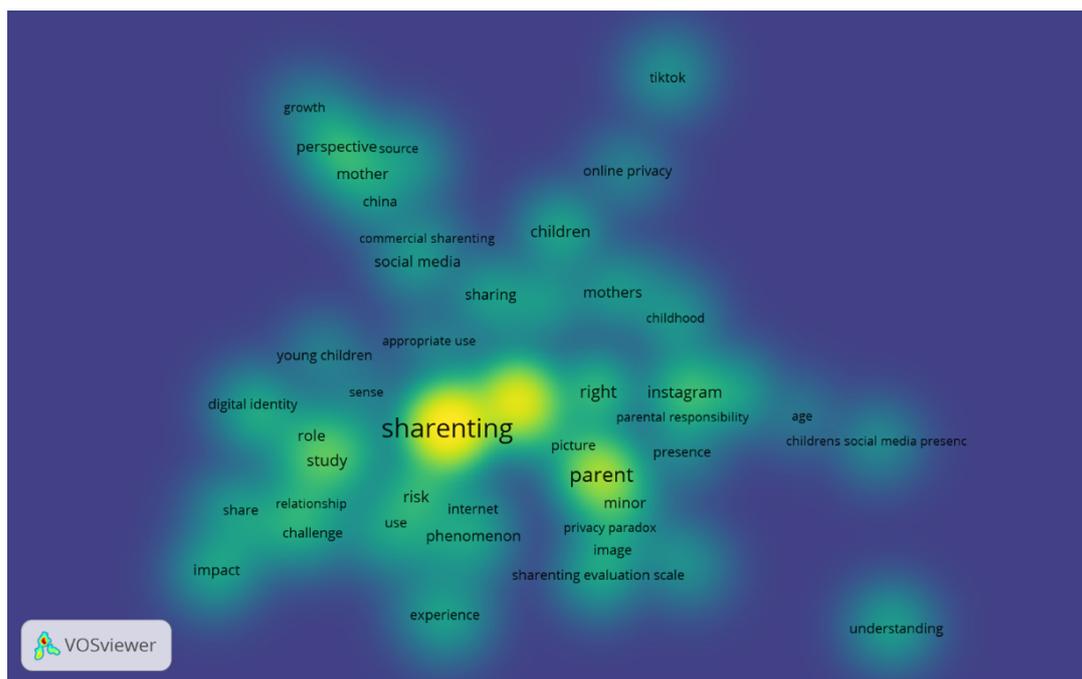


Figure 7 Density Visualization About Sharenting Research

In the density visualization of the bibliometric analysis of the topic of sharenting from 2016 to 2025, a strong thematic concentration was found in the main terms that form the core of the academic discourse on this digital practice. This visualization uses a heatmap to show the frequency density of keyword occurrences: yellow areas indicate high intensity (hotspots), while dark blue areas indicate low intensity or a more loosely distributed pattern.

The highest density center is visually marked by the word “sharenting,” which appears as the brightest and largest node, indicating the dominance of this term as the main focus in the literature. Surrounding it, several keywords that also appear with high density are “parent,” “child,” “right,” “phenomenon,” and “study.” This indicates that most publications during the analysis period focused on exploring sharenting as a social phenomenon directly related to parental roles, children’s rights, and academic approaches to it, both descriptively and conceptually.

Areas of medium to high density also form around keywords such as “social media,” “risk,” “relationship,” “internet,” and “sharing,” reflecting attention to the digital context and its consequences in the practice of sharing children's information online. Meanwhile, keywords such as “tiktok,” “online privacy,” “digital identity,” and “understanding” are in the blue-green or dark blue areas, indicating that these topics are beginning to be discussed but have not yet become the dominant focus quantitatively.

Based on the results of the bibliometric analysis of sharenting from 2016 to 2025, the focus on media and information literacy is implicit in various clusters and emerging issues. Network Visualization shows that keywords such as “privacy,” “right,” and “digital identity” indicate the involvement of media literacy values in understanding the ethical boundaries of children's online representation. In Overlay Visualization, the emergence of terms such as “tiktok,” “presence,” “image,” and “privacy paradox” in the 2023–2025 period signifies a shift in research focus toward contemporary issues closely

related to digital literacy, such as awareness of children's digital footprints and the dynamics of visual platforms. Meanwhile, in Density Visualization, although key concepts of media and information literacy such as critical evaluation, ethical information production, and data protection have not yet become the center of research density, the underlying terms have emerged as part of the developing peripheral layer.

CONCLUSION

A bibliometric analysis of sharenting literature during the period 2016–2025 shows that this issue has grown rapidly, not only as a social practice of parents sharing information about their children on digital media, but also as a field of study that extends to the conceptual, emotional, legal, and technological realms. The three forms of visualization (network, overlay, and density) reveal that current sharenting research centers on the relationship between parents, children, and social media, with a primary focus on the sharenting phenomenon, children's rights, and parental motivations. However, issues such as children's digital representation, self-identity, family content monetization, and the role of social media platforms are beginning to emerge as new developing topics. These themes remain on the periphery of the main discourse but hold significant potential for further exploration, particularly from ethical and digital literacy perspectives.

Although the term “media and information literacy” has not yet become a key keyword, its conceptual foundations are evident across various dimensions of sharenting research. This indicates that the discursive space for developing a media and information literacy approach in sharenting studies remains wide open. This study reinforces the relevance and urgency of integrating a media and information literacy framework into further research, particularly to assess how parents understand, manage, and ethically disseminate information about their children in the digital ecosystem.

REFERENCES

- Cataldo, I., Lieu, A. A., Carollo, A., Bornstein, M. H., Gabrieli, G., Lee, A., & Esposito, G. (2022). From the Cradle to the Web: The Growth of “Sharenting”—A Scientometric Perspective. *Human Behavior and Emerging Technologies*, 2022, 1–12. <https://doi.org/10.1155/2022/5607422>
- Collins English Dictionary. (n.d.). *SHARENTING definition and meaning* | Collins English Dictionary. Retrieved June 24, 2025, from <https://www.collinsdictionary.com/dictionary/english/sharenting>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Leckart, S. (2012). *The Facebook-Free Baby* - WSJ. Wall Street Journal. <https://www.wsj.com/articles/SB10001424052702304451104577392041180138910#articleTabs%3Darticle>
- Mardiansyah, I., Sumardjo, S., Sarwoprasodjo, S., & Herawati, T. (2024). Charting the Course: A Bibliometric Analysis of Emerging Trends in Communication and

- Resilience Research. *Journal of Intercultural Communication*, 68–83.
<https://doi.org/10.36923/jicc.v24i4.916>
- Noyons, E. C. M., Moed, H. F., & Van Raan, A. F. J. (1999). Integrating research performance analysis and science mapping. *Scientometrics*, 46(3), 591–604.
<https://doi.org/10.1007/BF02459614>
- Omotehinwa, T. O. (2022). Examining the developments in scheduling algorithms research: A bibliometric approach. *Heliyon*, 8(5), e09510.
<https://doi.org/10.1016/j.heliyon.2022.e09510>
- Oxford University Press. (n.d.). *sharenting, n. meanings, etymology and more | Oxford English Dictionary*. <https://doi.org/https://doi.org/10.1093/OED/2090446512>
- Profesional de la Informacion*. (n.d.). Retrieved June 28, 2025, from <https://www.scimagojr.com/journalsearch.php?q=6200180164&tip=sid&clean=>
- Tosuntaş, Ş. B., & Griffiths, M. D. (2024). Sharenting: A systematic review of the empirical literature. *Journal of Family Theory & Review*, 16(3), 525–562.
<https://doi.org/10.1111/jftr.12566>
- van Raan, A. F. J. (1996). Advanced bibliometric methods as quantitative core of peer review based evaluation and foresight exercises. *Scientometrics*, 36(3), 397–420.
<https://doi.org/10.1007/BF02129602>
- van Raan, T. (2014). Advances in bibliometric analysis: Research performance assessment and science mapping. In W. Blockmans, L. Engwall, & D. Weaire (Eds.), *Bibliometrics: Use and Abuse in the Review of Research Performance* (Vol. 87, pp. 17–28). Portland Press Ltd.
- Waltman, L., van Eck, N. J., & Noyons, E. C. M. (2010). A unified approach to mapping and clustering of bibliometric networks. *Journal of Informetrics*, 4(4), 629–635.
<https://doi.org/10.1016/j.joi.2010.07.002>

