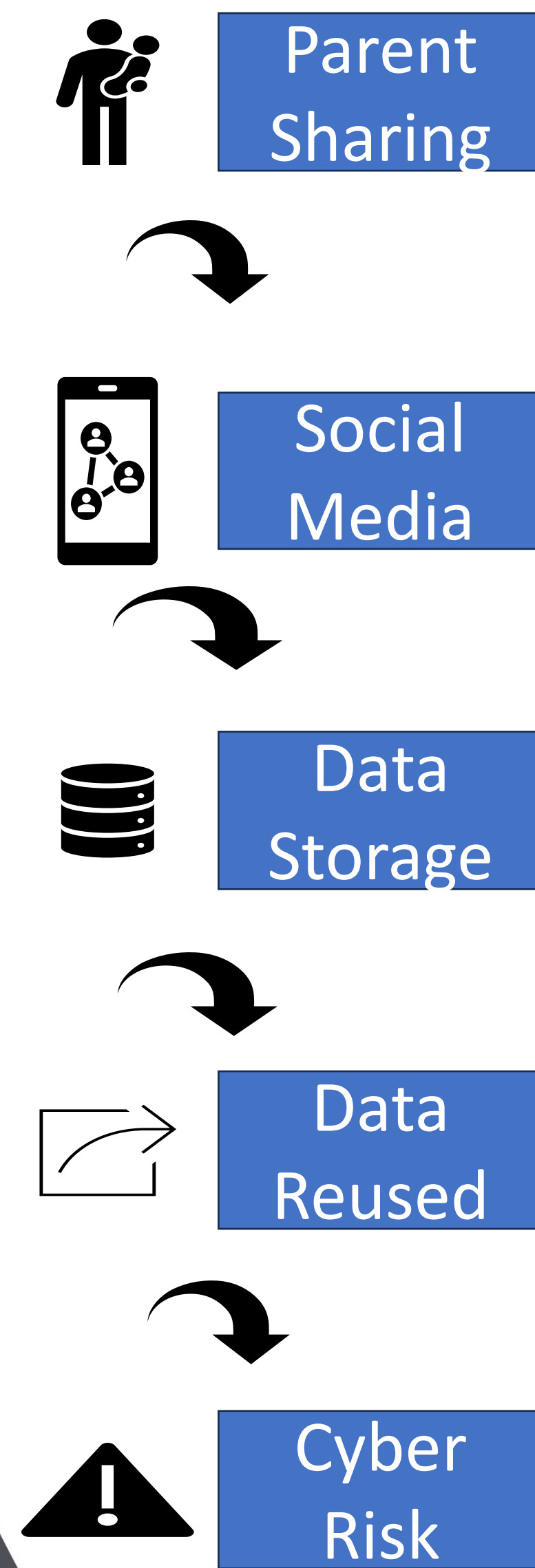


# Sharenting in Ireland: An Empirical Study of Parental Awareness and Children's Digital Risk

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<h3>Introduction</h3> <ul style="list-style-type: none"> <li>• Sharenting refers to parents who share content about their children online.</li> <li>• Social Media has normalised this behaviour.</li> <li>• Children's data is often created before they can consent.</li> <li>• This raises concerns about children's digital footprint and long-term data exposure.</li> </ul>	<h3>Literature Review</h3> <ul style="list-style-type: none"> <li>• Sharenting is widely normalised in digital culture</li> <li>• Parents continue sharing despite awareness (privacy paradox).</li> <li>• Risks include: data permanence, identity misuse, AI/deepfake exploitation.</li> <li>• GDPR provides limited protection in family contexts</li> </ul>	<h3>Early Findings</h3> <p>The findings indicate that parents engage in selective and infrequent sharenting, usually limited to important events. Parents demonstrated an awareness of general online risks such as identity theft and predators but there was less recognition and understanding of more complex or long-term digital risks, including data reuse and AI-related threats. Parents rely on privacy settings and perceive greater control over their content than reality. Also, there is a clear lack of trust in social media platforms, contrasted with higher trust in personal networks. Overall, the findings suggest a gap between parental awareness and actual digital risk, highlighting the presence of a privacy paradox in sharenting behaviours.</p> <h3>Next Steps</h3> <ul style="list-style-type: none"> <li>• Further exploration of parental awareness of digital risks.</li> <li>• Develop recommendations for safer sharenting practices.</li> <li>• Examine platform responsibility in protecting children's data.</li> </ul>
<h3>Research Questions</h3> <p>RQ1- How do parents in Ireland engage in sharenting?                  RQ2- To what extent are parents aware of the potential cybersecurity related risks to their children?                  RQ3- How do parents perceive the role of regulatory bodies and platforms in protecting their children's online data from harm?</p>	<h3>Methodology</h3> <ul style="list-style-type: none"> <li>• Mixed methods (Quantitative &amp; Qualitative)</li> <li>• Online Survey</li> <li>• Semi-structured interviews</li> <li>• Thematic analysis</li> </ul> 