

**UNIVERSITI TEKNOLOGI MARA**

**USER PERCEPTION OF ETHICAL  
AWARENESS ON SHARENTING IN  
FACEBOOK**

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## **ABSTRACT**

Sharenting is an act of a parent who habitually sharing a lot of information regarding their children via social media. However, excessive sharenting increases exposure to risk to both the young parents and the children as more personal information are being shared publicly. Since sharenting has become a trend in social media, people have the tendency to follow it hence a lot of details are being shared by young parents regarding their children, in ethical awareness or without. Therefore, this research is conducted to study the user perception on ethical awareness on sharenting in Facebook. The result of this research is established using qualitative method, which is by interviewing five young parents to obtain the data. Nevertheless, there are limitations as the research only focuses on one social media, namely Facebook. From the findings of this research, a best practice or guidelines are proposed on how to ensure an appropriate sharenting as to reduce the negative impacts of the activity. Referring to the findings, most of the young parents know how to filter what is appropriate and what is not to be shared in Facebook. Most of the participants were just sharing happy moments with their friends and families, and sharing information and advices, encouragement and there were a few factors stated by the participants during the interview sessions, for example, to stay connected, to get advice, motivation and encouragement from friends and families and following the trend. These factors showed the positive side of sharenting.

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