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Datafication and Commodification of Children on Instagram: Personal Data Protection in Indonesian Sharenting Practices

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Abstract
The rapid growth of social media has contributed to the rise of "sharenting," the practice of parents sharing their children's personal information on digital platforms. This study aims to analyze how the child is represented in sharenting practices on the Instagram account @ameenaatta, utilizing a communication framing perspective. A qualitative approach employing digital content analysis was used to examine ten Instagram posts with the highest engagement levels, published between March and May 2026. Data were analyzed using NVivo 12 through coding and interpretation of child representation, datafication, commodification, and personal data protection. The results indicate that the child is consistently framed through visual and narrative representations that highlight her identity, daily activities, abilities, family relationships, and positive character traits. These representations not only generate a digital data trail through the publication of the child's face, name, activities, and environment, but also contribute to the creation of attention value and economic value within the Instagram ecosystem via product promotions and brand placements. The findings also reveal that the intensity of the child's representation expands digital visibility while simultaneously increasing exposure of her personal data. Thus, sharenting can be understood as a digital communication practice that simultaneously shapes the child's representation, generates digital data, and creates economic value. These findings underscore the importance of digital communication practices that take into account privacy rights, the child's position as a social subject, and the child's best interests.

Keywords:
Sharenting, Framing, Datafication, Commodification, Personal Data Protection

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Introduction

The development of digital communication technology has significantly changed people's interaction patterns (Farhaeni & Martini, 2025). The presence of social media has increasingly blurred private and public spaces because personal activities can now be easily published and widely consumed by internet users (Yuniar et al., 2026). One platform that has a major influence on today's digital culture is Instagram (Nazila et al., 2026). According to the 2026 digital report from We Are Social, Instagram ranks second as the most used social media application by internet users in Indonesia aged 16+, at 82.4%. Instagram is not only used as a means of sharing information and entertainment, but also as a space for content production, digital identity formation, and attention-based economic activities (attention economy) (Boucaud, 2025).

The United Nations Children's Fund (UNICEF) explains that the development of digital technology has changed the meaning of children's privacy. Children's personal data is now collected, analyzed, and utilized by various digital actors, increasing the risk of privacy violations

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if not accompanied by adequate protection mechanisms. This phenomenon is often carried out by parents of children, called sharenting. Sharenting is the practice of parents sharing their children's activities, photos, videos, and personal information through social media (Hidayati, Meliani, & Yulianto, 2023). This phenomenon is growing with the increasing popularity of Instagram celebrities who make family life part of their digital communication strategy. Children are no longer just present as part of the family's private space, but also become an important element in shaping the family's image, increasing engagement, and attracting content on social media (Marasli, 2016).

The development of social media has changed the way parents document and share family life (Hopiani & Ruwaida, 2025). One phenomenon that is increasingly being studied is sharenting, the practice of parents sharing photos, videos, and personal information about their children through social media platforms (Blum-Ross & Livingstone, 2017). Initially, this practice was seen as a form of digital documentation, sharing parenting experiences, and strengthening social relationships between parents. However, the development of social media culture has made sharenting no longer simply a personal activity but rather part of a digital communication practice that results in the public exposure of children's identities (Adawiyah & Rachmawati, 2021). On influencer social media accounts, sharenting practices have different characteristics than those of ordinary users. Children are not only presented as family members but also become a crucial element in building a personal image, increasing audience engagement, and strengthening the family's digital identity. As a result, children's lives are increasingly being documented and shared through digital platforms from an early age.

The practice of sharenting demonstrates a tendency to commodify children on social media. Children are positioned as part of digital content that holds economic and attention value. The presence of children in celebrity Instagram posts often generates a higher number of likes, comments, and interactions than other content (Verwijvel et al., 2019). In an algorithmic society, high audience engagement leads platform algorithms to continuously increase the visibility of engaging content (Ranzini et al., 2020). As a result, children have the potential to become part of a digital economic mechanism that exploits public attention as a source of value.

In addition to commodification, this phenomenon is also related to the process of datafication of children. Van Dijck, Poell, and De Waal (2018) explain that datafication is a digital platform mechanism that transforms various human activities into data that can be collected, stored, analyzed, and processed through digital technology. In a platform society, every user activity, whether in the form of posts, comments, or digital interactions, generates a data trail that is valuable to the platform. On social media, the datafication process occurs not only through information consciously shared by users, but also through digital behavior patterns, social relationships, preferences, and communication activities recorded by the platform's algorithms (Goniwada, 2023). Thus, a person's digital identity is formed from the accumulation of data continuously produced through daily activities. In the context of sharenting, datafication occurs when a child's face, name, activities, location, abilities, and social relationships are repeatedly published, forming a digital profile from an early age. The more information is published, the more comprehensive the platform's digital data about the child becomes.

In addition to generating data, social media also encourages commodification. Van Dijck, Poell, and De Waal (2018) explain that commodification is the process by which activities, social relationships, and individual representations are transformed into commodities with economic value within the digital platform ecosystem. This value derives not only from direct economic

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transactions, but also from attention, user interaction, and algorithmic distribution (Bertrand & Panitch, 2024). In the practice of sharenting, children often take center stage in various forms of digital content. Their presence can increase the number of views, comments, and audience engagement compared to other content. Many influencers leverage children's popularity to support product promotions, brand placements, and commercial collaborations with various brands. Thus, children are not only the subjects of family documentation but also part of marketing communication strategies that generate economic value for account holders and digital platforms. Datafication and commodification are two distinct yet interrelated concepts. Datafication can be understood as the process of producing digital data, while commodification is the process of utilizing that digital data to generate economic value and attract public attention (Mascheroni, 2020).

In social media practices, children's faces, names, emotional expressions, daily activities, locations, and even personal habits can become digital data traces that continue to circulate in public spaces (Ugwudike, et al., 2024). Children can even develop digital identities from an early age, before they have the ability to understand or consent to the distribution of their personal data (Ouvrein & Verswijvel, 2019). Thus, in the social media ecosystem, children are not only represented as part of family life but also have the potential to become digital commodities that generate attention, audience engagement, and economic benefits for account holders and the platform ecosystem (Emma, 2026).

This issue is becoming increasingly important because children are a vulnerable group in the digital space. Openly sharing children's personal data has the potential to pose various risks, such as privacy violations, identity theft, digital exploitation, and misuse of personal data (Pratama & Mutiarin, 2023). In Undang-Undang Nomor 27 Tahun 2022 tentang Perlindungan Data Pribadi (Law Number 27 of 2022 concerning Personal Data Protection) categorizes children's personal data as data requiring special protection. However, in social media, children's personal data is still frequently exposed openly for content purposes and to increase engagement (Faradila & Asri, 2025).

Children are a group that has the right to privacy protection in the digital space. According to UNICEF (2021), the development of digital technology increases the risk of massive collection, storage, and use of children's personal data, necessitating stronger protection of children's digital rights. In Indonesia, this protection is strengthened through Undang-Undang Nomor 27 Tahun 2022 tentang Perlindungan Data Pribadi (Law Number 27 of 2022 concerning Personal Data Protection), which places children's personal data as a category of data requiring special protection. Data such as faces, names, locations, habits, and family information can become part of a child's digital identity, potentially subject to misuse if published without considering security and privacy aspects. In sharenting practices, the publication of children's biometric data, daily activities, and even social relationships can expand a digital footprint that is difficult to erase. Therefore, protecting children's personal data is not only related to information security, but also concerns the child's right to determine their future digital identity (Tumturk, 2026).

This phenomenon is evident in the posting practices of a number of Indonesian Instagram celebrities, who consistently feature children in various forms of digital content. The child figures of Instagram celebrities often appear in both personal and commercial posts and receive high levels of interaction from the audience. The presence of children in social media content not only strengthens audience engagement but also contributes to the formation of the celebrity family's digital identity in the digital space (Nugroho & Amali, 2025). The intensity of children's

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appearance in social media ultimately demonstrates how children's digital identities are produced and disseminated from an early age through digital platforms (Siibak & Traks, 2019).

Childhood studies offers an important perspective for understanding how children are represented in sharenting practices. Rather than treating childhood only as a biological or developmental stage, the sociology of childhood emphasizes that childhood is socially constructed and that children should be recognized as social actors within their everyday social worlds. This perspective is relevant to Instagram communication because the child may be socially present and active while the public representation of that child is selected and managed by adults. The distinction allows this study to examine children as social actors without assuming that the analyzed posts were produced or controlled by the child (James & Prout, 2001).

A feminist perspective on digital mothering further positions sharenting as a communicative and relational practice. Research on digital mothering shows that posting family images can be connected to pride, care, family identity, and the performance of motherhood in online environments. Sharenting therefore cannot be reduced to intentional exposure or commercial promotion alone; it can also involve affective and relational work through which family life is communicated to networked audiences (Lazard et al., 2019; Lazard, 2022). The gendered dimension of digital care is also important because mothers may undertake substantial unpaid work to manage, mediate, and negotiate children's digital lives (Heaselgrave, 2025).

Child representation on Instagram also occurs within a platform environment in which visibility is shaped by interactions among users, audiences, and algorithmic systems. Research on Instagram influencers describes visibility as a negotiated process in which creators adapt their communication practices to perceived algorithmic conditions. In this study, high audience interaction is used only as a sampling criterion; it is not treated as evidence that the algorithm caused the engagement. Instead, algorithmic visibility is considered a contextual condition that helps explain why child-centered representations can become attention-bearing communication (Cotter, 2019).

The discussion can also be connected to digital citizenship, particularly the ethical and communicative responsibilities that accompany participation in digital spaces. Digital citizenship includes ethics, media and information literacy, participation and engagement, and critical resistance. Applied to sharenting, these dimensions encourage consideration of privacy, data protection, responsible participation, and the interests of people represented in digital communication. This framework helps connect the empirical analysis of Instagram content with the broader question of how family communication can be practiced responsibly when children's identities and personal data are involved (Choi, 2016).

Previous research has examined sharenting from several perspectives, particularly children's privacy, digital identity, and parental disclosure. Hidayati, Meliani, and Yulianto (2023), for example, discuss sharenting in relation to children's privacy rights and the risks of publishing children's information on social media. These studies establish that sharenting is not merely a private family activity because parental posts can create persistent public representations of children. However, the communication processes through which particular aspects of the child are repeatedly selected and made salient require further attention.

Research has also examined the commodification of children in social media content. Hastutik, Widagdo, and Lukmantoro (2024) show that children can become part of entertainment and endorsement practices in TikTok content, while Nugroho and Amali (2025) discuss the commercialization of children through kid-influencer content. These studies demonstrate the

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relationship between child representation, audience attention, and economic value. Nevertheless, they do not fully explain how commercial meaning develops from the communicative framing of children within everyday family-oriented content.

Research on Instagram has likewise shown that sharenting can combine advocacy, representation, and commodification. Ruiz-Gomez, Marôpo, and Jorge (2024), for instance, examine an Instagram case in which child representation serves both advocacy and commercial purposes. Such findings demonstrate that child-centered communication can simultaneously perform social and economic functions. The present study builds on this literature by examining how these functions are organized through recurring visual and textual representations of the child in an Indonesian celebrity Instagram account.

The research gap addressed by this study is therefore not the absence of research on sharenting, but the limited integration of representation, audience visibility, datafication, commodification, and personal-data exposure within a single communication-centered analysis. Previous studies have provided important evidence about privacy risks and commercial practices, yet less attention has been given to how recurring communicative choices make particular meanings of childhood salient while simultaneously producing digital traces and attention value. This study addresses that gap by using framing theory as a middle-range communication theory to analyze how children are communicatively framed in highly interacted-with Instagram posts. Datafication, commodification, algorithmic visibility, and personal-data protection are consequently treated as interconnected dimensions of the central communication process rather than as separate research objectives. The choice of the Instagram platform is based on the fact that Instagram is a visual-based platform that allows users to share photos, videos, reels, and stories intensively, thus providing greater space for children's digital identity exposure practices compared to text-based platforms.

Based on this background, this study aims to analyze how children are communicatively framed through sharenting practices on the Instagram account @ameenaatta. The analysis focuses on how visual and textual elements make the child salient as a family subject, a social and developmental figure, and an attention-bearing or promotional figure. Datafication, commodification, algorithmic visibility, and personal-data exposure are examined as interconnected consequences and dimensions of this communication process. This focus is intended to strengthen the contribution of the study to digital communication research while retaining the ethical concern for children’s privacy and personal data.

Analytical Framework

This study uses framing theory as the principal middle-range communication framework. Framing explains how communication selects and emphasizes particular aspects of a subject so that certain meanings become more salient to audiences (Entman, 1993). In this study, framing is applied to the visual, textual, relational, and promotional choices through which the child is represented in Instagram posts. The framework does not seek to infer the child’s psychological condition, intentions, or subjective experience. Instead, it examines how adult-managed social media communication organizes the public meaning and visibility of the child.

The analytical process is organized around one central construct: communicative framing of children. Four empirical dimensions are used to operationalize this construct. First, child representation identifies the aspects of the child that are made salient, including face, name, activities, abilities, family relationships, emotional expression, and private space. Second,

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audience visibility examines child-centered visual focus, interaction, and promotional cues. Third, datafication and commodification examine how repeated representations become digital traces and how child-centered communication can be connected to attention, branding, promotion, or economic value. Fourth, personal-data exposure examines biometric, identity, behavioral, relational, and environmental information disclosed through posts and audience responses. Childhood studies, digital mothering, algorithmic visibility, and digital citizenship are used as contextual perspectives for interpreting these communication patterns.

Research Method

This study uses a qualitative approach with digital content analysis to examine how children are communicatively framed in Instagram sharenting. Digital content analysis is appropriate because the unit of analysis contains visual, textual, and interactional elements that jointly construct meaning (Krippendorff, 2018). The analysis is guided by framing theory (Entman, 1993), while childhood studies, digital mothering, algorithmic visibility, and digital citizenship provide contextual concepts for interpreting the findings.

The research data consisted of uploaded photos, videos, reels, captions, and audience interactions in the form of comments featuring Ameena. To obtain an information-rich sample, the study analyzed 10 posts with the highest number of comments from the @ameenaatta account during March–May 2026. The selection of highly interacted-with posts is used to examine communication that received substantial public response. It does not establish that Instagram's algorithm caused the observed engagement or that the selected posts represent all sharenting practices. The unit of analysis therefore remains the communicative content of the selected posts and the visible audience responses surrounding them.

Data collection was conducted through non-participant observation of public posts on Instagram. All posts were documented in the form of screenshots that included photos or videos, captions, number of likes, number of comments, upload time, and the researcher visually described each post. The study only used publicly available data and did not interact with or access private information. Data analysis was conducted using NVivo 12 software through a coding process based on categories that had been developed from the research theoretical framework. The analysis stages included: (1) importing all data into NVivo; (2) conducting open coding for each post; (3) grouping data into nodes based on the categories of datafication, commodification, and personal data protection; (4) analyzing relationships between categories using the query coding and matrix coding features; and (5) presenting the analysis results in the form of tables, diagrams, and visualizations generated by NVivo.

The research analysis categories were organized around the single central focus of communicative framing. Datafication identifies how the child's face, name, activities, abilities, relationships, and other information become recurring digital representations. Commodification identifies how child-centered representations can be connected to attention, promotion, endorsement, and economic value. Personal-data exposure identifies the forms of biometric, identity, behavioral, relational, and environmental information made publicly available. These categories are treated as empirical dimensions of communication rather than independent research objectives, allowing the analysis to remain focused on how meaning, visibility, and value are constructed around the child through Instagram content.

This study applies the principles of digital research ethics by using only publicly available data from Instagram accounts. The research does not aim to assess or judge specific individuals,

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but rather to analyze digital communication phenomena related to the practices of datafication, commodification, and the protection of children's personal data in social media culture. All analyses were conducted objectively based on the available data and the theoretical framework used.

Result and Discussion

Overview of Research Object

The results are interpreted through the communication framing framework described above. The central question is how recurring visual and textual selections make particular aspects of the child salient to audiences. The NVivo categories of datafication, commodification, and personal-data protection are therefore read as interconnected communication outcomes: the same representation can construct family meaning, attract attention, produce digital traces, and become incorporated into promotional communication. This interpretation keeps communication as the primary analytical focus while allowing the broader implications for privacy and children's digital identities to be discussed.

The analysis of 10 Instagram posts shows that child datafication occurs through recurring communicative selections of different aspects of Ameena's life. The most prominent categories include the child's face, name, daily activities, family relationships, abilities, communication skills, and private space. From a framing perspective, repeated selection of these elements makes the child visible as a recognizable family and social subject. The account therefore does more than document family moments; it repeatedly constructs a public digital representation of the child through visual and textual communication.

The Practice of Datafication of Children in Instagram Posts

The analysis of 10 Instagram posts shows that the practice of child datafication occurs consistently through the publication of various aspects of Ameena's life. Based on the results of coding using NVivo 12, the most dominant datafication categories include the child's face, child's name, daily activities, family relationships, child's abilities, communication skills, and private space. These findings indicate that the Instagram account @ameenaatta not only documents family moments, but continuously builds Ameena's digital identity through visual and textual information that is continuously published.

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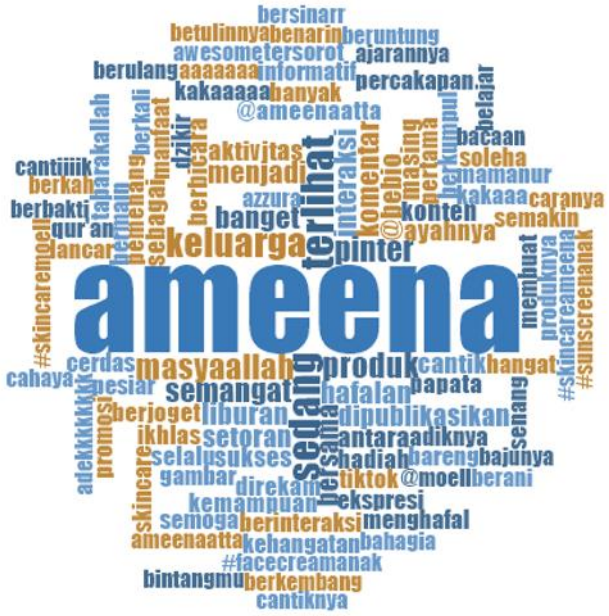


Figure 1. Word Cloud Results of Word Frequency Query Nvivo 12
Source: Researcher Analysis Results, 2026

Based on the results of the Word Frequency Query in NVivo 12, the word Ameena is the most dominant term in the overall data. Furthermore, words such as family, smart, enthusiastic, beautiful, promotion, and product also have a high frequency of occurrence. The dominance of these words indicates that the narrative constructed in Instagram posts not only centers on Ameena's identity as a child, but also highlights her family relationships, development of skills, and daily activities. These findings indicate that children's representations on social media are formed through a combination of personal identity, family relationships, and activities that are repeatedly published, resulting in an increasingly rich digital data footprint.

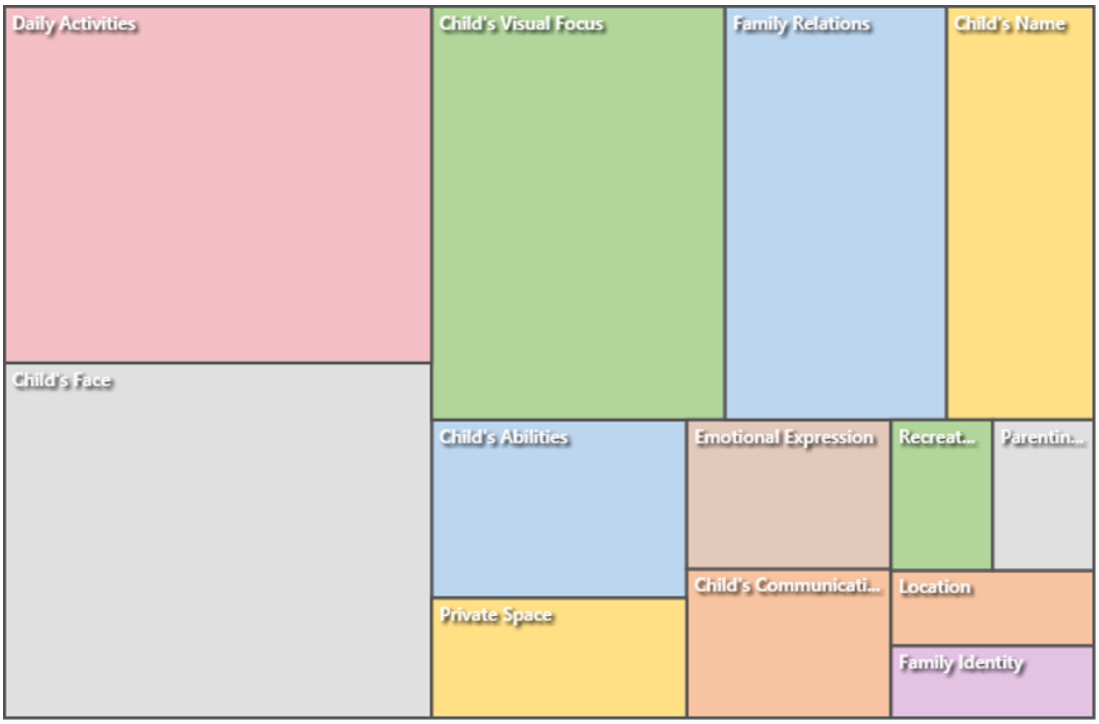


Figure 2. Hierarchy Chart of Datafication Nodes
Source: Researcher Analysis Results on Nvivo 12, 2026

Figure 2 shows that Child Face and Daily Activities have a dominant coding proportion. These categories indicate that the child is frequently made salient through visual representations of everyday life. Such framing organizes the audience's attention around the child's appearance and activities, while also producing recurring digital traces. The finding is consistent with the childhood-studies perspective that childhood is socially constructed through social relations and representations, while also showing that the child's public representation is largely managed through adult communication (James & Prout, 2001).

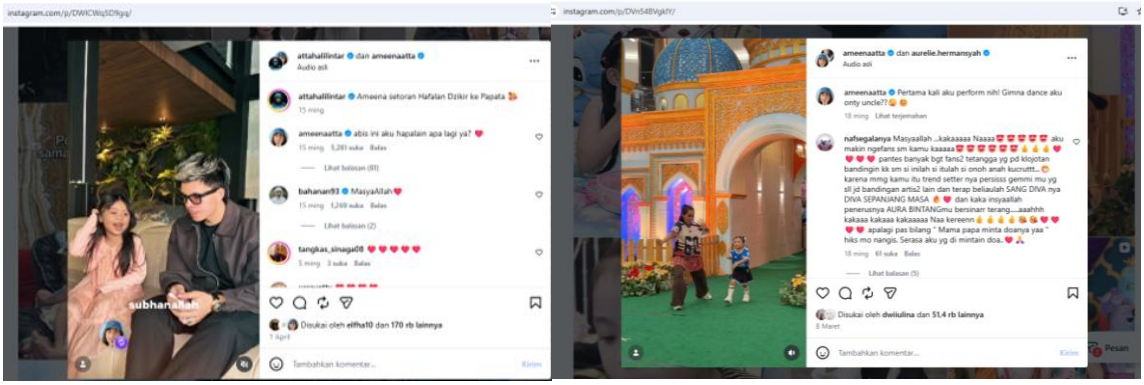


Figure 3. AM02 Ameena's upload of memorization deposit (left)
Figure 4. AM07 upload of Ameena dancing (right)
Source: Instagram @ameenaatta, 2026

Beyond daily activities, the posts also showcase the development of children's abilities. For example, in post AM02, Ameena is shown reciting a memorized prayer and a short chapter from the Quran to her father. Meanwhile, in post AM07, Ameena performs a dance in public, receiving high praise from the audience. Documenting these cognitive abilities, communication skills, and emotional development indirectly enriches the child's digital data footprint. Thus, the resulting digital identity not only encompasses basic information but also reflects the child's character, competencies, and social interaction patterns.

The findings of this study align with the views of Van Dijck, Poell, and De Waal (2018) who stated that datafication is a digital platform mechanism that transforms various aspects of human life into data that can be collected, stored, analyzed, and circulated through digital technology. On the Instagram account @ameenaatta, Ameena's various activities, such as playing with her family, memorizing prayers, dancing, and even product promotion activities, are no longer merely documentation of family life, but have been converted into digital data that is continuously published and stored on the platform. Thus, children's daily lives undergo a process of transformation into data that can be accessed, distributed, and continuously reproduced through social media mechanisms. Furthermore, Van Dijck, Poell, and De Waal (2018) explain that user-generated data is a crucial asset in the digital platform ecosystem because it supports the operation of algorithms and creates economic value. The findings of this study indicate that each post featuring Ameena generates various forms of data, ranging from visual data in the form of children's faces, identity data in the form of names, to behavioral data through daily activities documented in photos and videos. Furthermore, thousands of comments, likes, and audience

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interactions on each post also become part of the data continuously processed by Instagram's algorithm to increase content visibility. In other words, the datafication of sharenting practices not only creates a digital footprint for children but also creates valuable interaction data for digital platforms.

Overall, the research findings demonstrate that the datafication practices on the Instagram account @ameenaatta not only produce visual documentation of a child's life but also construct an increasingly complex digital profile through the accumulation of repeatedly published personal information. This process demonstrates that sharenting practices on social media contribute to the formation of children's digital identities while expanding the data footprint stored within the digital platform ecosystem. These findings provide a foundation for understanding how children's data can subsequently acquire economic value through commodification practices, discussed in the following subsection.

The Practice of Commodifying Children in Instagram Posts

The analysis of 10 Instagram posts shows that child commodification is connected to the way the child is framed as a central visual and narrative element. The dominant categories include Children as Content Focus, Audience Attention, Product Promotion, Brand Placement, Promotional Strategy, and Child Branding. These categories do not mean that every appearance of the child is commercial. Rather, they show how a communicative frame centered on the child can become connected to audience attention and promotional communication when products, brands, or calls to action are incorporated into the content.

To examine the interconnected patterns between nodes formed in this commodification practice, researchers conducted a coding similarity analysis. The results of these relationships are presented in the following dendrogram.

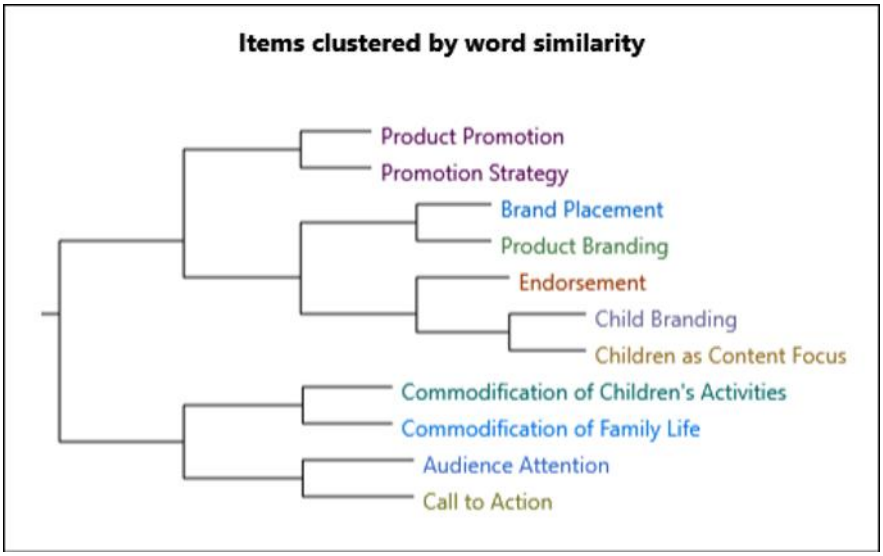


Figure 5. Dendogram of Commodification Node Clusters Based on Coding Similarity
Source: Researcher Analysis Results on Nvivo 12, 2026

Based on the results of the NVivo 12 analysis, this diagram clearly shows how the activities of children of Instagram celebrities are transformed into business commodities through two large groups. The first group (top) shows that every appearance of children is part of a structured promotional and endorsement strategy, where the visual charm of children is deliberately made

the main focus (Children as Content Focus) to strengthen the image of a product (Product Branding). The second group (bottom) proves that private spaces such as children's daily activities and family life have been commodified to harvest netizens' attention (Audience Attention). The relationship between these categories confirms that in the social media ecosystem, children's innocence and daily lives are no longer purely personal, but are systematically packaged to generate economic profit and encourage consumer action (Call to Action).

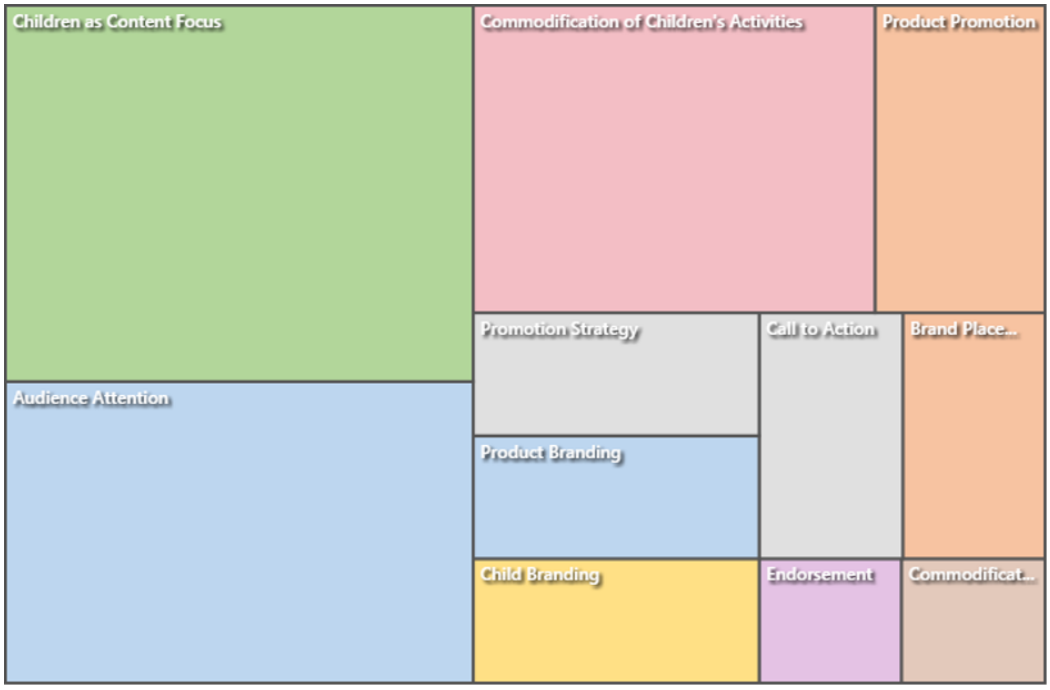


Figure 6. Commodification Node Hierarchy Chart
Source: Researcher Analysis Results on NVivo 12, 2026

Figure 6 shows that Children as Content Focus has the highest coding proportion, followed by Audience Attention and Commodification of Children's Activities. Product Promotion, Promotional Strategy, Product Branding, Child Branding, and Endorsement also appear in the coding structure. These findings indicate that the child's visibility is not only a representational feature but can also become a resource within promotional communication. From a digital-mothering perspective, family posting may involve affective and relational work, while influencer communication can simultaneously operate within expectations of visibility and commercial participation (Lazard et al., 2019; Lazard, 2022).

The predominance of child nodes Children as Content Focus indicates that Ameena's presence is a key element attracting audience attention. Nearly all posts place Ameena's face, expressions, and activities as the main object of the content, thereby building an emotional connection with Instagram followers. This strategy demonstrates that the attractiveness of children is a crucial factor in increasing public attention to published posts. In addition to being the visual center of attention, the analysis also shows that children are utilized in various promotional activities. In several posts, Ameena is not only shown using a product but also invites followers to purchase or participate in a promotional program held by a particular brand. The presence of captions containing giveaways, the use of promotional hashtags, mentions of brand accounts, and instructions to audiences to follow the product account indicate that these posts

have become part of digital marketing activities.

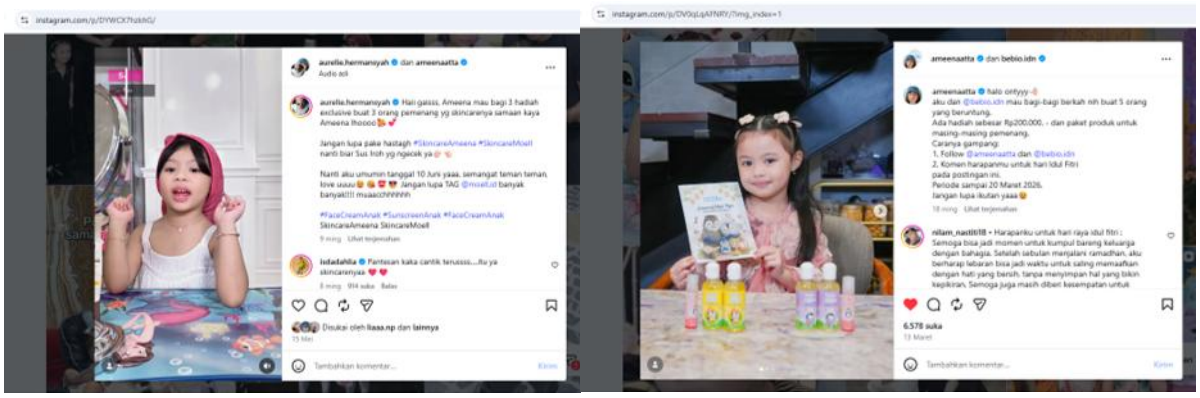


Figure 7. AM03 Moell Skincare Promotion Post (left)
Figure 8. AM10 Upload Bebio Product Promotion (right)
Source: Instagram @ameenaatta, 2026

For example, in AM03's post, Ameena is the main character in a promotion for Moell children's skincare products. In the video, Ameena demonstrates the product's use while explaining its benefits to the audience. The caption also includes an invitation to enter a giveaway, uses the hashtags #SkincareAmeena and #SkincareMoell, and mentions the official account @moell.id. This finding suggests that child representation is being used as a promotional medium, expected to increase audience engagement with the marketed product. A similar practice was also found in AM10's post, which features Ameena in a promotion for Bebio products. In addition to showing Ameena's face as the main focus of the photo, the caption invites followers to enter the giveaway by following the accounts @ameenaatta and @bebio.idn and leaving a comment on the post. The high number of comments on this post indicates that Ameena's involvement as the main figure successfully increased audience participation in the promotional activity. Thus, the presence of children not only functions as a representation of the family but also as an attraction that supports digital marketing strategies.

The findings of this study align with the views of Van Dijck, Poell, and De Waal (2018), who explain that commodification in platform ecosystems occurs when activities, social relationships, and individual representations are transformed into commodities with exchange value in the digital marketplace. In the context of this research, Ameena's representation not only serves as documentation of family life but also as a digital asset used to attract audience attention, increase engagement, and support the promotion of various products. Thus, the value held by children is no longer limited to personal relationships within the family but has shifted to economic value that can be utilized in digital marketing activities.

The findings also show that commodification does not always require explicit advertising. Everyday activities can become attention-bearing communication when they are repeatedly presented, circulated, and responded to by audiences. Algorithmic visibility provides an important context for understanding this process, but the present study does not claim a direct causal relationship between engagement and algorithmic distribution. Instead, the findings show how child-centered communication exists within a platform environment in which creators and audiences participate in the production of visibility (Cotter, 2019).

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Children's Personal Data Protection Practices in Instagram Posts

An analysis of 10 Instagram posts shows that the sharenting practice on the @ameenaatta account contains various forms of children's personal data that are publicly published. Based on coding results using NVivo 12, the most dominant personal data protection categories include biometric data, behavioral data, identity data, privacy risks, and location data. These findings indicate that various information about Ameena is published repeatedly, creating a publicly accessible digital footprint.

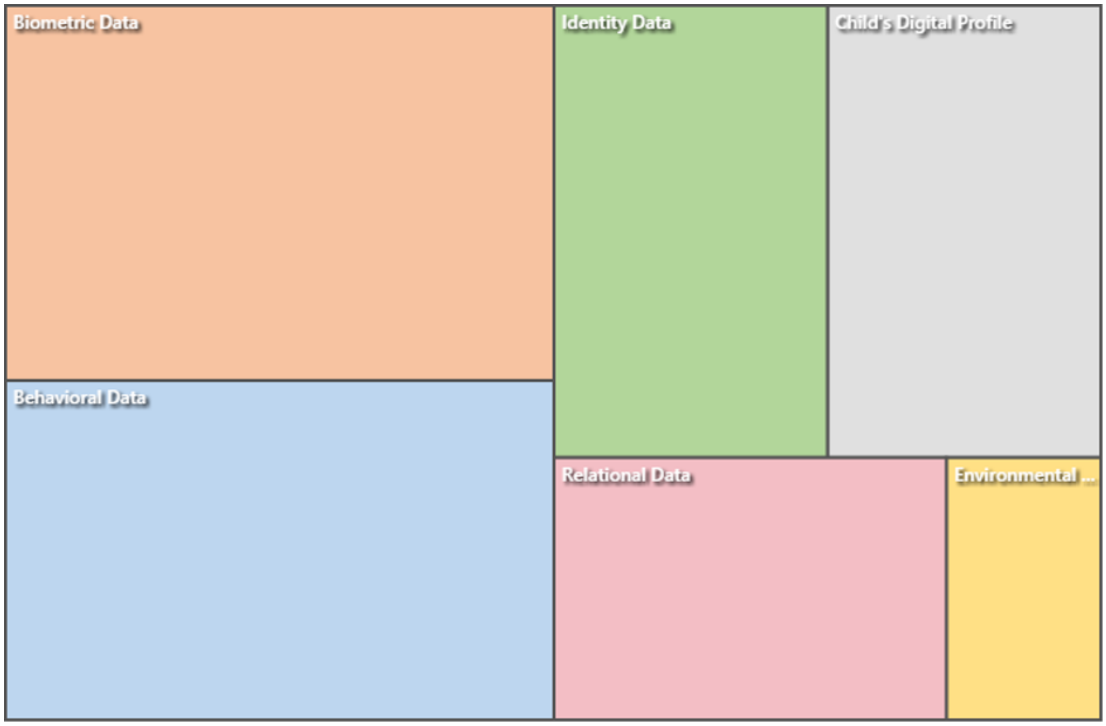


Figure 9. Hierarchy Chart of Personal Data Protection Nodes
Source: Researcher Analysis Results on NVivo 12, 2026

Figure 9 shows the distribution of coding results for the child personal data protection node. It can be seen that Biometric Data is the most dominant category, followed by Behavioral Data, Identity Data, Relational Data, Child's Digital Profile, and Environmental Data. This finding shows that posts on the Instagram account @ameenaatta mostly expose children's biometric data, especially Ameena's face which is clearly displayed in almost all photos and videos. In addition, posts also show behavioral data in the form of daily activities, abilities, habits, and interactions of the child, as well as identity data such as names and personal characteristics. Information about the child's relationship with family members (relational data) and the environment in which the child is active (environmental data) is also published, although with less intensity. The accumulation of various types of data forms a child's digital profile that becomes increasingly complete from an early age. These findings indicate that sharenting practices not only involve sharing moments of family life, but also result in various forms of children's personal data being stored and circulated permanently in the digital platform ecosystem, potentially increasing risks to children's personal data protection.

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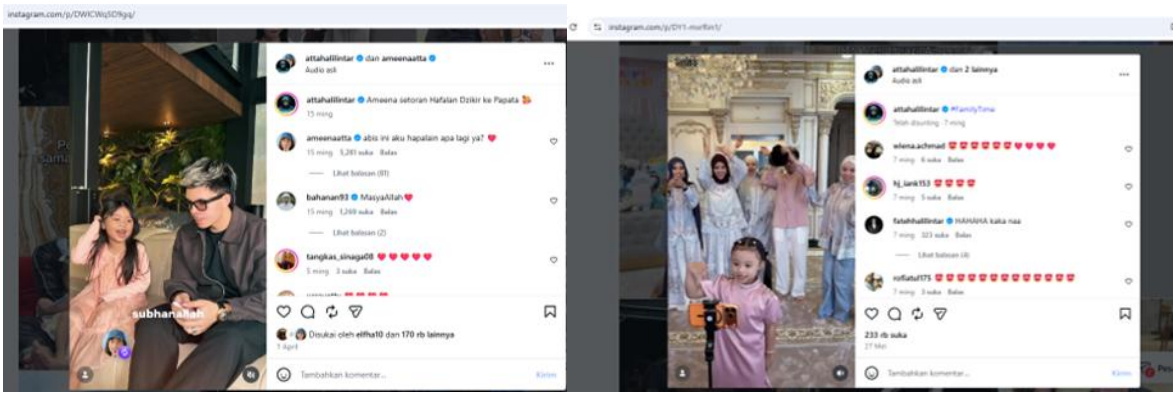


Figure 10. AM02 Ameena's upload of Dhikr memorization (left)
Figure 11. AM04 Upload Ameena Playing with Family (right)
Source: Instagram @ameenaatta, 2026

For example, in post AM02, Ameena's face is clearly shown as she recites dhikr to her father in the living room. In addition to displaying facial biometric data, the post also reveals behavioral data through religious study activities and shows part of the family's private space. Meanwhile, in post AM04, Ameena is shown dancing with family members in the living room. Although the post appears to document daily activities, information about family interaction patterns, the domestic environment, and children's habits is also documented and accessible to millions of Instagram followers.

In addition to visual data, the research findings show that audience comments contribute to the spread of children's personal information. Many comments directly mention Ameena's name, providing assessments of her abilities, personality, and development. These interactions expand Ameena's digital footprint, as information about her is not only produced by the account owner but also reproduced by the audience through the comments section. Thus, the child's digital identity is formed through a combination of uploaded content and public response to that content.

These patterns raise personal-data protection concerns because repeated communication can accumulate into a detailed digital profile over time. The study does not establish that a specific post has caused harm; it identifies forms of exposure that are relevant to privacy and data-protection discussions. The communication issue is cumulative: repeated framing can make the child increasingly recognizable and searchable while reducing the child's control over how personal information is circulated. From a digital-citizenship perspective, responsible participation requires attention to ethics, media and information literacy, and the interests of people represented in digital spaces (Choi, 2016).

Taken together, the findings show that sharenting should be understood primarily as a communication practice in which family representation, audience participation, visibility, and commercial meaning can intersect. The central contribution of this study is therefore the identification of communicative framing as the process that connects these dimensions. Digital citizenship provides an ethical perspective for considering privacy and responsible participation, while childhood studies and digital-mothering scholarship help explain the social and relational context of the communication. The analysis does not evaluate the psychological state or intentions of the child; it examines how the child is publicly constructed through communication on Instagram.

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Conclusion

This study shows that sharenting on the Instagram account @ameenaatta is not merely a practice of documenting family life but also a digital communication practice that constructs and circulates the representation of children. Using a communication framing perspective, the analysis of ten Instagram posts shows that the child is consistently represented through visual and narrative elements emphasizing identity, daily activities, abilities, family relationships, and positive character traits. These representations construct a particular image of the child while simultaneously increasing the visibility of her presence within the Instagram platform.

The findings also indicate that child representation is closely connected to datafication and commodification. The repeated publication of the child's face, name, activities, relationships, and environment produces an increasingly extensive digital data trail. At the same time, the child's presence in content contributes to audience attention and economic value through product promotions and brand placements. Therefore, the communication of children's identities in sharenting practices is not separate from the platform's data and economic processes.

From a child-centered perspective, these findings highlight the importance of recognizing children as social actors whose digital representations have consequences beyond the immediate context of family communication. The repeated exposure of children's personal information can affect their privacy and future digital identity. Therefore, sharenting practices should consider children's privacy rights, social agency, and best interests. Future research may compare representations across different influencer accounts and platforms to further examine how children's digital identities are constructed within contemporary social media environments.

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