

Peer Review

Review of: "Early Childhood Caregiver Practices and Perceptions Regarding Sharenting and its Impact"

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This article presents an important and timely exploration of the digital parenting landscape in Pakistan, offering pioneering insight into how caregivers perceive and practice "sharenting"—the act of sharing children's information or images on social media. Choudhry et al. adopt a cross-sectional design with data from 64 caregivers, presenting an innovative local adaptation of a global concern. Their use of the validated Sharenting Scale lends credibility and structure to the findings, helping establish a strong baseline for future research in South Asia. The study's ethical rigor, including approval from an institutional review board and voluntary informed consent procedures, reinforces its methodological soundness.

A significant strength of this study lies in its contextual relevance. In a digital age where parents often document their children's lives online, this paper bridges an urgent gap by exploring this behaviour within Pakistan—a country with increasing internet access but limited academic discourse on child digital privacy. The findings are both fascinating and insightful: despite 54.7% of participants never having heard of the term "sharenting," the practice is still prevalent, especially via platforms such as WhatsApp, TikTok, and YouTube. Interestingly, while the majority of participants expressed concern regarding their child's future privacy and safety, few regularly sought consent from the child before posting. This contradiction—between concern and action—is presented with sensitivity, encouraging further introspection among readers and policymakers.

While the sample size is modest (n=64), the authors successfully use this to their advantage. By recruiting highly educated and digitally active caregivers, the study captures behaviours in an emerging and tech-savvy population that may set trends for broader society. Rather than being a limitation, this selective

sample allows the researchers to engage with caregivers who are more likely to be frequent sharers, helping uncover nuanced practices and beliefs.

Another commendable aspect is the study's balanced tone. It does not sensationalise the risks of sharenting but thoughtfully frames it as a behaviour that can be guided with appropriate education and digital literacy. The authors aptly highlight how culturally appropriate communication tools and privacy education could better align parental intentions with safer digital practices. Their discussion on the need for localised policy interventions and broader national awareness reflects a forward-thinking approach that goes beyond academic contribution to propose actionable change.

Overall, this article is a foundational contribution to the under-researched area of child digital rights in Pakistan. Despite its exploratory nature, it lays the groundwork for larger, longitudinal, and perhaps qualitative follow-ups in the future. With its strong ethical grounding, methodical clarity, and socially relevant insights, this study is not only academically robust but also highly impactful for practitioners, educators, and policymakers alike. It is a must-read for those interested in child welfare, digital literacy, and responsible parenting in the modern era.

Declarations

Potential competing interests: No potential competing interests to declare.