

## Peer Review

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

Jassim Jabbar<sup>1</sup>

1. Public Health, Dow University of Health Sciences, Pakistan

This article offers a timely and important exploration of digital parenting in Pakistan, providing pioneering insights into how caregivers understand and engage in “sharenting,” the practice of sharing children’s images or personal information on social media. The researcher employs a cross-sectional design, drawing on data from 64 caregivers, and effectively applies the validated Sharenting Scale to ground their findings in a robust methodological framework. The study’s ethical integrity is evident through IRB approval and informed consent procedures, which further reinforce its scientific credibility.

One of the study’s key strengths is its contextual relevance. In an increasingly digitised society, where parental sharing online is becoming normative, this research fills a critical gap by localising a global concern within the Pakistani context. Although 54.7% of participants were unaware of the term “sharenting,” the behaviour remains common, particularly on platforms like WhatsApp, TikTok, and YouTube. Notably, while a majority of caregivers voiced concern over their child’s future privacy and digital safety, few actively sought their child’s consent before posting, highlighting a significant dissonance between awareness and action. The authors present this contradiction with nuance, prompting thoughtful reflection among readers and stakeholders.

Despite its modest sample size (n=64), the study’s strategic focus on well-educated and digitally engaged caregivers enables rich, meaningful insights into the practices of a population likely to influence broader societal trends. Rather than a limitation, this targeted sampling enhances the study’s relevance by capturing behaviours within a tech-savvy demographic.

Equally commendable is the article’s balanced tone. Rather than portraying sharenting as inherently harmful, the authors adopt a constructive approach, emphasising the need for improved digital literacy and culturally tailored communication strategies to promote safer and more informed sharing practices.

Their call for localised policy development and broader national awareness campaigns demonstrates a forward-looking vision that extends beyond academia into practical, systemic change.

In sum, this article stands as a foundational contribution to the emerging discourse on child digital rights in Pakistan. While exploratory in nature, it sets a solid platform for future longitudinal or qualitative investigations. With its sound methodology, ethical robustness, and high relevance to current societal challenges, this study is both academically valuable and socially impactful, essential reading for researchers, educators, and policymakers invested in child protection and digital wellbeing in the modern age.

## **Declarations**

**Potential competing interests:** No potential competing interests to declare.