

# Parenting patterns on social media: measuring sharenting behavior in Emerging CEE Markets

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## **Abstract**

This paper examines implicit beliefs and actual sharenting behavior in two emerging CEE markets (Croatia and Hungary). An implicit associations test was used to measure implicit beliefs about (i)responsible social media post that include children, which revealed a preference for responsible sharenting behavior in both countries. An online survey of 874 parents of children younger than 13 revealed a normal level of sharenting in Hungary, whereas the level of sharenting in Croatia was on the borderline between normal and mild. The widespread presence of sharenting behavior and its potentially negative effects on children's wellbeing make further research in this area essential.

**Keywords:** *sharenting, social media behavior, implicit associations*