

Parents' Digital Representation of Their Children on Instagram

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Abstract

Instagram is a photographic-based social media application and can be used to display the photos of its users. The researchers have observed that some parents who have Instagram accounts use them to post photos of their children on the app. This study aims to investigate the representation of children in Instagram accounts of their parents. It also explores the kinds of child activities that parents post on Instagram.

This study uses a qualitative methodology, particularly focused on virtual phenomenology. Researchers have observed and analysed the Instagram accounts of some parents who often post images of their children. The data collection technique is via observation, followed by comparison of the contents of the parents' Instagram accounts as regards their children's images.

The results aim to provide an overview of the various types of posts from parents that feature their child or children in photographs. Findings will also explore the reasons why parents post images of their children. This research is expected to provide input that will help parents make wise decisions around in posting images of their children within Instagram and other photographic social media.

Keywords: parents, children's images, Instagram, social media, parental representations of children.