The Datafication of Childhood at Home

The Data Practices, Meanings And Affects
Of Parents Of Young Children.

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The home as a datafied environment
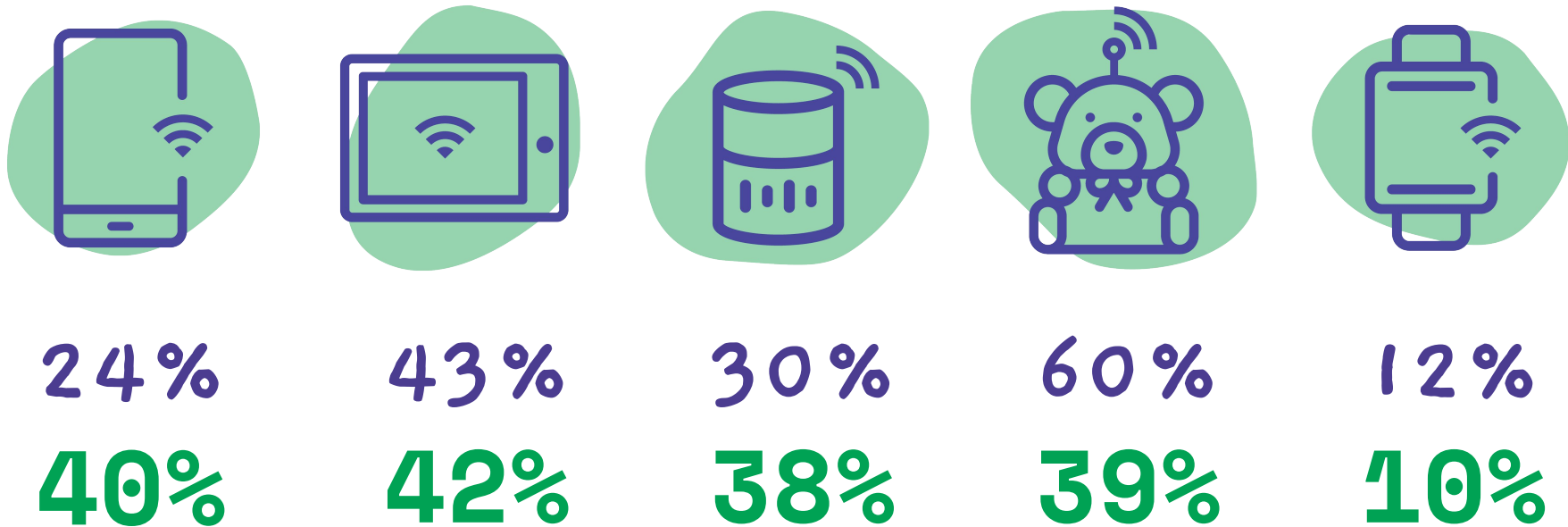—

100%
smartphone

84%
tablet

46%
smart speaker

40%
IoToy

57%
wearables

Percentage of households who own at least one of the devices

24%
40%

43%
42%

30%
38%

60%
39%

12%
10%

% of children who use the device on their own

% of children who use the device with an adult (parents, grandparents, nannies, etc.)

01 data(**child**).futures
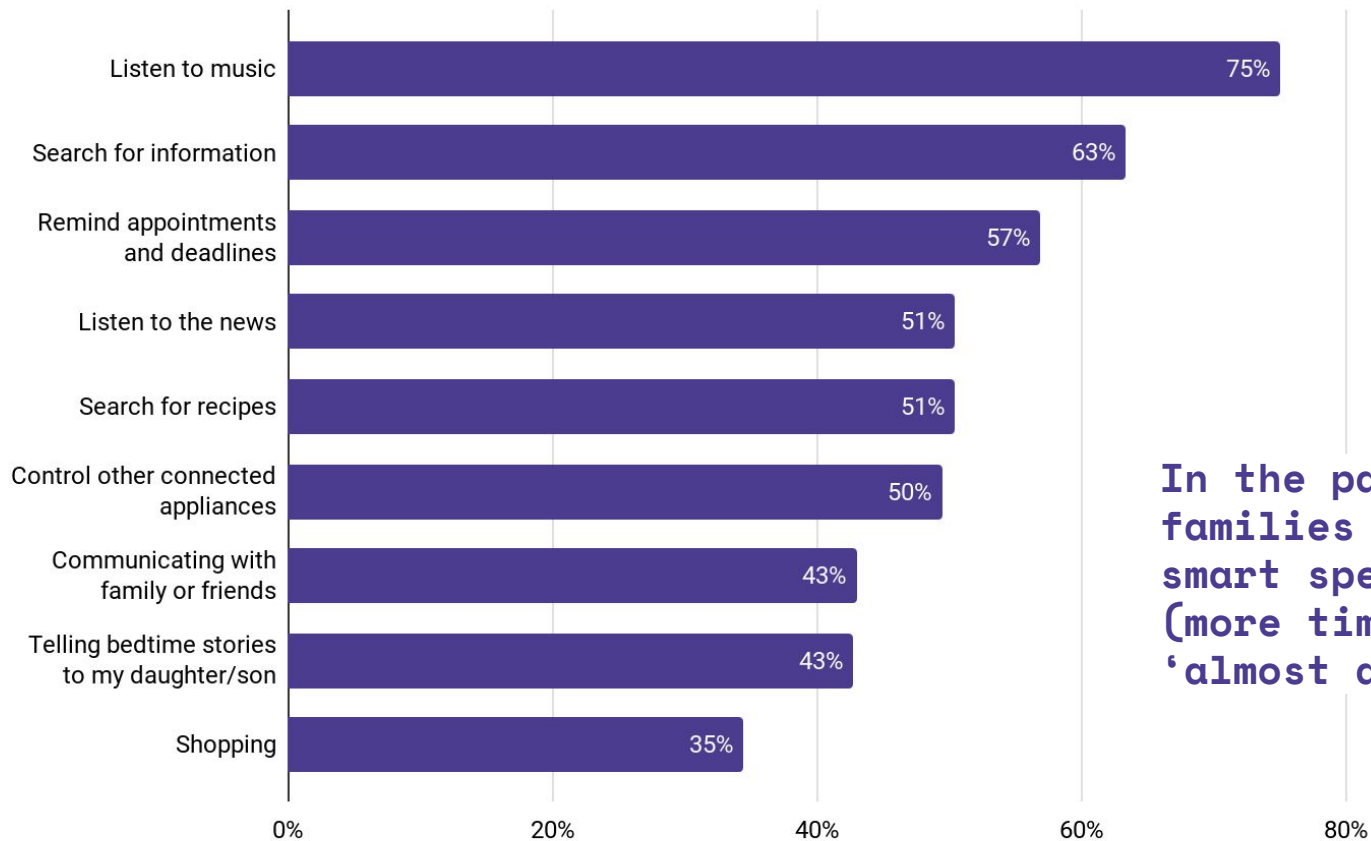
In the past month, families have used a smart speaker every day (more times a day and 'almost always') to...

- Listen to music — 75%
- Search for information — 63%
- Remind appointments and deadlines — 57%
- Listen to the news — 51%
- Search for recipes — 51%
- Control other connected appliances — 50%
- Communicating with family or friends — 43%
- Telling bedtime stories to my daughter/son — 43%
- Shopping — 35%

The mediatization of parenting: sharenting

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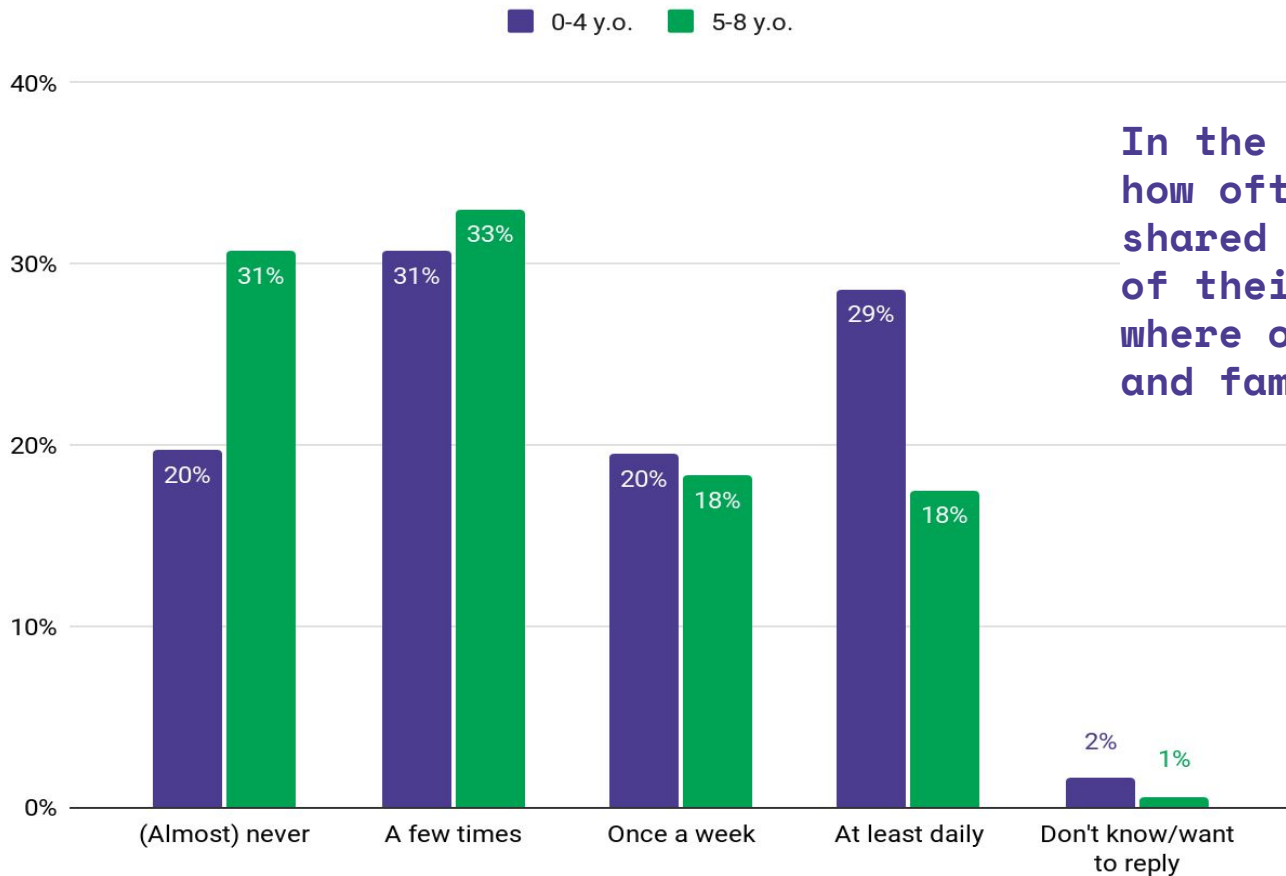
In the past month, how often have parents shared a photo of their children online where only friends and family could see it

Legend: ■ 0-4 y.o. ■ 5-8 y.o.

Chart data:
- (Almost) never: 0-4 y.o. 20%, 5-8 y.o. 31%
- A few times: 0-4 y.o. 31%, 5-8 y.o. 33%
- Once a week: 0-4 y.o. 20%, 5-8 y.o. 18%
- At least daily: 0-4 y.o. 29%, 5-8 y.o. 18%
- Don't know/want to reply: 0-4 y.o. 2%, 5-8 y.o. 1%
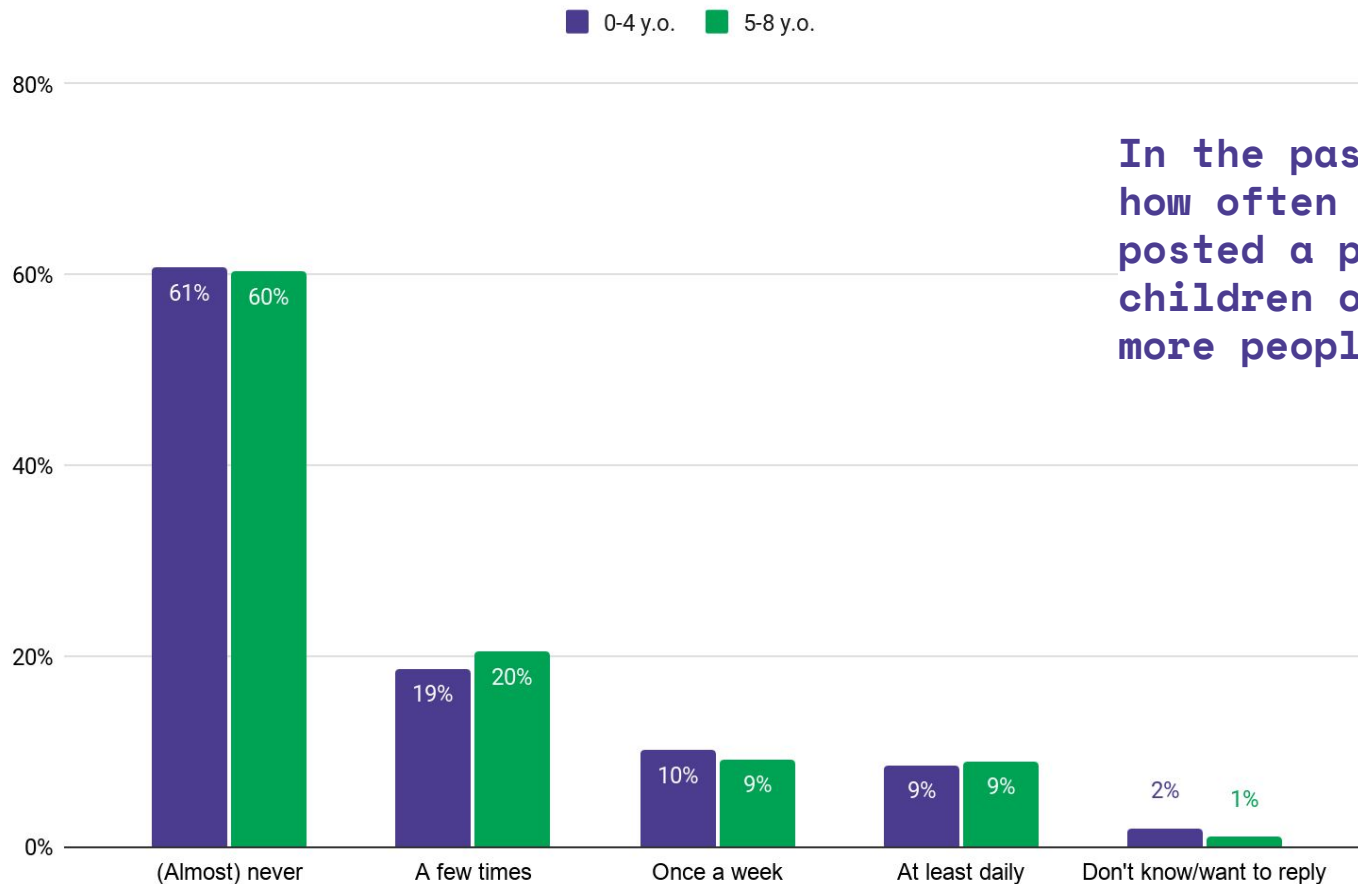
In the past month, how often have parents posted a photo of their children online where more people could see it

Legend: ■ 0-4 y.o. ■ 5-8 y.o.

Chart data:

Response	0-4 y.o.	5-8 y.o.
(Almost) never	61%	60%
A few times	19%	20%
Once a week	10%	9%
At least daily	9%	9%
Don't know/want to reply	2%	1%

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■ 0-4 y.o. ■ 5-8 y.o.

The platforms used by parents to share photos and videos of their children

Whatsapp — 87% / 88%
Facebook — 41% / 46%
Instagram — 32% / 37%
YouTube — 9% / 16%
Twitter — 4% / 8%
Parenting forums — 3% / 3%
Blogs — 2% / 3%

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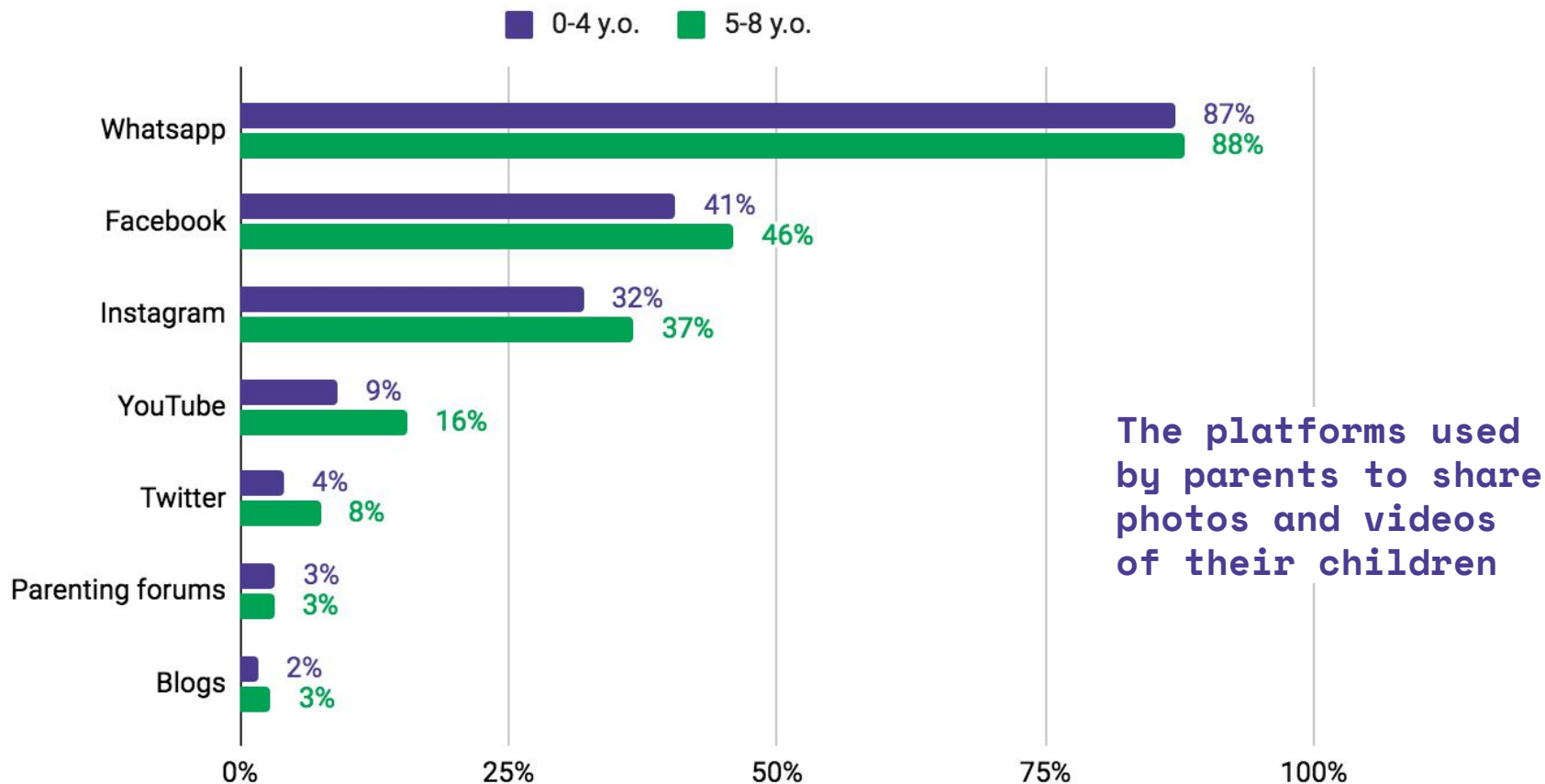
The ambivalent meaning of sharenting

Legend: 0-4 y.o. (purple), 5-8 y.o. (green)

When you shared photos or videos of your child online has any of the following applied?

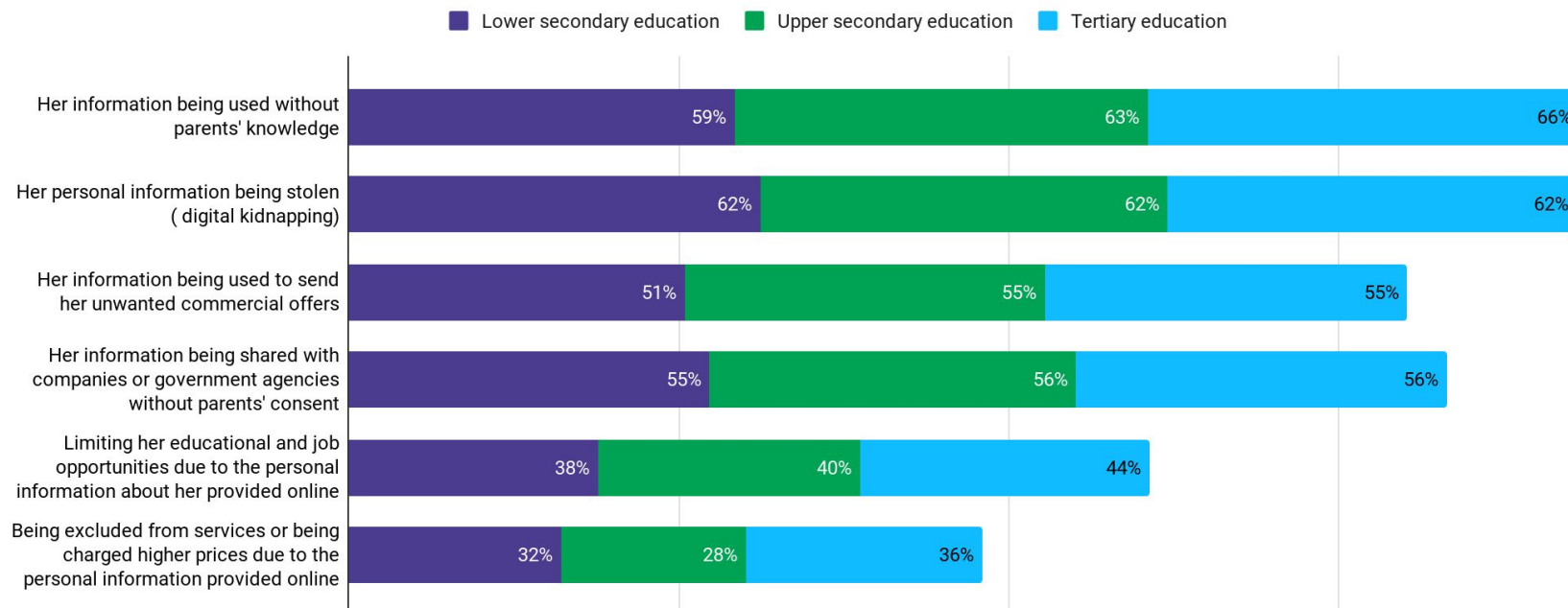| Statement	0-4 y.o.	5-8 y.o.
I did it to keep in touch with friends and relatives	72%	74%
My child asked me to post the photos/videos online	17%	44%
My child asked me to remove something I posted about them	8%	18%
I regretted something I shared about my child online	14%	17%
I asked my child if it was OK in advance	13%	36%
I didn't show my child's face clearly in photos	36%	38%
I don't see anything much to worry about	40%	44%

Parents' perceptions of the datafication of children's lives

% of parents who feel very or fairly concerned about the following risks for their child's personal information on the internet (by education)

Legend: ■ Lower secondary education ■ Upper secondary education ■ Tertiary education

Risk	Lower secondary education	Upper secondary education	Tertiary education
Her information being used without parents' knowledge	59%	63%	66%
Her personal information being stolen (digital kidnapping)	62%	62%	62%
Her information being used to send her unwanted commercial offers	51%	55%	55%
Her information being shared with companies or government agencies without parents' consent	55%	56%	56%
Limiting her educational and job opportunities due to the personal information about her provided online	38%	40%	44%
Being excluded from services or being charged higher prices due to the personal information provided online	32%	28%	36%

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Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future, even if that meant it would need to collect more personal information about you?

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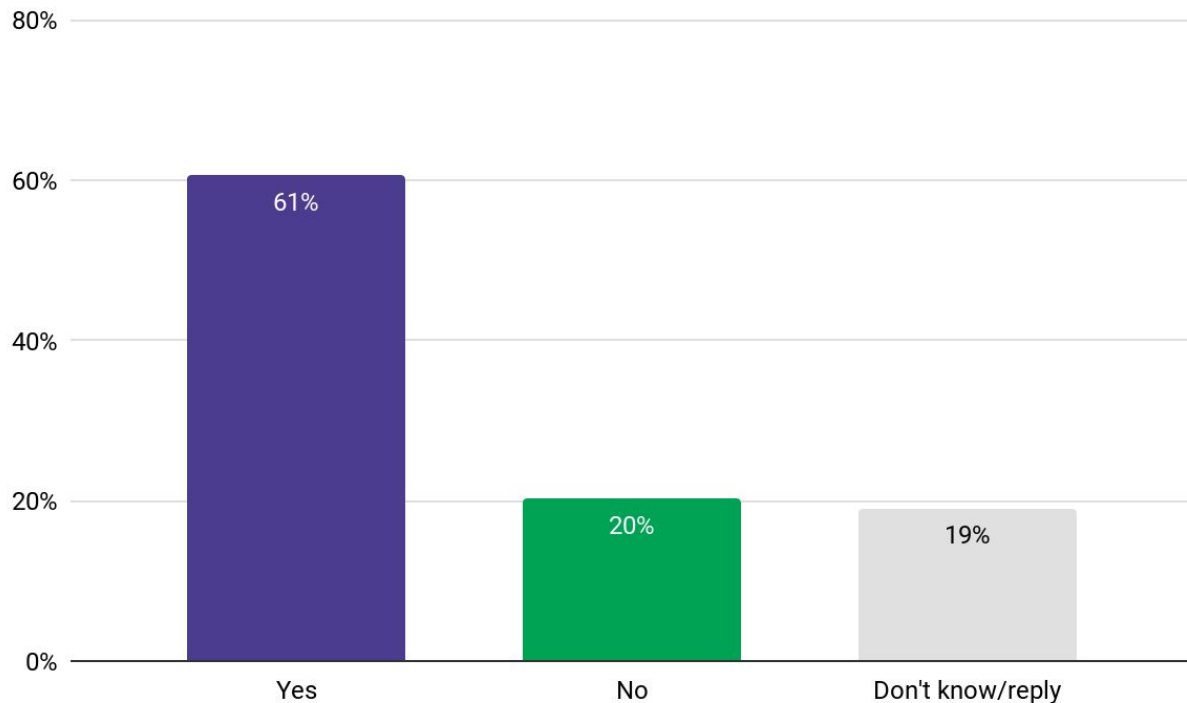
THANKS

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