

Abstract (in English)

This diploma thesis aimed to examine the attitudes of parents and children living in the Czech Republic towards the issue of sharenting and to propose measures to minimise the associated risks. For this purpose, a literature review was conducted, allowing a better insight into the areas related to the investigated phenomenon. In order to obtain answers to research questions related to sharenting and related topics - privacy and digital identity, 20 semi-structured interviews were conducted with parents (10 interviews) and children (10 interviews) of age 12-18 years. The results of the conducted research enable a closer understanding of the attitudes of children and parents towards the issue of sharenting and present a possible justification why, in the context of sharenting, one of the most important areas is trust in the parent-child relationship and the set boundary of privacy of both its actors. Moreover, a key area that proved to be crucial was negotiating rules for practising sharenting initiated by the parent before any privacy turbulence of the child's privacy occurs. Such behaviour could prevent many of the risks associated with sharenting. At the end of the thesis, proposals for the regulation of sharenting resulting from the conducted literature review were presented, supplemented with findings from the conducted research.

Key words

Sharenting, privacy, digital identity, regulation of sharenting, Communication Privacy Management Theory (CPM)