



Message from Ella Without Consent to Children's Privacy via Sharenting

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Abstract. The practice of sharenting in the digital era is currently popular because parents can show their existence by uploading information, photos, and videos about their children's activities on social networking sites (SNS) or social media. However, sharenting has received various kinds of criticism, especially regarding children's privacy. One of the criticisms that can be seen on the Deutsche Telekom YouTube channel is entitled *Nachricht von Ella | Without Consent*. Therefore, this research aims to explain the importance of children's privacy regarding sharenting through the video *Message from Ella Without Consent*. This research was carried out using the phenomenological method of the video as a research object, using documentation study techniques. By using thematic analysis, the results were obtained that parents need to protect children's privacy because children's privacy, which is disseminated through sharenting practices, has become a new habit in the digital era to gain recognition. Therefore, parents only think about their existence without thinking about the risks of sharenting practices, which display the sophistication of artificial intelligence in manipulating children's data uploaded by parents on social media in the form of photos, videos, and data information through sentence descriptions.

Keywords: Message from Ella Without Consent, Privacy, Sharenting.

1 Introduction

In the current digital era, the use of the internet through various new media has changed the new order of life. The new media connected to the internet is digital media, which provides a new concept of understanding information and communication technology (ICT) media. The digitalization media that is currently popular with individuals is social media, which has become a new medium of interaction that creates space for people to update their status, write walls on social media (Facebook and WhatsApp), make tweets on social media (X), and change their profiles with various kinds of photos or videos on social media (Instagram, YouTube, or TikTok), which displays their existence [1], [2], [3].

One of the most frequently used uses of social media is sharing information through photos, videos, and writing. In sharing this information, the information provided is not only information about oneself but also information related to the family, one of which

is the child. One practice that is currently popular is sharenting, sharenting is the activity of parents sharing information, photos, and videos about children's activities on social networking sites (SNS) or social media [4], [5], [6]. The activity in question aims to show parents' ability to care for their children. Apart from that, parents consider social media to be a place to archive memorable moments between parents and their children, as well as to establish communication with friends and family to obtain validation and support. They will even consider the information useful if it is recognized by experts [4], [7]. Although sharenting has negative impacts, such as the emergence of feelings of insecurity and discomfort, some comments are comparative between their children and other children, thus causing hostility in parents due to differences of opinion and the child's lack of response to uploaded sharenting activities [5]. At this time, the information provided through sharenting is confidential information that can be used personally, but this information is no longer confidential if it is shared on social media, resulting in a violation of children's privacy because technology connected to the internet makes the world smaller and eliminates national boundaries, giving rise to a practical network that makes it easier to violate privacy [5], [8], [9].

Sharenting practices that ignore children's privacy tend to be carried out by mothers who are influencers, also known as momfluencers, who have many followers on their social media accounts by sharing their insights into their experiences in caring for and caring for children [10]. The research results show that the disclosure of privacy that occurs on social media tends to eliminate its benefits, which have an impact on children who bear the risks of this openness.

At this time, the sharenting practice of sharing information by parents is not only through their social media accounts but also by creating social media accounts for their children. In practice, parents ignore the requirements that need to be agreed to, including those related to children's privacy [5], [6], [11]. Uploaded photos or videos constitute privacy that must be carefully guarded, closed tightly, and not shared with other people to avoid misuse of information as a form of online crime [2].

Privacy is an individual's right to selectively determine and control the information that will be provided to others about themselves [2]. Therefore, privacy as an individual right also applies to children, so adults need to pay attention to information that will be shared publicly and can be accessed by other people, because the more sophisticated technology becomes, the more difficult it is to differentiate between positive and negative impacts. Apart from that, in the 1945 Indonesian Constitution [12], Article 28 G paragraph 1 explains that every person has the right to protection of himself, his family, honor, dignity, and property under his control, as well as the right to a sense of security and protection from the threat of fear. to do or not do something that is a human right. This is the basis for the emergence of Law Number 27 of 2022 concerning data protection because advances in technology, information, and communication [13] have become challenges for various parties in protecting personal data, which is easily collected and transferred from one party to another without the knowledge of the personal data subject.

Personal data as privacy that must be protected by various parties needs to be paid attention to, especially children's privacy. This can be seen from the video *Nachricht von Ella|Without Consent* which was uploaded by the Deutsche Telekom YouTube

channel on July 3, 2023. In general, the video depicts parents who enjoy sharing images on social media during certain moments such as holidays, celebrations, to private moments. However, when the image is disseminated, information from the image can be accessed by other parties online and give rise to unexpected consequences such as misuse of data. Therefore, this research aims to explain the importance of children's privacy regarding sharenting through the video Message from Ella Without Consent.

2 Methodology

To understand cases of privacy and sharenting regarding the video Message from Ella Without Consent, researchers use a qualitative approach because reviewing the video as an existing document is likely to influence the research situation so that this knowledge can change and expand a person's view of the world and society. In this research, the type of qualitative research method used is the phenomenological method, which is obtained from people's experiences, especially the experience of parents who are used to uploading information about children on their social media. This is supported by videos on the Deutsche Telekom YouTube channel page as the object of this research [14], [15]. Deutsche Telekom is one of the world's leading telecommunications companies, providing fixed network, mobile communications, Internet, and IPTV products and services for consumers, as well as information and communications technology (ICT) solutions for business and corporate customers. At this time in 2022, Deutsche Telekom is recorded as being present in 50 countries with a staff of 206,800 [16]. On July 3, 2023, the Deutsche Telekom YouTube channel uploaded a video entitled *Nachricht von Ella|Without Consent*, which explains the habit of parents who enjoy sharing images on social media, such as during celebrations, holidays, and personal moments, known as sharing. However, when the image is disseminated, the information in the image is accessed online by other parties, giving rise to unexpected consequences such as data misuse. It can be seen from the video upload that the uploaded image can be changed by artificial intelligence (AI) technology, where a photo of Ella as a child is changed to a teenage Ella. When Ella turned into a teenage girl, Ella explained the dangers of uploading photos on social media, such as misuse of data to cheat and verbal bullying by writing sentences on uploaded photos. This will disturb children's privacy, which is regulated by the 1945 Indonesian Constitution [12], Article 28 G paragraph 1, which explains that every person has the right to protect himself, his family, honor, dignity, and property under his control, as well as the right to a sense of security and protection from the threat of fear of doing or not doing something that is a human right. The stages carried out in this research are conducting observations using documentation studies as a data collection technique, followed by the stage of analyzing documents created by the Deutsche Telekom company because most social data is stored in documented materials. [14]. The data obtained was analyzed using thematic analysis to describe the relationship between the *Nachricht von Ella Without Consent* video and children's privacy through sharenting habits to form a pattern [17].

3 Result and Discuss

In the video *Nachricht von Ella* [Without Consent], minutes 0:07 to 0:10 show a short video upload on one of the social media sites about girls' activities, namely swimming in an indoor area, followed by a video of boys playing on the slide and boys who were playing in the park, and a video of a girl who dared to come into contact with a type of insect. In these four videos, a special blur was created on their faces. Not only a short video from social media, but a sentence appeared stating that 75% of parents share their children's data on social media. If you look at the explanation of the video, the child in the video can have an opinion on the recording that will be uploaded, considering Law No. 23 of 2002 concerning child protection [18], Chapter I, Article 1, explains that child protection is all efforts that guarantee and protect children and their rights to live, grow, develop, and participate optimally by human dignity and protection from violence and discrimination. From this statement, the result is that adults around children must protect children from violence and discrimination through social media as a medium, one of which is parents.

At minute 0:33, a picture appears of a nine-year-old child named Ella, which was obtained from social media, namely Instagram. After that, a display appears showing a coding system where Ella's photo is cut and changed to look like Ella as a teenager, and at minute 0:54, Ella starts a conversation. From this conversation, it can be concluded that the use of technology today is extraordinary. Just by needing photos uploaded on social media, technology can change everything. All unknown people can take and use this photo, even though the purpose of the photo being uploaded by the father and mother is as part of memory, but not for other people because something unwanted can start from this photo. The privacy violations obtained from Ella's chats regarding privacy and sharenting are as follows: 1) When Ella's identity is spread widely through her parents' posts, the data can be damaged, resulting in Ella going to prison; 2) Photos uploaded in a strange style can be used as memes. negative 3) Ella's voice uploaded via video can be edited by irresponsible people for their interests, which is detrimental to Ella. 5) Ella's photo is used for child trafficking activities. This violation is a form of breaking into and exposing someone's identity, affairs, or documents to manipulate and defame their identity (8). Therefore, many parents are indirectly criticized for their parents' ignorance when violating their children's privacy and resulting in their children's data being stolen by irresponsible individuals [19], [20].

From the privacy violations that have been explained, it can be concluded that uploading photos on social media can become a new culture in information media such as digital media, one of which is sharenting which is described as a deviant act because it will hurt children's survival [21]. With the existence of social media as a facility, you can socialize with other people without distance or time limits, provide useful information to other people, and ask for opinions on uploaded photos, writings, and videos, even though the purpose of uploading information, photos, and videos about children does not directly show the existence of parents [3], [22]. However, when uploading this information, other parties benefit, such as advertisements that appear on social media accounts by tracking the upload [23].

When parents upload information in the form of writing, photos, or videos for whatever reason without asking permission, they have violated privacy. The right to privacy has a high position in the eyes of the law and therefore needs to be protected [8]. This is supported by government policy in the Constitution of the Republic of Indonesia [12], namely in Article 28 G, which reads, "Every person has the right to protection of himself, his family, honor, dignity, and property under his control, as well as the right to a sense of security and protection from the threat of fear of doing or not doing something that constitutes a human right." However, there are no policies governing children's privacy on social media [5].

The explanation of the violation of privacy in the video *Nachricht von Ella*|Without consent is the impact of the development of social media, such as any information obtained being easy to access anytime and anywhere, practical networks so that national boundaries disappear, few law enforcement officers understanding security privacy on social media, and the lack of public awareness to play a role in protecting other people's privacy (8). Even though parents have the responsibility to protect children in the digital environment, parents can choose what information to share [19].

In the development of information and communication technology, it is not only social media but also the emergence of developments in artificial intelligence. Artificial intelligence (AI) is an innovation that is currently having a major impact on aspects of human life. AI is a machine in the form of hardware or software that can imitate human intelligence [24]. The definition of AI is a learning method for creating specific algorithms to perform a task better than the results of tasks carried out by humans [25]. There is also another definition: AI is a technique of replacing humans with software to carry out various tasks. From the definitions above, it can be concluded that AI is a technological innovation that has extraordinary capabilities to imitate human intelligence in algorithms so that it can be created in the form of software or hardware [25]. However, the existence of AI raises concerns about data privacy and security because AI can collect, analyze, and interpret personal data on an unprecedented scale, such as in cybercrime [24], [26]. This is explained in the video *Nachricht von Ella*|Without Consent, which transforms Ella, a nine-year-old girl, into a teenage girl through the use of AI software. By cutting a photo of Ella's face that was uploaded on one of the social media sites, namely her parents' Instagram, the photo is paired with teenage bodies through algorithms from an AI. The use of complex and sophisticated AI algorithms can present personal data in detail, quickly, and accurately so that it does not cause fatigue, such as being able to identify patterns of human behavior and obtain personal data as valuable insight [24].

This explanation shows how extraordinary the use and utilization of AI is as an innovation in information and communication technology, so vigilance is needed in protecting personal and family identity as well as privacy. Therefore, sharenting activities carried out through various types of social media need to pay attention to the information in the form of photos, images, and videos, with the aim that this information is not misused by various parties. However, the practice of sharenting is not a practice that tends to have a negative impact but can have a positive impact if the information

uploaded can explain results that can be justified because the increasingly rapid development of the times can convey information more quickly and interestingly by using various kinds of information, both in sentence form. and animation.

Not only that, with this video, it can also be concluded that the positive impact of sharing, if done correctly, can maintain and provide a sense of security for children. This can be seen from the ethics of research carried out in the social sector, namely the educational sector. One of the ethics upheld by the education sector is maintaining the confidentiality of subject data by Article 13 of Law No. 23 of 2002 concerning Child Protection [18], Chapter III, concerning rights and obligations: (1) Every child, while in the care of parents, guardians, or any other party responsible for care, has the right to receive protection from other forms of abuse. However, if providing this information is done by asking permission from the child and parents to believe that the child's information will be kept confidential during the research by filling out an approved format, the parents can even submit other conditions. Another thing that needs to be considered when the practice of sharenting has a positive impact is whether the information provided is supported by theory or research results that have been carried out previously. This is a stage in providing appropriate and educational information because, according to the results of research on 500 parents, it was explained that parents who have more confidence in their knowledge about parenting, social media, and privacy will have the awareness to protect their children from various negative risks [27]. Therefore, to avoid privacy violations, parents need awareness in understanding of digital literacy in using social media and understanding children's rights and obligations through scientific meeting activities [27], [28].

4 Conclusion

By uploading the video *Nachricht von Ella|Without Consent*, it is a note for parents on protecting children's privacy from digital media, which is currently an issue of discussion among academics because children's privacy, which is disseminated through the practice of sharenting has become a new habit in the digital era to get recognition, such as positive comments or likes provided by several digital media platforms. Therefore, parents only think about their existence without thinking about the risks of sharenting practices on children's privacy, because the video shows the sophistication of artificial intelligence in manipulating children's data uploaded by parents on social media in the form of photos, videos, and data information. through sentence descriptions, such as 1) When Ella's identity is spread widely through parents' posts, the data can be damaged, resulting in Ella going to prison, and 2) Photos uploaded in a strange style can be used as negative memes. 3) Ella's voice uploaded via video can be edited by irresponsible people for their interests, which is detrimental to Ella. 5) Ella's photo is used for child trafficking activities. This is a risk that must be borne by parents.

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