

Commoditized Childhood: Making a Living by Sharenting

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Resumo

Consumption research has been investigating how ordinary objects become singularized possessions. However, the transformation of social processes into commodities has gone largely unstudied. Parents are intensively exposing children and childhood moments in social media, which is known as sharenting. Moreover, some parents use sharenting to promote their businesses. Drawing from actor-network theory, we explore how sharing practices transform childhood into a commodity by investigating what we called sharenting-based businesses. After analyzing 280 Instagram posts, we found that the commoditization of childhood is achieved through a fine balance of opposite forces within a network of entities, practices and meanings. The balance is disturbed every time the business model become too evident.

