

DIGITAL PARENTING: NAVIGATING THE CHALLENGES OF RAISING CHILDREN IN THE DIGITAL AGE IN NAIROBI, KENYA

Joy Igoki Njiru.

A Doctor of Philosophy in Early Childhood Education student at the University of Nairobi, Kenya.

Professor Paul Odundo.

Department of education, Early Childhood Education, University of Nairobi, Kenya.

©2024

International Academic Journal of Social Sciences and Education (IAJSSE) | ISSN 2518-2412

Received: 15th January 2024

Published: 18th January 2024

Full Length Research

Available Online at: https://iajournals.org/articles/iajsse_v2_i3_284_301.pdf

Citation: Njiru., I. N., Odundo, P. (2023) Digital parenting: Navigating the challenges of raising children in the digital age in Nairobi, Kenya. *International Academic Journal of Social Sciences and Education (IAJSSE)*, 2(3), 284-301.

ABSTRACT

The rise of digital age has been praised for its positive contribution towards cognitive, emotional, psychosocial and social development of the child during parenting, the same has not been without risks and challenges. These challenges arise especially when parents are not able to control excessive use of digital devices by children in the digital age during their parenting. Thus, this study was an assessment of digital parenting by navigating the challenges of raising children in the digital age in Nairobi, Kenya. The specific objectives of the study were to: determine the opportunities presented by digital age during parenting of children in Nairobi, Kenya; establish the challenges associated with digital age during parenting of children in Nairobi, Kenya; establish the joint effect of opportunities and challenges presented by digital age on parenting of children in Nairobi, Kenya and suggest appropriate strategies of handling the opportunities and challenges presented by digital age during parenting of children in Nairobi, Kenya. The social networks as well as the uses and gratification theory. Descriptive survey design was adopted targeting 90 parents from Nairobi who were sampled conveniently and data was collected through structured questionnaire and the analysis was supported by means and

standard deviations and regression analysis. It was noted that 70.8% variation parenting of children is explained by the opportunities and challenges presented by digital age. At the same time, challenges associated with digital age exerted the greatest positive and significant effect on parenting of children ($\beta=0.474$, $p<0.05$) followed by the opportunities presented by digital age ($\beta=0.416$, $p<0.05$). It was concluded that that opportunities and challenges presented by digital age jointly exert significant effect on parenting of children. It was recommended that parents should regularly track all activities undertaken by their children when they are browsing through online systems using their phones. There is need to restrict access to children to critical contents and information that available online through internet services. Parents in Kenya should stay close to their children and provide education on relevant network sites and those the irrelevant ones which they should access. Parents in Kenya should optimize the power of digital devices like televisions and smart phones to support education and learning activities of children and thus enhancing their creativity.

Key terms: Digital age, parenting, digital parenting, challenges and opportunities, strategies

INTRODUCTION

The rise of technology has ushered in the digital age that has presented opportunities and challenges in many spheres across the world (Musida, 2023). One of the spheres is child raising (parenting), especially in the current digital age. The term parenting is defined as the ability of

parents to guide their children as a way of making sure they are empowered to safely navigate their journey of life. According to Agnihotri (2023), the increasing omnipresence of digital technology demand parents to exercise care and acquire skills in proactive guidance in order to raise children in such digital era and age. Research points out a number of methods which parents can leverage to protect children from negative spillovers of the digital age which including restriction of access as well as facilitated approach. In restrictive approach, parents ban children from accessing digital devices and this limit their online presence. For facilitated approach which is mostly evident in high income countries, the role of the parents is on sharing their experiences on use of digital devices and online access and closely monitoring the same among their children (Writer, 2023).

According to Iwalaiye (2022), digital parenting requires parents to enforce discipline among their children, provide them with sex education, be friendly with their children with the need to have supervision when children watch televisions. Lee (2023) noted that although digital age poses a number of opportunities and benefits, a number of challenges are also brought about by the same which require parents to embrace thoughtful approaches so that parenting of their children can not only be healthy but also balanced. Some of the key challenges that digital age has presented included online safety and cybersecurity concerns and digital addiction (Lee, 2023). Digital age has ushered in a paradigm shift in the way children are raised by their parents. As noted by Sonia and Jasmina (2017), easy access to internet by children through mobile telephones raises great concern on the competence of parents and their authority on overseeing such actions when raising their children.

In Kenya, Muchiri (2023) pointed out that digital age has presented so many online challenges, including safety and security to children who are the most vulnerable group. Ogonjo and Achieng (2022) determined key opportunities and challenges occasioned by digital age as far as children parenting is concerned and noted that technology has presented safety and security concern among children. Theuri (2020) indicated that digital parenting concern the ability of parents to guide their children in ensuring their navigation in digital platform is safe. For successful digital parenting, Njagi (2022) indicated that parents should be aware of the opportunities and risks presented by digital age and develop workable strategies to optimize and minimize the associated opportunities and challenges of digital age toward child parenting. As a country, the government of Kenya has made significant policy reforms in protecting children in the digital ere. This is after the enactment of the Data Protection Act, 2019 that prohibits processing of the demographic and personal information of children without prior consents from the guardians or parents.

Problem Statement

The rise of digital age has been praised for its positive contribution towards cognitive, emotional, psychosocial and social development of the child during parenting, the same has not been without risks and challenges. These challenges arise especially when parents are not able to control excessive use of digital devices by children in the digital age during their parenting. In the present world, Gani (2016) argues that parents should acquire more

knowledge and proficiency on effective utilization of digital devices like smart phone besides gaining awareness of the associated risks with their utilization. Besides, parents have an additional task of staying up-to-date with latest trends and new developments in the digital arena more than their children so as to eliminate possibility of establishment of digital divide between children and their parents. Digital parenting is therefore all about provision of guidance to children on the online and safety as they interact with their virtual world.

The existing studies like Jeffery (2021) focused on Australia and not in Kenya while Mmbwanga (2021) specifically narrowed down to social media as an aspect of digital age hence creating contextual and conceptual gaps. Njagi (2022) was limited to internet as an aspect of digital age and it was comparative in nature taking a case of Kenya and Ghana and did not adequately address the issue of digital parenting in totality. All these studies create gaps which will be filled by the present study which was an assessment of digital parenting by navigating the challenges of raising children in the digital age in Nairobi, Kenya.

Research Objectives

The study was guided by the following objectives:

- i. To determine the opportunities presented by digital age during parenting of children in Nairobi, Kenya
- ii. To establish the challenges associated with digital age during parenting of children in Nairobi, Kenya
- iii. To establish the joint effect of opportunities and challenges presented by digital age on parenting of children in Nairobi, Kenya
- iv. To suggest appropriate strategies of handling the opportunities and challenges presented by digital age during parenting of children in Nairobi, Kenya

Research Questions

The study sought for answers to the following research questions:

- i. What are the opportunities presented by digital age during parenting of children in Nairobi, Kenya?
- ii. What are the challenges associated with digital age during parenting of children in Nairobi, Kenya?
- iii. What is the joint effect of opportunities and challenges presented by digital age on parenting of children in Nairobi, Kenya?
- iv. What are the appropriate strategies of handling the opportunities and challenges presented by digital age during parenting of children in Nairobi, Kenya?

Theoretical Review

The study was guided by the theory of social networks as well as the uses and gratification theory as discussed in sections below:

The theory of social networks

This theory was developed by Castells (1996) and it argues that the present modern society is merely shaped by digitalization. The theory content that people live in societies that are highly networked societies that are featured with use of technologies to process huge amount of information and knowledge (Castells, 2009). Castells (1996) defines networks as nodes that are closely connected having structures which are decentralized in nature. Once networks have been identified as per this theory, it also requires establishment of senses of identities (Castells, Manuel 1997). Digital age has presented opportunities for parents and children to connect with others in the virtual world and create new identities and this presents its evident opportunity when it comes to digital parenting (Castells, 2000). Building on the views of this theory, the present study is aimed at determining the opportunities and challenges that are linked with digital age as far as parenting is concerned.

Uses and gratification theory

The theory was developed by Blumler and Katz (1974) and its key argument is that individuals leverage digital technologies like media as a way of gratifying their specific needs and wants. This theory regards the users of digital technologies as active agents who can as well control their consumption of media. The theory regards parents and their children as being motivated and active in their selection of the digital technologies they would like to select for consumption purpose. The theory argues that individuals are active and not passive with full knowledge and awareness of choosing diverse range of digital devices for their consumption purpose. Research on this theory has established a number of motivating factors that drive people to consume media, these include the need to relax, pass time, gain knowledge and information as well as create companionship besides being a form of habit.

The theory has been critiqued in research on a number of accounts. To begin with, the role of media is highly downplayed by this theory. While parents and their children may not always be passive in the current digital age, they may also not be active either. These two issues are not given consideration by this theory since it strongly indicates that users of digital devices like parents and children are always active. Other critiques have argued that this theory is broad to be treated as a theory and hence the need to view it as an approach as far as parenting in the digital age is concerned. In spite of the said criticisms, this theory has been found applicable to the present study whose focus is on establishing the effect digital age on parenting. Digital age is characterized by extensive utilization and consumption of social media by parents and children since this theory regards them as active agents. It therefore become imperative to determine how the active role of parents in consumption of social media influence parenting of children in the age of digitalization which is the central theme in the present study.

Empirical Literature Review

The subsequent sections provide empirical review on digital age and its association with parenting.

Digital Age

There is a paradigm shift in the pace which technology is evolving and transforming the way things are being done hence digital age. Key digital platforms that have gained sharp increase in their utilization around the world include mobile phone, internet and social media with figures estimated at 5.112 bn, 4.388 bn and 3.484 bn active users (Global Digital, 2019). All these forces and development have continued to define and shape digital age across that is however has expanded to include big data and artificial intelligence (AI) as well as cloud computing and internet of things. Digital age also referred to an information age is the present period when there is huge amount of information available to people across world who can access the same through their mobile phones or computers over the internet. The rapid development of the 5G technologies provides an opportunity for users including parents and children to access and download online contents easily with high speed in this current digital age.

Parenting in Digital Age, related Opportunities and Challenges

One of the most complex journeys encountered by parents in the modern work is effective parenting in the digital era that is marred with opportunities as well as challenges. Through careful comprehension of social media, internet and technology on children and having in place relevant strategies of responding to related challenges, parenting in the digital era would be effective to parents (Gür & Türel, (2022). Digital parenting is strongly hinged on the need to establish an equilibrium between the time that children spent on screens while ensuring online safety of children and supporting utilization of technology on education ground. Hence, the need to adopt social media and technology while at the same time being keen would be key in enabling parents navigate the opportunities and risks linked with parenting in digital age (Gani, 2016). In the subsequent sections, opportunities and challenges linked with parenting in digital age are discussed:

Opportunities presented by digital age during parenting of Children

The current digital age has presented a number of benefits and challenges in general which are worth to be discussed. In the present digital age, children are able to access and gather information about relatives with aid of social media. However, over excessive use of social media can create a situation where might feel disconnected with reality (Shon, 2015). Digital age has shaped and impacted the manner which people get connected with others, a situation that has resulted into the rise of messaging applications and wide range of social media platforms. Consumption and sharing of information have also been transformed with the rise in the digital age in the word. The rise of social media and internet mean that people can access unlimited amount of information which they can share at their convenience with others thus strengthening ties and relationships. The digital age has resulted into significant effect to the entire society in general through transformation of way of working and entertainment. However, some social and ethical issues have been presented with the increasing forces of digital age which include concerns on security and privacy (Grasse, 2016).

Parents can leverage the power of social media and other digital devices to impart more knowledge and increase creatives of their children. In television stations and most radio stations for instance, there are weekly learning sessions where children can acquire useful information that can help to sharpen their creativity and novelties. Digital devices like mobile phones can allow parents to connect their children with their relatives working in other countries and thus fostering a sense of identity among children (Johnson & Rogers, 2023). By identification and utilization of learning applications, parents can improve teaching and learning outcomes of their children when in classrooms. This would in turn result into an improvement in their academic performance scores. It was asserted by Thimm (2023) that a number of social media channels and platforms like Facebook, Instagram, Tiktok/YouTube have presented opportunities for rapid sharing of news, social networking, sharing of photos and self-broadcasting respectively among parents and their children.

Digital age has introduced communication mechanisms like the use of emails, chatrooms and text messaging besides the advancement in social media platforms include Snapchat and Facebook that all together have shaped and enhanced communication and information sharing between people in modern society. The development of search engine applications like Google and Opera Min have allowed people to search and locate information quickly through the internet thus creating more knowledge for the future generation. In general, various positive outcomes have arisen from digital age although the same has presented risks and challenges which must be addressed at society level so that its optimum benefits can be enjoyed especially as far as parenting is concerned (Chute, 2014).

Challenges associated with digital age during parenting of Children

Online safety and are one key challenge that parents must be aware as they raise their parents in the current digital age. Too much consumption of social media create situations where children get addicted and this limits their interaction with others. It also has negative effect on social life of the heavily addicted children. Too much addiction to social media reduces the physical activity of children, a situation that contribute to gaining of excess weight hence obesity as a healthy implication (Modecki, Goldberg, Wisniewski & Orben, 2022). In the digital age, the widespread adoption of social media especially when uncontrolled would result into a situation where children get to learn anti-social behavior as they get pressured to ensure they conform to idealized behavior perpetuated through or on social media platforms that they may be having access to. Uncontrolled consumption of social media by children can lead to cyberbullying as earlier indicated and constant cyber bullying degree of comparison. Through these negative outcomes, mental health of children might be potentially impacted resulting into depression and feelings of anxiety (Mascheroni, Ponte & Jorge, 2018).

According to Gür and Türel (2022), although different possibilities are provided both to parents and their children from using digital technologies, some risks and problems also emanate from the same. Parents can only ensure that their children derive the most benefits from digital age by minimizing its related risks and challenges. In particular, virtual surrounding which is a key attribute with digital age is associated with numerous security threats that may affect normal

development of children. An analysis of the digital parenting behavior by Tosun and Mihci (2020) was conducted in Turkey. The study raised the need to increase the level of knowledge and awareness on concepts linked with digital parenting and an exploration of cyber risk issues faced by children in the virtual world of the digital age. The analysis of Gani (2016) considered digital parenting and its nexus with child development in social, emotional and cognitive dimensions where the relationship registered was negative. The study raised the strong need for parents to ensure they have proactively guided and nurtured their children on effective and wise use of digital devices to support their development. Parents must be proactive in guiding and nurturing digital natives to use ICT wisely and to use technology in a way that their development is supported and not seriously disturbed by digital devices

Strategies of handling the opportunities and challenges presented by digital age during parenting of Children

Educating children regarding the sites that are accessed can be an effective strategy in response to cyberbullying. The other strategy would be installation of passwords to provide restrictions on some mobile applications that are not suitable and relevant to children. The rise and advancement in the technology has presented opportunities where parents can track all activities the children are undertaking when online (Navarro, Fletcher & Jensen, 2023). By tracking the exact locations where children are when online, parents can institute relevant restrictions on the content that is suitable and relevant to them. Tracking of such information can be done through history settings or even via web trackers. Browsing history is another means which parents can get information to track the contents accessed by children and limit the one which should not have been accessed (Jeffery, 2021). Parents should provide education to children on the need to avoid sharing of their personal information online and the need to adhere to privacy when using internet. Parental control applications are other key strategies that parents can leverage to overcome the challenges of digital parenting. Through these applications, parents are provided with opportunity for monitoring and managing the online undertakings of their children (Gür & Türel, 2022).

Conceptual Framework

The conceptual framework that will guide this study is as illustrated in Figure 1 below:

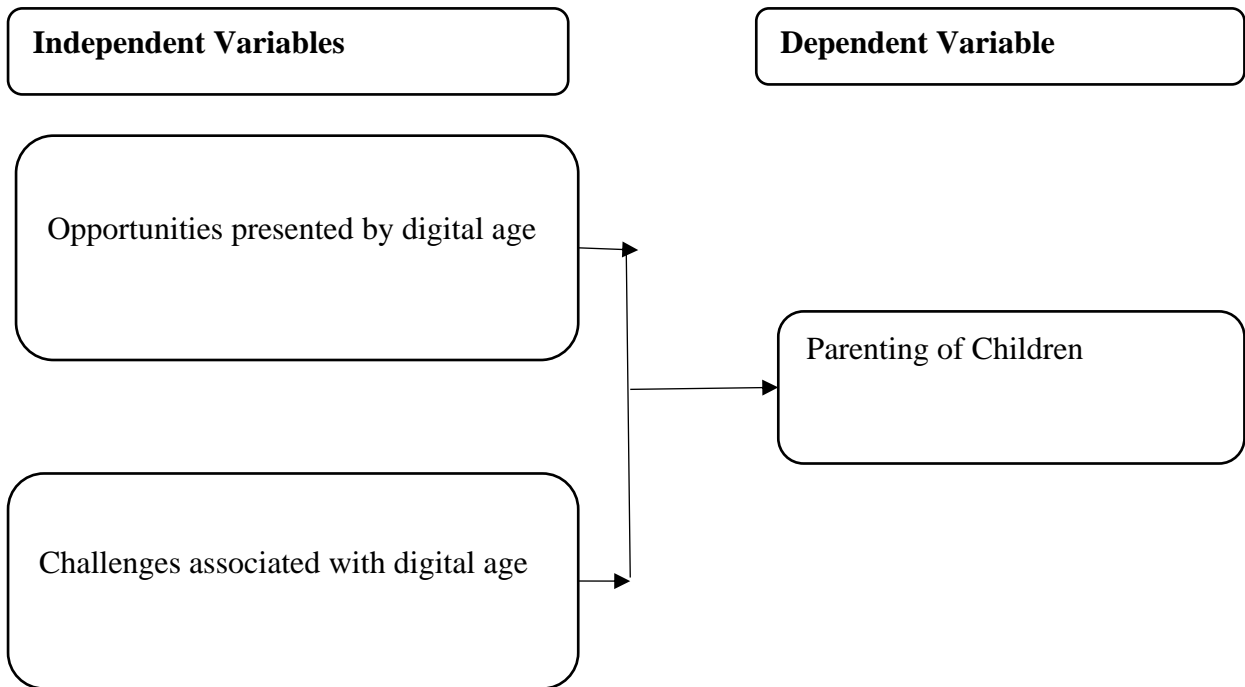


Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

Research Design

Descriptive survey design was adopted in this study to support gathering and analysis of relevant information on opportunities and challenges related with digital age as far as parenting was concerned. Other relevant studies that utilized this design include Kurgat and Mmbwanga (2021) as well as Njagi (2022).

Population and Sample Design

This study was conducted in Nairobi Central Business District among 90 parents (mothers and fathers) who were targeted and sampled through convenience sampling method. Selection and recruitment of parents was on the basis of the ages of their children and their willingness to participate in the study.

Data Collection Tool

The study obtained primary data with the help of survey questionnaire which had been designed concisely while capturing relevant details on the background information, parenting of children as well as opportunities and challenges presented by digital age as far as parenting was concerned.

Research Quality

The quality of the questionnaire had been ensured through the pilot study that had been conducted among 9 respondents being 10% of the sample size (Bougie & Sekaran, 2019) who were purposively selected but excluded from the final inquiry. This was meant to establish reliability of the questionnaire before gathering information from participants. In regard to validity and as recommended by Liamputtong (2019), two experts in the field of early childhood development were consulted who reviewed and validated the questionnaire before entering in field for gathering of information.

Research Procedure

Research permit authorizing gathering of information from participants was obtained from NACOSTI in Kenya. The researcher administered questionnaire to respondents as a strategic point within CBD by self and explanation was made after which they were given a period of 10 minutes to provide responses to items for collection. Clarification was made for inconsistent or unclear issues which respondents encountered while filling in the questionnaire.

Data Analysis

The analysis of the obtained information was aided by SPSS version 26 through Means & standard deviations as well as regression analysis and presented through tables. Table 1 below gives a breakdown of how each of the formulated objectives of this study was analyzed and presented:

Table 1: Summary of Objectives and Data Analysis

Objective	Analysis tool
To determine the opportunities presented by digital age during parenting of children in Nairobi, Kenya	Means & standard deviations
To establish the challenges associated with digital age during parenting of in Nairobi, Kenya	Means & standard deviations
To establish the joint effect of opportunities and challenges presented by digital age on parenting of children in Nairobi, Kenya	Multiple regression analysis $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$ Where: Y= Parenting of Children X ₁ = Opportunities presented by digital age

	X_2 = Challenges associated with digital age B_0 = constant $\beta_1, \beta_2, \beta_3, \beta_4$ = are regression coefficients to be estimated e = stochastic term
To suggest appropriate strategies of handling the opportunities and challenges presented by digital age during parenting of children in Nairobi, Kenya	Means & standard deviations

Presentation of the findings after analysis will be conducted through tables.

RESULTS AND DISCUSSION

Opportunities Presented by Digital Age During Parenting of Children

The findings on opportunities presented by digital age during parenting of children among parents in Nairobi were determined and shown in Table 2.

Table 2: Opportunities Presented by Digital Age During Parenting of Children

	Mean	Std. Dev
My children are able to access information about relatives over social media.	3.77	.707
My children can access unlimited amount of information over internet	3.87	.771
Digital devices have increased creativity of my children	3.63	.834
The development of search engine applications like Google has created more knowledge for my children	3.66	.713
I connect with my children when at work through mobile phone devices	3.75	.756

Table 2 indicate that digital age presents a number of opportunities during parenting like having access unlimited amount of information over internet (M=3.87, SD=0.771), access to information about relatives over social media (M=3.77, SD=0.707) and connecting with my children when at work(M=3.75, SD=0.756). Other opportunities that were established digital age during parenting of children include access to knowledge through search engines like Google (M=3.66, SD=0.713) and increasing creativity of children (M=3.63, SD=0.834). It is therefore evident that digital age is associated with a number of opportunities which parents can leverage to during parenting of their children.

Challenges Associated with Digital Age During Parenting of Children

Table 3 is a breakdown of challenges associated with digital age during parenting of children as reported by parents from Nairobi.

Table 3: Challenges Associated with Digital Age During Parenting of Children

	Mean	Std. Dev
I know that uncontrolled access to internet can expose my children to cyber bullying	3.77	.575
Too much consumption of social media creates situations where children can get addicted	3.83	.923
Too much addiction to social media can reduce the physical activity of children	3.71	.977
Uncontrolled access to social media can impact mental health of children	3.52	.547
Uncontrolled access to internet can lead to anti-social behavior among children	3.81	.756

The findings in Table 3 show that the challenges associated with digital age during parenting of children include addiction (M=3.83, SD=0.923), anti-social behavior (M=3.81, SD=0.756), cyber bullying (M=3.77, SD=0.575) and reduced physical activity among children (M=3.71, SD=0.977). This means that digital age is associated with challenges that parents should seek to minimize for children to enjoy its full opportunities.

Joint Effect of Opportunities and Challenges Presented by Digital Age on Parenting of Children

The joint effect of the opportunities and challenges presented by digital age on parenting of children in Nairobi was explored through regression analysis.

Regression Model Summary

Table 4 is a breakdown of the model summary.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.708	.70047

It can be noted from Table 4 that 70.8% variation parenting of children is explained by the opportunities and challenges presented by digital age.

The Analysis of Variance

The findings of Analysis of Variance (ANOVA) were established and summarized as shown 5.

Table 5: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	249.782	2	124.891	108.557	.000 ^b
Residual	100.093	87	1.151		
Total	349.876	89			

Table 5 indicate that on overall, the regression model adopted was significant (p<0.05).

Beta Coefficients and Significant

Consider Table 6.

Table 6: Coefficients and Significance

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.030	1.776		2.269	.000
Opportunities presented by digital age	.416	.024	.745	17.333	.000
Challenges associated with digital age	.474	.111	.595	4.270	.000

The following equation is predicted from Table 6 above:

$$Y = 4.030 + 0.416X_1 + 0.474X_2 + e$$

Where Y= Parenting of Children

X₁= Opportunities presented by digital age

X₂= Challenges associated with digital age

e= stochastic term

Table 6 provides an indication that challenges associated with digital age exerted the greatest positive and significant effect on parenting of children (β=0.474, p<0.05) followed by the opportunities presented by digital age (β=0.416, p<0.05). Jointly, it can be inferred that opportunities and challenges presented by digital age jointly exert significant effect on parenting of children.

Appropriate Strategies of Handling the Opportunities and Challenges Presented by Digital Age During Parenting of Children

Table 7 is a summary of findings on appropriate strategies of handling the opportunities and challenges presented by digital age during parenting of children.

Table 7: Appropriate Strategies of Handling the Opportunities and Challenges Presented by Digital Age During Parenting of Children

	Mean	Std. Dev
I use passwords to provide restrictions to access on some mobile applications by my children	3.97	.801
I track all activities that my children might be undertaking when online	3.57	.708
Browsing history helps me to get information contents accessed by my children	3.61	.833
I provide education to my children to avoid sharing of their personal information when online	3.68	.781

Table 7 identifies relevant strategies that can be employed to handle the challenges and opportunities that are occasioned by digital age during parenting of children. These strategies include use of passwords on some applications that children can use to access online contents (M=3.97, SD=0.801), education children on sharing of personal information online (M=3.97, SD=0.801), leveraging browsing history on contents accessed by my children (M=3.61, SD=0.833) as well as tracking of all activities that children might be undertaking when online (M=3.57, SD=0.708).

Discussion

The study had noted that digital age presents opportunities and challenges to parents during their journey of parenting. Thus, to ensure children maximum benefits from digital age, parents should optimize and minimize its associated opportunities and risks. From regression analysis, opportunities and challenges presented by digital age jointly exert significant effect on parenting of children. The finding agrees with Gür and Türel (2022) who indicated that one of the most complex journeys encountered by parents in the modern work is effective parenting in the digital era that is marred with opportunities as well as challenges. Through careful comprehension of social media, internet and technology on children and having in place relevant strategies of responding to related challenges, parenting in the digital era would be effective to parents. Gani (2016) buttressed the same arguing that digital parenting is strongly hinged on the need to establish an equilibrium between the time that children spent on screens while ensuring online safety of children and supporting utilization of technology on education ground. Hence, the need to adopt social media and technology while at the same time being keen would be key in enabling parents navigate the opportunities and risks linked with parenting in digital age.

Conclusion

Opportunities Presented by Digital Age During Parenting of Children

Digital age presents a number of opportunities during parenting like having access unlimited amount of information over internet, access to information about relatives over social media and connecting with my children when at work. Other opportunities that were established digital age during parenting of children include access to knowledge through search engines like Google and increasing creativity of children.

Challenges Associated with Digital Age During Parenting of Children

Challenges associated with digital age during parenting of children include addiction, anti-social behavior, cyber bullying and reduced physical activity among children Hence, digital age is associated with challenges that parents should seek to minimize for children to enjoy its full opportunities.

Joint Effect of Opportunities and Challenges Presented by Digital Age on Parenting of Children

Challenges associated with digital age exerted the greatest positive and significant effect on parenting of children followed by the opportunities presented by digital age. Thus, opportunities and challenges presented by digital age jointly exert significant effect on parenting of children.

Appropriate Strategies of Handling the Opportunities and Challenges Presented by Digital Age During Parenting of Children

Relevant strategies that can be employed to handle the challenges and opportunities that are occasioned by digital age during parenting of children include use of passwords on some applications that children can use to access online contents, education children on sharing of personal information online, leveraging browsing history on contents accessed by my children as well as tracking of all activities that children might be undertaking when online.

Recommendations

Parents should regularly track all activities undertaken by their children when they are browsing through online systems using their phones. There is need to restrict access to children to critical contents and information that available online through internet services. Parents in Kenya should stay close to their children and provide education on relevant network sites and those the irrelevant ones which they should access. Parents in Kenya should optimize the power of digital devices like televisions and smart phones to support education and learning activities of children and thus enhancing their creativity.

REFERENCES

- Agnihotri, A. (2023). *Digital parenting: Addressing the challenges of raising children in the digital age*. Retrieved at <https://www.hindustantimes.com/lifestyle/relationships/digital-parenting-addressing-the-challenges-of-raising-children-in-the-digital-age-101687780350346.html>
- Blumler, J. G., & Katz, E. (1974). *The uses of mass communication: Current perspectives on gratifications research*.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons
- Castells, M. (2009). *Communication Power*. Oxford/New York: Oxford University Press.
- Castells, M. (1996). *The Network Society. The Information Age: Economy, Society and Culture, Vol. 1*. Maiden/Oxford: Blackwell.
- Castells, M. (2000). *End of Millenium. The Information Age: Economy, Society and Culture, Vol. 3*. Maiden/Oxford: Blackwell. 2nd Ed.
- Castells, M.(1997). *The Power of Identity. The Information Age: Economy, Society and Culture, Vol. 2*. Maiden/Oxford: Blackwell.
- Chute, R. (2014). *The impact of technology on social communication*. Psych Central. Retrieved on July 15, 2020, from <https://psychcentral.com/lib/the-impact-of-technology-on-social-communication/>
- Eden, L., & Nielsen, B. B. (2020). Research methods in international business: The challenge of complexity. *Journal of International Business Studies*, 51(9), 1609-1620
- Gani, S. A. (2016). Parenting digital natives: Cognitive, emotional, and social developmental challenges. In *International Conference on Education* (pp. 870-880).
- Grasse, B. (2016). *How technology is changing the way relationships work*. Social Media Week. Retrieved on July 15, 2020, from <https://socialmediaweek.org/blog/2016/09/technology-changing-way-relationships-work/>
- Gür, D., & Türel, Y. K. (2022). Parenting in the digital age: Attitudes, controls and limitations regarding children's use of ICT. *Computers & Education*, 183, 104504.
- Iwalaiye, T. (2022). *5 parenting tips to raise children in the digital age*. Accessed at <https://www.pulselive.co.ke/lifestyle/beauty-health/5-tips-for-parents-raising-children-in-the-digital-age/mdnnews>
- Jeffery, C. P. (2021). Parenting in the digital age: Between socio-biological and socio-technological development. *New Media & Society*, 23(5), 1045-1062.
- Johnson, A., & Rogers, M. (2023). Strengthening and supporting parent–child relationships through digital technology: Benefits and challenges. *Family Relations*.

- Kurgat, K. P., & Mmbwanga, F. (2021). Parenting in the digital era. a case of social media use in Nairobi, Kenya. *International Journal of Science Arts and Commerce* 6(3), 84-103
- Lee, N. (2023). Parenting in the digital age: navigating challenges. Retrieved at <https://thearkgroup.org/parenting-in-the-digital-age-navigating-challenges/>
- Liamputtong, P. (Ed.). (2019). *Handbook of research methods in health social sciences*. Singapore: Springer
- Mascheroni, G., Ponte, C., & Jorge, A. (2018). *Digital parenting: The challenges for families in the digital age, yearbook 2018*. Nordicom, University of Gothenburg.
- Modecki, K. L., Goldberg, R. E., Wisniewski, P., & Orben, A. (2022). What is digital parenting? A systematic review of past measurement and blueprint for the future. *Perspectives on Psychological Science*, 17(6), 1673-1691.
- Muchiri, D. (2023). *Here's how to navigate murky waters of parenting in the digital age*. Accessed at <https://nation.africa/kenya/life-and-style/dn2/here-s-how-to-navigate-murky-waters-of-parenting-in-the-digital-age-4300080>
- Musida, S. (2023). *A new era for African children: The digital revolution's double-edged sword*. Accessed at <https://esaro.unfpa.org/en/news/new-era-african-children-digital-revolutions-double-edged-sword>
- Navarro, J. L., Fletcher, A., & Jensen, M. (2023). A bifactor model of US Parents' attitudes regarding mediation for the digital age. *Journal of Children and Media*, 17(1), 17-36.
- Njagi, J. (2022). Analysis of the constructions of children and the internet in Kenya and Ghana. *Journal of Children and Media* 17(1), 55-74
- Ogonjo, F., & Achieng, R. (2022). *Children's rights to data protection and privacy in the digital age: Existing laws and policies*. Accessed at <https://cipit.strathmore.edu/childrens-rights-to-data-protection-and-privacy-in-the-digital-age-existing-laws-and-policies/>
- Shon, L. (2015). *The impact of technological innovations on communication*. Ictupdate. Retrieved on July 15, 2020, from <https://ictupdate.cta.int/en/Summary/The-impact-of-technological-innovations-on-communication>
- Sonia L., & Jasmina, B. (2017). *Challenges of parental responsibility in the digital age: a global perspective*. Accessed at <https://www.unicef-irc.org/evidence-for-action/challenges-of-parental-responsibility-in-the-digital-age-a-global-perspective/>
- Theuri, E. (2020). *The hidden-changing roles of parenting in a digital age*. Retrieved at <https://emmatheuri.com/the-hidden-changing-roles-of-parenting-in-a-digital-age/>
- Thimm, C. (2023). Mediatized Families: Digital Parenting on social media. In *Families and New Media: Comparative Perspectives on Digital Transformations in Law and Society* (pp. 33-57). Wiesbaden: Springer Fachmedien Wiesbaden.

Tosun, N., & Mihci, C. (2020). An examination of digital parenting behavior in parents with preschool children in the context of lifelong learning. *Sustainability*, 12(18), 7654.

Writer, G. (2023). *Parenting and technology today*. Retrieved at <https://www.monitor.co.ug/uganda/oped/letters/parenting-and-technology-today-4386118>