Instamamas: Digital Labour in Online Mother Publics

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System/Système D: Improvising Digital Scholarship

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Online Mother Publics: Organization and Possibilities

- "A public is self organized... a space of discourse organized by nothing other than discourse itself" (Warner 67)
- Determined by viewership, not by participation
- "Intimate mothering publics" allow women to perform, explore, and experiment with new mothering identities away from the "surveillance of dominant groups" (Johnson 238).

Monetization in Online Publics

- Marketing companies have "have specifically sought out mommybloggers who conform to the mythical norm of middleclass, heterosexual, married, and white motherhood" (Friedman 147).
- "the twin influences of monetization and patriarchal motherhood may serve to entrench the tacit assumption of mother as white, able, and straight" (Friedman 148).

Fig. 1. "Paid partnership with Ralph Lauren"

Image by @mamawatters









mamatters

697 likes

mamawatters cheers to tired moms everywhere who've got a bub in one arm and a cup of coffee in another. wand double cheers if that coffee is HOT! 9 6 and don't worry, i don't live in cozy robes, well not past 1 pm, usually. 1

@laurenralphlauren #LaurenSleepwear #MacysLove



Fig. 2. "Profits and Paycheques"

•Image by @mamawatters

Fig. 3. "Paid Partnership with Build-a-Bear"

Image credit by @burtsbrisplease



Paid partnership with buildabear







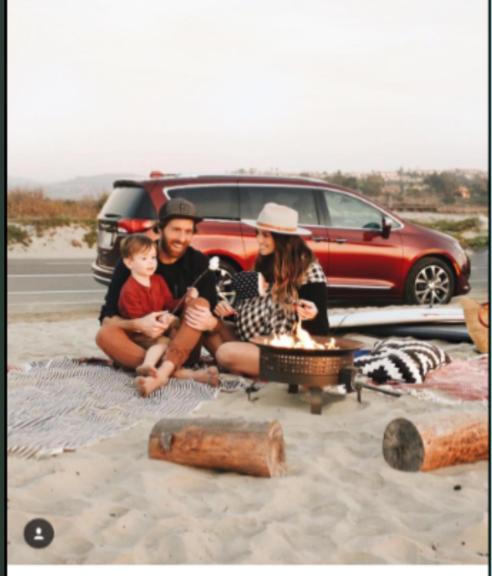


5,571 likes

burtsbrisplease I feel like an Easter basket just isn't complete without a furry friend, so this year we went to @buildabear and the boys picked theirs out. They have the sweetest bunnies and bears to choose from and they haven't left their side since. These will definitely last longer than the chocolate eggs! ** © @BuildaBear #celeBEARate #ad

Fig. 4. "Paid Partnership with Chrysler"

Image by @marylauren











8,786 likes

marylauren One of our best beach days yet... rolling up in the mini van! 🎳 Clay has always been team mini van, and I've

Works Cited

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